4th Annual Darden Restaurants Foundation Entrepreneurship Summit

Saturday, April 10 and Sunday, April 11, 2010

Hotel, Restaurant and Institutional Management
University of Delaware
14 W. Main Street—Raub Hall
Newark, DE  19716
www.lerner.udel.edu/hrim
About the Summit Speakers

Jack Markell

Governor Jack Markell has been recognized in Delaware and across the country as a leader in promoting policies to help all people achieve their economic potential. Governor Markell took office with the state facing a steep economic downturn and historic budget shortfalls. He and his team have focused on growing the economy, creating jobs and delivering better value for taxpayers.

Governor Markell brings innovative public and private sector experience to the Governor’s Office and is committed to making Delaware’s government more effective and efficient.

Governor Markell, 49, was born and raised in Newark, Delaware and graduated from Newark High School along with his wife, Carla. He went on to receive an undergraduate degree in economics and development studies from Brown University and an MBA from the University of Chicago. Governor Markell is a Henry Crown Fellow and a Rodel Fellow at the Aspen Institute.

He began his career in the private sector helping lead the wireless technology revolution as the 13th employee at Nextel (a name he coined), where he served as Senior Vice President for Corporate Development. His other business experience includes a senior management position at Comcast Corporation, work as a consultant with McKinsey and Company and as a banker at First Chicago Corporation.
John A. Dawkins, III

John A. Dawkins, III is President & CEO of Jo-Dan Enterprises, which owns and operates nine McDonald’s Family Restaurants in the North Central Philadelphia and Avenue of the Arts areas of the city. John, a native Philadelphian, grew up in North and West Philadelphia. He is a graduate of Overbrook High School; Temple University with an associate degree in Chemical Engineering; West Chester University with a B.S. in Education (science major); and Master’s degree in Psychology and Counseling. John is currently enrolled in Palmer Theological Seminary obtaining his second graduate degree, which is a Masters in Divinity.

John pursued his entrepreneurial dream and purchased his first McDonald’s Family Restaurant on Route 202 in King of Prussia. John was the first African American to own a suburban location in the Delaware Valley area. Currently, Jo-Dan Enterprises employs in excess of 1,200 people along with 75 managers, a Director of Operations, Supervisor and an office staff of five. His restaurants serve approximately 14,000 customers per day. His wife Barbara is the Executive Vice President and she, with her staff, run the administrative arm of the company. Mr. Dawkins’ company has been recognized as the largest employer of African-Americans to be owned by an African-American in the City of Philadelphia, stated by the Pennsylvania Department of Labor. During the course of his 20 plus years as a McDonald’s Franchisee/Owner, his company has provided employment for over 25,000 individuals of all races, and ages from 16-85. This is by far one of his proudest accomplishments.

Mr. Dawkins is former President of the East Division of the National Black McDonald’s Owner’s Association (NBMOA) and has served on the following Boards: Advance Bank (formerly Berean Federal Savings), Philadelphia Tribune Charities, Philadelphia Avenue of the Arts, and Chairman of McDonald’s Philadelphia Region Impact Committee.

Mr. Dawkins lives by the motto; “I’m in business to make a difference in the lives of the people I touch through the daily operation of my business.”
Lozelle J. DeLuz

Lozelle J. DeLuz, Ph.D., is a woman of extraordinary talents, energy, drive and determination. She is one of those rare people who have been fortunate to achieve success in three distinct careers – education, publishing and as an entrepreneur.

Lozelle is president and CEO of DeLuz Management Consulting Inc., and the former owner of the Wilmington-area McDonald’s franchises owned with her late husband, Anthony. Lozelle’s civic, social, educational and business activities in Delaware and nationally have earned her recognition from the neighborhoods of Wilmington to the Clinton White House.

She has been recognized numerous times for being a good citizen and serves on a host of boards and commissions.

She is a person of high standards, business knowledge, and community concern. Prominent leaders in the community seek common sense advice. She has served as president of local and national organizations.

Clinton Tymes

Clinton Tymes is the State Director of the Delaware Small Business Development Center Network (DSBDC), headquartered at the University of Delaware. He has served in this capacity since 1994. He is responsible for the long range planning and program development for the statewide network that consists of service center locations that are affiliated with Delaware State University in Dover and the University of Delaware in Georgetown, Newark, and Wilmington. He served as Training Coordinator for the DSBDC from 1989 to 1994.

Prior to coming to the University of Delaware, he owned and operated his own office equipment business and worked for 12 years in a variety of marketing support and financial positions in the manufacturing sector. He has served on numerous boards including: President of the Delaware Quality Consortium, the Small Business and Agricultural Council for the Philadelphia Federal Reserve Bank, Chairman of the Board of the National Association of Small Business Development Centers, the Christiana Care Advisory Board, the Greater Brandywine Village Revitalization, Inc, the Advisory Board of the First State Community Loan Fund, Junior Achievement, the Delaware Council on Economic Education and Entrepreneurship, the Bear-Glasgow YMCA, and the Delaware Money School. He received his B.A and M.B.A degrees from Wilmington College.
Chipman Flowers, Jr., Esq.

Mr. Chipman Flowers, Jr., Esquire is the founder of the Flowers Counsel Group, LLC., a noted corporate and mergers & acquisitions attorney, who serves as the Firm’s President and Managing Member. Mr. Flowers, the recipient of numerous awards, is a distinguished member of the Delaware Bar and holds a variety of leadership positions.

Prior to founding The Flowers Counsel Group, Mr. Flowers worked as a Mergers & Acquisitions attorney for Skadden, Arps, Slate, Meagher & Flom, LLP, one of the world’s largest corporate law firms (“Skadden Arps”). During his tenure at Skadden Arps, Mr. Flowers played a leading role in numerous corporate and procurement transactions valued in excess of $2 billion.

Mr. Flowers joined the Office of General Counsel of Harvard University (“Harvard’s OGC”) as a corporate contract attorney in 2004. Representing Harvard’s OGC, Mr. Flowers served as lead counsel for the university in variety of legal areas, including corporate, procurement and construction matters. Today, Mr. Flowers serves as lead attorney representing various divisions of the university on numerous multi-million dollar corporate procurement acquisitions. Furthermore, under the direction of Mr. Flowers, the Firm serves as lead counsel for Harvard University’s Procurement Management Division.

In addition to Harvard, Mr. Flowers’ clients include many Global and Fortune 500 companies such as ING Bank, fsb, Barclays Bank, AstraZeneca Pharmaceuticals L.P., Exelon Corporation, Buccini/Pollin Group, and DuPont.

Mr. Flowers received his Juris Doctor and Masters of Business Administration from Georgetown University in Washington, D.C. and his Master of Public Administration from Harvard University’s John F. Kennedy School of Government in Cambridge, MA. Mr. Flowers earned his Bachelor of Arts in Economics from the University of Pennsylvania in Philadelphia, PA.
Andrew “Andy” Ingraham

Andrew “Andy” Ingraham serves as President/CEO of the National Association of Black Hotel Owners, Operators & Developers, Inc. (NABHOOD), of which he was one of the founders in 1999. NABHOOD was formed to increase the number of African-Americans developing, managing, operating and owning hotels, increase vendor opportunities and executive level positions for minorities, thereby creating wealth within the African-American community.

Andy has spoken or participated as a panelist internationally and domestically on hotel development and multicultural tourism. A few of the conferences were the American Hotel & Motel Association, ALIS, Congressional Black Caucus, The Lodging Conference, Hotel Investment Conference, National Coalition of Black Meeting Planners, Governor’s Conference of Florida, Caribbean Ministers Conference and National Association of Black McDonald’s Owners Association.

Andy has developed expertise in marketing and public relations with special emphasis on African American and multicultural tourism. He has over twenty-two years in the tourism industry specializing in multicultural and Caribbean tourism. He created a number of programs for Caribbean destinations seeking to access the growing African American and multicultural market.

Because of his knowledge and expertise, he is a constant source for articles and has been featured or quoted in the Wall Street Journal, New York Times, National Public Radio, Hotel Business, Black Enterprise Magazine, Black Meetings & Tourism Magazine and a host of other publications.
Dr. Nelson came to the University of Delaware as an assistant professor in 1990 and began serving as HRIM department chair in Fall 2007. His research on tourism development has led to numerous academic publications and paper presentations. Among his recent projects are two edited books, Developing a Successful Infrastructure for Convention & Event Tourism and Current Issues in Convention and Exhibition Facility Development which were published by The Haworth Press. Dr Nelson also serves as the editor of the Journal of Convention and Event Tourism. His secondary stream of research into the policies of food service organizations regarding the use of genetically altered foods has attracted attention from both industry and academia.

Dr. Nelson is a pioneer in the area of distance learning via television, video and the World Wide Web. His "Purchasing for the Hospitality Industry" course was the first on campus to combine streamed video with PowerPoint notes on the World Wide Web. In the late 1990's, Professor Nelson hosted the educational television programs Culinary Survival Skills and Food Facts that were broadcast internationally on Knowledge TV. The Food Facts series was also released on video and has been used in hospitality programs throughout the country, including Cornell, Texas Tech, Purdue and the Culinary Institute of America. More recently, Dr. Nelson developed the concept, assembled the production team and secured sponsorship for an online wine training program for restaurant service staff. UD Wine Online features renowned wine educator Marnie Old and was produced by Food Network veteran Susannah Eaton-Ryan.

Professor Nelson came to Delaware from Drexel University where was one of the charter faculty members who developed an HRIM program there in the late 1980's. Since coming to Delaware, Professor Nelson has taught courses in Purchasing for the Hospitality Industry, Quantity Food Service Management, Hospitality Contract Management, Human Resources Management, Beverage Management and Issues in Tourism Management.
Darden Restaurants Foundation Entrepreneurship Summit
Saturday, April 10 and Sunday, April 11, 2010
Marriott Courtyard at the University of Delaware

Saturday, April 10, 2010

11:00 a.m.  Registration

11:30 a.m.  Welcome
Dean Gempesaw, Alfred Lerner College of Business and Economics
Dr. Bob Nelson, Chair, Hotel, Restaurant and Institutional Management

12:15 p.m.  Lunch

12:40 p.m.  Keynote Speaker
Governor Jack Markell

1:30 p.m.  Panel I: Minority Business Owners Success Stories
Moderator: Dr. Lozelle DeLuz
President and CEO
DeLuz Management Consulting

Panelists:
Ms. Tanya Holliday
Owner
McDonald’s/Tanway Enterprises
Mr. Van Wallace
Franchise Owner
Outback Steakhouse
Mr. Craig Welburn
Owner – Operator
McDonald’s/Welburn Management
Mr. Dana Herbert
Owner
Desserts By Dana

2:45 p.m.  Session I: Business Ownership 101
Presenter: Dr. Clinton Tymes
State Director
DSBDC

3:45 p.m.  Session II: Business Ownership 201
Presenter: Mr. Chipman Flowers
President
Flowers Counsel Group

4:20 p.m.  Panel II: Nuts and Bolts of Ownership
Moderator: Dr. Ali Poorani
Panelists:
Financing
Ms. Jacinta Pannell
Assistant Vice President, PNC Bank
Small Business Administration
Ms. Jayne Armstrong
District Director
U.S. Small Business Administration

Legal Requirements of Ownership
Mr. Chipman Flowers

4:30 p.m.  **Business Plan Oral Presentations**
Judges:
Dr. Caroline Glackin  Mr. Ken Anderson
Visiting Professor  Director, Entrepreneurial and Small
Finance & Economics  Business Support
Delaware State University  DEDO

Professor Ron Cole  Mr. Paul Altero
HRIM  Owner
University of Delaware  Bubbakoo’s Burritos

and Otis’ Milkshakes and Smoothies

7:15 p.m.  **Keynote Address**
Mr. John A. Dawkins

8:00 p.m.  **Dinner**

**Sunday, April 11, 2010**

8:30 a.m.  **Breakfast**

9:00 a.m.  **Student Presentations**

9:30 a.m.  **Next Steps**
Presenter:  Mr. Andy Ingraham
President/CEO
NABHOOD

10:00 a.m.  **Panel III: How to Become a Franchisee**
Moderator:  Dr. Clinton Tymes
Panelists:
Mr. Michael Fruin  Mr. Kenneth Youngblood
Vice President – Franchising  President
Marriott International  McDonald’s

Mr. Paul Altero

11:30 a.m.  **Certificate Presentation**

12:00 p.m.  **Boxed lunches**
Hotel, Restaurant and Institutional Management  
University of Delaware

The Hotel, Restaurant and Institutional Management (HRIM) major leads to a Bachelor of Science degree and is a four-year major with a curriculum based in liberal arts, business and specialized courses in technical applications for the hotel and restaurant industries.

HRIM students receive hands-on food and beverage experience in the student-operated Vita Nova Restaurant. Vita Nova is a 65 seat dining room open to the public, which includes a display kitchen; the Copeland Vinotek wine cellar; the Darden Bistro; and a teaching and demonstration kitchen.

The Courtyard Newark University of Delaware complements UD’s Clayton Hall Conference Center. It provides overnight accommodations for those attending conferences and offers parents and other visitors the amenities of on-campus lodging. The four-story hotel, opened in the fall of 2003, provides a learning laboratory and research facility for students and faculty in the HRIM major. It also houses the Marriott Center for Hospitality and Tourism that includes a high technology classroom and learning center.

About the Master of Science  
Hospitality Information Management  
Graduate Program

The University of Delaware’s Master of Science in Hospitality Information Management program prepares students for successful careers as hospitality information managers, consultants and systems implementation professionals. The program also offers high-quality, professional-level instruction for current managers seeking to further their education by applying technology solutions in operational settings.

The program requires 36 credit hours. All candidates conduct a presentation of their thesis research in seminar format to faculty and submit a manuscript for publication.

For more information, please contact:
Dr. Francis Kwansa
hrim-dept@udel.edu or kwansa@udel.edu
Thanks to a grant from the Darden Restaurants Foundation, UD’s Department of Hotel, Restaurant and Institutional Management is host of the Darden Restaurants Foundation Entrepreneurship Summit, held at the Courtyard by Marriott at the University of Delaware.

The event is intended to interest students from underrepresented groups in establishing businesses and/or franchises in the hospitality and tourism industry. Invited attendees include business and hospitality students from nine Mid-Atlantic historically black colleges and universities, and students from local high schools as well as UD students.

Historically Black Colleges and Universities—

Hospitality Management Consortium

The HBCU-HM consortium is pleased to co-sponsor this year’s Darden Restaurants Foundation Entrepreneurship Summit. HBCU-HM was organized in the 80's to develop a forum for faculty members who are employed at Historically Black Colleges and Universities. The Consortium members collaborate to develop and implement research projects, write textbooks and design hospitality curricula that meets the needs of industry. Therefore, the Consortium has key industry leaders who assist in shaping programs, provide internships and jobs for graduates. Marriott International, Hyatt Hotels, Darden Restaurants, Red Roof Inns, Sodexo, ARAMARK and Thompson Hospitality all serve as industry partners. There are 16 HBCU schools that are members along with Temple University and University of Houston. A research journal is published twice a year and is now in its 12th year. Dr. Deanne Williams is the president. The Consortium is a Special Interest Group of CHRIE.
Special “thank you” to the Darden Restaurants Foundation for their kind and generous support of our future hospitality leaders and entrepreneurs

Participating Universities:

Cheyney University
Delaware State University
Howard University
Lincoln University
Morgan State University
North Carolina Central University
Richard Stockton College of New Jersey
University of Delaware
University of the District of Columbia
University of Maryland Eastern Shore
Virginia State University

Participating High Schools:
Philadelphia Academies, Inc.