7th Annual Hospitality Entrepreneurship Summit
Clayton Hall Conference Center and Marriott Courtyard at UD

Saturday, April 13 and Sunday, April 14, 2013

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

Keith Bethel

He’s not only a champion of organizations in which he believes, Keith P. Bethel is a champion for the people he leads. As the Vice President of Higher Education for ARAMARK, Keith is described as a visionary, a natural leader and personally vested in all that he does. In his current role, he oversees the Eastern Region of ARAMARK’s food & facilities services business that serves colleges and universities, overseeing a contract services portfolio worth close to $400 million with over 6,000 employees working in five states. Keith is a veteran of the professional services industry, having spent over two decades in various leadership roles providing services within the Education and Healthcare sectors on the East Coast and in the Midwest.

Beyond the commitments of a demanding career, Keith continues to demonstrate his commitment to preserve and enhance the role of historically black colleges and universities (HBCU). Keith serves as a regular speaker for the National Association for Equal Opportunity in Higher Education (NAFEO). With this organization, he also advises on building the capacity of HBCUs as well as serving as a voice and advocate for NAFEO. His strong support of education is a core driver for him; he strongly believes that it is critical to the success of every individual. Keith also holds a state board position with JAG (Jobs for America’s Graduates), a national not-for-profit group focused on increasing graduation rates for challenged communities in Pennsylvania.

Keith is a graduate of St. Joseph’s University holding a Bachelor of Science in Healthcare Administration and a Master of Business Administration. Keith is a Philadelphia native and resides with his family in Havertown, PA.

Career Highlights:

Keith joined ARAMARK in 1991 with the Healthcare Division. Prior to his current role, he led the national compliance programs for the Education’s K-12 North American Operations, was the Mid-Atlantic Vice President of Operations, and led 11 district managers with multi-service line responsibilities. From 2001 to 2005, Keith was based in Chicago as a District Manager for 17 healthcare food accounts. From 1999 to 2001, he was General Manager for an integrated service account at a 200-bed acute care facility in Philadelphia. Other Healthcare roles from 1991 to 1998 include Assistant Director, Support Services; Assistant Director, Food Services; Retail Manager, and Catering Manager.
Sheila Johnson

Sheila C. Johnson is a successful entrepreneur and impassioned philanthropist.

As CEO of Salamander Hotels and Resorts, a hospitality company she founded in 2005, Ms. Johnson oversees a growing portfolio of luxury properties. Grand Golf Resorts of Florida features three golf and family resorts reaching from the Gulf to the Atlantic – Innisbrook Resort near Tampa, Reunion Resort in Orlando, and Hammock Beach Resort in Palm Coast. The ultra-luxurious Salamander Resort & Spa will make its highly anticipated debut in August 2013 in Middleburg, Virginia, in the heart of Virginia’s horse and wine country.

Ms. Johnson is Vice Chairman of Monumental Sports & Entertainment and President and Managing Partner of the WNBA’s Washington Mystics. She is the only African-American woman to have ownership in three professional sports teams, including the NBA’s Washington Wizards and the NHL’s Washington Capitals.

Ms. Johnson is a partner in ProJet Aviation, a comprehensive aviation service company specializing in aviation consulting, aircraft acquisitions, management, and charter services. She is also a partner in Mistral, the makers of fine bath, body, and home products; and in November 2012 launched her own collection of luxury scarves, inspired by her travels around the world and manufactured in Prato, Italy.

Ms. Johnson has long been a powerful influence in the entertainment industry, starting with her work as founding partner of Black Entertainment Television. She has served as executive producer of four documentary films, including Kicking It, which premiered at the 2008 Sundance Film Festival; A Powerful Noise, which premiered at the 2008 Tribeca Film Festival; She Is the Matador; and The Other City, a critically acclaimed portrayal of the HIV/AIDS crisis in Washington DC, which premiered at the 2010 Tribeca Film Festival.

In May 2011, Ms. Johnson joined the AOL Huffington Post Media Group as Strategic Advisor for Multicultural and African-American Initiatives.

In 2006, Ms. Johnson was named global ambassador for CARE, a leading humanitarian organization that combats global poverty by empowering women. Since 2011, she has served as a member of Accordia Global Health Foundation’s International Council, rallying support for the foundation’s efforts to overcome the burden of infectious diseases in Africa. Ms. Johnson is also a member of the Council on Foreign Relations.

A fervent supporter of education and the arts, she serves on the Board of Governors of Parsons The New School for Design in New York and Sundance Institute. She is also a board member of the ANNIKA Foundation and is on the Executive Committee of the United States Golf Association.

An accomplished violinist, Ms. Johnson received a Bachelor of Arts in music from the University of Illinois, as well as honorary degrees from numerous other institutions. She lives in Middleburg, VA, is married to the Honorable William T. Newman, Jr., and has two children.
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.

Lozelle DeLuz, Ph.D.

Lozelle J. DeLuz, 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.

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

As an independent consultant, President and CEO of her company, Dr. DeLuz has continued her entrepreneurial endeavors as reflected in the creation of the Hospitality Entrepreneurship Summit, which she co-chairs in partnership with the University of Delaware’s Department of Hotel, Restaurant and Institutional Management.

Dr. DeLuz earned her B.S. degree in elementary education from Winston-Salem State University and has a master’s degree from George Washington University and a Ph.D. in urban affairs and public policy from the University of Delaware. She is a former member of the Board of Trustees of the University of Delaware and in 1990, she was inducted into the University of Delaware’s Alumni Wall of Fame.
Myron Neal

Myron M. Neal is an Assistant Vice President at Bank of America and a manager in the Mortgage Department. In this role, Myron serves as the day to day supervisor for a team of associates responsible for managing the existing mortgages of customers who are looking to transition out of their existing debt commitment due to financial hardship. He has also held positions in the consumer and small business underwriting departments and has served as the on call executive for the Office of the President and CEO in resolving outstanding regulatory concerns. Additionally, Myron serves as the financial steward for Old Fort U.A.M.E. Church, on the American Diabetes Association Board of Directors, and the Achiever’s, Inc., Board of Directors past chairman.

Myron is a Fall 1992 initiate of the Nu Xi chapter of Kappa Alpha Psi Fraternity Inc., where he undertook many leadership roles, including chapter Polemarch, Vice Polemarch, and Guide Right Chairman, while also serving a term as the Strategus for the Northeastern Province. He is currently a member of the Wilmington Alumni Chapter where he has served as the past Vice Polemarch and Keeper of Exchequer.

An avid fisherman and crabbing enthusiast, Myron also enjoys traveling, reading, watching sports and spending time with family and friends.

Myron earned a Bachelor of Science degree from the University of Delaware and a Masters Degree from Wilmington University. Myron resides in Wilmington with his wife Emmanuelle and three year old son, Elijah.

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.
Hospitality Entrepreneurship Summit
Saturday, April 13 and Sunday, April 14, 2013

Saturday, April 13, 2013

Clayton Hall Conference Center

11:00 a.m. Registration
11:30 a.m. Welcome
Dr. Bruce Weber, Dean, Alfred Lerner College of Business & Economics
Dr. Sheryl Kline, Chair, Hotel, Restaurant and Institutional Management

Summit Overview
Dr. Francis Kwansa, Associate Professor and Associate Chair, Hotel, Restaurant and Institutional Management

Invocation

12:00 p.m. Lunch

12:40 p.m. Keynote Speaker
Mr. Keith Bethel
Vice President
ARAMARK Higher Education

1:30 p.m. Session 1: Business Ownership 101
Presenter: Mr. Clinton Tymes
State Director
Delaware Small Business Development Center

2:15 p.m. Panel 1: Minority Business Owners Success Stories
Moderator: Dr. Lozelle DeLuz
President and CEO
DeLuz Management Consulting

Panelists:
Mr. Paul Altero
Owner
Bubbakoo’s Burritos

Ms. Danielle Dawkins
Owner/Operator
Jo-Dan/MadAlisse LTD., LLC

Mr. Craig Welburn, Jr.
Owner/Operator
McDonald’s Welburn Management

3:45 p.m. Session II: Personal Financial Management
Presenter: Mr. Myron Neal
Assistant Vice President
Bank of America
4:20 p.m. Panel II: Nuts and Bolts of Ownership
Moderator: Dr. Ali Poorani
University of Delaware
Panelists:
Financing
Mrs. Jacinta Terry
Vice President, Business Banking
PNC Bank
Insurance
Mr. Stanley Terry
Financial Services Representative
Independent Wealth Strategies/MetLife
Delmar Agency
Small Business Administration
Ms. Ellyn Herbert
Economic Development Specialist – New Castle County
Woman-owned Business Representative
Small Business Administration
Legal Requirements of Ownership
Mr. John Williams, Jr. Esquire
Attorney

4:30 p.m. Business Plan Oral Presentations
College/University Judges
Dr. Richard Mahee
Delaware State University
Dr. Breck Robinson
University of Delaware
Dr. Srikanth Beldona
University of Delaware
Mr. Ron Cole
University of Delaware
High School Judges
Ms. Nicole Wormley
Director, College Relations
ARAMARK – Global Talent Management
Mr. James Roundtree
Director of Labor Services
Pennsylvania Convention Center
Ms. Julie Coker
Senior Vice President
Philadelphia Convention & Visitors Bureau
Mr. Mark White
School Representative

Clayton Conference Center
7:15 p.m. Invocation & Dinner
8:00 p.m. Keynote Address
Ms. Sheila Johnson
President/CEO
Salamander Hospitality
Sunday, April 14, 2013

Marriott Courtyard at UD

7:00 a.m.  Invocation & Breakfast

7:45 a.m.  Student Presentations

8:45 a.m.  Next Steps
           Presenter:

           Mr. Andy Ingraham
           President/CEO
           NABHOOD

           Mr. Evens Charles
           President/CEO
           Frontier Development and Hospitality Group

10:40 a.m.  Panel III: How to Become a Franchisee
            Moderator:

            Panelists:
            Mr. Michael Fruin
            President & CEO
            HIGH HOTELS, Ltd.

            Mr. Kenneth Youngblood
            Owner/Operator
            McDonald’s/ KLS Management

12:30 p.m.  Certificate Presentation

1:00 p.m.  Boxed lunches
Sheryl Kline, Ph.D.

Dr. Sheryl F. Kline is a Professor and Chair in the Department of Hotel, Restaurant and Institutional Management in the Alfred Lerner College of Business and Economics at the University of Delaware (U of D). Prior to joining U of D, Dr. Kline served as Professor, Interim Dean and Associate Dean in the College of Hospitality, Retail, and Sport Management at the University of South Carolina (USC), Columbia, SC.

Dr. Kline has held the position of C B Smith Professor in the School of Hospitality and Tourism Management and the Director for the Center for the Study of Lodging Operations at Purdue University. She began her university career at Widener University’s School of Hospitality Management. Prior to joining academia, she had a successful career as a manager in the casino hotel and resort industry and has over a decade of hospitality industry experience.

She teaches courses in hotel management at both the graduate and undergraduate level and enjoys mentoring and doing research with masters and doctoral students. She is an active member of the International Council of Hotel, Restaurant, and Institutional Education (I-CHRIE) and the American Hotel and Lodging Association and has served as a board member in those organizations. Dr. Kline is a recipient of several awards including the I-CHRIE John Wiley and Sons Award for Innovation in Teaching, and the McCool Breakthrough Award. While at USC she was selected as an Academic Leadership Fellow for the South Eastern Conference.

Education: BA Rutgers University; MSHA University of Nevada, Las Vegas; Ph.D. Temple University

Francis Kwansa, Ph.D.

Dr. Kwansa is the Associate Chair for the Department of Hotel, Restaurant and Institutional Management at the University of Delaware. Previously, he was the Director of Graduate Studies and Coordinator of the MBA/HRIM 4+1+1 program. He teaches courses in Financial Management and Managerial Accounting. He has been on the faculty of the Hospitality and Tourism Management Department at Virginia Tech and the School of Hotel Administration at Cornell University, where he taught graduate and undergraduate courses in hospitality financial management and managerial accounting.

His industry experience includes managerial positions with Pizza Hut and the U.S. Army Reserves as a Food Service Specialist for eight years. He has published widely in both academic and trade journals, and is listed in the Who's Who of the Lodging Industry. He is the past President of the Association of Hospitality Financial Management Educators, Associate Editor of the Hospitality Financial Management, past Associate Editor of the Journal of Foodservice Business Research, and member of the Financial Management Committee of the AH&LA. He also serves on the editorial boards of the Consortium Journal, Journal of Quality Assurance in Hospitality and Tourism, and the Journal of Hospitality, Tourism and Leisure Science.

His honors include the Alumni Excellence in Teaching Award and the Affirmative Action Award both from Virginia Tech. Dr. Kwansa has a Ph.D. degree from Virginia Tech in Hospitality and Tourism Management (specializing in Finance and Statistics), masters degree from Virginia State University in Economics, and a bachelors in Economics and Psychology from University of Ghana.

About the Hospitality Entrepreneurship Summit

The Hospitality Entrepreneurship Summit is designed to give an orientation to underserved young adults in colleges and universities about business opportunities in the culinary arts, hospitality and tourism industries. College and University students from the East Coast of the U.S. spend a two day weekend at the University of Delaware. The Summit includes presentations by entrepreneurs and professionals and noted speakers from around the country, as well as a college and high school business plan competition. Today marks our seventh anniversary of the Hospitality Entrepreneurship Summit.
The Department of Hotel, Restaurant & Institutional Management offers two Bachelor Degree programs. The Hotel, Restaurant and Institutional Management (HRIM) major is a four year major with a curriculum based in liberal arts, business and specialized courses in technical applications for the hospitality industry. The Hospitality Industry Studies major is a four year major which places emphasis on quantitative and analytical skills to support decision making in hospitality businesses. The curriculum is designed for students with a strong career interest in analytical and support functions such as consulting, commercial real estate transaction services, sales and marketing, revenue management, e-business and hospitality information technology in the global hospitality industry.

HRIM majors 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 Business Management
Graduate Program

The goal of the University of Delaware’s Master of Science in Hospitality Business Management is to equip students with analytical tools that solve business problems and enable effective decision-making in the hospitality industry. The program is ideal for industry professionals and well-interned hospitality graduates seeking to augment their operational skills with analytical capabilities towards careers in consulting, client servicing, business support and even the educational pursuit of a Ph.D.

The one-year program requires 30 credit hours. All candidates conduct an industry-relevant research project and present in seminar format to faculty and develop a manuscript worthy of publication.

For more information, please contact:
Dr. Srikanth Beldona
hrim-dept@udel.edu or beldona@udel.edu
ARAMARK is a leader in professional services, providing award-winning food services, facilities management, and uniform and career apparel to health care institutions, universities and school districts, stadiums and arenas, and businesses around the world.

**Historically Black Colleges and Universities**

**Hospitality Management Consortium**

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. Annually, a research journal is published. Dr. Deanne Williams is the president. The Consortium is a Special Interest Group of CHRIE.

Thank you to the McDonald’s Corporation for their continued support and contribution over the past seven years. You have helped our efforts and strived to enrich the lives of future entrepreneurs.
Participating Universities:

Central Connecticut State University
Cheyney University
College of Southern Maryland
Delaware State University
Lincoln University
Memphis University
Morgan State University
St. Johns University
University of Delaware
University of District of Columbia
University of Maryland Eastern Shore
Virginia State University

Participating High Schools:

Benjamin Franklin High School
Concord High School
Delaware Military Academy
Forestville Military Academy
George Washington High School
Glasgow High School
Hodgson Vo-Tech
Magruder High School
Mt. Pleasant High School
Philadelphia Academies, Inc.
Red Lion Christian Academy
St. George’s Technical High School

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