6th Annual
Hospitality Entrepreneurship Summit

Saturday, March 31 and Sunday, April 1, 2012

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

Michael Roberts

Michael Roberts is the classic American entrepreneur. Born to middle class hard working parents, educated in the St. Louis public school system, he worked his way through college and law school to become one of St. Louis’ leading businessmen. Throughout his rise in business, Mr. Roberts maintained a strong commitment to the African-American community from which he came. Locating his headquarters in the heart of this community, his endeavors over the last thirty-five years have created thousands of jobs and entrepreneurial opportunities, raised the level of economic activity and enhanced the quality of life for the African-American community.

Mr. Roberts’ broad range of professional knowledge and experience developed as both a business owner and public official (St. Louis Board of Aldermen, 1977-1985) encompasses the application of innovative financing strategies for large public projects, public-private sector development negotiation strategies, and successful management techniques for urban commercial properties. His leadership in the creation of innovative strategies for financing of redevelopment projects propelled the City into a major redevelopment phase that lasted throughout the 1980s.

In the decades that followed, Mr. Roberts used his extraordinary and creative leadership abilities to build a business empire that encompasses television and radio broadcasting, real estate development, plus hotel ownership and management. Today, he is one of America’s most successful and respected African-American business leaders, and is the recipient of numerous awards such as:

- 2009 Trumpet Award for Business
- 2007 Ernst & Young Entrepreneur of the Year
- Morehouse College Distinguished Leader
- Kappa Alpha Psi Fraternity Laurel Wreath Award

He currently serves on two top level federal committees that address nationally significant issues:

- Federal Communications Commission Diversity Committee
- U.S. Department of Commerce National Advisory Council on Innovation and Entrepreneurship
Christina Estrada

Christina Estrada was named Global Chief Diversity Officer for ARAMARK in January, 2012. In this role, she will further strengthen ARAMARK’s commitment to diversity and inclusion to better position ARAMARK for success.

Christina joined ARAMARK in 2004 as Vice President, Human Resources for Education Facility Services. In 2006, she assumed the role of Vice President, Human Resources for the entire ARAMARK Education business. Together with her team, Christina supported the business’ 14,000 employees who provide a complete range of food, nutrition, facility and other support services to over 500 K-12 school districts in the United States. In 2010, Christina introduced a Diversity Action Team within ARAMARK Education, which focuses on hiring employees who better reflect the communities served by ARAMARK. For leading this initiative, she was honored with the “Commitment to the Best People Vision” award during ARAMARK’s Executive Leadership Council meeting.

Prior to joining ARAMARK, Christina worked in a variety of HR roles at global corporations, including Time Warner, America Online, The Walt Disney Company and Citibank. Christina’s passion and strengths lie in the areas of leading organizational change, creating positive work environments, and developing talent strategies. She recognizes the importance of balancing individual employee needs with organizational needs to achieve positive results. She is an active member of the National Hispanic Corporate Council and, in 2011, was named one of the “100 Most Influential Hispanics” by Hispanic Business magazine.

Christina earned a Bachelor of Science degree from the University of Arizona. She has lived in numerous places across the U.S. and now calls Philadelphia home with her husband and three daughters.
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.
John Williams, Jr.

Mr. John H. Williams, Jr., Esquire, is the founder of John Williams, P.A., a private law practice in Wilmington, DE. He is a distinguished member of the Delaware Bar.

Mr. Williams is an adjunct professor for Hotel, Restaurant and Institutional Management at the University of Delaware, teaching the HRIM482 Law of Innkeeping course. He is also the Sigma Pi Fraternity Chapter Director. Mr. Williams received his Juris Doctor from Widener University School of Law.

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, March 31 and Sunday, April 1, 2012

Saturday, March 31, 2012
Clayton Hall Conference Center

11:00 a.m.  Registration
11:30 a.m.  Welcome
            Dr. Bruce Weber, Dean, Alfred Lerner College of Business & Economics
            Summit Overview
            Dr. Francis Kwansa, Interim Chair, Hotel, Restaurant and Institutional Management

12:15 p.m.  Lunch
12:40 p.m.  Keynote Speaker
            Ms. Christina Estrada
            Global Chief Diversity Officer
            ARAMARK

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 I: Minority Business Owners Success Stories
            Moderator:  Dr. Lozelle DeLuz
                        President and CEO
                        DeLuz Management Consulting
            Panelists:
            Mr. Paul Altero  Owner
            Bubbakoo’s Burritos and Otis’ Milkshakes and Smoothies
            Ms. Tanya Holliday  Owner/Operator
            McDonald's/Tanway Enterprises
            Mr. Bobby Pancake  Franchisee/Operator
            Buffalo Wild Wings
            Mr. Craig Welburn, Jr.  Owner/Operator
            McDonald’s/Welburn Management

3:45 p.m.  Session II: Business Ownership 201
            Presenter:  Mr. John Williams, Jr., Esquire
                        Attorney

4:20 p.m.  Panel II: Nuts and Bolts of Ownership
            Moderator:  Dr. Francis Kwansa
                        University of Delaware
            Panelists
            Financing
            Mrs. Jacinta Terry  Assistant Vice President
            PNC Bank
            Insurance
            Mr. Stanley Terry  Financial Services Representative
            Independence Wealth Strategies/MetLife Delmar
            Small Business Administration
            Ms. Natalie Hall  Economic Development Specialist
            U.S. Small Business Administration
Legal Requirements of Ownership

Mr. John Williams, Jr. Esquire
Attorney

4:30 p.m.  **Business Plan Oral Presentations**
**College/University Judges:**
Mr. Paul Altero
Owner
Bubakoo’s Burritos & Otis’ Milkshakes and Smoothies
Dr. Srikant Beldona
Associate Professor and Director of Graduate Studies
University of Delaware
High School Judges:
Ms. Julie Coker
Senior Vice President
Philadelphia Convention & Visitors Bureau
Mr. Jim Roundtree
Director of Labor Services
Pennsylvania Convention Center

Marriott Courtyard at the University of Delaware
7:15 p.m.  **Invocation & Dinner**
8:00 p.m.  **Keynote Address**

Sunday, April 1, 2012
Marriott Courtyard at the University of Delaware
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
10:40 a.m.  **Panel III: How to Become a Franchisee**
Moderator:
Mr. Clinton Tymes
Panelists:
Mr. Michael Fruin
President & COO
HIGH HOTELS, Ltd.
Mr. Steve Wheat
Franchisee/Operator
Buffalo Wild Wings
Mr. Kenneth Youngblood
Owner/Operator
McDonald’s/KLS Management
12:30 p.m.  **Certificate Presentation**
1:00 p.m.  **Boxed lunches**
Francis Kwansa

Dr. Kwansa is the Interim 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. To date, we have hosted five summits, including 2011, where the Governor of Delaware, The Honorable Jack Markell, was a keynote speaker.
Hotel, Restaurant and Institutional Management  
University of Delaware

The Department of Hotel, Restaurant & Institutional Management offers two Bachelor’s 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 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

(*Pending Faculty Senate Approval)
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. 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.

Thank you to the McDonald’s Corporation for their continued support and contribution over the past six 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
Howard University
Lincoln University
Richard Stockton College of New Jersey
Tuskegee University
University of Delaware
University of District of Columbia
University of Maryland Eastern Shore
Virginia State University

Participating High Schools:

Benjamin Franklin High School
Cedarmore Corporation
George Washington High School
Horace Howard Furness High School
Magruder High School
Newark High School
Swenson Arts & Technology High School
Watkins Mill High School
William Penn High School