

Gene Fritz; Ed.M. – CEO and Founder

CORE COMPETENCIES

- Strategic Planning
- Program Quality Assessment
- Market Research / Competition Benchmarking
- Facility Assessment and Design
- Facility Renovation Process Management
- Fundraising Strategy Advising
- Accreditation Preparation and Accountability
- Curricular Design Assessment
- New Program Start-Up
- Student Recruitment / Program Growth Review
- Curricular Design and Assessment
- New Program Start-Up
- Program Brand Strategy / Market Research
- Faculty Search, Development & Assessment
- Budget-to-Operation Fiscal Review
- Sustainability Audit
- Procurement Systems Assessment
- Industry Engagement & PAC Assessment
- Student Retention Tracking & Response
- Customer Satisfaction Audit

CLIENT DEMOGRAPHIC

- Postsecondary Public Education
- Postsecondary Private / Proprietary Education
- Secondary Education (*i.e.: ProStart, Skills USA...*)
- Kitchen Design Firms
- Architectural Firms
- State CTE / DOE Offices

REFERENCE LIST

- | | | |
|---------------------|--|------------------|
| • Kirk Bachmann | Auguste Escoffier School of Culinary Arts <i>Boulder, CO</i> | 630.945.7940 (c) |
| • Diana Glenn | Central Oregon Community College <i>Bend, OR</i> | 541.280.9899 (c) |
| • Dr. Glenn Mack | NorthWest Arkansas Community College <i>Bentonville, AR</i> | 479.235.0132 (c) |
| • Dr. Terry Umbreit | Washington State University <i>Pullman, WA</i> | 509.592.3531 (c) |
| • Dr. Ruth Reynard | American Higher Education College <i>Princeton, NJ</i> | 224.520.4109 (c) |

FACILITY PROJECTS

- Provided leadership in the design, bid, construction and opening process - \$8.5 million
Cascade Culinary Institute, Central Oregon Community College – Bend, OR
- Provided leadership in the design, construction and opening process - \$6.78 million
Le Cordon Bleu College of Culinary Arts – Seattle, WA
- Provided leadership in the design, construction and opening process - \$800,000 combined
Johnson and Wales University Culinary Program Demonstration Theatre / Nutritional Science Kitchen – Denver, CO
- Provided leadership in the design, construction and opening process - \$250,000
Butch's Bistro, WSU Student Recreation Center – Pullman, WA
- Provided leadership to minor kitchen and dining room facility renovation process - <\$50,000
WSU Hospitality Business Management Program Culinary Facility, Colorado State University Aspen Grille Restaurant

CURRICULAR PROJECTS

- Provided leadership in new program curricular development in hospitality management
American Higher Education Development Corporation – Princeton, NJ
- Provided leadership in major program curricular development and ushered through state and campus level process - Culinary Arts, Baking / Pastry Arts, Sustainable Food Systems, Restaurant Management
Cascade Culinary Institute, Central Oregon Community College – Bend, OR
- Provided leadership in culinary arts and restaurant operations curriculum development
WSU Hospitality Business Management Program

EDUCATION

PhD in Business Management - Emphasis on Strategy and Innovation *Est. Grad. 2016*
Capella University - Online

Master of Education - Emphasis in Higher Education Administration *12/98*
Washington State University - Pullman, WA

Bachelor of Arts, Hospitality Business Management *12/97*
Washington State University Minor in Business Administration - Pullman, WA

Associates in Occupational Studies, Culinary Arts *3/94*
Culinary Institute of America - Hyde Park, NY - Graduated with honors

Basic Foodservice Specialist Certificate *6/89 (Gulf War Veteran)*
United States Army - Ft. Jackson, SC

ACADEMIC WORK EXPERIENCE

Academic Director, Culinary Arts *02/15-Current*

- Provide system-wide online instruction of faculty development course series on student assessment and curriculum development
- Provide leadership in curricular delivery and management of instructional team
- Provide leadership for the culinary arts academics, facility management and brand management
- Provide financial management of academic and operations related budgets and target goals
- Monitor student attendance and academic performance and support intervention strategies that encourage student persistence and target retention and re-enter goals
- Provide direct/indirect supervision of all full-time and part-time faculty and purchasing department
- Responsible for maintaining a student-centered, learning-centered, service oriented campus culture and work environment through Noel Levitz student satisfaction survey system
- Manage classroom and course scheduling in alignment with catalog and compliance guidelines
- Maintain alignment with compliance and accreditation standards – NWCCU
- Conduct classroom observations and manage overall faculty professional development plans
- Measure the outcomes of the program's educational processes and consistently assess the institutional effectiveness plan with survey data from students, graduates, alumni and employers
- Ensure that existing curriculum and programs remain current through coordination of the program advisory board and alignment with current industry practices
- Provide leadership in corporate-level culinary specific admissions initiatives and system-wide procurement systems alignment
- Serve on campus safety / security committee and event committee
- Active engagement with regional community and professional organization and industry

Adjunct Instructor *01/15-03/15*

Oregon State University – Cascades Campus

- Provide hybrid online instruction for an upper division hospitality management competitive advantage course

Director and Executive Chef *02/11-06/14*

Cascade Culinary Institute at Central Oregon Community College

- Deliver instruction in the discipline of culinary arts and coordinate industry internships
- Manage CCI business outside of the general fund through brand development and advancement
- Oversee an estimated 1.25 million budget during the 2013-14 academic year
- Lead curriculum revision process to diversify program offerings and align with market needs
- Implement student and guest satisfaction assessment programs to identify performance gaps
- Increased procurement operational efficiency to align with restaurant operation and instruction
- Monitor student attendance and academic performance and support intervention strategies that encourage student persistence and target retention and re-enter goals

**ACADEMIC
WORK
EXPERIENCE
CONT'D**

- Implement career preparation and placement strategies to support college-to-career transition
- Executed active fundraising initiatives in close collaboration with the COCC Foundation
- Manage classroom and course scheduling in alignment with catalog and accreditor guidelines
- Maintain alignment with accreditation standards, facilitated a no-finding ACF accreditation visit
- Opened a new 16,000 sq. ft. facility, 3 million from regional industry and community members
- Member of the facility build-out and opening team – Contractor relations
- Active engagement with regional community members, donors and industry professionals
- Supervised all CCI staff and faculty (FT, ADJ, PT)
- Conduct classroom observations and managed faculty professional development plans
- Measure the outcomes of the program's educational processes and consistently assess the CCI Strategic Plan with survey data from a diversity of stakeholders
- Facilitated the opening, brand advancement and marketing strategies of the student restaurant
- Implemented active social media engagement strategies for both CCI brand and restaurant
- Served on campus committees, search committees and partnership teams with OSU Cascade

Director of Education 06/08-11/10

Le Cordon Bleu College of Culinary Arts, Seattle

- Provide culinary integrity leadership in curriculum development and instruction
- Provide leadership for the campus academic, career services, and facility operations
- Provide financial management of all academic and operations related budgets and target goals
- Monitor student attendance and academic performance and support intervention strategies that encourage student persistence and target retention and re-enter goals
- Provide direct/indirect supervision of all full-time and part-time faculty, chairs, purchasing department personnel, career services department personnel, campus registrar, student workers
- Responsible for maintaining a student-centered, learning-centered, service oriented campus culture and work environment through management of Net Promoter Score (NPS) model
- Manage classroom and course scheduling in alignment with catalog and compliance guidelines
- Maintain alignment with compliance and accreditation standards – ACICS no-finding visit 2010
- Conduct classroom observations and manage overall faculty professional development plans
- Measure the outcomes of the program's educational processes and consistently assess the institutional effectiveness plan (IEP) with survey data from students and alumni
- Ensure that existing curriculum and programs remain current through coordination of the college advisory board and alignment with current industry practices
- Provide leadership for the campus safety and security committee, student academic progress and conduct committee, campus industry advisory board, graduation planning committee, alumni network, and the institutional effectiveness committee
- Member of the campus build out / opening team – Corporate and contractor relations
- Active engagement with regional community and professional organization and industry

Culinary Educator and Executive Chef 06/07-06/08

Colorado State University, Restaurant and Resort Management Program

- Provide culinary, operations, personnel, and marketing / management related instruction in the *Aspen Grille* student operated restaurant
- Instruct fundamentals of cooking and catering/event planning in upper division courses
- Provide special event catering for CSU President, Board of Governors and campus VIP's

Director of Operations and Instructor 1/06-4/07

Johnson and Wales University, College of Culinary Arts Denver

- Provide supervision and support to 21 full-time and 2 adjunct faculty members
- Supervise delivery of culinary arts and baking/pastry curriculum in accordance with policy
- Develop and execute efficiency management plan with personnel and resources
- Manage the facility renovation schedule to include design, budgeting, and project management

**ACADEMIC
WORK
EXPERIENCE
CONT'D**

Director of Operations and Instructor (Cont'd) 1/06-4/07

Johnson and Wales University, College of Culinary Arts Denver

- Plan and coordinate all CCA industry and educational events
- Develop the CCA strategy for implementation of a continuing education program
- Provide supervision for 11 teaching kitchens and 2 full service dining rooms that operate both AM/PM class shifts to 650 full-time students
- Conduct faculty teaching assessments and reporting processes
- Manage Teaching Assistant/Fellowship program and staffing
- Conduct local and regional community outreach for the CCA via community events
- Work in concert with Facilities Operations Dept. to maintain facilities and equipment
- Managed the CCA annual capital budget proposal process
- Coordinate the faculty hiring process with the faculty search committee
- Assist the Dean with faculty and department chair professional development
- Assist the Dean with the development and maintaining of the CCA strategic plan
- Assist the Dean with scheduling classes, faculty office hours, and faculty review process
- Manage the scheduling of CCA space for extracurricular events
- Serve as the chair of the campus sustainability and recycling committee

Culinary Educator and Executive Chef 8/97-12/05

Washington State University, School of Hospitality Business Management

- Teach fundamental and advanced culinary and restaurant operations courses
- Maintain instructor evaluations averaging in the top quartile of the College of Business
- Actively integrate principles of sustainability into instruction and operations
- Supervise one full-time and 48 part/full-time employees and four TA's within Hospitality Catering Services and HBM Coffee Corner Espresso Cart
- Manage payroll, implementation of budgeting, inventory, and food cost control systems
- Lecture on restaurant operational perspectives such as food safety, sanitation, flow of goods, nutrition and science in regards to basic cooking methodology, industry trends and technology, basic customer service skills and food/beverage service
- Fiscally responsible for managing four separate operational / instructional budgets with an estimated \$250,000 total annual cash flow
- Integration and managing of student-operated restaurant and dining series into curriculum, *Café Curricula Restaurant, Regional Dining Series and Feast of the Arts Dining Series*
- Responsible for weekly food ordering, vendor relations, menu planning and recipe development
- Developed industry culinary programs and served as Italy Summer Abroad Coordinator
- Developed the master strategic plan for Culinary Arts curriculum
- Conducted high end catering for President's Residence and campus community

**INDUSTRY
WORK
EXPERIENCE**

Fellowship (Chef de Cuisine) 3/94-12/94

Culinary Institute of America, St. Andrew's Café - Hyde Park, New York

- Worked under an ACF CMC (Certified Master Chef) – Chef Ron DeSantis
- Supervised and taught culinary skills to over seven hundred second year students
- Expedited menu orders and prepared food within nutritional guidelines
- Menu planning and recipe development
- Responsible for daily food ordering and food cost control
- Maintained high safety and sanitation standards within kitchen

Line and Pantry Cook 3/93-10/93 (CIA Externship)

Salish Lodge Spa and Resort - Snoqualmie, Washington

- Worked under an ACF CMC (Certified Master Chef) – David Kellaway
- Prepared food on hot line and pantry stations
- Responsible for station recipe development and supervising new pantry / line personnel

**INDUSTRY
WORK
EXPERIENCE
CONT'D**

Food Service Specialist 6/89-6/92

United States Army - Eschborn, Germany and Ft. Benning, Georgia

- Veteran of U.S. Armed Forces, Persian Gulf War – Operation Desert Shield/Storm
- Prepared nutritional meals for 2,700 personnel daily
- Planned menus and production schedules and conducted daily food ordering and inventory
- Served as shift supervisor, night baker and maintained dining facility cash flow

**RELATED SKILLS
AND
CERTIFICATIONS**

- Certified Culinary Educator, American Culinary Federation 2004 (currently renewing)
- ACF Certified Practical Testing Examiner 2006
- Food Services of America on-line ordering system
- MS Office Applications, CVUE

**PROFESSIONAL
AFFILIATIONS**

- Oregon Restaurant and Lodging Association Educational Foundation *Current Board Chair*
- Association of Career Technical Educators (ACTE)
- National Restaurant Association
- American Culinary Federation / World Association of Cooks Societies

**AWARDS AND
ACHIEVEMENTS**

- Received Center for Advancement in Foodservice Education Green Award 2013
- Received Bend Environmental Center Sustainable Organization Award 2012
- Teaching Innovation Grant Recipient from the WSU College of Business 2003
- Seven Gold (1), Silver (5) & Bronze (1) Medals, ACF Hot Food/Mystery Basket Comp. 2002-04
- ACF Chefs of Cuisine Chapter Member of the Month *April 2001*
- Distinguished Service Award, Carlton Solomon Award, Student Council Award; CIA 1994
- Commendable Award, Works with Sugar: All Army Culinary Arts Competition 1992
- Army Accommodation Medal: Brigade Chef of the Quarter Board 1991
- Army Achievement Medal: Chef of the Month Board 1990, 1991

**INDUSTRY
LEADERSHIP,
SERVICE AND
DEVELOPMENT**

- Serve as Oregon Restaurant and Lodging Assoc. Education Foundation Board Chair 2013-Current
- Serve on the American Culinary Federation Ed. Foundation Accrediting Commission 2014-Current
- Serve as educator and staff lead on ACFEFAC accreditation visits 2011-Current
- Emcee at Oregon Governors Tourism Conference 2014
- Seminar Speaker, Oregon Restaurant and Lodging Association Convention 2014
- Panel Speaker, Oregon Association of Career Technical Educators Conference 2014
- Speaker for Transformation Systems International, Botswana Government Delegation 2013 & 2014
- Coordinator and speaker for Secondary Teacher Institute 2014
- Attended CAFÉ Deans and Directors Retreat 2013
- Attended CAFÉ Leadership and Educator Conference 2013
- Coordinator of ProStart Fall Institute for the WRAEF 2009 & 2010
- NRAEF ProStart National Competition Judge 2002-05, 2007-10
- Chef's Collaborative & WA State Dept. of Agriculture panel discussion participant 2005
- Conference Planning Committee & Guest Speaker – WSDA Chef and Farmer Conference 2005
- Board Member, Eastern Washington Chef's Collaborative 2005
- Teach local cooking classes through Univ. of Idaho Enrichment Program 1998-00
- CIA Student Council Chairman, Gourmet Society President, and Group Leader 1993-94

**SOCIAL
MEDIA**

