

TO: James L. App, City Manager
FROM: Meg Williamson, Assistant City Manager
SUBJECT: TPRA - Advisory Member Appointment
DATE: November 18, 2014

NEEDS: For the City Council to consider appointments to the Travel Paso Robles Alliance (TPRA) Advisory Committee.

- FACTS:
1. The Travel Paso Robles Alliance (TPRA) was established in 2009 in conjunction with the formation of the Tourism and Lodging Promotions Business Improvement District (BID).
 2. The TPRA consists of seven members who advise City Council on the marketing/spending priorities for funds generated by the BID.
 3. Members are appointed for 3-year staggered terms, and must be a Paso Robles hotelier to be eligible for membership on the TPRA.
 4. Advisory Member terms for John Arnold, Margaret Johnson, Brittany Tonkin, and Noreen Martin are all expiring on October 31, 2014.
 5. The TPRA's contracted Destination Manager contacted hoteliers to recruit those who might be interested in applying to serve on the TPRA. There were four local hotel representatives who indicated their interest for the four positions:

John Arnold – General Manager, Holiday Inn Express
Margaret Johnson, Chief Operating Officer, Martin Resorts
Brittany Tonkin – Assistant General Manager, Courtyard Marriott
Sandra Sage- General Manager, Hampton Inn
 6. At their meeting of October 28, 2014, the TPRA evaluated the four interested hoteliers and supported the slate of four to serve in the four vacant 3-year term positions.

ANALYSIS
AND

CONCLUSION: The TPRA recommended appointees have established relationships within the community, and/or diversified representation of member hotels within the BID. The TPRA has been committed to engaging and orienting additional hoteliers to the committee's work in order to grow the pool of experienced member candidates for the future.

POLICY

REFERENCE: Travel Paso Robles Alliance (TPRA) bylaws.

- OPTIONS:
- a. For the City Council to accept the recommendation of the TPRA for appointment of John Arnold, Margaret Johnson, Brittany Tonkin and Sandra Sage to vacant TPRA Advisory member seats through October 31, 2017.
 - b. Amend, modify or reject the above options.

Attachments: Advisory Body Applications for each candidate

APPLICATION FOR APPOINTMENT TO A CITY ADVISORY BODY/COMMITTEE/ COMMISSION

Name of Advisory Body: TPRA

Name of Applicant: Margaret M Johnson

Street Address: PO Box 12060 City, Zip: San Luis Obispo 93406

Mailing Address: (if different from home) P.O. Number City State Zip

Home Phone: Home Fax: E-mail: margaretm@martinresorts.com

Retired? Occupation (if applicable) COO, Martin Resorts

Employer (if applicable) Martin Resorts

Work Phone: (805) 547-2706 Work Fax: E-mail: margaretm@martinresorts.com

EDUCATION & TRAINING

High School Oxford High School Oxford MA

College Name City State

Degrees/Majors

Other Schools/Training United States Marine Corps

MEMBERSHIP IN ORGANIZATIONS

ADVISORY BODY/COMMITTEE/COMMISSION APPOINTMENTS

TERM

Current TPRA

From 2008 To 2014

Current Economic Forecast Board

From 12/01/2014 To

Previous PCC

From 2009 To 2014

Previous

From To

Previous

From To

ADDITIONAL INFORMATION

Please provide any supplemental information to this application, including the specific reason you believe you should be appointed to this advisory body.

LAST NAME Johnson

COMMITTEE NAME TPRA

READ CAREFULLY

This is a public document. I understand that all information contained within it will be provided to the public upon request.

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- Home address, Home phone number, Home Fax number, Business address, Business phone number, Business fax number, Cell Phone Number, Personal E-mail address, Business e-mail address

Further, if my home address and telephone number are otherwise non-disclosable under the California Public Records Act (California Government Code §6250 et seq.), I understand that by agreeing to the release of the information above, this information may be provided by the City in response to a request made under the Public Record Act.

Date Nov 4, 2014

Signature [Redacted]

If appointed to a City committee, commission or other advisory body, I DO NOT authorize the City to post my contact information on its Web site or to release such information to a third party who may post the information on their Web site. The City may, however, disclose on the Internet and in all other appropriate places that I serve on a City committee, commission or other advisory body.

Date

Signature

**APPLICATION FOR APPOINTMENT
TO A CITY ADVISORY BODY/COMMITTEE/ COMMISSION**

Name of Advisory Body: Travel Paso Robles Alliance

Name of Applicant: John D Arnold
First Name Middle Initial Last Name

Street Address: 2455 Riverside Avenue City, Zip: Paso Robles 93446

Mailing Address: _____
(if different from home) P.O. Number City State Zip

Home Phone: [REDACTED] Home Fax: () E-mail: gm@hixpaso.com

Retired? Occupation (if applicable) General Manager

Employer (if applicable) Holiday Inn Express & Suites Paso Robles

Work Phone: (805) 226-4080 Work Fax: (805)238-0500 E-mail: gm@hixpaso.com

EDUCATION & TRAINING

High School North Lake Tahoe High School Tahoe CA
Name City State

College Cal Poly San Luis Obispo CA
Name City State

Degrees/Majors AA Degree, Left college after 3 years to pursue Baseball Career

Other Schools/Training GM Certificate through Intercontinental Hotel Group (IHG)

MEMBERSHIP IN ORGANIZATIONS

TPRA, PR Chamber of Commerce, SLOVCB, PRWCA, Wineries of 46E, PR Main Street Association, Pacific Coast Cutting Horse Association

ADVISORY BODY/COMMITTEE/COMMISSION APPOINTMENTS

TERM

Current <u>Newly Elected 2014 Chamber of Commerce Board of Director</u>	From <u>2014</u> To <u>2015</u>
Current _____	From _____ To _____
Previous <u>Past Board Member of PR Main St Association</u>	From <u>2000</u> To <u>2002</u>
Previous <u>Ambassador to Chamber of Commerce</u>	From <u>01/01/2010</u> To <u>01/01/2011</u>
Previous _____	From _____ To _____

ADDITIONAL INFORMATION

Please provide any supplemental information to this application, including the specific reason you believe you should be appointed to this advisory body.

I love Paso Robles and have deep roots here dating back to the early 1930's. I have been in business in Paso Robles since 1999 and have seen this city transform into an amazing tourist destination while still maintaining it's historic charm. I believe in Paso Robles and want to help out in anyway that I can. As a former Director of Sales and now a GM I have a lot of insight that I believe can help this great city and advisory board.

LAST NAME Arnold COMMITTEE NAME Travel Paso Robles Alliance

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- | | | |
|--|---|---|
| <input type="checkbox"/> Home address | <input checked="" type="checkbox"/> Business address | <input type="checkbox"/> Cell Phone Number |
| <input type="checkbox"/> Home phone number | <input checked="" type="checkbox"/> Business phone number | <input type="checkbox"/> Personal E-mail address |
| <input type="checkbox"/> Home Fax number | <input checked="" type="checkbox"/> Business fax number | <input checked="" type="checkbox"/> Business e-mail address |

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Date 11/14/13

Signature [REDACTED]

If appointed to a City committee, commission or other advisory body, I **DO NOT** authorize the City to post my contact information on its Web site or to release such information to a third party who may post the information on their Web site. The City may, however, disclose on the Internet and in all other appropriate places that I serve on a City committee, commission or other advisory body.

Date _____

Signature _____



John Arnold

2455 Riverside Ave
Paso Robles, CA 93446

805-226-4080 - Direct
805-238-0500 - Fax

gm@hixpaso.com
www.hixpaso.com

SUMMARY

I have been a proud resident of Paso Robles for almost 15 years and believe there is no better place to live or work! I am a proud father of two beautiful girls, Faith and Eden and have had family here in Paso Robles since the early 1930's. My passion is people and I get enjoyment out of meeting new people and building new business relationships and friendships. If you ask me how I am you may just hear me say "Living the Dream"!

EXPERIENCE

General Manager, Holiday Inn Express Paso Robles

April 2011 - Current

Director of Sales - Holiday Inn Express Paso Robles

July 2009 - April 2011

Realtor – Re/Max Parkside Real Estate & Coldwell Banker

Paso Robles, CA
November 2002 - July 2009

Business Owner – Pearly Gates Antique Mall

Paso Robles, CA
August 1999 – August 2002

EDUCATION

GM Certification via InterContinental Hotel Group

University of Nevada Reno

1994 - 1995

Yuba City College - A.A. Degree

1995 - 1996

Cal Poly San Luis Obispo

1996 - 1997

Left after one year to pursue Professional Baseball career

ADVISORY/COMMITTEE APPOINTMENTS

2014 PR Chamber Board of Director

Past Ambassador to PR Chamber

Past Board Member Paso Robles Main St Association

Past Board of Realtors Promotion Committee Member

MEMBERSHIP IN ORGANIZATIONS

Travel Paso Robles Alliance, PR Chamber of Commerce, SLOVCB, PR Wine Alliance, Wineries of 46E, PR Main St Association, Pacific Cutting Horse Association

City of Paso Robles

APPLICATION FOR APPOINTMENT TO A CITY ADVISORY BODY/COMMITTEE/ COMMISSION

Name of Advisory Body: TRAVEL PASO ROBLES ALLIANCE
Name of Applicant: SANDRA S SAGE
Street Address: 212 ALEKA CT PASO ROBLES 93446
Mailing Address: P.O. Box 4836 PASO ROBLES CA 93447
Home Phone: Home Fax: E-mail: SSSAGE@MSN.COM
Retired? Occupation (if applicable) GENERAL MANAGER
Employer (if applicable) HAMPTON INN & SUITES PASO ROBLES
Work Phone: (805) 226 9488 Work Fax: (805) 226 9703 E-mail: SANDRA.SAGE@HILTON.COM

EDUCATION & TRAINING

High School MARTINSVILLE HIGH MARTINSVILLE IN
College INDIANA UNIVERSITY BLOOMINGTON IN
Degrees/Majors BA MICROBIOLOGY

Other Schools/Training: UNIVERSITY OF COLORADO, COLORADO TEACHING CERTIFICATION, SCIENCE & CHEMISTRY

MEMBERSHIP IN ORGANIZATIONS

COLORADO HOTEL & LODGING ASSOC; SKAL INT.; TOUR COLORADO; VISIT DENVER; GLENDALE CHAMBER OF COMMERCE; UAIL VALLEY MARKETING BOARD; BRECKENRIDGE RESORT CHAMBER

ADVISORY BODY/COMMITTEE/COMMISSION APPOINTMENTS

Current N/A I'VE JUST RECENTLY MOVED TO PASO ROBLES
Previous
Previous

ADDITIONAL INFORMATION

Please provide any supplemental information to this application, including the specific reason you believe you should be appointed to this advisory body. AS THE NEW GM OF THE HAMPTON INN & SUITES I WANT TO BE CURRENT & KNOWLEDGIBLE ON ALL ISSUES PERTAINING TO HOSPITALITY & DESTINATION MARKETING. ADDITIONALLY, I ENJOY DEEP INVOLEMENT WITH MY COMMUNITY. I FEEL THAT WITH MY WIDE EXPERIENCE IN DESTINATION TOURISM MARKETING AND DEVELOPMENT, I WOULD BE AN ASSET FOR THE TPRA.

LAST NAME SAGE COMMITTEE NAME TPRA

READ CAREFULLY

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Home Fax number
Business address
Business phone number
Business fax number
Cell Phone Number
Personal E-mail address
Business e-mail address

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Date 7/14/14 Signature

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Date Signature



July 15, 2014

Amanda S. Diefenderfer
Destination Manager
Travel Paso Robles Alliance

Amanda,

Thank you and the Board for considering me as a candidate for the vacant board position on the Travel Paso Robles Alliance.

My qualifications for the board position are based on 25+ years in the tourism and hospitality industries. Throughout my career, I have overseen/managed every department in hospitality operations: hotel, resort, condominium and apartment management; property, resort, and destination sales and marketing; food and beverage management; call center management; and venue/event management.

During my career I have served on several tourism and hospitality boards because I enjoy being deeply involved in every community in which I live. Therefore, I am knowledgeable of the duties and responsibilities of community and association board protocols as well all aspects of destination marketing.

From a personal perspective, due to my passion for the tourism & hospitality industry and my ability to commit to the necessary time requirements, I feel that would effectively serve as a TPRA board member.

Again, thank you for your consideration and I look forward to presenting my qualifications at the July 22nd board meeting.

Best Regards,



Sandra Sage



Sandra Sage

Denver, CO 80231 | 303.523.9673 | sandrasage@outlook.com
www.linkedin.com/in/sandrasage

Executive Profile

I am an accomplished hospitality leader who brings improved revenues and profitability by aligning all departments within hospitality organizations with the overall company mission and goals

- Consistently meets and exceeds revenue and profit margin goals, establishing high revenue growth teams and regions
- Mentors and grows highly engaged teams throughout the organization, encompassing sales, operations, maintenance, and food and beverage
- Identifies and seizes opportunities for new and enhanced revenue streams, building strategic alliances who leverage the visibility and effectiveness of our sales efforts

Expertise

Hospitality Management
Operational Savvy
Leadership & Mentoring
Budget Management
Sales Leadership
Finances & Cost Controls
Customer Satisfaction
Profit Margin Enhancement

Professional Experience

General Manager

Hampton Inn & Suites, Paso Robles, CA

6/14 - Present

Manage an 81-room hotel to include all areas of hotel operations: human resources, financial management, budgets, sales and marketing, front desk, reservations, property maintenance, housekeeping, food and beverage.

Hospitality Management and Business Development

Sage Associates, Denver, CO

5/13 - 6/14

Provide consultancy and project services to the hospitality industry; partial client list includes:

- **Inntopia, Stowe, VT.** Serving as company executive meeting planner for the annual meeting for 250 people with extensive meeting space and food and beverage requirements
- **EpicercenterSpark Hospitality, Denver, CO and Atlanta, GA.** Serve as consulting SVP of Sales and Marketing for third party management company focused on consulting services for hotels, resorts, and condominiums projects
- **DestiMetrics, Denver, CO.** Developed new \$100K-plus territory for market intelligence research firm that provides market insights and strategic marketing support for the hospitality industry

General Manager

1375 High Street Apartments, Denver, CO

6/12 - 5/13

Managed an upscale boutique apartment building driving business results via tenant relations, team leadership, and revenue optimization

- Increased rental revenues by 12% while decreasing expenses by 9% compared to the same time period in the previous year
- Increased average occupancy by 9 percentage points over the same time period in previous year
- Reorganized and implemented procedures creating new revenue streams while increasing efficiencies

Continued

Director of Operations

Colorado Chautauqua Association, Boulder, CO

3/11 - 3/12

Managed the operations of the Colorado Chautauqua Park, a National Historic Landmark, with 81 lodging accommodations, a 1350-seat concert and entertainment venue, and 5,000 square feet of meeting space

- Oversaw lodging, facilities, preservation, individual and group sales, concerts, and public events
- Consistently scored above 95% in the monthly guest satisfaction surveys
- Saved the company over \$50K by identifying and correcting flawed integration of the property management software, enabling full utilization of the system
- Restructured the group sales and conference services departments that resulted in increased efficiencies and an immediate labor cost savings of 13%

Sage Associates, Denver, CO

7/07 - 3/11

Principal/Consultant - Provided consultancy and project services to the travel and hospitality industries.

Partial client list includes:

- **The Stanley Hotel, Estes Park, CO.** As interim **General Manager**, retrained and reengaged the executive staff resulting in improved management and a 30% reduction in housekeeping labor costs. Discovered an accounting error that dropped over \$65,000 to the bottom line which enabled the owners to move forward on a stalled refinance package
- **Rusty Parrot Lodge & Spa, Jackson, WY.** Redesignated and executed guest service protocols, training and evaluation programs. Implemented room revenue yield management processes and ongoing yield management strategies. Co-managed launch of marketing driven website and spearheaded the contracting process for a new public relations firm
- **Destination Services of Colorado, Denver, CO.** Directed client services, key accounts, vendor partnerships, preferred hotel relationships, and service execution for this event planning company. Developed and implemented sales and marketing strategies and increased employee engagement resulting in a sales contract that was the largest in the company's history

Regional Director of Sales and Marketing

ResortQuest International, Denver, CO, Division of Gaylord Hotels, Nashville, TN

2/06 - 7/07

Recruited to develop and implement sales, marketing, and public relation strategies for the Western US and Canada, a territory with over 3,600 condominium units and budgeted rental revenues in excess of \$63 million

- Increased lodging revenues by 8.4% leading the company's three divisions in revenue growth
- Negotiated cooperative advertising contracts, resulting in 19% increase in targeted segment revenues
- When company was sold, was the only person on the executive team invited to join the new company

General Manager

Loews Denver Hotel, Denver, CO

2/04 - 12/05

Recruited to manage full service 4-Diamond luxury hotel comprised of 183 rooms, 130-seat restaurant, lounge, and 5,500 square feet of meeting and banquet space

- Managed major capital projects including \$750,000 rooms' renovation, \$50,000 restaurant upgrade, and \$350,000 roof replacement on time and within budget
- Structured and redirected the group sales efforts resulting in a 21% increase in group room nights and an overall \$13.04 increase in the average daily rate
- Increased food and beverage department profit by 14% through development and execution of new programs and diligent monitoring of labor and food costs
- Achieved 91% rating for guest satisfaction exceeding company goals by 6%

Sandra Sage, page 2

General Manager

The Oxford Hotel, Denver, CO

9/02 - 2/04

Improved profitability of the 80-room full service historic boutique hotel by managing sales, marketing, and in-room food, beverage, and banquet services

- Increased guest satisfaction scores from 86 to 96 points within the first year
- Managed extensive facility improvements in rooms' renovation within budget
- Developed and executed strategy for in-house laundry system that saved over \$45,000 in the first year

EastWest Resorts, Denver and Edwards, CO

1998 - 2002

Vice President of Marketing and Business Development (4/00 - 8/02)

Consolidated marketing, sales, operations, and business development for three leisure ski and golf vacation tour operations promoting travel packages throughout national and international destinations

Corporate Director of Sales and Marketing (8/98 - 4/00)

Recruited to develop and launch corporate brand marketing and sales initiatives and oversee the sales and marketing efforts for ten divisions comprised of over 1,500 condominium units and hotel rooms in Colorado, Utah, Montana, and South Carolina

Education and Professional Development

Currently enrolled in Social Media Manager Professional Certification, CFU
Colorado Teaching Certificate, Science/Chemistry Secondary Education, University of Colorado
Graduate Studies and BA Microbiology, Indiana University
Certified Hospitality Sales Professional, AHMA

Colorado Hotel and Lodging Association,
Legislative Fundraising, Membership, and Annual Conference Planning Committees
Skal International, Colorado Chapter
Tour Colorado, Volunteer
VisitDenver, Membership Committee
Glendale Chamber of Commerce, Board of Directors
Vail Valley Marketing Board
Breckenridge Resort Chamber, Board of Directors, Chairman

City of Paso Robles

APPLICATION FOR APPOINTMENT TO A CITY ADVISORY BODY/COMMITTEE/ COMMISSION

Name of Advisory Body: Travel Paso Robles Alliance

Name of Applicant: Brittany L Tonkin

Street Address: 120 S Vine St City, Zip: Paso Robles

Mailing Address: CA 93446

Home Phone: Home Fax: E-mail: PasoRoblesDOS@ih-corp.com

Retired? Occupation (if applicable)

Employer (if applicable) Courtyard by Marriott Paso Robles- Island Hospitality

Work Phone: (805) 239-5511 Work Fax: (805)226-9683 E-mail:

EDUCATION & TRAINING

High School Paso Robles High Paso Robles CA

College California State University Northridge Northridge CA

Degrees/Majors

Other Schools/Training

MEMBERSHIP IN ORGANIZATIONS

ADVISORY BODY/COMMITTEE/COMMISSION APPOINTMENTS

Current Current Previous Previous Previous

TERM

From To From To From To From To From To

ADDITIONAL INFORMATION

Please provide any supplemental information to this application, including the specific reason you believe you should be appointed to this advisory body.

As a native to Paso Robles I have had the opportunity to see the travel industry flourish over the last 10 years, and look forward to the continuity of the growth over the next 10 years. Courtyard by Marriott Paso Robles' would like the opportunity to sit on the board, having a vote in future potential business. Last year CY Paso contributed \$94,422 to TOT making an average of \$90,644 over the last three years, and as we continue to focus on the market trends of our destination city, we expect our contribution to continue to increase significantly, reaching \$100,000 in the upcoming year. With such a significant contribution we feel that the Courtyard should be represented amongst the hoteliers.

LAST NAME Tonkin

COMMITTEE NAME Travel Paso Robles Alliance

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Date Jun 18, 2014

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Date

Signature

Brittany Tonkin
Director of Sales
Courtyard by Marriott
120 S Vine St
Paso Robles, Ca 93446
805-239-5511
PasoRoblesDOS@ih-corp.com

June 6, 2014

Travel Paso Robles Alliance Board
City of Paso Robles
1000 Spring St
Paso Robles, Ca 93446

Dear Travel Paso Robles Alliance Board:

I am interested in the opportunity to sit on the Board for Travel Paso Robles Alliance. I have worked in the hospitality industry for 8 years with 5 years in the hotel industry and love every minute.

As a native to Paso Robles I've had the opportunity to see the city's growth over the last 25 years and truly believe Paso Robles is a beautiful city that has much to offer. After High School I moved to Los Angeles to go to college, and by the time I was 20 years old I realized Paso Robles was where I wanted my life to be. I've spent the last few years establishing my career, grounding my roots, buying a home and now look forward to one day building a family in the city I love so dearly.

I find joy in exposing the secret treasures that Paso Robles has to offer to all guests and all future travelers. I am a dedicated individual that enjoys volunteering and promoting our city increasing future travel and longer stays. Given the opportunity, I feel I would be a valid asset to the TPRA.

Thank you for your consideration.

Sincerely,

Brittany Tonkin

Objective

To promote the Courtyard by Marriott and the City of Paso Robles as a premium destination by maintaining a board seat on the Paso Robles Travel Alliance.

Education

California State University Northridge, Northridge, Ca. 2006-2009 // studied Deaf Studies
 Paso Robles High School, Paso Robles, Ca. Class of 2006

Volunteer

- Upcoming: Make a Wish Foundation – I will be a wish granter for 2014
- Adopt-a-street 2013 – Organized the Courtyard’s involvement adopting the River Walk for street clean up
- Courtyard Donations - donating complimentary night stays, “Staycations” and partnering with varies Island Hospitality properties to build destination hotel packages for local organizations and fundraisers.
- Chamber of Commerce Ambassador 2011 – volunteered at Chamber functions.
- Operation: Spirit to Serve 2011– Courtyard by Marriott Outreach – sent care packages to soldiers (previous guests or family members of guests & associates) overseas fundraised over \$2,000 and sent 225 pounds of goods.
- Camp Hapitok 2002-2006 – supervise, interact and work with children that suffer from speech impediments, also responsible for the child’s every need.
- Girl Scouts of America active until 2006 - Experience organizing Earth Day event for local troops, Fundraised for 10 day trip to France

Employment History

Courtyard by Marriott - Assistant General Manager/Director of Sales 2009-Present

Responsible for the overall success of the hotel, meeting or exceeding planned objectives for revenue and profit, and ensuring guest satisfaction and product quality standards are met. Assist the General Manager to manage all areas of the hotel in accordance with brand standards to achieve a friendly atmosphere of superior guest service and product quality.

- Financials
 - Analyze financial and operation information on ongoing basis to adjust business plans, labor requirements and operating costs.
 - Ensure hotel staff is trained in financial control procedures for cash, vouchers, inventories and receivables and that these procedures are regularly followed.
 - Manage all accounts receivable, coding of accounts payable, budgets, and cash security.
- HR/Associate Team/ Operations
 - Maintain guest service as the driving philosophy of the hotel, empower hotel staff to deliver guest service by encouraging and rewarding responsive guest assistance.
 - Manage human resource functions including recruiting, selection, orientation, training, and performance planning and evaluation, pay and reward programs to maintain a qualified work force, ensure hotel employees know hotel objectives and maintain a positive cooperative work environment between staff and management.
 - Ensures all personal files are accurate and comply with both local and federal laws and regulations
 - Know local health and safety codes and regulations that apply to the hotel, recognize and correct potential safety and security hazards

Chili’s Bar and Grill - Server 2006-2009

Work in a fast paced environment, upselling suggested items, personal interaction while maintaining service expectations

McDonald’s - Swing Manager 2004-2006

Responsible for opening and closing the store, supervising shifts of 6-10 people, order taking, food quality assurance, cooking, assisting with orders and FIFO.

Positive Exposures - Childcare Supervisor 2003-2006