

Cheryl Suzanne Stanley
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Education:

Texas Tech University, Lubbock, Texas, August, 2011 - December, 2012

- Master of Science in Hospitality and Retail Management awarded in December 2012
- Thesis: Alcoholic Beverage Costing Practices in the Hospitality Industry

Cornell University, School of Hotel Administration, Ithaca, New York, August 1996 - May 2000

- Bachelor of Science in Hotel Administration awarded in May 2000

University of Nevada, Las Vegas, Harrah Hotel College, Las Vegas, Nevada

- Summer Studies in Switzerland Study Abroad Program, July 1998-August 1998

The Culinary Institute of America at Greystone, St. Helena, California

- Continuing Education Course: "Sensory Analysis," February 2003
- Continuing Education Course: "Mastering Wine Course," August 2002

University California, Davis, California

- Continuing Education Course, online: "Introduction to Wines and Winemaking," April-June 2020

Professional Certifications and Acknowledgements:

- Oregon Wine Board "Learn Oregon" Certificate, March 2019
- Verband Deutscher Prädikatsweingüter Ambassador, April 2018
- Wine Enthusiast Magazine, 40 under 40 Tastemakers of 2017, October 2017
- Conseil Interprofessionnel du Vin de Bordeaux Certified Bordeaux Wine Educator, October 2015
- Wine Spirits Education Trust, Advanced Certificate in Wines and Spirits with Honors from The London Wine School, March 2011
- Society of Wine Educators, Certified Specialist of Wine, July 2010
- Court of Master Sommeliers, Certified Sommelier, July 2010
- BarSmarts by Pernod Ricard USA, Advanced Certification, November 2009
- Training for Intervention Procedures (TIPS) Alcohol Certification
- Court of Master Sommeliers, Introductory Level Sommelier, May 2003

Academic Awards, Scholarships, and Fellowships:

- Cornell University Lessons and Carols Event, CU Chorus Nominated School Representative, 12/9/19
- School of Hotel Administration Faculty Teaching Award Undergraduate Elective 2018-2019
- School of Hotel Administration Faculty Teaching Award Undergraduate Elective 2015-2016
- Cornell University Class of 2016 Class Council Recognition Award 2016
- School of Hotel Administration Ted Teng '79 Dean's Teaching Excellence Award 2015
- Coleman Foundation Faculty Entrepreneurship Fellow, Cornell University 2014-2015
- American Hotel and Lodging Educational Foundation Graduate Student Scholarship, 7/12
- Texas Tech University, C.J. Davidson Home Economics Endowed Scholarship, 6/12
- Banfi Vintners Wine Education Seminar, Tuscany, Italy, 7/00
- Handlery Hotels Financial Scholarship, 1996-2000

Academic and Teaching Experience:

Cornell University, School of Hotel Administration — Ithaca, NY

Courses, Fall 2013- present

HADM 4300 - *Introduction to Wines*

HADM 4360 - *Beverage Management*

HADM 4980/4990 – *Independent Study*

Courses, Spring 2020, Spring 2021

HADM 4310 - *Wine and Food Pairing Principles and Promotion*

Courses, Fall 2013, Fall 2014

HADM 4340 — *Catering and Special Events*

Cornell University, School of Hotel Administration Professional Development Program and General Managers Program– Ithaca, NY

Operating a Profitable Beverage Program Through Innovation and Creativity, Co-instructor 7/19

A Taste of New York Wines, Instructor, 6/18, 1/19

Essentials of Foodservice Management, Co-instructor 7/15, 6/16, 7/17

Beverage Management, Co-instructor 6/17

The Culinary Institute of America — Hyde Park, NY

Courses Taught, 2/13-5/13:

ARTS 403 - Food, Wine, and (Agri)Culture Part II, student instruction in France

ARTS 404 - Advanced Wines

ROPS 240 - Introduction to Wines

ROPS 310 - Advanced Principles of Service Management in Hospitality

Courses Taught 08/08-08/11:

ARTS 111 - Introduction to Gastronomy, Adjunct and Interim Full-time

MGMT 415 - Beverage Management

ROPS 240 - Introduction to Wines

ARTS 403 - Food and Wine Seminar, student instruction in Northern California

ARTS 403 - Food, Wine, and (Agri)Culture Part I, Northern California

ARTS 403 - Food, Wine, and (Agri)Culture Part II, student instruction in Southern California

ARTS 403 - Food, Wine, and (Agri)Culture Part II, student instruction in Northern California

Texas Tech University — Lubbock, TX

Graduate Assistant and Lab Instructor, Fall 2011 - Fall 2012

RHIM 4360 — Experimental Methods with Food

RHIM 3470 — Food Systems Management II, Summer 2012

The Culinary Institute of America, Continuing Education/Food Enthusiasts, Hyde Park, NY

Wines 101: A Discussion on Wine, 2013, 2010-2011

Introduction to Food and Wine Pairing, 2013, 2010-2011

Bubbles: A Discussion on Sparkling Wines from Around the World, 2010-2011

New World Wines vs. Old World Wines, 2009

Kosher Wines, 2009

Italian Alcoholic Beverages, 2009

Online Learning

eCornell, Ithaca, NY

Developed an eight-course online Food and Beverage certificate program for eCornell.

The Business of Restaurants (601) developed by Alex Susskind

Developing and Analyzing Your Menu (602) co-developed with Alex Susskind

Purchasing and Supply Management (603) co-developed with Alex Susskind

Measuring and Improving Your Food and Beverage Guest Experience (604) developed by Alex Susskind

Your Staff: Optimizing Your Most Critical Resource (605) developed by Alex Susskind

Increasing Profits with the Responsible Sale of Wine, Beer, and Spirits (606) developed by Cheryl Stanley

Opening a Food and Beverage Operation (607) developed by Alex Susskind

Adding Value with Special Events (608) developed by Cheryl Stanley

In-Development a thirteen-course online Wines of the World certificate program for eCornell.

Wine Essentials (681) – released 1/20

Wines of The United States: California, Pacific Northwest and New York (682 and 683) – released 4/20

Wines of France (684 and 685) – released 12/20

Wines of Italy (686, 687) – to be released winter 2021

Wines of Germany and Austria (713, 714) – to be released spring 2021

Wines of the Southern Hemisphere (715, 716) – to be released spring 2021

Wines of Spain and Portugal (688, 689) – to be released summer 2021

Academic Service:

- Faculty Advisor, Cornell Cuvée: Wine Education and Blind Tasting Society, 2014-*present*
 - *Fourth Place*, Left Bank Bordeaux Cup, World, Bordeaux, France, June 2019
 - *First Place*, Millésime at L'Ecole Hôtelière de Lausanne, Lausanne, Switzerland, May 2019
 - *Second Place*, Left Bank Bordeaux Cup, United States, New York, NY, January 2019
 - *First Place*, Sciences Po International Tasting, Reims, France, April 2017
 - *First Place*, Millésime at L'Ecole Hôtelière de Lausanne, Lausanne, Switzerland, June 2017
 - *Third Place*, Millésime at L'Ecole Hôtelière de Lausanne, Lausanne, Switzerland, May 2017
- Faculty Advisor, Cornell Hotel Society, Collegiate Chapter, 2015-*present*
- Member, Cornell University Coalition on Mental Health and Well Being, 2015-*present*
- Academic and Concentration Student Advisor, 2013-*present*
- Member, SHA Undergraduate Admissions Committee, 2018-*present*
- Member, Hotel Ezra Cornell Advisory Committee, 2017-*present*
- Member, SHA Curriculum Committee, 2019-2020
- Mentor, Hospitality Educators Success Program, 2019-2020
- Panel Presenter, Scholl of Hotel Administration Pre-Summer Program Welcome Event, 6/20
- Organizer and Co-faculty leader, Hotel Leadership Development Program, Southern California Experiential Trip, 1/20
- Member, Ted Teng '79 Teaching Award Committee, 2019-2020
- Chair, Food and Beverage Faculty Member Search Committee, Spring 2019
- Member, Undergraduate Admissions Interview Team, SHA, 2000-2018
- Co-Presenter “Beverages to Pair with Your BBQ”, Cornell Hotel Society, Global, 5/20
- Guest Speaker "Service," CLASS/VIEN 2810 Wine and Culture, Cornell University, Ithaca, NY 4/20
- Co-Presenter “Beer versus Wine,” Cornell Hotel Society, Chicago Chapter, Illinois 11/19
- Presenter “Wines to Add to Your Cellar”, Cornell University Mosaic, Martha’s Vineyard 8/19

Academic Service, continued:

- Presenter “Bubbles,” Cornell Hotel Society, Chicago Chapter, Illinois 11/18
- Co-Presenter “Wine and Beer in Napa Valley”, Cornell Hotel Society, NorCal Chapter 6/18
- Guest Speaker "Service," CLASS/VIEN 2810 Wine and Culture, Cornell University, Ithaca, NY 4/18
- Presenter “How to Read a Wine Label: Old World and New World”, Women for WineSense, Finger Lakes Chapter 3/18
- Presenter “Wines of the Finger Lakes,” Cornell Hotel Society, Chicago Chapter, Illinois 11/17
- Co-Presenter “Cornellians in the Beverage Alcohol Industry,” Cornell Hotel Society, Philadelphia Chapter, PA 3/17
- Co-Presenter “Cornellians in the Beverage Alcohol Industry,” Cornell Hotel Society, Las Vegas Chapter, Nevada 11/16
- Guest Speaker "Service," CLASS/VIEN 2810 Wine and Culture, Cornell University, Ithaca, NY 3/16
- Guest Speaker "Prohibition," CLASS/VIEN 2810 Wine and Culture, Cornell University, Ithaca, NY 4/16
- Panel Moderator “What I Wish I Knew”, Slice of Insight at the Pillsbury Institute of Hospitality Entrepreneurship, Cornell University, Ithaca, NY 4/16
- Presenter “A Review of Wine”, Cornell Hotel Society, S. Florida Chapter, Hollywood, FL 11/15
- Co-Chair Food and Beverage Entrepreneurship Roundtable, School of Hotel Administration, Ithaca, NY 10/15
- Presenter “Wines of the Finger Lakes,” Cornell Hotel Society, London, London, England 10/15
- Presenter “Wines of Turkey,” Cornell Hotel Society EMEA Conference, Istanbul, Turkey 06/15
- Presenter “Wines for Business,” Johnson Graduate School of Management, Cornell University, Ithaca, NY 04/15
- Presenter “Fun Food Wines to Complement Your Next Business Dinner,” Skaneateles Chamber of Commerce, Skaneateles, NY 10/14
- Guest Speaker “Beverage Alcohol: Our List and Our Service Standards” and “Wine Training,” HA 3350 Restaurant Management, Cornell University, Ithaca, NY 09/14
- Guest Speaker “Italian Wine: Taste and Terroir,” ARTS 403 Food, Wine, and (Agri)Culture: Italy, The Culinary Institute of America, Hyde Park, NY 06/14
- Guest Speaker "Spanish Wine: Taste and Terroir," ARTS 403 Food, Wine, and (Agri)Culture: Spain, The Culinary Institute of America, Hyde Park, NY 07/15, 06/14, 1/13, 5/12, 1/12, 8/11, and 10/08
- Osher Lifetime Learning Institute at Texas Tech University, Cooking Class Co-Instructor "The Flavors of Fall," Lubbock, TX 11/5/12
- Osher Lifetime Learning Institute at Texas Tech University, Cooking Class Co-Instructor "Food For Your Party Clothes," Lubbock, TX 10/22/12
- Osher Lifetime Learning Institute at Texas Tech University Cooking Class Co-Instructor "The Bounty of Spring," Lubbock, TX 4/16/12
- Osher Lifetime Learning Institute at Texas Tech University, Cooking Class Co-Instructor "Julia Child's Favorites," Lubbock, TX 3/26/12
- Osher Lifetime Learning Institute at Texas Tech University Cooking Class Co-Instructor "Love Yourself, Love Your Health," Lubbock, TX 2/27/12
- Guest Speaker "Wine 101," RHIM 4312 Beverage Control Management, Texas Tech University, Lubbock, TX 10/12, 7/12, 6/12, and 4/12
- Guest Speaker "Wine Service Training and Introduction to the Wine List," RHIM 4415 Advanced Food Production Management, Texas Tech University, Lubbock, TX 9/12, 7/12, 1/12

Academic Service, continued:

- Guest Speaker "Wine Presentation and Food and Wine Pairing," RHIM 3470 Food Systems Management II, Texas Tech University, Lubbock, TX 10/12 and 6/12
- Guest Speaker "The Cultural and Historical Significance of Champagne," ARTS 403 Food, Wine, and (Agri)Culture: France, The Culinary Institute of America, Hyde Park, NY 1/12
- Guest Speaker "A History of Wine," The Bacchus Society, Student Wine Club, The Culinary Institute of America, Hyde Park, NY 4/10
- Food and Wine Seminar: Northern California, Hearty Roots and Community Supported Agriculture Discussion, Hyde Park, NY 4/10
- Guest Speaker "What You Need To Know To Be A Sommelier: In Picture", Cornell University, School of Hotel Administration and The Culinary Institute of America Collaborative Degree Program, Cornell University, Ithaca, NY 10/09

Conference Presentations:

TEALEAVES Webinar/YouTube, July 2020 [Virtual]

- Co-Panelist "The Elusive Art of Blending: A Virtual Tasting Experience"

Nightclub and Bar Show, March 2016 [Las Vegas, NV]

- Co-Presenter "Creating a Culture of Better Service"

BEV, NY, March 2016 [Rochester, NY]

- Presenter "Organizing Special Events"

BEV, NY, February 2015 [Rochester, NY]

- Presenter "Selling Wine to Restaurants"

Tales of The Cocktail, July 2013 [New Orleans, LA]

- Co-Presenter: "Fun with Hydrocolloids"

Hospitality Graduate Research Conference, January 2013 [Seattle, WA]

- Presenter "The Michelin Restaurant Review System As Perceived By Undergraduate Hospitality Students Studying In The United States: A Pilot Study"

Hospitality Graduate Research Conference, January 2013 [Seattle, WA]

- Co-Presenter Poster "Advanced Mobile Technology: A text message as a hotel keycard?"

Tales of The Cocktail, July 2011 [New Orleans, LA]

- Co-Presenter Spirited Lunch "Food and Cocktail Entwined"

Women's Foodservice Forum at The Culinary Institute of America, March 2010 [Hyde Park, NY]

- Co-Chair, Topic: "The Women at The Table: Networking, Etiquette, and Professional Skills that Every Woman Should Know"
- Presenter "The Don'ts of Interviewing"

Non-Traditional Careers Panel, 17th Conference on Women & Society, September 2008 [Marist College — Poughkeepsie, NY]

- Panelist, "Hestian Virtues: Non-Traditional Labor in the Hearth and Home" Presenting: "A Woman in A Man's World of Wine: My Life as A Female Sommelier"

Research Grants Awarded:

Texas Tech University FY 13 Internal Competitive Funding Opportunity to Advance Scholarship in the Creative Arts, Humanities and Social Sciences 2012-2013

The Michelin Restaurant Review System as Perceived by Hospitality Instructors Teaching in the United States. Funded Through Texas Tech University, \$1,400. Janice Boyce, Ph.D. and Cheryl Stanley

Management and Consulting Experience:

Cheryl Stanley Restaurant Consulting, Ithaca, NY

Founding Partner, 6/08-present

- Consult on service standards for restaurants from casual upscale to fine dining
- Improve efficiencies for dining room set-up and service execution
- Develop Wine and Beverage Alcohol Programs according to restaurant/bar concept, including pricing and product controls
- Create and implement new Training/Service Standard Manuals

The Wine Cask Restaurant and Retail Store, Santa Barbara, CA

The Wine Cask Wine Director, 4/07-5/08

- Tasted and selected wines for a Wine Spectator Grand Award Winning Wine List since 1994
- Managed inventory of over one million dollars
- Performed weekly staff education seminars in the restaurant on new wines by the glass
- Co-authored and selected the 125 wines to be featured in the 2008 Wine Cask Santa Barbara County Futures Program
- Analyzed wine financials for one retail store and two on-site restaurants

The Wine Cask Restaurant and Retail Store, Santa Barbara, CA

The Wine Cask Retail Store Manager, 6/05-01/08

- Oversaw daily retail store operations
- Received and processed all wine deliveries for both the retail store and the two restaurants
- Updated and maintained 1,500 label wine list
- Organized four bi-monthly wine clubs, including tasting notes and customer relations

The Wine Cask Restaurant Sommelier, 125 Seat Fine Dining Room, 11/05-8/07

- Worked the floor five nights a week as Sommelier, selling wine to customers
- Paired daily specials and Chef's Tasting Menus with wines
- Assisted restaurant and special event guests with wine pairings and wine education
- Planned and executed two monthly wine luncheons for eighteen and five guests respectively
- Tracked and analyzed restaurant financials for beverages

Four Seasons Hotel, Newport Beach, CA

The Pavilion PM Fine Dining Room Manager, 110 Seat Fine Dining Room, 3/05-05/05

- Managed staff of eleven employees while adhering to Four Seasons labor standards and service quality
- Worked floor on a nightly basis as Sommelier recommending food and wine pairings
- Planned and executed a 32 seat Private Dining Room for small events
- Organized and coordinated special events and holidays in the restaurant

Management and Consulting Experience, continued:

Four Seasons Hotel, Newport Beach, CA, continued

The Grill at Pelican Hill Dining Room Manager, 70 Seat Casual Upscale Dining Room, 2/03- 02/05

- Managed daily operations of the dining room and staff of twenty-four employees
- Co-created seasonal cocktail list in the bar
- Acted as dining room Sommelier
- Worked with financial budgets and Four Seasons labor standards
- Developed "Iron Chef" training program to bridge gap between back of house and front of house employees

Sommelier, Four Seasons Hotel and Clubhouse at Pelican Hill, 6/02-05/05

- Performed and coordinated staff trainings for wines and beverage alcohol, including:
Introduction to Wines: Banquet and Catering, Varietal Basics: Pavilion Fine Dining Room, and Food and Wine Pairing
- Selected pairs of wines to complement banquet menus along with tasting notes
- Prepared and taught twelve staff trainings for Conference Services and Catering Managers
- Conducted wine tastings for group events at The Four Seasons Hotel, Newport Beach, CA
- Worked with vendors on pricing for wine by the glass pours in all five outlets
- Updated The Pavilion Wine List of 475 wines and The Grill at Pelican Hill Wine List of 75 wines

Assistant Pavilion Dining Room Manager, 110 Seat Fine Dining Room, 6/01-2/03

- Planned and coordinated weddings of 32 people or less in the Private Dining Room

Assistant Food and Beverage Floating Manager, 10/00- 5/01

- Supervised three restaurants and room service department on managers' days off

Food and Beverage Rotational Internship, 6/99 - 8/99

- Analyzed all Room Service department service glitches and formulated improvements

Articles and Media Interviews:

- Quoted: Copman, Linda. "Green is the new normal: Faculty talk about teaching in fall 2020". *Cornell University* 5 Oct. 2020
- Quoted: O'Connell, Sean. "Wines goes online with black tea, coke, and scratch-and-sniff stickers". *Cornell Daily Sun* 9 Sept. 2020
- Mentioned: Butler, Matt. "COVID impacts even the quirky classes". *Ithaca Times* 1 Sept. 2020
- Quoted: Peñeñory, Catalina. "Virtual tastings and drop deadline confusion: A re-introduction to wines". *Cornell Daily Sun* 9 April 2020
- Featured: New York Ag Connection. "Certificate program examines winemaking in U.S.". *New York Ag Connection* 6 Mar 2020
- Quoted: Goldfarb, Aaron. "An ivy league education – in bartending". *Punch* 24 Feb. 2020
- Quoted: Srui, Charu. "Hotels ramp up their wine-tourism experiences". *The New York Times*. 14 Jan. 2020
- Quoted: Johnson, Caroline and Loayza, Sofia. "Inside two of cornell's biggest classes: Wines and oceanography". *Cornell Daily Sun*. 10 Oct. 2019.
- Featured: "Sips with a Sommelier: Lessons in Wine". *Net Present Value Podcast*. Aug. 2019
- Quoted: Hall, Suzanne. "What does it take to be a restaurant manager?". *American Culinary Federation/Wearechefs.org*. Aug. 2019
- Quoted: Schuhmacher, Tracy. "Why wine lovers should be watching this U.S. supreme court case." *Rochester Democrat and Chronicle*, 10 Jan. 2019, Print and Online.

Articles and Media Interviews, continued:

- Interviewed and Featured: “Finding a Taste for Wine with Cheryl Stanley.” *InVino Fabulum/Women Who Wine in edu* Episode 14, 8/2018
- Solo Feature: Mulconry, Sandi, “Cheryl Stanley’s Winning Ways with Wine.” *Hotelie Magazine* Summer 2018
- Featured: “40 Under 40 Tastemakers of 2017”, *Wine Enthusiast Magazine*, Oct. 2017
- Quoted: Travin, Alonna. “help wanted so that’s how you...pop a champagne cork.”, *HGTV Magazine*, Oct. 2016
- Quoted: Bagley, Jason. “Deceptive Wine Ratings Displays Plague CT Liquor Stores”, *truthinadvertising.org*, 20 May 2016
- Olsen, M. K., & Stanley, C. (2016). Authenticity in scaling the vision: Defining boundaries in the food and beverage entrepreneurship development cycle. *Cornell Hospitality Report*, 16(4), 3-9.
- Miller, Douglass and Stanley, Cheryl. “Pair Wine and Beer for Thanksgiving Feast.” *Poughkeepsie Journal* [Poughkeepsie] 18 Nov. 2014, Print.
- Miller, Douglass and Stanley, Cheryl. “Raise a Glass”, *Food For Thought: CIA Consulting*, [Hyde Park], Aug, 2013
- Mentioned: Berman, Karen, "Wine Enthusiast Magazine's Annual Restaurant Awards." *Wine Enthusiast Magazine* Feb. 2008: 48.
- Solo Feature: Hauben, Laurence, "Wine Time." *Food & Home Magazine* Winter 2007: 28.
- Solo Feature: Cervin, Michael, "The Women of Wine: Cheryl Stanley." *Coastal Woman Magazine* Fall 2007: 50.
- Interviewed and Featured: Boechler, Charlotte, "Fizz or Fizzle: Which champagne should you serve for New Year's? Find out in the News-Press taste test." *Santa Barbara News-Press* 21 Dec. 2006, natl. ed.: D7
- Quoted: Fuhrman, Janice. "Would You Go Naked?" *Decanter Magazine: California Supplement* June 2006: 7

Community Service:

- Class Council Member, At Large, Class of 2000 Class Council, Cornell University, 2020-present
- Co-Chair, Class of 2000 20th Year Reunion, Cornell University, 2019-2020
- Ambassador, Cornell Alumni Admissions Ambassador Network, 2000-present

Areas of Research Interest:

Developing Beverage Education at the Collegiate Level
Management of Beverage Alcohol, including wines, spirits, and beers
Best Methods of Staff Beverage Training
Evaluating Beverage Alcohol Pricing and Sales
Methods of Increasing Sales within a Hotel Food and Beverage Department
Increasing Restaurant Efficiency at the Service Level
Influences on Beverage Buying in Restaurants and Retail Stores

Memberships and Affiliations:

Member, Society of Wine Educators
Member, The United States Bartenders Guild
Member, Cornell Hotel Society
Member, Cornell Admissions Alumni Ambassador Network
Alumna, Delta Phi Epsilon Sorority