

**JERI MAE ROWLEY, MS**  
**P.O. Box 352 Annabella, Utah 84711**  
**406-781-7206 jerimae@jerimaerowley.com**

## **EDUCATION and CERTIFICATION**

**Currently Enrolled: Doctor of Education, Education Leadership**  
University of Montana

**Master's of Social Science: Human Resource Management**  
Utah State University

**Bachelor of Science: Business Management**  
University of Idaho, "Outstanding Senior of the Year"

**Certified Laughter Leader**  
World Laughter Tour, Columbus, Ohio

**Montana Commerce Department, 1992-2006**  
Master Trainer, Travel Montana Superhost: Customer Service Seminars

**Montana Commerce Department, 2000-Present**  
Certified Instructor, NxLevel Business Entrepreneurship Training

**Educational Institute, American Hotel and Lodging Association, 1988-Present**  
Certified Instructor, Rooms Division Management and Hospitality Marketing

## **PROFESSIONAL EXPERIENCE**

**Professional Trainer, Facilitator and Speaker, 2003-Present**  
**Self-employed**

Keynote speaker for regional, state, provincial and national conferences. Invited to present keynotes and concurrent sessions in 13 states, Canada and the US Virgin Islands. Provide leadership, communications and customer service training for businesses and organizations. Training clients in 2008-2009 have included manufacturing, hospitality, finance, insurance, health care, education, government agencies and non profit human service organizations. Also facilitate meetings, public involvement sessions and retreats.

**College Instructor, 1993-2003**

**Flathead Valley Community College (FVCC), Kalispell, Montana**

Full-time instructor of Hospitality and Tourism Management, Human Resource Management, and Small Business Management courses at FVCC. Received tenure in 1997. Responsible for curriculum development, program development, supporting adjunct instructors, and advising students in three program areas. Provided oversight for development of a new Culinary Program and Food and Beverage Internships.

**Statewide Travel Montana Superhost Coordinator, 1998-2003**

**College Workforce Training Coordinator, 1998-2000**

**Flathead Valley Community College (FVCC), Kalispell, Montana**

- Served a two-year term, half-time assignment with the FVCC Continuing Education to enhance the Workforce Training Department. Increased FVCC workforce training enrollment by over 430% delivering training for a variety of Montana employers. Responsibilities included training needs assessment, curriculum development, trainer recruitment, training delivery, and building numerous community partnerships.
- In 1998, awarded a \$90,000 multi-year contract with Travel Montana to deliver annual Superhost Customer Service training statewide to over 2,000 Montana travel industry employees, and managers. Authored a successful grant to develop the Montana Teens in Tourism program in partnership with Montana State University Extension, 4-H. The curriculum assisted high school students interested in exploring careers in the tourism industry.

**PROFESSIONAL EXPERIENCE (continued)**

**Hospitality and Tourism Internship Coordinator, Instructor, 1992-1993**

**Flathead Valley Community College, Kalispell, Montana.**

Cultivated and supervised college internships for business management, hospitality, and secretarial students. Instructor for Hospitality and Business courses. Advisor for all Hospitality majors. Developed a two-year Hospitality Management curriculum with certification the American Hotel and Lodging Association.

**Grant Coordinator, Carl Perkins Leadership Grant, 1993**

**Community Education, Flathead Valley Community College**

Created leader's guides, participant workbooks, and related instructional materials for 15, four-hour workshops. Workshop topics included Supervision, Quality Management, Teamwork, Delegation, Communications, Meeting Management, Conflict Resolution, Change Leadership and Customer Service.

**Instructor of Hospitality and Tourism, 1988-1991**

**Stevens-Henager College of Business, Ogden, Utah**

Developed core curriculum and served as full-time instructor for a new Associate's degree in Hospitality and Tourism. Program adopted in five states. Also coordinated externship experience opportunities for the Tourism Management students.

**Adjunct Instructor, 1988**

**Part-time, Flathead Valley Community College, Kalispell, Montana**

Instructed Salesmanship course for night-school students.

**Special Promotions Coordinator, 1987**

**Part-time, The Daily InterLake, Kalispell, Montana**

Developed special advertising promotions for daily newspaper.

**Retail Manager , 1981-1987**

**Ray Holes Saddle Company, Grangeville, Idaho**

Advertising manager, buyer, and retail sales manager for a family-owned saddle manufacturing and western retail store. Developed a 72-page mail order catalog. Trained retail staff. Promoted business at trade events in the Western United States.

**ACHIEVEMENTS and INVOLVEMENT**

- Board Member, Richfield, Utah Chamber of Commerce, 2009
- Board Member-Elect, National Speakers Association: Mountain West Chapter, 2009
- President, Northwest Speakers Association, 2007
- Montana State SHRM *Above and Beyond Award* Recipient, 2006
- President, Society of Human Resource Management, Great Falls, Montana 2007
- National Speakers Association: and International Federation of Professional Speakers Member
- Great Falls, Montana Chamber of Commerce Business Education Committee
- Business Writer, *Montana Woman Magazine* 2000 to Present
- 2000 Montana Governor's Tourism Person of the Year, Glacier Country
- 1998 National Visiting Scholar Award, National Tourism Association Foundation
- National Tourism Foundation Education Advisory Board, Member
- Executive Producer, *Lewis and Clark: Montana's Story*, Educational Video
- Lewis and Clark Bicentennial Commission, Education Committee, Member
- President, Flathead Convention and Visitor Bureau
- President, Flathead Valley Community College Faculty Senate
- Successful Grant Writer for Carl Perkins Leadership: Teens in Tourism, Lewis and Clark Bicentennial, and Idaho Travel Council Grants