

TM News, April 2007

The recent announcement that marketing professor Tony Henthorne will become the new Chair of the CoB's Tourism Management Department in the fall of 2007 isn't the only news item coming out of that department these days. It is, however, one of the most surprising, since Henthorne's (see below) area is marketing, *not* tourism management.



Tony Henthorne

That this move comes at about the same time that AACSB placed the CoB on probation makes it even more troubling. Tourism management was brought into the CoB only four years ago, during the reorganization of USM by current President Shelby Thames. Thames' reorganization plan was very controversial at the time, and it remains so today. It's difficult to see how the placement of Henthorne in this position will enhance the CoB's AACSB profile for the February 2008 Peer Review Team visit.

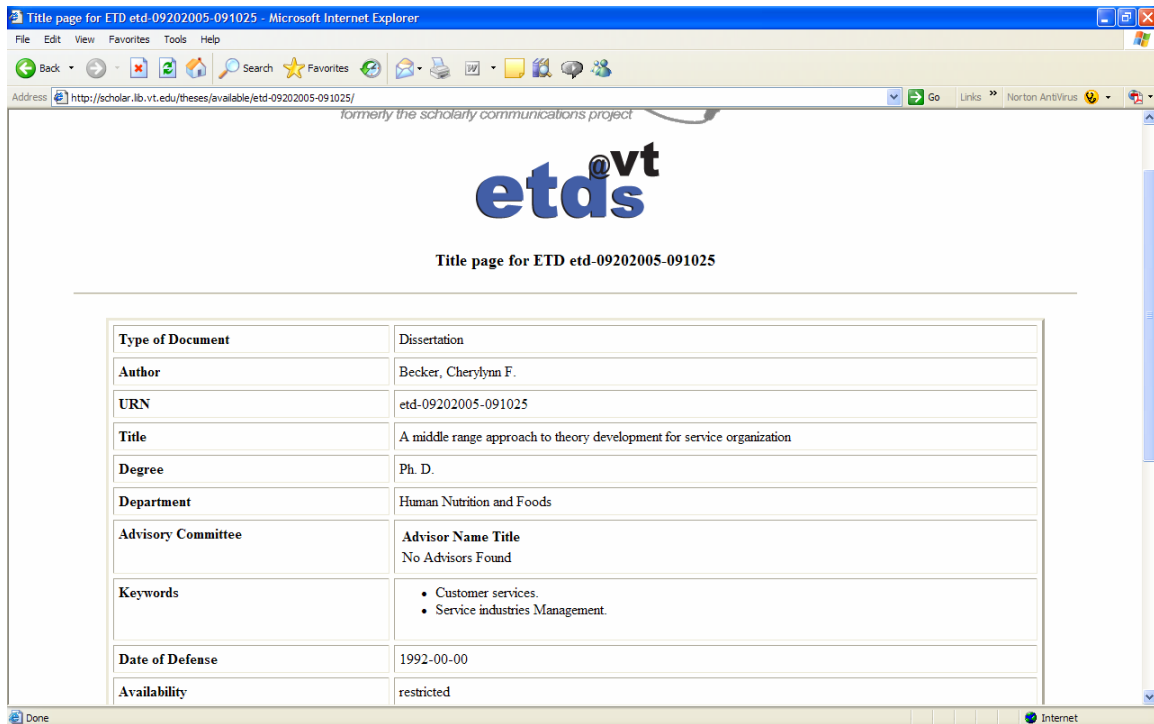
A New Scholar Emerges

You may be as surprised as USMNEWS.NET to learn that former Tourism Management Chair Cherylynn Becker (see below) is being referred to now as *Emerging Scholar* by her colleagues in TM. Whether or not this new title is an *official* one, and/or if it comes with



Cherylynn Becker

a salary supplement of some kind, remains to be seen. One thing seems certain, Becker's "emergence" as a scholar, if it is to come now, is a long time in the making. As the screen below indicates, Becker defended her dissertation in the Human Nutrition and Foods Department at Virginia Tech in 1992 -- 15 years ago.



A Google Scholar search reveals that, since her 1992 Ph.D. dissertation defense, Becker has published less than a handful of articles, including articles in *Hospitality and Tourism Educator* (1996), *Journal of Hospitality and Tourism Research* (1999), *Journal of Hospitality and Tourism Research* (2000), and the *Journal of Hospitality and Tourism Research* (2004). If Becker is now being supported, whether by State funds or BAC monies, as the CoB's new *Emerging Scholar*, then little if anything appears to have been learned over the past four years.

"Double Down"

USMNEWS.NET readers familiar with the "Google 10" series will recall an installment in that series dedicated to Harold and Susan Doty (for access to that installment, see <http://www.usmnews.net/Google%2010%20Harold%20and%20Susan%20Doty.pdf>). One item listed in that installment is inserted below:

[Online Blackjack News - Blackjack courses will soon be available ...](#)

D. **Harold Doty**, the dean of the College of Business maintained that this university casino program would be highly beneficial to Mississippi, ...
www.blackjack2002.com/20050610/blackjack-courses-will-soon-be-available-at-the-southern-mississippi-unive... - 28k - [Cached](#) - [Similar pages](#)

As the insert above points out, "Online Blackjack News" reported in June of 2005 that blackjack courses would soon be available at the University of Southern Mississippi. The report, compiled by the Blackjack2002 News Staff, is inserted below. It states that Hinds County Chancery Judge Patricia Wise's 16-page ruling (in 2005) supports the "legality of teaching casino courses." As the story indicates, the casino courses would, "among other

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Online Blackjack News - Blackjack courses will soon be available at the Southern Mississippi University

In University of Southern Mississippi, students would soon be able to choose casino management classes amidst the other offered courses. This week, the Hinds County Chancery, Judge Patricia Wise released a 16-page ruling, specifying about the legality of teaching casino courses. Among other issues, the courses would touch upon blackjack and other casino gaming and would be part of the USM College of Business.

Southern Mississippi, for years strived to allow casino management on the campus Long Beach area. The state however, was firm enough not to grant universities, or community colleges with such luxury.

With the new ruling, students will receive an associate degree in casino and resort management program, or a certificate in the field and will be paying tuition of \$750 per class. D. Harold Doty, the dean of the College of Business maintained that this university casino program would be highly beneficial to Mississippi, as it taps into one of the more potent industries in the state. About 26 local casinos catering such games as blackjack, poker, roulette and others are in need for professional men power.

Source: Blackjack2002 News Staff
Friday, 10 June 2005

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Directory Links
The new and improved Blackjack 2002 directory is currently in development. If you are interested in

issues, touch upon blackjack and other casino gaming and would be part of the USM College of Business." The BJ2002 News Staff also obtained a sound byte on the issue from (former) CoB Dean Harold Doty.

If you are wondering where this news item is heading, especially given the understanding that offering blackjack, roulette, slots, and other gaming courses continues to be illegal in the State of Mississippi, allow USMNEWS.NET to report to you now that, according to sources, newly hired Tourism Management Instructor Evelyn Green (see below) submitted a course syllabus (in the fall of 2006) to the CoB's Undergraduate Programs committee that indicated that she (Green) would be teaching CoB students how to play blackjack and other forms of gaming that are available to customers at casinos along many of Mississippi's waterways.



Evelyn Green

As such, the Blackjack2002 News Team may have scooped much of the Mississippi media on this issue/possibility. However, sources tell USMNEWS.NET that Green's

syllabus proposal was defeated, due to the illegality of certain parts of the course that she was proposing (via that syllabus) at the time.

Readers of USMNEWS.NET may recognize Green from earlier reports about her salary/benefits vis-à-vis other CoB instructors, as well as from reports about her use of USM facilities to operate a private interior redesign firm. Those reports are still available at USMNEWS.NET (for two such reports, see links below).

<http://www.usmnews.net/THE%20NEW%20CAST.pdf>

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USNEWS.NET will continue to follow these and other stories coming out of the CoB.