

D. Christopher Taylor

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EDUCATION

Doctor of Philosophy in Hospitality Administration, College of Human Sciences

Department of Nutrition, Hospitality and Retailing, 2008

Texas Tech University, Lubbock, Texas

Dissertation: "Wine Education Courses: Changes in Wine Preferences and Motivations for Attending"

Master of Arts in Management, College of Business Administration

Human Resources specialization, 2004

Wayland Baptist University, Plainview, Texas

Bachelor of Science, College of Human Sciences

Human Development and Family Studies, 1992

Texas Tech University, Lubbock, Texas

ACADEMIC APPOINTMENTS

Assistant Professor of Management

Hospitality Management Program Coordinator

Graduate Faculty Member

College of Business

Eastern New Mexico University

- Hospitality Law (HRTM 315); Fall 2008
- Introduction to Business (BUS 151); Fall 2008, Spring 2009, Fall 2009
- Business Marketing (MKT 201); Fall 2008
- Restaurant Operations, Directed Studies (HRTM 491); Fall 2008, Spring 2009
- Food Operations (HRTM 410); Fall 2009
- Hotel Operations (HRTM 400); Spring 2008
- Tourism Management (HRTM 493); Spring 2009
- Entrepreneurship (BUS 305); Spring 2009
- Catering (FCS 493); Spring 2009
- Event and Festival Management (HRTM 493); Summer 2009
- Beverage Management (HRTM 493); Summer 2009
- Ecological Tourism Management (HRTM 593-Graduate Level); Summer 2009
- Hospitality Internship (HRTM 489); Summer 2009
- Club and Resort Management (HRTM 310); Fall 2009
- Managerial Research Methods (BUS 518-Graduate Level); Fall 2009

Instructor

Distance Education and Outreach, Eastern New Mexico University

- Introduction to Wine Appreciation, Spring 2009
- Wine and Food pairing, Fall 2009

Instructor

Department of Nutrition, Hospitality and Retailing

Texas Tech University

- Hotel Group Sales (RHIM 3308), Fall 2007

- Club and Resort Management (RHIM 3355), Fall 2007-Spring 2008
- Advanced Beverage Control Management (RHIM 4312), Spring 2007-Summer 2007
- Introduction to Beverage Management (RHIM 2312), Summer 2008

Instructor

Department of Outreach and Distance Education, Texas Tech University

- Introduction to Wine Appreciation (Wine 101), Fall 2006-Spring 2008

Research Assistant, Texas Wine Marketing Research Institute

Texas Tech University, 2007-2008

Graduate Assistant, Department of Nutrition, Hospitality and Retailing

Recruitment & Internship Office

Texas Tech University, 2005

REFEREED PUBLICATIONS

Barber, N., Ismail, J., & Taylor, D.C. (2007). Label Fluency and Consumer Self Confidence. *Journal of Wine Research*. 18(2), 73-85.

Taylor, D.C., & Barber, N. (2008). Relationship of wine ratings and wholesale pricing, vintage, variety and region. *FIU Hospitality and Tourism Review*. 26(2), 10-18.

Taylor, D.C., Dodd, T. & Barber, N. (2008). Impact of Wine Education on Developing Knowledge and Preferences: An Exploratory Study. *Journal of Wine Research*. 19(3), 193-207.

Barber, N., Taylor, D.C., & Dodd, T. (2009). Twisting Tradition: Consumers' Perceptions of Alternative Closures. *Journal of Food Products Marketing*. 15(1).

Henrie, K. & Taylor, D.C. (2009). Use of Persuasion Knowledge by the Millennial Generation. *Young Consumers*. 10(1), 71-81.

Barber, N. & Taylor, C. (2009). Wine bottle closure: The importance to Millennials and Baby Boomers during purchase situations. *Enometrica*. 2(1), 67-86.

Taylor, D.C. (2009-In Press). Wine Education Courses: Motivations for attending. *Journal of Hospitality & Tourism Education*.

Barber, N., Taylor, D.C., & Dodd, T. (2009-In Press). The importance of wine bottle closures in retail purchase decisions of consumers. *Journal of Hospitality Marketing and Management*. 18(4).

Barber, N., Taylor, D. C. & Strick, S. (2009-In Press). Environmental Concerns of Wine Consumers and Their Willingness to Purchase. *International Journal of Wine Research*.

Broz, C., Taylor, D.C., & Barber, N. (2009-In Press). Blanching bones in stock production: Is this a wasted step? *The Journal of Culinary Science and Technology*.

Taylor, D. C., Barber, N., & Strick, S. (2010-In Press). Selective Marketing to Environmentally Concerned Wine Consumers: A Case for Location, Gender and Age. *Journal of Consumer Marketing*.

REFEREED PUBLICATIONS UNDER REVIEW

Barber, N., Taylor, D.C., & Deale, C. (Submitted, February 2009). Identifying the Environmental Wine Tourist and Their Purchase Intention. *Journal of Travel and Tourism Marketing*.

Taylor, D.C., Barber, N., & Deale, C. (Revisions submitted, July 2009). Segmenting the Ecological Wine Tourist. *Current Issues in Tourism*.

Taylor, D.C., Barber, N., & Broz, C. (Submitted, June 2009). The effects of wine quality in reduction preparation: an objective and subjective study. *Journal of Quality Assurance in Hospitality & Tourism*.

REFEREED CONFERENCE PRESENTATIONS/PROCEEDINGS

Barber, N., Taylor, D.C., & Deale, C. A Case for Selective Marketing: Identifying the Ecological Wine Tourist. International Council on Hotel, Restaurant & Institutional Education- Annual Conference. San Francisco, CA, August 2009. (Stand up and proceedings)

Barber, N., Taylor, D.C., & Strick, S. Environmental Knowledge and Attitudes: Influencing the Purchase Decisions of Wine Consumers. International Council on Hotel, Restaurant & Institutional Education- Annual Conference. San Francisco, CA, August 2009. (Stand up and proceedings)

Taylor, D.C., Barber, N., & Henrie, K. Measuring the Influence of Persuasion Marketing on Young Wine Consumers. International Council on Hotel, Restaurant & Institutional Education- Annual Conference. San Francisco, CA, August 2009. (Poster)

Barber, N. & Taylor, C. Who Are Ecological Wine Tourists: A Case for Selective Marketing. VDQS 16th Annual Wine Economics Conference – Namur, Belgium; May, 2009. (Keynote presentation, best paper award, and proceedings)

Barber, N., & Taylor, C. Wine bottle closure: The importance to Millennials and Baby Boomers during purchase situations. VDQS 16th Annual Wine Economics Conference – Namur, Belgium, 2009. (Stand up)

Taylor, D.C. The Impact of Wine Education Courses on Developing Knowledge and Preferences. International Council on Hotel, Restaurant & Institutional Education (ICHRIE)-Rocky Mountain Chapter Regional Conference “Educators Connecting.” Denver, CO, February, 2009. (Stand up)

Taylor, D.C., Barber, N. & Strick, S. Selective Marketing for Environmentally Concerned Wine Consumers: A Case for Gender, Region and Age. The 4th International Scientific Conference Planning for the Future - Learning from the past: Developments in Tourism, Travel & Hospitality. Rhodes, Greece, April 2009. (Accepted)

Broz, C., Taylor, D.C. & Barber, N. The effects of wine quality in reduction preparation: an objective and subjective study. The 14th Annual Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, NV, January 2009. (Poster and proceedings)

Broz, C., Taylor, D.C. & Barber, N. Blanching Bones in Stock Production: Is This Still a Wasted Step? The 14th Annual Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, NV, January 2009. (Poster and proceedings)

Barber, N., Taylor, D.C. & Dodd, T. Twisting Tradition: Consumers' Perceptions of Alternative Closures. VDAQS 15th Annual Conference; Collioure, France, May 2008. (Stand up and proceedings)

Taylor, D.C., Barber, N., & Dodd, T. The effects of knowledge on wine preference. Thirteenth Annual Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism. Orlando, FL, January 2008. (Stand up and proceedings)

Taylor, D.C., Barber, N., & Kolyesnikova, N. Content analysis of wine ratings versus pricing. Thirteenth Annual Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism. Orlando, FL, January 2008. (Stand up and proceedings)

Taylor, D.C., Barber, N., Boyce, J., & Broz, C. The effects of wine quality in sauce. Thirteenth Annual Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism. Orlando, FL, January 2008. (Poster and proceedings)

Taylor, D.C., Yuan, J., Kolyesnikova, N. & Dodd, T. The evaluation of Texas winery websites: An exploratory study. Twelfth Annual Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism. Houston, TX, January 2007. (Stand up and proceedings)

Taylor, D.C., Kolyesnikova, N. & Dodd, T. The effects of wine education on consumer preferences and evaluation of wine. Twelfth Annual Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism. Houston, TX, January 2007. (Poster and proceedings)

OTHER PUBLICATIONS

Barber, N. & Taylor, D.C. (Contracted Textbook -Anticipated Publication of 01/01/2012). *Creating, Operating and Managing a Beverage Operation*. Prentice Hall Publishing.

Barber, N. & Taylor, C. (2009-In Press). Twisting Consumers. *Wine Business Monthly*.

Barber, N. & Taylor, C. (2009-In Press) VINQUIRY. Twisting Consumers.
<http://www.vinquiry.com/Newsletters.htm>

Barber, N., Taylor, D.C., Kolyesnikova, N. & Dodd, T. (2007). Consumer Attitudes Towards Texas Wines. *Texas Wine Marketing Research Institute*.

Taylor, C. (2006, December). Celebrate the holidays with a great effervescent wine for under \$20. *Lubbock Avalanche Journal*, Lubbock, Texas.

RESEARCH IN PROGRESS

Taylor, D.C. & Barber, N. (Projected Submission-2009). A Qualitative Understanding of Consumer Concerns in Environmental Wine Tourism.

Barber, N., Deale, C. & Taylor, D.C. (Projected Submission-2009). Environmental Concerns of Wine Tourists and Their Willingness to Visit.

Barber, N., & Taylor, D.C. (Projected Submission-2009). Current state of Brand Equity Research and its importance to Wine Marketing Research.

Parboteeah, V. & Taylor, D.C. (Projected Submission- 2009). Unnamed winery website evaluation study. Targeted journal- Information Technology in Hospitality.

Taylor, D.C. & Barber, N. (Projected Submission- 2010). A Qualitative Understanding of Consumer Concerns in Environmental Labeling of Wine.

Barber, N., Gerdes, J. & Taylor, D.C. (Projected Submission- 2010). Consumer preferences in wine label design.

OTHER INDUSTRY RELATED ACTIVITIES/CONFERENCES

Effects of wine education on preferences. The 32nd Annual Conference of Texas Wine and Grape Growers Association, Houston, TX, February 2008. (Presentation)

Champagne or sparkling wine for New Year's? "Living Section" interview *Lubbock Avalanche Journal*, Lubbock, TX, December 29, 2007. (Article)

Wine Research-Front page cover story. *Lubbock Avalanche Journal*, and syndicated by *Associated Press*, Lubbock, TX, June 2007. (Article)

Texas Wine Sales Data. The 31st Annual Conference of Texas Wine and Grape Growers Association, Houston, TX, February 2007. (Presentation)

SERVICE TO EASTERN NEW MEXICO UNIVERSITY

- Coordinator of the Hospitality Management Program: 2008-present
- Student Advising: Fall 2008-present
- College of Business Assessment Committee: 2008-2009
- College of Business Ad-Hoc Committee on Graduate Learning Assessment: 2008
- College of Business Ad-Hoc Committee on Management Curriculum: 2008
- Faculty Advisor to the Hospitality Club, Student Organization: Fall 2008-present
- College of Business Scholarship Committee: 2008-present
- College of Business Ad-Hoc Selection Committee for Student Research: Fall 2008
- High Plains Film Festival Committee: 2008-2009
- College of Business "Back to School" faculty party (Host/Chef): Fall 2008
- Guest Speaker to Roswell High School Students: October 1, 2008
- Substitute Faculty Senate Representative: September 2008; October 2008; May 2009
- "Green and Silver Day" Representative: November 8, 2008
- ENMU Transfer Social; COB Representative- Amarillo, Texas: November 13, 2008
- College of Business Ad-Hoc Committee on Graduate Mission Statement Development: Spring 2009
- College of Business Graduate Education Committee: 2008-present
- ENMU Special Ad-Hoc Committee on Faculty Evaluation Guidelines: 2009
- Texas Tech University MFA exhibit at ENMU, reception host/chef: April 17, 2009
- Conference Judge- 35th Annual Student Research Conference, ENMU: April, 2009

PROFESSIONAL SERVICE

- President, Portales Art Council, 2009-present
- Reviewer, Journal of Foodservice. 2009-present
- Portales Art Council, 2008-present
- Portales' "MainStreet Wine Festival" fund raiser- wine expert, 2009
- Roosevelt County Literacy Council fund raiser, Spring 2009

- Business, Society & Government Consortium Journal; Ad-Hoc Reviewer, Fall 2008
- Board Member of the Medici Circle for the Texas Tech School of Art, 2006-2009
- Scholarship fundraiser coordinator/chef for Texas Tech University School of Art, November, 2008
- President, Medici Circle of the Texas Tech University School of Art, 2007-2008
- President-elect and event director, Medici Circle, 2006-2007
- Advisor to HSMAI student organization at Texas Tech University, 2006-2008
- Founder and President of a student chapter of the Society for Human Resource Management at Wayland Baptist University, 2002-2004
- Leader and lecturer for monthly wine tasting groups, 2001-2006
- Board member of the Center for Contemporary Art in Abilene, Texas, 2002-2004
- Founding member of an auxiliary group that put on a monthly “Artwalk” for cultural and business venues, Abilene, Texas; 2001-2002
- Volunteer committee for a zoological park’s fundraising events, 1999-2002
- Board member of the Abilene, Texas, Teen Pregnancy Council, 2000-2002
- Board member and officer of a fraternal housing corporation, 1996-2004

PROFESSIONAL CERTIFICATIONS/ORGANIZATIONS

- International Council on Hotel, Restaurant and Institutional Education-Member
- National Restaurant Association Educational Foundation for ServSafe Food Protection Manager Certification Examination: Certified 2008-2013

GRANT WRITING

UNLV William F. Harrah College of Hotel Administration Research Grant and Award Program:

- A Qualitative Study of Wine Tourism and Consumers’ Concerns Regarding Wine Region Environmental Sustainability; 2009. (\$30,000, Submitted and Declined)

Eastern New Mexico University:

- Faculty Competitive Grant: Environmental Concerns of Wine Tourists and Their Willingness to Visit; 2008 (\$1492.50, Submitted; \$1225).

Department of Health and Human Services:

- Sober Truth on Preventing Underage Drinking Act Grant: A Longitudinal Study of College Freshmen and Their Beliefs and Attitudes Toward Alcohol Consumption; 2008 (\$199,128, Submitted and Declined)

FELLOWSHIPS

Helen Devitt Jones Fellowship for Graduate Studies (Fall 2005-Spring 2008) \$30,000

Chancellor’s AT&T Fellowship (Fall 2005-Spring 2008) \$9,000

PROFESSIONAL HOSPITALITY EXPERIENCE

Glazer’s Wholesale

Domaines and Estates Fine Wine Division

Key Account Manager, 2006

- Sales manager in charge of fine wine division for West Texas
- Provided wine/wine list consulting to restaurants and retail outlets
- Conducted wine dinners and seminars for wine consumers
- Provided wine service training to restaurant staff
- Developed Glazer’s sales staff to better promote the wine portfolio
- Increased division wine sales in West Texas

Gratis Catering

Director/Event Planner, 2000-2008

- Event coordinator/caterer for annual School of Art scholarship fundraisers, 2007-2008
- Chef services provider to Haute Goat Creamery, 2007
- Guest chef for “Red Raider Wine” launch party/fundraiser, 2006
- Guest chef/caterer of a development party for Texas Tech’s President and guests, 2006
- Wine service management for the Underwood Center for the Arts, 2004-2008
- Guest chef for special events at the Underwood Center for the Arts, 2004-2008
- Catering services for art openings at the Center for Contemporary Art, 2001-2003
- Provided various catering services for the arts and fundraising events, 2000-present
- Monthly guest speaker for wine dinners at local restaurants and events, 2005-2008

OTHER PROFESSIONAL EXPERIENCE

Texas Attorney General’s Office

- Regional Analyst, 2002-2005
- Unit Manager, 1998-2002
- Program Administrator, 1997-1998
- Unit Supervisor, 1996-1997
- Child Support Review Officer, 1995-1996
- Child Support Officer IV, 1994-1995
- Child Support Officer III, 1993-1994
- Child Support Officer II, 1992-1993
- Intern, summer 1991

Management

- Successfully managed field offices of up to 32 professional staff
- Conducted management analysis for an 86 county region
- Provided management consulting to field managers
- Led and motivated staff to exceed legislative and executive goals
- Ensured that policies and laws were followed by 185 field staff
- Coached field managers to reach a regional production goal of \$138 million

Human Resources

- Conducted ongoing professional and executive training for staff
- Carried out interviews and selected applicants for field offices
- Consulted on all human resource issues including FMLA, FSLA and EEO
- Helped employees with benefit issues including leave and insurance

Project Management

- Created a regional call center by selecting staff, training management and staff, developed standard operating procedures and monitored operations
- Developed a successful pilot project for intensive collections that was integrated into a new office and which became part of a regional operating plan
- Monitored operation plan performance of offices
- Worked on statewide integration and rollout of a new computer system
- Implemented a regional quality control program
- Set up and maintained a video conferencing system for a regional training center

Customer Service

- Maintained trusting relationships with Federal and State legislators as a regional liaison
- Handled difficult customer service issues as the Regional Ombudsman
- Monitored offices and staff for quality customer service and addressed all complaints

- Set expectations and delivered training on providing quality customer service
- Conducted legal negotiations and mediation

PROFESSIONAL DEVELOPMENT/TRAINING

- Graduate of Leadership Abilene, a Chamber of Commerce program, 2002
- Graduate of the Governor's Management Development Program, 1998
- Mediation Certification Program, 1995