

Julie (Longstreth) Tkach, Ph.D., CDM, CFPP
1278 Trail Ridge Rd, Brookings, SD
57006
(517) 526-0822

EDUCATION

- Ph.D. in Hospitality Business and Tourism, August 2013.
Michigan State University, Department of Community, Agriculture, Recreation and Resource Studies with a Graduate Specialization in Hospitality Business.
 - Dissertation Title: Determinants that Influence College Students in Considering Hospitality Business as their Major: A New Model.
 - Master of Science in Hospitality Business, Spring 2005.
Michigan State University, *The School of Hospitality Business*
 - Bachelor of Arts in Hotel, Restaurant and Institutional Management, Spring 1994.
Michigan State University, Department of Hotel, Restaurant and Institutional Management
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ACADEMIC EXPERIENCE

- **Instructor**, Hospitality Management program, 2016 - present.
South Dakota State University, Department of Consumer Sciences
 - **Department Chair and Assistant Professor**, 2013 – 2015.
Northwood University, Hospitality Management Department
 - **Graduate Assistant** (Research Assistant and Instructor), 2006- 2013.
Michigan State University, *The School of Hospitality Business*
 - **Graduate Assistant** (Research Assistant and Teaching Assistant), 2004-2006.
Michigan State University, *The School of Hospitality Business*
 - **Adjunct Instructor**, International Tourism, 2004-2005.
Grand Valley State University, Department of Hospitality and Tourism Management
 - **Assistant to *The School's Academic Advisor***, 2003-2004.
Michigan State University, *The School of Hospitality Business*
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PROFESSIONAL EXPERIENCE

- **HDS SERVICES**. Director of Nutritional Services, 1996 – 2004.
Responsible for resident and staff food services, catering, and customer relations for each facility and handled all administrative functions (i.e. inventory, ordering, meeting budgetary goals, and department-level human resources); Hired, trained, developed, and disciplined staff using supportive team-building techniques; Planned and executed formal and informal, in-house and off-premise catered events; Provided clinical nutritional support through assessments, consults, and care plans/conferences; Participated on facility committees and supported community programs. Facilities included hospitals, long term care/continuing care, and education.

PROFESSIONAL EXPERIENCE (cont'd)

- **Applebee's Neighborhood Grill and Bar.** Bar and Service Manager, 1994-1996.
Opening team-member for Naperville, IL store; Ensured high operational standards of service, sanitation, and money-handling; Responsible for purchasing, inventory, and controlling labor, food, and beverage costs; Hired and trained staff and monitored budget; Devised and implemented a tracking system to control food loss/waste.
- **Tidbits and Crumbcakes Catering.** Owner/Operator, 1999-2004.
Responsible for all aspects of creating and running a personal catering business. Learned to "think like the owner."

PUBLICATIONS

- Kim, S.H., Cha, J.M., Cichy, R.F., Kim, M., and **Tkach, J.L.**, (2016). Roles of Private Club Volunteer Leaders. *International Journal of Hospitality and Tourism Administration*, 17(1), 43-71.
- Cichy, R.F., Singerling, J.B., Kim, S.H, Cha, J.M., Kim, M.R., and **Tkach, J.L.** (2013). Financial Performance Linked to Board Size and Involvement in Strategy. *The BoardRoom*. July/August 2013. 17(247), 74.
- Cichy, R.F., Kim, S., Cha, J., Kim, M., and **Tkach, J.L.** (2013). General Managers' and Chief Operating Officers' Evaluations of Private Club Boards of Directors. *International Journal of Hospitality Management*, 32(1), 245-253.
- Koenigsfeld, J., Kim, S., Cha, J., Cichy, R.F., Kim, M., and **Tkach, J.L.** (2012). Effects of Board Size and Board Involvement in Private Club Financial Performance. *International Journal of Contemporary Hospitality Management*, 24(1), 7-25.
- Cichy, R.F., Kim, S., Cha, J., **Tkach, J.L.**, and Kim, M. (2010). Who is the Leader of Your Club? *Club Management*, November/December, 89(6), 15.
- Cichy, R.F., Kim, S., Cha, J., **Tkach, J.L.**, and Kim, M. (2010). Volunteer Board and Committee Members' Roles in Private Club Communication. *Club Management*, September/October, 88(5), 14-15.
- Kim, S.H., Cha, J.M., Cichy, R.F., Kim, M., and **Tkach, J.L.** (2010). Board Members: Do You Know What is Expected of You from Your GM/COO? *Premier Club Services' At Your Service*, 18(4), 12; August/September.
- Kim, M. and **Tkach, J.L.** (2010) Exploring the Factors Influencing Hospitality Student Involvement in Student-led Clubs and Events, accepted **as the lead article** to *Florida International University Hospitality and Tourism Review Special Summer Edition*, 28(2), 1-11.
- Cichy, R.F., Kim, M.R, and **Longstreth, J.K.** (2006). Building your emotional intelligence can enhance your client service and loyalty. *Vending & OCS Journal*, July/August, 14(1), 49-50.

PUBLICATIONS (cont'd)

- Cichy, R.F., Kim, M., and **Longstreth, J.K.** (2006). Business relationships in the vending industry. *Vending & OCS Journal*, September/October, 14 (2), 80.
- **Longstreth, J.K.** (2005). Instructor's Manual with Test Bank for Managing for Quality in the Hospitality Industry by Cichy and King. Prentice Hall.

BOOK REVIEW

- Contributor to the revision of Hospitality Operations by Ninemeier and Purdue, 2006.

CONFERENCE PROCEEDINGS

- Cichy, R.F., Kim, S., Cha, J., Kim, M., and **Tkach, J.L.** (2010). Private Club Board Development, Board Performance, and Satisfaction with the Board: From Perspectives of General Managers and Chief Operating Officers. *Proceedings of the 2010 International Council on Hotel, Restaurant, and Institutional, Education Conference*, Caribe Hilton, San Juan, Puerto Rico.
- Collison, J., **Tkach, J.**, and Holecek, D. (2008). Young and Mobile: An Analysis of the 12-18 Year Old Student Travel Market. *Proceedings of the 13th Annual Graduate Student Research Conference in Hospitality and Tourism*, Orlando, FL.

ACADEMIC PRESENTATIONS

- Determinants that Influence College Students in Considering Hospitality Business as their Major: A New Model. Poster at the 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Seattle, WA, January 4, 2013.
- *The School of Hospitality Business Program. Skills to Success at MSU for Multi-Cultural Business Programs*, East Lansing, MI, April 14, 2012.
- Image of the Hospitality Industry, Decisions in Career Selection, and Impacts for Hospitality Programs: Perceptions of Two Generations of Undergraduates. 2012 Great Lakes Hospitality & Tourism Educators Conference, Grand Valley State University, Grand Rapids, MI, March 24, 2012.
- The Hospitality and Tourism Industry. Native American Business Institute at Michigan State University, July 25, 2011.

ACADEMIC PRESENTATIONS (cont'd)

- Destination Activities of the 12-18 Year Old Student Travel Market. Poster at the International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference, Atlanta, GA, July 31, 2008.
- Young and Mobile: An Analysis of the 12-18 Year Old Student Travel Market. The 13th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism at the University of Central Florida, Orlando, FL, January 4, 2008. (with Jim Collison)
- Tourism in the United States. The Exchange program entitled Business in the United States. The exchange is between Macquarie University in Sydney, Australia and MSU, East Lansing, MI, July 9, 2007.
- Qualitative Analysis of Automatic Merchandising Leaders' Emotional Intelligence. Great Lakes Hospitality & Tourism Educators Conference sponsored by MICHRIE, Charleston, IL, April 21, 2007.
- Examining the Connection between Emotional Intelligence and Managerial Relationships: Application to National Automatic Merchandising Association (NAMA) Vending and Coffee Services Industries Executives: A Qualitative View. Graduate Student Forum, *The School of Hospitality Business*, April 19, 2007.
- Automatic Merchandising and Coffee Service Leaders' Emotional Intelligence. Graduate Student Forum, *The School of Hospitality Business*, March 30, 2006.
- Automatic Merchandising Leaders' Emotional Intelligence. Great Lakes Hospitality & Tourism Educators Conference, East Lansing, MI, December 3, 2005. (with M. Kim)

INDUSTRY PRESENTATIONS

- Forecasting for Savings. Tri-County Council on Aging Directors of the Meals on Wheels Program, Lansing, MI, March 22, 2007.
- Basics of Marketing Your Program. Tri-County Council on Aging Directors of the Meals on Wheels Program, Lansing, MI, November 9, 2006

COURSES TAUGHT

South Dakota State University

- Foodservice Organizations: A Managerial and Systems Approach
- Quantity Food Production with Lab (co-taught)
- Hospitality Facilities and Design

Northwood University

- Introduction to Hospitality Management
- Food and Beverage Management
- Hotel Operations
- Hospitality Human Resources
- Special Events and Meeting Planning
- Current Issues in Hospitality and Leadership
- Clubs and Resorts
- Marketing

The School of Hospitality Business at MSU

- Introduction to Hospitality Business
- Professional Development I
- Professional Development II
- Hospitality Business Strategy (co-taught)
- Managing for Quality in the Hospitality Industry (co-taught)
- Hospitality Marketing
- Managing Hotel Operations (co-taught)

Grand Valley State University

- International Tourism

LEADERSHIP AND SERVICE ACTIVITIES

- Co-Advisor, Hospitality Management Club, 2016 - present.
- Department Contact, Events & Facilities Administration Minor, 2016 - present.
- Bay Arenac Culinary and Hospitality Program Advisory Board Member, 2013 – 2015.
- Northwood University's Academic Quality Council Member, 2014 – 2015.
- Advisor for Northwood University Hospitality Enterprise student club (NUHE), 2013 – 2015.
- Advisor for Northwood University's Annual Stafford Dinner, 2013 – 2015.
- Advisor for Northwood University's Auto Show Food Operations, 2013 – 2015.
- Member of *The School's* Admissions Committee at MSU, Fall 2012.
- Member of *The School's* Graduate Programs Committee at MSU, 2007-2009.
- Graduate Student member of MSU's Community, Agriculture, Recreation, and Resource Studies faculty search committee for three new faculty positions, 2008.

HONORS

- Alumna of the Month (August 2014), *The School of Hospitality Business Alumni Association*, Michigan State University
- Complimentary letter from the Director of Michigan's State Office on Aging (2006)

PROFESSIONAL AFFILIATIONS

- Certified Dietary Manager and Certified Food Protection Professional, Association of Nutrition & Foodservice Professionals (Dietary Managers Association)
- Member of *Eta Sigma Delta* - International Hospitality Honor Society
- Member of Council on Hotel, Restaurant, and Institutional Education
- Member of the National Restaurant Association

PROFESSIONAL DEVELOPMENT

- **Industry Educational Sessions:** National Restaurant Association Show
 - 2015: 3D printing – Food Design and Technology in your kitchen; Restaurant Sustainability by Design.
 - 2014: Food Allergies and Sensitivities; Diversity; Sanitation.

- **Statistical Workshops:** Center for Statistical Training & Consulting at MSU, 2005-2013.
PLS-SEM Modeling; Introductory and Advanced SEM; Hierarchical Linear Models; Intermediate Data Analysis Using SPSS.

- **Teaching Workshop:** The Graduate School at MSU, 2005-2012.
In-class and Out-of-class: Sequencing Activities to Maximize Learning.

- **Teaching Conference:** The Kagan Institute, 2005.
Cooperative Learning Methods and Outcomes

