

VITA

THOMAS F. CANNON, J.D.

Personal Data

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Education

Doctor of Jurisprudence South Texas College of Law

Master of Arts Western Michigan University

Bachelor of Science Western Michigan University

Academic Positions

Senior Lecturer, Department of Marketing 2005 - Present

Assistant Professor of Marketing, Department of Marketing 2001 - 2005

Assistant Professor of Management, Division of Management and Marketing 1999 - 2001

Lecturer, Division of Management & Marketing, Division of Economic & Finance 1997 – 1999

Administrative Experience

Director, Tourism Management Program 2002 – 2010

Coordinator, Tourism Management Program 2001 – 2002

Interim Coordinator, Tourism Management Program, 1998 – 2001

Administrative Responsibilities

Academic program advisor for Bachelor of Business Administration (B.B.A.) degree in Tourism Management, Marketing with a Tourism Concentration (1997 – 2010)

Academic program advisor for Master of Business Administration (M.B.A.) Concentration in Tourism Destination Development degree (2007 – 2008)

Budget preparation, oversight and compliance of Tourism Management Program Anheuser-Busch Endowment, Marie Pauerstein Endowed Scholarship, Westin La Cantera Resort Endowed Scholarship, San Antonio Hotel & Lodging Association Endowed Scholarship; Raised more than \$160,000 in scholarship money and applied research projects, supervision of Administrative Assistants²³ (1997 – 2010)

Curriculum development for new Master of Business Administration (M.B.A.) Concentration in Tourism Destination Development (2005 -2008)

Curriculum development for new Bachelor of Applied Arts and Science (B.A.A.S.) degree in Tourism Management (2002)

Budget preparation, oversight and compliance of Tourism Research Center, including Director and research projects: \$60,000 State of Texas Strategic Initiative Funds annually 1997-2001

Research Interests

Destination Marketing and Management

Tourist Behavior in Selection of Destinations

Public Policy Issues Impacting Destination Development

Publications

Referred Publications:

Saegert, Joel, Hector E. Bajac, Thomas F. Cannon, and Robert J. Hoover, (2008), *Implicaciones de la Promoción del Turismo en Sud- América Destinos Basados en la Segmentación por Motivación* ("Implications for Promoting South American Tourism Destinations Based on Motivational Segmentation"), *ESIC Market*, 130.

Cannon, Thomas F. and Ford, Jamie, (2002), "Relationship of Demographic and Trip Characteristics on Visitor Spending: an Analysis of Sports Travel Visitors Across Time," *Tourism Economics*, 8 (3), 259-267.

Applied Publications

Braziel, Melvin and Cannon, Thomas F., (1999), "The Front Porch Strategy: Achieving Neighborhood Consensus," *Journal of Housing and Community Development*, May/June 33-37.

Conference Papers/Proceedings

Cannon, Thomas F. and Ford, Jamie (2008), "The Interrelationships Between Visitor Spending and Return Visits: An Analysis of Spectator Sport Tourists," Presented at Association of Collegiate Marketing Educators Federation of Business Disciplines, Houston, Texas, March 4-8.

- "Best Paper in Track" - Sports Marketing

Saegert, Joel, Hector E. Bajac, Thomas F. Cannon, and Robert J. Hoover, (2006), "Implications for Promoting South American Tourism Destinations Based on Motivational Segmentation," Presented at *Consejo Latinoamericano de Escuelas de Administración (CLADEA)*, Montpellier, France, September 10-13.

Heller, Victor and Cannon, Thomas F. (2002), "Revisiting State Tourism Offices and Their Impact on Tourist Expenditures," Presented at the 2002 Western Social Science Association Conference, Albuquerque, New Mexico, April 10 -13.

Heller, Victor and Cannon, Thomas F., (2001), "An Analysis of the Comprehensiveness of State Tourism Office Statutory Responsibilities and a State Tourism Office Functions," Presented at the 2001 Western Social Science Association Conference, Reno, Nevada, April 18 – 21.

Cannon, Thomas F. and Ford, Jamie, (2001), "A Leading Indicator Index for Travel to Forecast Tourism Activity at the State Level," *2001 Travel and Tourism Research Association Conference Proceedings* and presentation.

Reviewer

Ad Hoc Reviewer: *The Journal of the Culture and Agriculture* Section of the American Anthropological Association (2007)

Book Reviewer

Personal Selling, by Ralph Anderson and Alan Dubinsky, Houghton Mifflin, Chapters (2002 first edition & 2006 second edition)

Hospitality Law: Managing Legal Issues in the Hospitality Industry, by Stephen Barth, J.D., John Wiley & Sons, Inc. 2001: 350 pages (2001 first edition & 2006 second edition)

Applied Research

Destination Product Development Survey, (2013), Commissioned by Destination Marketing Association International (DMAI). Data for used in chapter of DMAI "Essentials" a professional development online resource. Principal investigator

Operations, Construction, and Tourism Impacts of a Proposed Athletics Complex at the University of Texas at San Antonio (2007), Commissioned by the Athletic Department of the University of Texas at San Antonio. Co-principal investigator

The Dolph and Janey Briscoe Western Art Museum - Business Projections and Economic Impact Assessment (2007), Commissioned by the National Western Art Foundation. Co-principal investigator.

Texas Travel Industry Association (TTIA) (2007), Designed and administered TTIA Education Committee survey (246 surveys). Principal investigator.

Bandera Convention & Visitors Bureau (2006), On-line attitudinal survey of visitors and potential visitors to Bandera, Texas. Commissioned by the Bandera Convention & Visitors Bureau. Principal investigator.

UTSA Bexar County Residents Survey (2004), Attitudinal telephone survey of 5,000 Bexar County residents about UTSA. Commissioned by the University of Texas at San Antonio. Principal investigator.

Texas Folklife Festival Attendee Survey (2004), Attitudinal on-line survey of attendees to the 2004 festival. Commissioned by the Texas Folklife Festival. Co-principal investigator.

Destination Development Survey (2004), First attitudinal survey of more than 500 San Antonio tourism industry business leaders.

The Economic Impact of the 2002 Dallas Cowboys Training Camp on the Economy of San Antonio. (2002) Commissioned by the City of San Antonio.

Effectiveness of the Texas Folklife Festival Marketing Initiatives. This study analyzed the reaction to marketing initiatives of the participants and guests of the 2000 Texas Folklife Festival. (2000) Commissioned by the Texas Folklife Festival.

Guide to the Alamo City 2000 Reader Survey. This study analyzed the attitudes of readers of the San Antonio Area Tourism Council's 2-year old visitor guide. (2000) Commissioned by the San Antonio Area Tourism Council.

The Economic Impact of the Big 12 Championship Game and the SYLVANIA Alamo Bowl. This study estimated the economic impact of the Big 12 Championship and the seventh annual SYLVANIA Alamo Bowl on the economy of San Antonio. (1999 - 2000) Commissioned by the Alamo Bowl.

Index of Leading Indicators for Tourism in Texas. This study created the first ever index of leading indicators of the Texas leisure tourism industry to be used for forecasting travel activity in the State of Texas. (1999 - 2000) Commissioned by the State of Texas.

Potential Date Change for Texas Folklife Festival. This study surveyed stakeholders (vendors, participants, attendees, volunteers, staff) regarding a date change for this 25-year-old festival. (2000) Commissioned by the Texas Folklife Festival.

Impact of Tourism. This study surveyed the membership of the North San Antonio Chamber of Commerce as to their understanding of the economic impact of the tourism industry on San Antonio and their business. (1999) Commissioned by the North San Antonio Chamber of Commerce.

Employee Focus Group. A focus group of *Westin La Cantera Resort* employees was conducted to determine the incentives employees were seeking that would entice them to return after seasonal jobs. Commissioned by the *Westin La Cantera Resort*. (1999)

Student Supervised Applied Research

Visitor Intercept Study: (SET 4543 “Destination Marketing”) Designed survey instruments and trained students to intercept visitors to the San Antonio Visitor Information Center. Client: City of San Antonio’s Convention and Visitors Bureau (2011 - 129 surveys), (2012 - 249 surveys), (2013 - 199 surveys), (2014 - 550 surveys)

New Resident Hall Marketing & Sales Plan: (SET 2123 “Survey of the Tourism Industry”) Designed survey instrument, website analysis, social media guidelines and sales strategy for a marketing and sales campaign for San Saba Residence Hall. Client: UTSA Student Housing (2012 - surveys)

Vulnerability Assessment Study: (BLW 4153 “Tourism Law”) Helped designed and coordinated the data collection for 12 UTSA Main Campus buildings for the Federal Government’s Vulnerability Assessment Report. Client: Office of Emergency Management, UTSA Police Department (2012)

Visitor Intercept Study: (MKT 3103 “Tourism Marketing”) Designed survey instrument and trained students to intercept visitors to the Alamo. (610 surveys) Client: Daughters of the Republic of Texas (2011)

Customer Service Observational Research: (MKT 3063 “Personal Selling”) Designed survey instrument for students to serve as “secret shoppers” of UTSA’s campus dining, transportation, bookstore and parking garage services. Client: UTSA Business Auxiliary Services. (2500 surveys to date) (2010 to Present)

Observational Research: (MKT 3103 “Tourism Marketing”) Designed on-site observational and competitive website analysis. Client: San Antonio Zoo (2010)

Courses Taught – Undergraduate

Student evaluation scores reflect “overall effectiveness” or adjusted “overall excellence” of instructor. Two different scales have been used. Average 6.5/7.0 (1997- Fall 2001) and 4.5/5.0 (Fall 2001-Present).

Personal Selling / MKT 3063 (2-sections Fall & Spring)

Fall 2014 (4.5, 4.0)
Summer 2014 (4.6)
Spring 2014 (4.1, 4.1)
Fall 2013 (4.2, 4.8)
Summer 2013 (4.3)
Spring 2013 (4.8, 4.8)
Fall 2012 (4.5, 4.5)
Summer 2012 (no evaluation)
Spring 2012 (4.7, 4.6)
Fall 2011 (4.9, 4.4)
Summer 2011 (insufficient data)
Spring 2011(4.5, 4.8)
Fall 2010 (4.7, 4.9)
Summer 2010 (no evaluation)
Spring 2010 (no evaluation)
Fall 2009 (no evaluation)
Fall 2007 (4.8, 4.9)

Personal Selling / MKT 3063 (2-sections Fall & Spring)

Spring 2007 (5.0)
Fall 2006 (3.9, 4.4)
Spring 2006 (no evaluation)
Fall 2005 (4.9)
Spring 2005 (4.6)
Fall 2004 (4.9)
Spring 2004 (4.9)
Fall 2003 (4.7)
Spring 2003 (4.8)

Survey of Tourism Industry / SET 2123 / MKT 2123 / MGT 3703

Fall 2014 (4.6)
Spring 2014 (4.1)
Fall 2013 (4.5)
Spring 2013 (4.6)
Fall 2012 (4.3)
Spring 2012 (4.2)
Fall 2011 (insufficient data)
Spring 2011(4.3)
Fall 2010 (4.6)
Spring 2011 (insufficient data)
Fall 2010 (4.4)
Spring 2010 (no evaluation)
Fall 2009 (no evaluation)
Spring 2009 (4.8)
Summer 1999 (no evaluation)
Fall 1998 (6.2)

Tourism Destination Marketing / SET 4543

Spring 2014 (4.8)
Spring 2013 (4.7)
Fall 2012 (4.7)
Fall 2011 (4.7)

SS: Meetings & Conventions / SET 4813

Fall 2014 (4.1)
Fall 2013 (4.4)

Tourism Law / BLW 4153

Spring 2012 (5.0)
Spring 2010 (5.0)
Spring 2009 (4.5)
Spring 2008 (4.9)
Spring 2007 (4.9)
Spring 2006 (no evaluation)
Spring 2005 (4.9)
Spring 2004 (4.9)
Spring 2003 (4.8)
Spring 2002 (4.6)
Spring 2001 (6.8)
Spring 2000 (6.9)
Fall 1999 (6.8)

Tourism Law / BLW 4153

Spring 1999 (6.5)
Fall 1998 (no evaluation)
Spring 1998 (6.8)
Fall 1997 (6.5)

Tourism Marketing / MKT 3103 / TM 3103 / MKT 3733

Spring 2011 (4.5)
Summer 2009 (no evaluation)
Fall 2008 (4.8, 4.5)
Summer 2008 (no evaluation)
Fall 2007 (4.9, 4.9)
Summer 2007 (no evaluation)
Fall 2006 (4.5, 4.7)
Summer 2006 (no evaluation)
Fall 2005 (4.7)
Summer 2005 (no evaluations)
Fall 2004 (4.7)
Fall 2003 (4.8)
Fall 2001 (4.9)
Fall 2000 (6.6)
Spring 2000 (6.1)
Spring 1999 (6.5)
Summer 1999 (no evaluations)
Summer 1998 (no evaluations)

Managing Public Policy Issues / MKT 5323

Fall 2008 (4.8)
Spring 2008 (4.5)

Attractions Management / TM 3523 / MGT 3723

Fall 2001 (4.8)
Fall 2000 (6.5)
Spring 1998 (6.8)
Fall 1997 (6.2)

Destination Management / TM 3543

Spring 2001 (6.5)
Spring 2000 (6.7)

Accommodations Management / TM 3313

Fall 1999 (6.6)

Special Studies in Management – “Texas Tourism” / MGT 4963

Summer 1998 (no evaluations)

Management Strategies in Tourism / TM 4883

Fall 1999 (6.2)

Courses Supervised

Internships MKT 4943 / MKT 4933 / MGT 4933

2014 – 1 student
2013 – 2 students

Internships MKT 4943 / MKT 4933 / MGT 4933

2012 – 2 students
2011 – 1 student
2010 – 4 students
2009 – 2 students
2008 – 5 students
2007 – 3 students
2006 – 6 students
2005 – 8 students
2004 – 4 students
2003 – 4 students
2002 – 1 student
2001 – 1 student
2000 – 5 students
1998 – 2 students

Independent Studies MKT 4923

2005 – 1 student
2004 - 2 students
2003 - 4 students
2002 – 1 student
2000 – 1 student
1999 – 3 students

Service

University

- Co-Chair: UTSA *Instructional Advisory Board*, (2012 – Present)
(Elected by IAB Members; IAB provides advice and guidance to the Vice President & Provost on matters related to teaching and learning across the University; Inaugural Member)
- Member: UTSA, *Academy of Distinguished Teaching Scholars*, (2012 – Present)
(Invitation Only by Vice President & University Provost, Inaugural Inductee)
- Chair, Branding Committee (2013 – Present)
 - Chair, Forum Committee (2013 – Present)
 - Member, Faculty Recognition Committee (2013 – Present)
 - Member, ADTS initiation Ceremony Committee (2013)
- Member: *UTSA Endowment Compliance Committee*, (2005- Present)
(Appointment by Vice President for University Advancement)
- Master of Ceremonies;
UTSA Retirement Program for Vice President of Business Affairs
(University Ballroom – 200+ attendees, January 15, 2015)
- Chair: UTSA Online Task Force, 2013 – 2014
(Appointed by Vice President & University Provost)
- Consultant: (Pro Bono) Recommended responsibilities for Marketing Intern and reviewed internship qualifications for Follett Company, operator of UTSA Campus Bookstore (2014)

Thomas F. Cannon
Page 9 of 20

- Consultant: (Pro Bono) Recommended responsibilities for Marketing Interns and reviewed internship qualifications or UTSA University Center tenants UPS store and Campus Technology store (2013)
- Chair: *University Standing Committee on Parking and Transportation*, (2011 – 2013)
(Elected by Committee Members; Vice Chair 2011; Member 2010 – 2013)
- Member: UTSA Wayfinding Steering Committee (2010 – 2012)
(Appointed by Associate Vice President of Business Affairs)
- Consultant: (Pro Bono) Reviewed and made recommendations regarding drafts of logo for campus-wide campaign to promote earning a degree in four years for University Academic Advising Offices (2012)
- Consultant: (Pro Bono) Presentation “More Than a Smile and Welcome!” UTSA Campus Recreation Customer Service Training for 300 student staff, (January 13, 2012)
- Consultant: (Pro Bono) Crafted marketing strategy and plan for campus awareness of new 1200 space Bauerle Road Garage for UTSA’s Business Auxiliary Services (2010)
- Consultant: (Pro Bono) Designed online survey and marketing plan for student transportation referendum for UTSA’s Business Auxiliary Services Student Transportation Committee (2010)
- Consultant: (Pro Bono) Crafted first online member survey for reorganization and new programs. UTSA “First Light Christian Fellowship” for faculty and staff, (2010)
- Member: *UTSA Academic Advising Task Force*, (2009 -2010)
(Appointment by Vice Provost for Undergraduate Studies)
- Consultant: (Pro Bono) Designed online survey for Marketing / Promotion Business Affairs Annual UTSA Training Department Survey (2009)
- Coordinator: Organized “*Tourism Job Fair*” (2009)
(115 student attendees and 10 businesses)
- Coordinator: Organized “*Careers in Tourism*” (2009)
(100+ student attendees and four industry executives)
- Member: *UTSA Search Committee for Director of Institute of Texan Cultures*, (2008)
(Appointment by Vice President of Community Services)
- Member: *UTSA Search Committee for Director of Marketing*, University Advancement, (2008) (Appointment by Vice President of University Advancement)
- Coordinator: Organized “*Tourism Job Fair*” (2007)
(100+ student attendees and 15 businesses)
- Consultant: (Pro Bono) Crafted a marketing campaign for “Secure It – Keep It” campus safety campaign for UTSA Police Department (2008)
- Consultant: (Pro Bono) Presentation “Branding of the Institute of Texan Cultures,” (May 4, 2007) (ITC Development Board)

- Consultant: (Pro Bono) Facilitated branding exercise for management team of the UTSA Institute of Texan Cultures (2007)
- Consultant: (Pro Bono) Facilitated branding exercise for senior management of the UTSA Office of the Vice President of Business Affairs (2007)
- Chair: *UTSA Fees Task Force for Athletics and Transportation Student Referendums* Both referendums passed by largest voter turnout in University history. (2007)
- Consultant: (Pro Bono) Designed and analyzes online survey about VIA transportation services for UTSA President's Office & Business Auxiliary Services Parking and Transportation (2007)
- Member: *Institute of Texan Cultures Search Committee for Marketing Manager* (2006)
(Appointment by Director of Institute of Texan Cultures)
- Member: *UTSA Search Committee for Vice President Student Affairs*, (2006)
(Appointment by Provost / Vice President of Academic Affairs)
- Member: *Institute of Texan Cultures Advisory Committee*, (2005 -2010)
(Appointment by Vice President for Community Services)
- Member: *University Council on Academic Advising*, (2003 – 2007) (Appointment by Provost)
- Member: *University Academic Advising Fee Advisory Committee*, (2002- 2008)
(Appointment Vice President of Student Affairs)
- Member: *Office for University Advancement Brand Development & Management Committee*, (2005 – 2006)
- Member: *Ad Hoc Marketing & Communications Committee on University Stakeholder Attitudinal Research*, (2004 -2005) (Office of University Advancement)
- Member: *UTSA 2005 Homecoming Committee*, (2004 – 2005)
- Member: *"Shape the Future Committee for the Student Sports & Recreation Fee Referendum,"* (Spring 2004) (Appointment by Vice President of Student Affairs)
- Consultant: (Pro Bono) *Texas Folklife Festival*, reviewed all revenue and marketing opportunities, (2003 – 2005) (Institute of Texan Cultures)
- Member: *State of Texas Hospitality Curriculum Alignment Advisory Committee*, (2002-2003)
- Consultant: (Pro Bono) *Texas Folklife Festival Marketing Plan Creation*, (2002)
(Institute of Texan Cultures)
- Member: *University Standing Committee on Student Service Fees*, (2000 – 2003)
(Appointment by President)
- Hearing Officer: *University Student Judicial Affairs*, (2001-2003)
- Member: *University Standing Committee on Public Service and Outreach* (2001 – 2003)
(Appointment by President)

Thomas F. Cannon
Page 11 of 20

- Member: *University Life Awards Selection Committee, (2002)*
- Member: *University Student Center Expansion Committee, (2002)*
- Member: *Search Committee for Associate Director University Center, (2000-2001)*
- Member: *Search Committee for Assistant Director University Center, (2000)*
- Member: *Southern Association of Colleges and Schools (SACS) Task Force #3: Student Learning and Development: Student Support and Student Achievement and Progress, (1999 – 2000)*
- Chair: *SACS Subcommittee on Recruitment & Admission, (1999-2000)*
- Participant: *“Roadrunner Camp” for new students, (1999-2001)*
- Coordinator: *Organized “Westin La Cantera Job Fair” – resort first San Antonio recruiting event (300 students interviewed, 100 hired as part of opening team (1999)*
- Consultant: *(Pro Bono) Crafted and facilitated workshop for University Assembly Ad Hoc Committee on Bylaws and Shared Governance: Classified Staff Workshop, (June 1998) (Requested by Office of UTSA President)*
- Consultant: *(Pro Bono) Crafted and facilitated workshops for University Commission on Professional Conduct, Ethics and Civility, (April & May, 1998) (Requested by Office of UTSA President)*
- Consultant: *(Pro Bono) Crafted and facilitated workshop for University Assembly Ad Hoc Committee on Bylaws and Shared Governance: Faculty, Student, Professional and Staff Workshop, (April, 1998) (Requested by Office of UTSA President)*

College of Business

- Member: *Faculty Forum/Graduate Faculty Forum Executive Committee (2014 – Present)*
- Chair: *Executive Programs Committee (2008 – Present, Member 2001 – 2014)*
- Chair: *Scholarship Committee (2007 – 2008, Member 2006 – 2008)*
- Member: *Non-Tenure Track Faculty Handbook Committee (2008, 2012)*
- Facilitator: *Strategic Planning Retreat Downtown Campus, (December 8, 2006)*
- Member: *Ad Hoc Communications Strategy Committee, (2004 -2005)*
- Secretary: *College Faculty and Graduate Faculty Forum Executive Committee, (2001- 2002)*
- Member: *Undergraduate Programs Visioning Committee, (2001-2002)*
- Member: *Web Editorial Board, (2000-2001)*
- Member: *Dean’s Executive Committee, (1998-2000)*

Department of Marketing (formerly Division of Management & Marketing)

- Presentation: "Roadrunner Days" – New students interested in Marketing major (2012)
- Member: *Search Committee for Anheuser-Busch Professorship in Tourism, (2006 – 2007)*
- Marshall: *Commencement Ceremonies, (December 2004, May 2005, December 2005, May 2006, December 2006, December 2007, May 2008, December 2008, May 2009, December 2010, May 2011, December 2011, December 2012)*
- Hooder: *Commencement Ceremonies, (2002, 2001, December 2004, May 2006, May 2007, December 2007, May 2008, December 2008)*
- Greeter: *Commencement Ceremonies, (December 2003, May 2004, May 2007)*
- Member: *Search Committee for Marketing Department Junior Faculty, (2002-2003)*
- Member: *Search Committee for Department Senior Faculty, (2001)*
- Member: *Division Faculty Advisory Committee, (2000-2001)*
- Member: *Curriculum Committee, (1999-2001)*
- Member: *Search Committee for Human Resources Assistant Professor, (1999)*
- Member: *Search Committee for Program Director – Tourism Management, (1998-1999)*
- Member: *Teaching Strategy Task Force Committee, (1998)*

Student

- Advisor: *RSO Collegiate Chapter, Hospitality Sales and Marketing Association International (Formerly Student Association for Travel & Tourism, 1997 – 2010, Founder)*
- Advisor: *RSO Eta Sigma Delta, International Hospitality Management Honor Society, (2001 – 2010, Chartered Chapter)*
- Judge: *UTSA Homecoming Golf Cart Decorating Contest, (Spring 2002)*
- Participant: *"Alcohol Awareness Week", UTSA Wellness and Recreation, (October 2000)*
- Evaluator: *Tourism Management Program Scholarships Applications, (1998)*
- Participant: *College of Business Orientation Day "Bridge The Gap," (September 1998)*

Academy

- Chair: *Destination Marketing Association International "Student & Educator Advisory Council Faculty Special Interest Group", (Founding member /first Chair, 2006 – 2009; Member 2005 – 2009)*

- Chair: Hospitality Sales and Marketing Association International "*Sales & Marketing Faculty Special Interest Group*", (2006 – 2009; Vice Chair 2005 – 2006; Member 2004 – 2009)
- Chair: American Marketing Association's "*Tourism, Hospitality & Leisure Marketing Special Interest Group*", (2004 – 2006)
- Chair: Special Session of American Marketing Association's "Tourism, Hospitality & Leisure Marketing" Special Interest Group, "*Market Segmentation: Does It Really Work?*" AMA Summer Educators' Conference, San Francisco, CA, (August 2005)
- Chair: Special Session of American Marketing Association's "Tourism, Hospitality & Leisure Marketing Special Interest Group", "*Technology's Impact of the Tourism Industry*", AMA Summer Educators' Conference, Boston, MA, (August 2004)
- Vice Chair: Communications, American Marketing Association's "*Tourism, Hospitality & Leisure Marketing Special Interest Group*", (2002-2004)
- Chair: Special Session of American Marketing Association's "Tourism, Hospitality & Leisure Marketing Special Interest Group", "*Destination Marketing Since 9/11: An Examination of Key Issues*", AMA Summer Educators' Conference, Chicago, IL, (August 2003)
- Moderator: Session: "*What Makes Customers Reserve Their Rooms Via Internet*" and "*Consumer's Receptivity to E-Commerce in the Tourism Industry*," International CHRIE Conference, Orlando, Florida (2002)
- Moderator: Session: "*Career Portfolio-Trend or Fad?*" International CHRIE Conference, Toronto, Canada (2001)
- Moderator: "*A Frank Discussion between Hotel & CVB Sales & Marketing Executives and Academics on the Needs of Sales & Marketing Professionals Today*", International Council on Hotel, Restaurant, and Institutional Education (Dallas 2007)

Industry

- Moderator: "*Champions of the Future Study*" Panel – General Session (1,000 attendees) Destination Marketing Association International Annual Convention (Atlanta, GA 2009)
- Moderator: "*The Future Study*" Panel – General Session, (1,300 attendees) Destination Marketing Association International Annual Convention (Las Vegas, NV 2008)
- Panelist & Moderator: "*The Latest and Greatest Ground-Breaking Tools for Sales, Marketing, and Revenue Management Classes*," International Council on Hotel, Restaurant, and Institutional Education – HSMIA Session (Atlanta, GA 2008)
- Moderator: "*Servicing - the Grease That Makes It All Work Right - CVB Convention Services*" and "*Cultural Heritage Tourism - Process and Product - Challenges and Opportunities*," Texas Association of Convention & Visitors Bureau Annual Conference (Corpus Christi, TX 2007).

- Member: Texas Travel Industry Association, "*Education Committee*", (2006 – 2009)
- Member: Texas Association of Convention & Visitors Bureau, "*Education Committee*", (2006 – 2009)
- Member: *The Cultural Collaborative Implementation Committee*, City of San Antonio, (2005 – 2010, Appointed by Mayor of City of San Antonio)
- Chair: *Community Awareness Committee*, The Cultural Collaborative Committee, (2006 – 2010)
- Moderator: "*Big City – Small Suburbs: The Role of Surrounding Municipalities in Supporting & Marketing Destination Tourism*", City of Balcones Heights Convention & Visitors Bureau , (November 9, 2006)
- Member: *City of San Antonio Convention & Visitors Commission*, 2005 – 2006 (Appointment by City Council)
- Chair: *Budget & Finance Committee*, City of San Antonio Convention & Visitors Commission, (2005 – 2006, Appointment by City Council)
- Vice Chair: *San Antonio Area Tourism Council Board of Directors* (2004 – 2005, Elected by membership)
- Chair: "*Destination Development Plan*" *Committee* – San Antonio Area Tourism Council (2002 – 2005)
- Member: *Oversight Committee for the Economic Impact Study for "The Cultural Collaborative"* for the City of San Antonio's Office of Cultural Affairs, (2004 – 2005)
- Member: *Executive Committee and Steering Committee* of "*The Cultural Collaborative*" for the City of San Antonio's Office of Cultural Affairs, (2003-2005)
- Member: *Review Committee* of qualifications for possible consultants for development of the City of San Antonio's Office of Cultural Affairs "*Cultural Plan*", (2003)
- Member: *Selection Committee* for new Director of City of San Antonio Convention & Visitors Bureau. (2002, Appointed by San Antonio City Manager)
- Host: "*Tourism Fact Finding Mission*," for Kenichi Nagata, Director General of Recreation & Tourism Bureau, Osaka City, Japan and Takashi Hara, Jalpak International America, Inc., (September 27, 2002)
- Host: "*Seeking Common Ground, Cultural Arts Organizations and Tourism Industry Workshop*," (August 2002, 45 industry leaders)
- Member: *Advisory Board, Academy of Travel & Tourism*, Business Careers High School, (2000 – 2003)
- Member: *The Greater San Antonio Hotel & Lodging Association*, (1998-Present)
- Coordinator – *Blue Santa Project* - San Antonio Police Department, (1998 – 2005)
 - Member – *Education Committee* – review annual applications for high school seniors college scholarships

- Member: Board of Directors, *San Antonio Area Tourism Council*, (1998 – 2006)
- Chair – “Destination Development Plan” Committee, (2003 – 2005)
 - Member – Executive Committee, (2001 – 2005)
 - Facilitator - SAATC Reorganization November, (2004)
 - Chair – Regional Tourism Taskforce, (2000-2003)
 - Moderator – Regional Tourism Luncheon – 125 attendees, (2001)
- Member: *Alamo Area Hospitality Association*, (1998-2010)
- Guest Speaker, “Public vs. Private? What’s Best for San Antonio’s Tourism Industry?”, (August 17, 2006)
 - Guest Speaker, “UTSA Tourism Management Program,” (October 21, 1999)
- Participant: “*A Strategy Discovery Workshop*”, San Antonio Convention & Visitors Bureau, (October 2000)
- Participant: “*Considering the Future of San Antonio’s Tourism Industry Workshop*”, San Antonio Convention & Visitors Bureau Tourism, September, (1998)

Presentations (Non Academic)

- Presentation: “*More Than a Smile and Welcome!*” National Intramural-Recreational Sports Association Region IV Conference (San Antonio, 2012)
- Presentation: “*Destinations...It’s All About The Experience*,” Texas Rural Challenge Small Business Forum (Marble Falls, Texas, October 19, 2010)
- Presentation: “*Destinations...It’s All About The Experience*,” Tourism Summit (Kyle, Texas, September 9, 2010)
- Presentation: “*The Destination’s Chief Marketer and Architect*,” Boerne Chamber of Commerce (June 18, 2009)
- Presentation: “*Skills and Traits of Successful DMO Executives*”, Future Leaders Educational Workshop, Destination Marketing Association International's Annual Conference (Pittsburgh, 2007)
- Presentation: “*State of San Antonio Tourism Industry*,” Paseo del Rio Association’s Board of Directors, (October 31, 2006)
- Presentation: “*Tourism Management Program Strategic Initiatives*,” College of Business Advisory Board, (September 14, 2006)
- Presentation: “*Public or Private? What’s Best for San Antonio?*” Alamo Area Hospitality Association, (August 17, 2006)
- Presentation: “*Public or Private? What’s Best for San Antonio?*” International Special Events Society, (August 2, 2006)
- Presentation: “*Public or Private? What’s Best for San Antonio?*” San Antonio Chamber of Commerce Government Affairs Committee, Summary of Forum, (June 27, 2006)
- Presentation: “*Destination Development Plan*,” Leadership Boerne, Boerne Texas Chamber of Commerce, (December 10, 2003)

- Presentation: *"The Economic Impact of Tourism on Communities,"* Boerne Texas Chamber of Commerce Monthly Membership Luncheon, (February 13, 2003)
- Presentation: *"Economic Impact of Tourism on San Antonio,"* North Star Mall Walkers Meeting, (February, 2002)
- Presentation: *"Economic Impact of Tourism on San Antonio,"* San Antonio Kiwanis Club, (November 1, 2002)
- Presentation: *"Tourism Management Program," Executive in Residence Luncheon,* (April 18, 2001)
- Presentation: *"Economic Impact of Tourism on San Antonio,"* Leadership Boerne Workshop, (December 2001)
- Presentation: *"UTSA's Tourism Management Program,"* Southwest High School (24 students), (February, 2001)
- Presentation: *"Tourism Industry Careers and the UTSA Tourism Management Program,"* Academy of Travel & Tourism at Business Careers High School, (February 2001)
- Presentation: *"Unleashing Your Organizational Power,"* National Conference – National Association of Housing and Redevelopment Officials, (October 1998)

Media Interviews

- Cannon, Thomas F. "Exam Week Could Soon be a Memory", *The Paisano*, December 9 -18, 2014
- Cannon, Thomas F., "Texas Firm Leading Push to End Personal Checks", *WOAI Radio*, August 28, 2014
- Cannon, Thomas F., "Burger King Buying Tim Horton Canadian Restaurants", *KTSA Radio*, August 25, 2014
- Cannon, Thomas F., ""SeaWorld, Landry's Eye River Barge Contract", *San Antonio Express News*, July 18, 2014
- Cannon, Thomas F., "Rodeos' Here! A Good Time for a Good Cause", *San Antonio Express News*, February 5, 2014
- Cannon, Thomas F., "Three College of Business Faculty Members Selected for the Inaugural Class of the University's Academy of Distinguished Teaching Scholars", *College of Business Annual Report, 2012*
- Cannon, Thomas F., "A Sunny Outlook for Fiesta", *San Antonio Express-News*, April 6, 2011
- Cannon, Thomas F., "2010 Alamo Bowl Drew Third-Highest Spending Impact," *San Antonio Express-News*, February 25, 2011
- Cannon, Thomas F., "High Hopes of Success," *San Antonio Express-News*, January 31, 2011
- Cannon, Thomas F., "S.A. Ad Pitch Scripted," *San Antonio Express News*, July 7, 2010

- Cannon, Thomas F., "RV Parks Go All Out," *San Antonio Express-News*, May 12, 2010
- Cannon, Thomas F., "Fiesta Dollars Rain Like Confetti," *San Antonio Express-News*, April 14, 2010
- Cannon, Thomas F., "Camp Not Cash Cow," *San Antonio Express-News*, July 31, 2009
- Cannon, Thomas F., "Alamo Expected to Boost Business," *San Antonio Express-News*, December 27, 2008
- Cannon, Thomas F., "Roadrunner Report," *WOAI Ticket 760*, December 18, 2007
- Cannon, Thomas F., "Roadrunner Report," *WOAI Ticket 760*, December 17, 2007
- Cannon, Thomas F., "No Matter Who Wins, S.A. Scores," *San Antonio Express-News*, November 30, 2007
- Cannon, Thomas F., "Hispanics Use of the Internet for Travel Needs," *Smart Marketer*, Terra.com, July 2007
- Cannon, Thomas F., "River of Dreams," *News-Post*, October 20, 2006
- Cannon, Thomas F., "Public or Private? What's Best for San Antonio?" *WOAI Radio*, June 14, 2006
- Cannon, Thomas F., "Tourism Hire on Hold," *San Antonio Express-News*, September 9, 2005
- Cannon, Thomas F., "Tourism Departments Seek Extra Money," *San Antonio Express-News*, August 11, 2005
- Cannon, Thomas F., "Tourism Bureau Aims to Ramp Up '07 Sales," *San Antonio Express-News*, May 14, 2005
- Cannon, Thomas F., "Confidence in Travel High Despite More Security Plan," *The Monitor*, February 4, 2004
- Cannon, Thomas F., "The College Scene," *Literacy Update*, September, 2002.
- Cannon, Thomas F., "Buckhorn Blues," *San Antonio Express-News*, October 17, 2000.
- Cannon, Thomas F., "Salary Woes Hit Tourism Industry," *San Antonio Express-News*, July, 14, 2000.
- Cannon, Thomas F., "Your Turn: What's in a Date? A Lot of Research, Opinions, Commentary," *San Antonio Express-News*, June 2, 2000.
- Cannon, Thomas F., "Folklife to Arrive Early," *San Antonio Express-News*, May, 10, 2000.
- Cannon, Thomas F., "Sunset Station's New Management Team Is Revising Game Plan," *San Antonio Express-News*, April 18, 2000.
- Cannon, Thomas F., "Impact of Increasing Gasoline Prices on Summer Travel," *WOAI Radio News*, April, 2000.

Cannon, Thomas F., "Tourism Boosts Economy," *San Antonio Express-News*, February, 24, 2000.

Commentary: "Tourism: A Growing Industry," *Rio Magazine*, May, 1998

Commentary: "Tourism: A Growing Industry," *San Antonio Business Journal Special Supplement*, August 14, 1998.

Honors

- Recipient: "President's Distinguished Achievement Award for Excellence in University Service", (2013)
- Recipient: "Dean's Excellence Award for University Service", (2013, College of Business)
- Elected: Co-Chair, *Instructional Advisory Board* for the "Academy of Distinguished Teaching Scholars", (Inaugural Co-Chair, December 7, 2012)
- Elected: *Instructional Advisory Board* for the "Academy of Distinguished Teaching Scholars", (Founding Board Member, September 26, 2012)
- Selected: UTSA "*Academy of Distinguished Teaching Scholars*", (Charter member, Inducted May 11, 2012)
- Selected: *Phi Kappa Phi Honor Society*, (Inducted May 3, 2012)
- Recipient: "*Regents' Outstanding Teaching Award*", 2010 (University of Texas System)
- Recipient: "*President's Distinguished Achievement Award for Teaching Excellence*", 2008
- Recipient: "*Dean's Teaching Excellence Award*", (2008, College of Business)
- Recipient: "*The Amber*" Award, (outstanding contribution and service to the students) UTSA Ambassadors, 1999, 2005, 2007, 2008,
- Recipient: "*Golden Whistle*" Award, (outstanding dedication to the men & women of the UTSA Police Department), 2008
- Nominated: "*Service Excellence Award*", College of Business Advisory Council, 2001
- Finalist: "*Most Outstanding Faculty Member Award*", University Life Awards, 2001
- Finalist: "*Diane Abdo Outstanding RSO Advisor Award*", University Life Awards, 2001
- Recipient: "*Certificate of Appreciation*", Historically Underutilized Business Program, 2000
- Nominated: "*Service Excellence Award*", College of Business Advisory Council, 2000
- Selected: *Who's Who Among America's Teachers*, 2000
- Recipient: "*Teaching Excellence Award*", College of Business Advisory Council, 1999 – 2000
- Finalist: "*Most Outstanding Faculty Member*", University Life Awards, 2000

Nominated: “*Service Excellence Award*”, College of Business Advisory Council, 1999

Professional Development

- “*10 Tips for a Perfect Site Inspection*,” Webinar (November 1, 2012)
- “*The Provost’s Academy on Critical Thinking*,” UTSA, (May 11-13, 2011)
- “*The LAB-Engaging Student*,” Webinar, (January 19, 2011)
- “*Maximizing Return on Event (ROE)*,” Webinar, (August 16, 2010)
- “*Social Media and Trade Shows Part II*,” Webinar, (June 23, 2010)
- “*SACS Assessment Workshop and Assessment Reporting Update*,” UTSA, (October 25, 2007)
- “*Municipal Leadership Institute*,” City of San Antonio, (April 30, 2005)
- “*Summer Teaching Institute*,” UTSA Teaching and Learning Center, (May 13-16, 2002)
- “*Compliance Training*,” – 13 modules, UTSA Employee Education and Training, (2001- 2002)
- “*The San Antonio Advantage*,” UTSA Teaching and Learning Center, (February 1, 2002)
- “*IDEA Survey Workshop*,” UTSA Teaching and Learning Center, (September, 2001)
- “*Increasing Teaching Effectiveness in Large Classes*,” (August 20, 2001)
- “*Web Development I, The Basics*,” UTSA Teaching and Learning Center, (March 23, 2001)
- “*Creating ‘High Five’ Teams: Revolutionary Strategies for the New Economy*,” Lessons in Leadership – UTSA Center for Professional Excellence, (March 21, 2001)
- “*Moving Toward Flagship Status: Implications for Teaching*,” UTSA Teaching and Learning Center, (January 19, 2001)
- “*The Brave New Workplace: Strategies to Excel in a World of Change*,” Lessons in Leadership – UTSA Center for Professional Excellence, (November 15, 2000)
- “*No Fault Management*,” UTSA Problem Solving/Conflict Resolution Office, (October 25, 2000)
- “*Learning Communities: Designing For Success*,” UTSA Teaching and Learning Center, (October 1999)

Professional Affiliations (Current Memberships and Positions)

- Destination Marketing Association International (DMAI) (2007 – Present)
 - Member – Sales and Marketing Committee (2009 –Present)
 - Member – Content Marketing Subcommittee (2010 – Present)
 - Chair –Student and Educator Advisory Council (2009 – 2010, Member 2006 - 2010)
 - Member – Education Committee (2008 – 2010)

Hospitality Sales and Marketing Association International (HSMIA) (2001 – 2010)

- Chair – Sales & Marketing Faculty Special Interest Group (2006 – 2009)
- Vice Chair (2005 - 2006)
- Chair, Collegiate Chapter Committee (2005 - 2006)
- Advisor Collegiate Chapter (2001 – 2010)

American Marketing Association Academic Division (AMA) (2002 – 2007)

- Chair -Tourism, Hospitality & Leisure Marketing, Special Interest Group (2004 -2006)
- Vice Chair (2002 - 2004)

International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) (2000 – 2009)

- Faculty Advisor, *Eta Sigma Delta* International Hospitality & Tourism Management Honor Society (2000 – 2010)

Texas Association of Convention & Visitors Bureaus (2003 – 2010)

- Member, Education Committee, (2005 – 2009)

Greater San Antonio Hotel & Lodging Association (1997 – 2010)

Texas Travel Industry Association (1997 – 2010)

- Member, Education Committee, (2005 – 2010)

Texas Hotel & Lodging Association (1997 – 2010)

International Society of Travel & Tourism Educators (2006 – 2009)

- Chair, 2009 Annual Conference in San Antonio, Texas

San Antonio Area Tourism Council (1998 – 2008)