

VITA

Wm. Michael Lynn

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EDUCATION

- Ph.D. Social Psychology. Minors in Statistics, Philosophy and Sociology.
Ohio State University, Columbus, Ohio, 1987.
Dissertation: "The Effects of Scarcity on Perceived Value: Investigations of Commodity Theory", Dr. Timothy C. Brock, Chair.
- M.A. Social Psychology. Minors in Statistics and Philosophy.
Ohio State University, Columbus, Ohio, 1983.
Thesis: "The Psychology of Restaurant Tipping", Dr. Bibb Latane, Chair.
- B.A. Psychology. University of Texas, Austin, Texas, 1979. Also completed requirements for a B.A. in Economics.

PROFESSIONAL EXPERIENCE

- Burton M. Sack '61 Professor of Food & Beverage Management,
School of Hotel Administration, Cornell University, 2010-present.
- Full Professor of Consumer Behavior and Marketing,
School of Hotel Administration, Cornell University, 2008-present.
- Associate Professor of Consumer Behavior and Marketing,
School of Hotel Administration, Cornell University, 1995-2007.
- Assistant Professor of Marketing,
College of Business Administration, University of Houston, 1990-1995.
- Visiting Assistant Professor of Marketing,
School of Business, University of Missouri - Columbia, 1988-1990.
- Visiting Assistant Professor of Psychology,
College of Arts and Science, University of Missouri - Columbia, 1987-1988.

PUBLICATIONS

Tipping Research

- Lynn, M. (forthcoming). Race differences in tipping: Testing the role of norm familiarity. Cornell Hospitality Quarterly.
- Lynn, M., Kwortnik, R. & Sturman, M. (forthcoming). Voluntary tipping and the selective attraction and retention of service workers in the United States: An application of the ASA Model. International Journal of Human Resources Management.
- Lynn, M. & Sturman, M.C. (2010). Tipping and service quality: A within-subjects analysis. Journal of Hospitality and Tourism, 34 (2), 269-275.
- Saunders, S.G. & Lynn, M. (2010). Why tip? An empirical test of motivations for tipping car guards. Journal of Economic Psychology, 31 (1), 106-113.
- Lynn, M. & McCall, M. (2009). Techniques for increasing tips: How generalizable are they? Cornell Hospitality Quarterly, 50, 198-208.
- Lynn, M. (2009). Individual differences in self-attributed motives for tipping: Antecedents, consequences, and implications. International Journal of Hospitality Management, 28, 432-438.
- Kwortnik, R.J., Lynn, M. & Ross, W.T. (2009). Buyer monitoring: A means to insure personalized service. Journal of Marketing Research, XLVI, 573-583.
- Lynn, M. (2009). Determinants and consequences of female attractiveness and sexiness: Realistic tests with restaurant waitresses. Archives of Sexual Behavior, 38, 737-745.
- Lynn, M. & Withiam, G. (2008). Tipping and its alternatives: Business considerations and directions for research. Journal of Services Marketing, 22 (4), 328-336.
- Lynn, M., et. al. (2008). Consumer racial discrimination in tipping: A replication and extension. Journal of Applied Social Psychology, 38, 1045-1060.
- Lynn, M. (2008). Personality effects on tipping attitudes, self-reported behaviors and customs: A multi-level inquiry. Personality and Individual Differences, 44, 989-999.
- Leodoro, G. & Lynn, M. (2007). The effect of server posture on the tips of Whites and Blacks. Journal of Applied Social Psychology, 7 (2), 201-209.
- Lynn, M. (2006). Race differences in restaurant tipping: A literature review and discussion of practical implications. Journal of Foodservice Business Research, 9(4), 99-113.
- Lynn, M. (2006). Geo-demographic differences in knowledge about the restaurant tipping norm. Journal of Applied Social Psychology, 36 (3), 740-750.

- Lynn, M. (2006). Tipping in restaurants and around the globe: An Interdisciplinary review. Chapter 31, pp. 626-643. In Morris Altman (Ed.) Handbook of Contemporary Behavioral Economics: Foundations and Developments, M.E. Sharpe Publishers.
- Lynn, M. (2005). Increasing servers' tips: What managers can do and why they should do it. Journal of Foodservice Business Research, 8 (4), 89-98.
- Lynn, M. (2004). Black-White differences in tipping various service providers. Journal of Applied Social Psychology, 34 (11), 2261-2271.
- Lynn, M. (2004). Restaurant tips and service quality: A commentary on Bodvarsson, Luksetich and McDermott (2003). Applied Economics Letters, 11, 975-978.
- Lynn, M. (2004). Ethnic differences in tipping: A matter of familiarity with tipping norms. Cornell Hotel and Restaurant Administration Quarterly, 45 (1), 12-22.
- Lynn, M. & Lynn, A. (2004). National values and tipping customs: A replication and extension. Journal of Hospitality and Tourism Research, 28, 356-364.
- Lynn, M. & Thomas-Haysbert, C. (2003). Ethnic differences in tipping: Evidence, explanations and implications. Journal of Applied Social Psychology, 33, 1747-1772. [Winner of the 2004 W. Bradford Wiley Memorial Research Award for the best hospitality research by a CHRIE member published the previous year.]
- Conlin, M., Lynn, M. & O'Donoghue, T. (2003). The norm of restaurant tipping. Journal of Economic Behavior and Organization, 52, 297-321.
- Lynn, M. (2003). Tip levels and service: An update, extension and reconciliation. Cornell Hotel and Restaurant Administration Quarterly, 42, 139-148.
- Lynn, M. (2003). Restaurant tips and service quality: A weak relationship or just weak measurement? International Journal of Hospitality Management, 22, 321-325.
- Lynn, M. & Sturman, M. (2003). It's simpler than it seems: An alternative explanation for the magnitude effect in tipping. International Journal of Hospitality Management, 22, 103-110.
- Lynn, M. (2002). Turnover's relationships with sales, tips and service across restaurants in a chain. International Journal of Hospitality Management, 21, 443-447.
- Strohmetz, D., Rind, B., Fisher, R. & Lynn, M. (2002). Sweetening the til: The use of candy to increase restaurant tipping. Journal of Applied Social Psychology, 32, 300-309.
- Lynn, M. (2001). Restaurant tipping and service quality: A tenuous relationship. Cornell Hotel and Restaurant Administration Quarterly, 42, 14-20. [A managerial version of Lynn & McCall, 2000].
- Lynn, M. & Gregor, R. (2001). Tipping and service: The case of hotel bellmen. International Journal of Hospitality Management, 20, 299-303.

- Lynn, M. (2000). National character and tipping customs: The needs for achievement, affiliation and power as predictors of the prevalence of tipping. International Journal of Hospitality Management, 19, 205-210.
- Lynn, M. (2000). The relationship between tipping and service quality: A comment on Bodvarsson and Gibson's article. Social Science Journal, 37, 131-135.
- Lynn, M. (2000). National personality and tipping customs. Personality and Individual Differences, 28, 395-404.
- Lynn, M. & McCall, M. (2000). Gratitude and gratuity: A meta-analysis of research on the service-tipping relationship. Journal of Socio-Economics, 29, 203-214.
- Lynn, M. & Simons, T. (2000). Predictors of male and female servers' average tip earnings. Journal of Applied Social Psychology, 30, 241-252. [Reprinted in Derek Soles, 2004, *Essentials of Academic Writing*, Houghton Mifflin Co.]
- Lynn, M., Le, J. & Sherwyn, D. (1998). Reach out and touch your customer. Cornell Hotel and Restaurant Administration Quarterly, 39, 60-65.
- Lynn, M. (1997). Tipping customs and status seeking: A cross-country study. International Journal of Hospitality Management, 16, 221-224.
- Lynn, M. (1996). Seven ways to increase your servers' tips. Cornell Hotel and Restaurant Administration Quarterly, 37 (June), 24-29. [Translated into Spanish and reprinted in *Alta Hoteleria*, Septiembre-Octubre 1996, pp. 17-23.]
- Lynn, M. & Graves, J. (1996). Restaurant tipping: An incentive/reward for service? Hospitality Research Journal, 20, 1-14.
- Lynn, M. (1994). Neuroticism and the prevalence of tipping: A cross-country study. Personality and Individual Differences, 17, 137-138.
- Lynn, M., Zinkhan, G. & Harris, J. (1993). Consumer tipping: A cross-country study. Journal of Consumer Research, 20, 478-488.
- Lynn, M. & Mynier, K. (1993). The effects of server posture on restaurant tipping. Journal of Applied Social Psychology, 23, 678-685. [Data was selected for inclusion in Bill Notz, Dennis Pearl and Elizabeth Stasny, Ed.s, 2004, the *Electronic Encyclopedia of Statistical Examples and Exercises*, W.H. Freeman.]
- Lynn, M. & Bond, C.F. (1992). Conceptual meaning and spuriousness in ratio correlations: The case of restaurant tipping. Journal of Applied Social Psychology, 22, 327-341.
- Lynn, M. & Grassman, A. (1990). Restaurant tipping: An examination of three "rational" explanations. Journal of Economic Psychology, 11, 169-181.
- Lynn, M. (1988). The effects of alcohol consumption on restaurant tipping. Personality and Social Psychology Bulletin, 14, 87-91.

Lynn, M. & Latane, B. (1984). The psychology of restaurant tipping. Journal of Applied Social Psychology, 14, 551-563.

Scarcity and Related Research

Lynn, M. & Snyder, C.R. (2002). Uniqueness seeking. In C.R. Snyder & S. Lopez (Eds.) Handbook of Positive Psychology, Oxford: Oxford University Press, pgs. 395-410.

Catrett, J. & Lynn, M. (1999). Managing status in the hotel industry: How Four Seasons came to the fore. Cornell Hotel and Restaurant Administration Quarterly, 40, 26-39.
[Translated into Japanese and reprinted in *The Hotel Management*, Nov. 1999.]

Lynn, M. & Harris, J. (1997). Individual differences in the pursuit of uniqueness through consumption. Journal of Applied Social Psychology, 27, 1861-1883.

Lynn, M. & Harris, J. (1997). The desire for unique consumer products: A new individual differences scale. Psychology & Marketing, 14, 601-616. [A synopsis of this article is included in: W.O. Bearden & R.G. Netemeyer, Eds. ,1999, *Handbook of Marketing Scales*, 2nd edition, pgs 100-101, London: Sage.]

Lynn, M. & Bogert, P. (1996). The effect of scarcity on anticipated price appreciation. Journal of Applied Social Psychology, 26, 1978-1984.

Lynn, M. (1992). The psychology of unavailability: Explanations for scarcity and cost effects on value. Basic and Applied Social Psychology, 13, 3-7.

Lynn, M. (1992). Scarcity's enhancement of desirability: The role of naive economic theories. Basic and Applied Social Psychology, 13, 67-78.

Lynn, M. (1991). Scarcity effects on value: A quantitative review of the commodity theory literature. Psychology and Marketing, 8, 43-57.

Harris, J., Lynn, M. & Clair, S. (1991). Scarcity's polarization of evaluations: Current theories and null results. Representative Research in Social Psychology, 19, 121-135.

Lynn, M. (1989). Scarcity effects on desirability: Mediated by assumed expensiveness? Journal of Economic Psychology, 10, 257-274.

Other Research

- Lynn, M. & Sturman, M. (forthcoming). Is the customer always right? The potential for racial bias in customer evaluations of employee performance. Journal of Applied Social Psychology.
- McGuire, K, Kimes, S., Lynn, M., Pullman, M. & Lloyd, R. (2010). A framework for evaluating the customer wait experience. Journal of Service Management, 21 (3), 269-290.
- Lynn, M. & Steele, P. (2006). National differences in subjective well-being: The interactive effects of extraversion and neuroticism. Journal of Happiness Studies, 7, 155-165.
- Lynn, A. & Lynn, M. (2003). Experiments and quasi-experiments: Methods for evaluating marketing options. Cornell Hotel and Restaurant Administration Quarterly , 44(2), 75-84.
- Straughan, R. & Lynn, M. (2002). The effects of salesperson compensation on perceptions of salesperson honesty. Journal of Applied Social Psychology, 32 (4), 719-731.
- Lynn, M. Kampschroeder, K. & Periera, A. (1999). Evolutionary perspectives on consumer behavior: An introduction. Advances in Consumer Research, 26, 226-230.
- Lynn, M. & Mullen, B. (1998). A rebuttal to Borchgrevink's criticism of our meta-analytic recommendations. Journal of Hospitality & Tourism Research, 21, 102-105.
- Lynn, M. & Mullen, B. (1997). The quantitative integration of research: An introduction to meta-analysis. Journal of Hospitality & Tourism Research, 21, 121-139.
- Lynn, M. & Gelb, B. (1996). Identifying innovative national markets for technical consumer goods. International Marketing Review, 13, 43-57.
- Lynn, M. (1990). Choose your own price: An exploratory study requiring an expanded view of price's functions. Advances in Consumer Research, 17, 710-714.
- Lynn, M. (1989). Race differences in sexual behavior: A critique of Rushton and Bogaert's evolutionary hypothesis. Journal of Research in Personality, 23, 1-6.
- Lynn, M. (1989). Criticisms of an evolutionary hypothesis about race differences: A rebuttal to Rushton's reply. Journal of Research in Personality, 23, 21-34.
- Lynn, M. & Oldenquist, A. (1986). Egoistic and non-egoistic motives in social dilemmas. American Psychologist, 41, 529-534.
- Lynn, M., Shavitt, S., & Ostrom, T. (1985). The effects of pictures on the organization and recall of social information. Journal of Personality and Social Psychology, 49, 1160-1168.
- Lynn, M. & Bolig, R. (1985). Personal advertisements: Sources of data about relationships. Journal of Social and Personal Relationships, 2, 377-383.

Lynn, M. & Shurgot, B. (1984). Responses to lonely hearts advertisements: Effects of reported physical attractiveness, physique, and coloration. Personality and Social Psychology Bulletin, 10, 349-357.

Lynn, M. & Oldenquist, A. (1984). American social psychologists: The children of Hobbes. Academic Psychology Bulletin, 6, 43-47.

EDITED VOLUMES

Lynn, M. (Ed.) (1992). The Psychology of Unavailability: Explanations for Scarcity and Cost Effects on Value. Special issue of *Basic and Applied Social Psychology*, Vol. 13, No. 1, Hillsdale, NJ: Lawrence Erlbaum Associates.

Lynn, M. & Jackson, J.M. (Eds.)(1991). Proceedings of the Society for Consumer Psychology. Madison, WI: Omnipress.

CENTER for HOSPITALITY RESEARCH REPORTS & TOOLS

Yang, S. & Lynn, M. (2009). Wine List Characteristics Associated with Greater Wine Sales. CHR Report, Vol. 9, No. 11.

Lynn, M. (2008). Frequency Strategies and Double Jeopardy in Marketing: The Pitfalls of relying on Loyalty programs. CHR Report, Vol. 8, No. 12.

Lynn, M. (2007). Brand Segmentation in the Hotel and Cruise Industries: Fact or Fiction? CHR Report, Vol. 7, No. 4.

Wang, S. & Lynn, M. (2007). The Effects on Perceived Restaurant Expensiveness of Tipping and Its Alternatives. CHR Report, Vol. 7, No. 3.

Lynn, M. (2006). Tipping Quiz. CHR Tool.

Lynn, M. (2006). Tipping and Its Alternatives: When and Why to Choose Voluntary Tipping, Service Charges or Service-Inclusive Pricing Policies. CHR Report, Vol. 6, No. 5.

Lynn, M. (2006). Race Differences in Tipping: Questions and Answers for the Restaurant Industry. CHR Report, Vol. 6, No. 1.

Lynn, M. (2004). Increasing Servers' Tips: What Managers Can Do and Why They Should Do It. CHR Report, Vol. 4, No. 5.

Lynn, M. (2004). Mega Tips: Scientifically Tested Ways to Increase Your Tips. CHR Tool.

CONVENTION PRESENTATIONS

Industry Conventions

- Lynn, M. (1997). Seven ways to increase servers' tips. HOSTEX 97: Annual trade show of the Canadian Restaurant and Foodservices Association, Toronto, Ontario, October.
- Lynn, M. (1997). Tips for the taking: Techniques to increase tips at your restaurant. 78th Annual Restaurant Hotel-Motel Show of National Restaurant Association, Chicago, IL, May.
- Lynn, M. (2002). Minorities don't tip: Fact or fiction? Participant in a major session panel discussion at the Multi-Cultural Foodservice & Hospitality Alliance Conference, San Diego, CA, August.
- Lynn, M. (2004). Minorities don't tip: Fact or fiction? Part 2. Participant in a workshop panel discussion at the Multi-Cultural Foodservice & Hospitality Alliance Conference, Washington, D.C. August.

Academic Conventions

- Lynn, M. (2007). Invited member of a panel on "Emerging Research in Service Management and Marketing" QUIS 10: International research Symposium on Service Excellence in Management, June 14-17.
- Kwortnik, R. & Lynn, M. (2004). The effect of tipping policy on perceived service quality in the cruise industry. Frontiers in Services Conference, October 30.
- Lynn, M. (2001). Restaurant tips and service quality: Evidence of a weak relationship. CU2 Joint Conference in Hospitality and Tourism, Hong Kong, January 12-14.
- Lynn, M. (1997). The determinants of restaurant tipping: A meta-analytic review. Annual Conference of the Society for the Advancement of Behavioral Economics, Lexington, VA, June.
- Lynn, M. (1996). The effects of scarcity on anticipated price appreciation. Winter Marketing Educator's Conference, Hilton Head, SC, February.
- Harris, J. & Lynn, M. (1996). Manifestations of the pursuit of uniqueness through consumption. Winter Marketing Educator's Conference, Hilton Head, SC, February.
- Harris, J. & Lynn, M. (1994). The manifestations and measurement of the desire to be a unique consumer. Annual Convention of the Society for Consumer Psychology, St. Petersburg, FL, February.
- Straughan, R.D. & Lynn, M. (1994). Consumer evaluation of retail salespeople: Dimensionality and relationship to salesperson compensation. Association for Consumer Research, Boston, MA, October.

- Lynn, M. (1993). The tendency to downward compare scale. Annual Meeting of Social Psychologists in Texas, Dallas, TX, January.
- Lynn, M. (1990). Unavailability effects on desirability: The role of implicit economic theories. Annual Meeting of the American Psychological Association (Division 23), Boston, MA, August.
- Lynn, M. (1988). Scarcity effects on psychological value: Mediated by perceived expensiveness? 60th Annual Meeting of the Midwestern Psychological Association, Chicago, IL, April.
- Lynn, M. & Bond, C. F. (1988). Spuriousness in ratio correlations: The case of restaurant tipping. 60th Annual Meeting of the Midwestern Psychological Association, Chicago, IL, April.
- Lynn, M. (1987). Commodity theory: A quantitative literature review. 59th Annual Meeting of the Midwestern Psychological Association, Chicago, IL, May.
- Lynn, M. (1987). Playing hard to get: Does it work and why? 59th Annual Meeting of the Midwestern Psychological Association, Chicago, IL, May.
- Lynn, M. (1986). Effects of alcohol on restaurant tipping. 58th Annual Meeting of the Midwestern Psychological Association, Chicago, IL, May.
- Lynn, M. & Oldenquist, A. (1983). Egotistic, group egotistic, and moral motives in social dilemmas. 2nd Annual Conference on Prosocial Behavior, Nags Head, NC, May.
- Shavitt, S., Lynn, M., & Ostrom, T. (1983). Effects of pictures on the organization and recall of person information. 55th Annual Meeting of the Midwestern Psychological Association, Chicago, IL, May.
- Lynn, M. & Shurgot, B. (1983). Physical appearance and responses to lonely hearts advertisements. 55th Annual Meeting of the Midwestern Psychological Association, Chicago, IL, May.
- Lynn, M. & Latane, B. (1982). Tipping as normative, prosocial behavior. 1st Annual International Conference on Prosocial Behavior, Nags Head, NC, May.
- Lynn, M. & Latane, B. (1982). The psychology of tipping. 53rd Annual Meeting of the Eastern Psychological Association, Baltimore, MD, April.
- Scarlett, S., Lynn, M. & Latane, B. (1982). Social impact theory: Turning the tables on tipping. 53rd Annual Meeting of the Eastern Psychological Association, Baltimore, MD, April.

RESEARCH IN PROGRESS

Are race differences in tipping moderated by SES, and if so, how? (w/ Jerome Williams)

How does price partitioning via tipping affect perceived restaurant expensiveness? (w/ Shuo Wang)

Why do we tip some service providers and not others?

RESEARCH INTERESTS

General Interest: Consumer psychology – especially consumers' use of money, goods and services to satisfy their needs for self-identity, social-acceptance and social-status.

Theoretical Approaches: Information processing, rational choice, social exchange and evolutionary psychology perspectives.

Current Focus: Determinants of tipping behavior and customs.

TEACHING EXPERIENCE

Marketing Courses

Advertising (UG)
Consumer Behavior (M & UG)
Marketing Management (M & UG)
Marketing Research (UG)
Personal Selling (UG)

Psychology Courses

Introductory Psychology (UG)
Social Psychology (UG)
Research Methods Seminar (PhD)
Social Exchange Theories Seminar (PhD)
Literature Review Seminar (PhD)

DISSERTATION & THESIS COMMITTEES

2007 Dissertation Committee of Kelly McGuire (School of Hotel Administration, Cornell University)
2004/2009 External Dissertation Examiner of Mark Starbuck (Dept. of Sociology, Oxford University)
2004 Dissertation Committee of Brefni Noone (School of Hotel Administration, Cornell University)
1995 Dissertation Committee of Robert Straughan (Dept. of Marketing, U. of Houston)
1994 Dissertation Committee of Samantha Williams (Dept. of Psychology, U. of Houston)
1993 Thesis Committee of Scott Clair (Dept. of Psychology, U. of Houston)
1992 Thesis Committee of Samantha Williams (Dept. of Psychology, U. of Houston)
1991 Dissertation Committee of Mark Sharp (Dept. of Psychology, U. of Houston)

PROFESSIONAL SERVICE

Editorial Review Board for *Journal of the Academy of Marketing Science*, 2003 – present.
(given “Outstanding Reviewer Award” in 2006)

Editorial Review Board for *Journal of Advertising*, 1993 - 2006.

Editorial Review Board for *Praxis*, 1998 - present.

Editorial Review Board for *Cornell H.R.A. Quarterly*, 2002 – 2003.

Editor of *Cornell H.R.A. Quarterly*, 2001 – 2002 (July).

Editorial Review Board for *Journal of Socio-Economics*, 2000 - 2001.

Chair of the Membership Committee for the Society for Consumer Psychology, 1995 & 1996.

Co-Chair of the APA Convention Program for the Society for Consumer Psychology, 1991.

Ad Hoc Reviewer for:

Basic and Applied Social Psychology
Canadian Journal of Economics
Contemporary Economic Policy
Eastern Economic Journal
Economic Journal
Hospitality Research Journal
International Journal of Hospitality Management
Journal of Applied Social Psychology
Journal of Consumer Psychology
Journal of Consumer Research
Journal of Economic Behavior and Organization
Journal of Economic Psychology
Journal of Experimental Social Psychology
Journal of Marketing Research
Journal of Non-verbal Behavior
Journal of Personality and Social Psychology
Marketing Letters
Psychological Bulletin
Southern Economic Journal
Yale Law Journal

PROFESSIONAL ASSOCIATIONS

Council on Hotel, Restaurant and Institutional Education
Association for Consumer Research
Society for Consumer Psychology
Academy of Marketing Science
American Marketing Association
American Psychological Association
American Psychological Society
Society for Personality and Social Psychology

PUBLICITY GENERATED

My opinions and/or research have been mentioned in hundreds of articles on tipping in the popular and trade press - including articles in the *Economist*, *the Financial Times*, *Forbes*, the *International Herald Tribune*, the *NY Times*, *Reader's Digest*, *USA Today*, the *Wall Street Journal*, and the *Washington Post*. In addition, I have appeared on national television shows in both the U.S. (ABC's *20/20*, aired 9/20/99; BET's *Nightly News*, aired 8/12/03; CNN's *Money Matters*, aired 11/11/04) and Canada (CBC's *Marketplace*, aired 10/27/98) to talk about tipping. Finally, I have done radio interviews about tipping for NPR's *Morning Edition* (aired 7/11/03) and numerous other commercial and public radio programs.

HOSPITALITY INDUSTRY INTERACTIONS

Bass Leisure Retail (Was consulted by executives from Bass about ways to increase tips at the company's Vintage Inn and Harvester restaurant chains.)

Brinker International (Was hired as an expert witness in a tipping related lawsuit.)

Canadian Restaurant and Foodservice Association (Gave a featured address on ways to increase servers' tips at HOSTEX 97. See previous section on convention presentations.)

Canyon Ranch (Was hired as an expert consultant for a tipping related lawsuit.)

Country Club of Virginia (Analyzed the club's membership survey and provided a psychographic segmentation of the club's members.)

Center for Hospitality Research at Cornell University (Wrote several articles, reports, tools, and working papers posted on the CHR Website. See previous section on CHR Reports and Tools. This content has been downloaded over 10, 000 times to date.)

Ecole Hoteliere de Lausanne (Taught a 5-day course on consumer psychology in 1999, 2000, 2001, 2002 & 2003.)

E & J Gallo Wineries (Wrote a report reviewing ways to increase restaurant wine sales that are being advocated in the hospitality trade press.)

Fort Collins Country Club (Analyzed the club's membership survey and provided a psychographic segmentation of the club's members.)

Inter-Continental Hotels (Worked with company representatives on a world-wide survey of the company's concierges about tipping customs in their countries.)

MasterCard International (Helped create a training program designed to teach restaurant servers how to establish rapport with their customers.)

MultiCultural Foodservice & Hospitality Alliance (Participated in a session on ethnic differences in tipping at the 2002 & 2004 MFHA Conferences. See previous section on convention presentations.)

National Restaurant Association (Gave a featured address on ways to increase servers' tips at the 1997 Restaurant Hotel-Motel Show. See previous section on convention presentations.)

Numerous restaurants (Conducted tipping research. In approximately 20 cases, provided management with written reports of exit survey results from their restaurants.)

U.S. General Services Administration (Wrote a report about the adequacy of current Federal Travel Regulation per-diem allowances for incidental tipping.)

PERSONAL INFORMATION

Born: June 27, 1958

Wife: Ann Louise Lynn, PhD

Children: Wm. James & Teresa Lee (now adults)

Hobbies: Flint Knapping; Traditional Archery; Training/Showing Dogs



February 2010