



# TERRY LYN PRICE

## CPA, CHAE, CHTP

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### OBJECTIVE

To utilize my 30+ years of professional experience, including more than a decade of presenting to professionals in the hospitality industry, to motivate, lead, and assist organizations and professionals to achieve their desired goals.

### EDUCATION

**Accounting, Bachelor of Science** August 1981 – December 1985  
**Computer Information Systems, Bachelor of Science**  
Western Carolina University, Cullowhee, North Carolina

Recognizing the benefits of understanding business along with technology, I charted a course to gain a double major in both computer information systems and accounting. While at Western I became active in the Professional Business Fraternity Alpha Kappa Psi where I was the Vice-President of the chapter.

### EXPERIENCE

**Independent Consultant** January 2016 – present  
TL Price Consulting, Weaverville, NC

Providing operational system consulting services for Finance and Technology. Services performed included:

- Operational Product Requirements
- Solution Selection Process
- Project Management
- Change Management
- Vendor Management
- Standard Operation Procedure (SOP) Development
- Microsoft Dynamics NAV/LS Retail Development

**VP of Product Management** February 2013 – December 2015  
Cenium, AS, Oslo Norway

Be the unifying force behind Cenium's product strategy and execution, combining feedback from sales, marketing, development, customers and prospects to set the strategic vision and lead the execution on new features and products. Gathering and prioritizing product and customer requirements, defining the product vision, and working closely with development to continue to deliver a remarkable product. Includes working with sales, marketing and support to ensure the product supports the business model and is helping to grow Cenium into a large and profitable company.

#### Major Accomplishments:

- Primary Dynamics NAV architect for latest version of the Cenium Solution.
- Achieved Microsoft Certified Solution certification.

#### CERTIFICATIONS:

Certified Public Accountant (CPA)

Certified Hospitality Technology Professional (CHTP)

Certified Hospitality Accountant Executive (CHAE)

#### SKILLS

##### Hospitality Solutions:

Cenium Hospitality Solution  
Microsoft Dynamics Financial Systems  
C/AL Programming Language  
ADP HR Perspective  
ADP PC Payroll  
ADP Timesaver  
Datworks  
Food-Trak  
InfoGenesis  
Micros  
Newmarket Delphi  
Springer-Miller Systems  
Resort Suite Resort Management Solution

##### Internet Technologies:

ASP  
CSS  
HTML/XHTML  
Java  
JavaScript  
Windows Internet Information Server (IIS)

**Senior Financial & Technology Consultant**

Cenium, North America, Las Vegas, Nevada

April 2012 – February 2013

After working as a consultant with this company and having installed this solution at The Grove Park Inn Resort & Spa, they offered me a position to utilize my financial and technical background. Cenium, North America offers an entire hospitality solution inside the Microsoft Dynamics NAV ERP system. This solution solves many of the disparate system issues that have plagued the hospitality industry for years. This is what compelled me to join their team. Since joining I have mostly been involved in the sales process sharing my experiences with the system and giving demonstrations of the product to potential customers.

**Tax Preparation**

Terry L. Price, CPA, Weaverville, North Carolina

January, 1985 – present

I have maintained a small tax preparation business for the past 25+ years. My clientele consists of personal and small business tax returns.

**IT Consultant**

Terry L. Price, CPA, Weaverville, North Carolina

February 2012 – April 2012

During the transition phase from leaving The Grove Park Inn Resort & Spa, I performed some contract work for a few companies. During these few months I performed a technology analysis for a hotel ownership as well as worked on various projects for the Cenium, North America software company.

**Chief Information Officer**

The Grove Park Inn Resort &amp; Spa, Asheville, North Carolina

October 1996 – February 2012

After 6 years in the Accounting office, the opportunity to move over and become the Chief Information Officer became available. I was excited to have the opportunity to officially begin using my technology education and training. The Grove Park Inn is owned by Sammons Enterprises in Dallas, Texas. However, they provide no management services to the resort, therefore, as CIO, I was responsible for the entire technology direction and maintenance for the resort. The resort is 514 rooms with 50,000 square foot of meeting space, 6 retail shops, 5 restaurants, 3 bars, 40,000 square foot world-class spa, Donald Ross 18-hole golf course and recreation center with 6 tennis courts and workout space. I managed the IT staff of 3 professionals that maintain and support 15 servers, 300 PC's, 70 POS stations, and 100 printers while providing management with technology direction and solutions to achieve business goals.

**Major Accomplishments:**

- Programmed additional solutions within the Cenium system to increase efficiencies such as 3<sup>rd</sup> Party Room Charges, Emergency Reporting, Folio Emailing and PCI Compliant 3<sup>rd</sup> Party Charge Authorization Document Storage (2011)
- Deployment of first ERP-based hospitality solution in the states, Cenium. (September, 2010)
- Assisted Cenium in the development of their solution to position it for use throughout the hospitality industry. (February, 2009 – September, 2010)
- Programmed on-line guest survey system that is reporting a 25%+ capture rate. (2005)

**Database****Management:**

SQL  
MS FoxPro  
MS Access  
Lotus Approach

**Networking:**

UNIX  
Windows Server  
SQL Server  
Novell

**PC Operating****Systems:**

Windows 7/8/10  
MAC OS-X

**Other Software:**

Corel Paint  
Shop Pro  
MS Office Suite  
MS Dynamics NAV  
LS Retail  
Lotus Suite  
Adobe Photoshop  
Adobe Flash

- Established paper-free emergency reporting system (2002)
- Consulted on several Springer-Miller Spa installations. (2001 – 2004)
- Assisted Sprinter-Miller in the development of their Visual Resort Scheduling module for our new 40,000 square foot spa. (2000 – 2001)
- Deployed Springer-Miller Systems (February, 1997)

**Controller**

August 1990 – October 1996

**The Grove Park Inn Resort & Spa**, Asheville, North Carolina

First introduction into hospitality was accepting the position of Controller at the Grove Park Inn Resort. I was responsible for the entire Accounting process which included Income Auditing, Accounts Payable, Accounts Receivable, Payroll, and Cash Management. I managed the fixed asset system as well as performed the monthly and yearly closing process while managing the accounting staff of 15. Since both the Accounting and Information Technology department reported to the Director of Finance, part of my role was to use my knowledge of both disciplines and establish a proper line of communication between the departments.

**Major Accomplishments:**

- Established an efficient communication flow between Accounting & IT.
- Developed several reporting systems and database processes to create Accounting efficiencies.
- Re-designed closing processes that resulted in 4 consecutive entry-free year-end audits.

**Finance Officer**

June 1988 – August 1990

**Madison County Board of Education**, Marshall, North Carolina

Was recruited from the CPA firm by one of the clients to fill the head finance position for a local board of education. I was responsible for all the financial aspects of the board which included the collection, distribution and reporting of all the funds including local tax funds, state education distributions and federal grants. I also supervised the accounting functions of accounts payable and payroll through a staff of three people.

**Major Accomplishments:**

- Increased funding for the students through improved reporting and more detailed accounting.
- Established improved reporting procedures to allow schools to use all funds available to help the students.

**Senior Accountant**

January 1986 – June 1988

**Gregg & Lasher, CPAs**, Asheville, North Carolina

First job out of college with a local CPA firm. Being a small firm, I was the lead accountant in all the different functions such as corporate audits, governmental audits, personal taxes, monthly bookkeeping, and payroll accounting. I also was the main client contact for many of our accounts concerning personal taxes, monthly bookkeeping and payroll accounting.

**Major Accomplishments:**

- Utilized computer skills to improve office efficiencies.
- Discovered a computer software calculation error that resulted in a \$1M plus increase in profit for client during audit process.

**Junior Accountant**

January 1985 – December 1985

**Crisp, Hughes & Company, CPAs**, Sylva, North Carolina

During my last year of college, I worked as a Junior Accountant in a regional CPA firm. My duties were to support the senior level staff as well as the partners in all aspects of the firm's operations to include corporate audits, governmental audits, personal taxes, monthly bookkeeping, and payroll accounting.

**Major Accomplishments:**

- Designed a depreciation schedule using the very first version of Lotus 123 which the firm used for several years.

## ACTIVITIES & AWARDS

### Western Carolina University Alumni

- Board of Directors, 2016 – Present
- Chair of Asheville Area Alumni Chapter, 2017 – Present
- Chair of Alumni Clubs/Societies Committee, 2018 – Present

### Hospitality Financial and Technology Professionals (HFTP), producers of HITEC:

- Global Immediate Past President, 2010 – 2011
- Global President, 2009 – 2010**
- Global Vice President, 2008 – 2009
- Global Treasurer, 2007 – 2008
- Global Secretary, 2006 – 2007
- Global Board of Directors, 2002 – 2005
- Several committees including HITEC Advisory Council Member, 1997 – present

### Springer-Miller Systems Host Users Group (SMS HUG):

- Board of Directors, 1999 – 2000, 2002 – 2003

### Hospitality Technology Next Generation (HTNG)

- Member, 2016 – present

### NAV Users Group

- Member, 2018 – present

### North Carolina Association of CPAs

- Member, 1995 – present

Speaker at Hospitality Industry Technology Exposition Conferences (HITEC), HFTP Annual Conventions, HFTP Local Chapters, HOSPA (formerly known as British Association of Hospitality Accountants (BAHA)), European Hospitality Technology Education Conference (EHTEC), Asian Hospitality Technology Education Conference (AHTEC), Hospitality Technology Forum (HTF) & SMS HUG Conferences

*Video of AHTEC Session: <http://vimeo.com/24164684>*

### Published Articles:

- Property Management Solutions – A HITEC 2017 Review (Hospitality Upgrade Watercooler – August, 2017)  
*<http://www.hospitalityupgrade.com/techTalk/August-2017/Property-Management-Solutions---A-HITEC-2017-Review>*
- HITEC 2016 Special Report Part 2 (Hospitality Upgrade – June, 2016)  
*<http://www.hospitalityupgrade.com/techTalk/Articles/HITECnola-Part-2-Special-HITEC-2016-Report-brought-to-you-by-DANNI-Enterprises/>*
- Buyers, Beware (Hospitality Upgrade – June, 2016)  
*<http://www.hospitalityupgrade.com/techTalk/Articles/Buyers-Beware/>*
- A Beacon in the Dark (Hospitality Upgrade – April, 2016)  
*<http://www.hospitalityupgrade.com/techTalk/Articles/A-Beacon-in-the-Dark/>*
- Technology Roundtable (contributor) (Ecole Hoteliere Lausanne Hotel Yearbook 2012)  
*[http://www.hotel-yearbook.com/yearbook/catalogues/2012/full/HYB12\\_web.pdf](http://www.hotel-yearbook.com/yearbook/catalogues/2012/full/HYB12_web.pdf) (requires logon)*
- Is Hospitality Ready for ERP? (Hospitality Upgrade – Fall 2010)  
*[http://www.hospitalityupgrade.com/\\_magazine/magazine\\_Detail-ID-540.asp](http://www.hospitalityupgrade.com/_magazine/magazine_Detail-ID-540.asp)*
- Final Verdict: New Computer (The Bottomline – April/May 2009)  
*[http://www.hftp.org/Content/Bottomline/Bottomline-2009-04\\_05.pdf](http://www.hftp.org/Content/Bottomline/Bottomline-2009-04_05.pdf)*
- Should I Buy a New PC? (The Bottomline – February/March 2009)  
*[http://www.hftp.org/Content/Bottomline/Bottomline-2009-02\\_03.pdf](http://www.hftp.org/Content/Bottomline/Bottomline-2009-02_03.pdf)*

2007 Grove Park Inn President's Award