

Cherylynn Becker Moved to MGT

LONG BEACH – In what is being described as yet another bizarre move by CoB administrators, CoB tourism management professor Cherylynn Becker is being moved from the TM faculty to the MGT faculty, beginning with the 2009-10 academic year. Trained in hospitality management at the Virginia Polytechnic Institute & State University, and hired by the Harold Doty administration (2003-07) of the CoB to chair TM, Becker is being moved into the CoB-GC division's MGT unit by first-year CoB dean Lance Nail. Sources tell USMNEWS.net that Becker had recently become unmanageable, at least as far as TM officials were concerned, and that the move to MGT is hoped by CoB administrators to salvage some of what remains of any potential left in Becker.



Cherylynn Becker

Long-time readers of USMNEWS.net will recall that Becker verbally assaulted (using profanity, etc.) a veteran CoB staffer early in Becker's term as TM chair. This episode, which has seen a renewed interest resulting from a spike in administrative turnover in TM of late, is one of the more controversial in recent CoB history. Sources tell USMNEWS.net that this latest "experiment" involving Becker is not likely to succeed, given the obvious mismatch in Becker's academic credentials and the nature of her new post. In fact, if one source is correct, the implosion from this particular decision has the potential to dwarf that of past decisions involving Becker, *and*, in this case, CoB students (in management), not just CoB staffers, may actually feel the shock waves. For a first-year dean looking, as some suspect, to move up in academia, this could be disastrous.