

10TH ANNUAL
Hospitality University



A VISION FOR TOURISM



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Welcome to the Tenth Annual Hospitality University



A VISION FOR TOURISM *January 25-27, 2020*

It doesn't seem possible a decade has passed since the first edition of Hospitality University. After a difficult year for tourism in 2009, travel and tourism rebounded in 2010. That year *Travel & Leisure Magazine* predicted "the desire among travelers for authentic experiences is stronger than ever."

Fast forward ten years to 2020...travelers depend on their smartphones more than ever, challenging the tourism industry to provide a constant stream of new offerings. And, I don't think anyone would disagree that travelers continue to search for authentic experiences...like those found throughout the Mountain State.

Over the years Hospitality University has been a collaborative effort between the West Virginia Hospitality and Travel Association and the West Virginia Association of Convention & Visitors Bureaus to provide the industry with cutting edge tools as it continues to grow. In 2018, the West Virginia Tourism Office reported 36.55% more visitors than the previous year. If we are to continue on this path of growth, we must be on the cutting edge, armed with vision and creativity.

This year's program brings together a dynamic group of experts from a wide range of backgrounds...marketers, entrepreneurs, educators, policy makers and more...all with great advice to share as we move into a new decade...individuals with vision!

A special thank you to our sponsors and partners. In particular, to the staff of The Greenbrier who have been so accommodating these past ten years. Without you, Hospitality University never could have continued for a decade.

Again, welcome to Hospitality University and cheers to another decade of growth!

Sharon Rowe
Chair



Agenda

Your name tag will be your admittance to all programs and functions.

Saturday, January 25, 2020

3:30 – 6:00 pm

Registration
EISENHOWER RECEPTION AREA

6:00 – 7:00 pm

Welcome Reception
CRYSTAL ROOM

Dinner on your own – Enjoy The Greenbrier’s Dining Venues
Reservations Recommended

Sunday, January 26, 2020

8:30 am – 5:00 pm

Registration
EISENHOWER RECEPTION AREA

8:30 am – 5:00 pm

WVHTA Silent Auction & WVACVB Basket Raffle Open
EISENHOWER ROOM

8:30 – 11:00 am

Coffee Break
EISENHOWER RECEPTION AREA

9:00 am

Welcome – Governor Justice (invited)
EISENHOWER ROOM

9:30 – 10:45 am

“Building a Brand: Your Brand is More Than a Logo”
Jesse Goldstein, Fresh Hospitality
EISENHOWER ROOM

11:00 am – 12:30 pm

Brunch and WV Living’s “Best of WV Awards”
CHESAPEAKE ROOM
Keynote Speakers: *Audy Perry and Rebekah Perry Franks*
Heritage Farm Foundation

1:00 – 2:30 pm

“5 Unexpected Things I Learned Owning a Business”
Hannah Paramore Breen
EISENHOWER ROOM

2:30 – 3:30 pm

“No Room For Trafficking – The Ongoing Efforts & The Role of the Tourism Industry”
EISENHOWER ROOM
Moderator: *Scott Duarte*
The Honorable Patrick Morrissey, WV Attorney General
Amanda Franks, American Hotel & Lodging Association
Agent Jeff McCormick, FBI

3:30 - 4:30 pm **“What’s Your Story?”**
EISENHOWER ROOM
Claudia Plumley, Managing Editor, Great Lakes Publishing

4:30 - 5:30 pm **“Tourism’s 2020 Legislative Initiatives”**
EISENHOWER ROOM
Moderator: *Deno Stanley*
Senators Craig Blair, Bill Hamilton and Dave Syport
Delegates Jason Barrett, Amy Summers and Steve Westfall

6:30 - 7:30 pm **Reception**
CAMEO BALLROOM

Dinner on your own – Enjoy The Greenbrier’s Dining Venues
Reservations Recommended

Monday, January 27, 2019

8:30 am - Noon **Registration**
EISENHOWER RECEPTION AREA

8:30 - 9:00 am **WVHTA Silent Auction Final Bidding**
WVACVB Final Basket Raffle Sales
EISENHOWER ROOM

8:30 - 11:00 am **Coffee Break**
EISENHOWER RECEPTION AREA

9:00 - 10:30 am **“Hospitality/Service -**
How New Digital Age Technology Has Expanded”
EISENHOWER ROOM
Shaun Shankel, Fresh Hospitality

10:30 - 11:00 am **“The 2020 Vision”**
EISENHOWER ROOM
Chelsea Ruby, West Virginia Commissioner of Tourism

11:00 - 11:30 am **“Updates from Higher Ed”**
EISENHOWER ROOM
Frank DeMarco, WVU College of Business & Economics
Ajay Kumar Aluri, WVU College of Business & Economics

11:45 am **Awards Luncheon**
CHESAPEAKE ROOM
Keynote Speaker: *Mark Bowe, Barnwood Builders*
MC: *Tom Heywood, Bowles Rice LLC*

Closing Remarks
Frank Jorgensen, Chair,
West Virginia Hospitality and Travel Association

DR. AJAY ALURI

Dr. Aluri is the founding director of the Hospitality Innovation and Technology Lab and Associate Professor at the John Chambers College of Business and Economics at West Virginia University. His academic and research expertise combines all areas of his education, research interests and focus in the areas of hospitality information technology and management information systems. His career has focused on how these areas impact international hospitality organizations, society and education.

An internationally recognized scholar, his research has been published in several top academic journals and industry outlets. Dr. Aluri serves on the editorial boards of top and cutting-edge hospitality and tourism journals. He initiated the HIT Lab at WVU, a platform to bridge the gaps between academic and industry research. He has been invited to speak at several national and international shows and conferences. He received the "Outstanding Paper of the Year" from the *Journal of Hospitality and Tourism Research* in 2018 and the *Journal of Hospitality and Tourism Education* in 2016. He played a vital role in the development of the Hospitality and Tourism Management program at West Virginia University.

DELEGATE JASON BARRETT

Delegate Barrett is a restaurant owner. He attended Martinsburg High School and Shepherd University.

Delegate Barrett was elected to the House in 2012, 2016 and 2018. He serves on the Finance, Rules, Banking and Insurance and Political Subdivision Committees. Delegate Barrett also serves on the boards of the Eastern Panhandle Empowerment Center and the Eastern West Virginia Regional Airport Authority.

SENATOR CRAIG BLAIR

Senator Blair was born in Martinsburg, West Virginia. He is a businessman, Classified Certified Water Specialist V, Master Electrician and Master Plumber. He graduated from Hedgesville High School and James Rumsey Vocational Technical Center.

Senator Blair served in the West Virginia House of Delegates from 2002-2008 and was elected to the State Senate in 2012 and 2016. He has served as chair of the Committees on Finance and Government Organization and as Majority Whip. He is a member of the Martinsburg National Rifle Association, the West Virginia Citizens Defense League and the Eastern Panhandle Business Association.

MARK BOWE

Mark Bowe is host of DIY Network's #1 rated show, Barnwood Builders. He worked as a coal miner while completing his bachelor's degree at the WVU College of Business and Economics and later received a master's degree in safety management from the Statler College of Engineering and Mineral Resources. He founded his small business, Antique Cabins and Barns in 1995. He and his longtime crew have reclaimed more than 500 pioneer-era structures.

Bowe is a craftsman, businessman, and a passable break-dancer. While he is passionate about honoring the craft of our pioneer ancestors, he is even more devoted to shining a positive light on West Virginia. Following the success of his television show and recognizing his fan base's interest in who he was and where he hailed from, he expanded his business to include a retail space. Barnwood Living is a retail anchor business in the revitalization of historic White Sulphur Springs, attracting 6000 visitors annually to the storefront.

HANNAH PARAMORE BREEN

Hannah Paramore Breen founded Paramore Digital in 2002 before most of the digital tools we use today were even an idea. She ran the company for 15 years, exiting after a successful acquisition in 2016. Through the years Breen navigated the world of business ownership and the highs and lows that inspire you to achieve and make you want to quit.

Fast Company, Business Insider, The Wall Street Journal, Bloomberg BusinessWeek, Success Magazine, Inc. and The New York Times have all profiled her candid, no-nonsense style and approach to leadership and the daily struggles that come with owning a high-growth digital agency. She is excited to share the things she learned as a business owner in her books, her blog and speaking engagements around the world.

FRANK DEMARCO

Frank DeMarco is a Teaching Associate Professor at West Virginia University. He joined the program in 2011 to assist in the development of the Hospitality and Tourism Management program in the College of Business Economics. The program is now a major and has over 40 students, with a high placement rate after graduation. He also teaches and supervises hospitality internships.

DeMarco earned a degree in Business Administration and an MBA from WVU, and participated in the CIMBA program in Asolo, Italy. He has been an operator in the hospitality industry for over 20 years, serving as Director of Rooms and Guest Services at Waterfront Place Hotel, and Executive Director of Graceland Inn, Restaurant and Conference Center and Assistant Professor of Hospitality Management at Davis and Elkins College. Prior to joining Davis and Elkins, he worked for Sodexo Inc. DeMarco has been a mentor and advisor for the Monongalia Technical Pro Start program since 2012. He is a recipient of the WVU College of Business and Economics 2012 Deans Distinction in Outreach and 2016 College Award of Distinction in Teaching-Full Time. He was awarded the WVU Value Coin in 2017 and was recognized by the West Virginia Department of Education and the West Virginia Hospitality and Travel Association for mentorship and teaching in 2017.

SCOTT DUARTE

Scott Duarte has lead the development and operations of Charles Pointe's Hospitality Division, CP Hospitality, since 2005. As its Executive Director, his goal has been to provide opportunities to showcase multiple dining and lodging experiences for residents and visitors to north central West Virginia. Duarte served as General Manager for the first of these facilities, the 15,000 square foot Bridgeport Conference Center.

The most recent addition to Charles Pointes Hospitality's portfolio has been Mia Margherita, the regions first and only Coal Fired Pizzeria and Wine Bar opening in December of 2013. Duarte is founder and managing partner.

AMANDA FRANKS

Amanda Franks is Vice President, Communications for the American Hotel and Lodging Association. She joined AHLA in 2017 and directs communications and advocacy strategy for the industry's top initiatives and policy areas. Franks served previously as Deputy Chief of Staff for Maryland Governor Larry Hogan. During her time in the administration, she coordinated cooperation between state agencies and cabinet secretaries to maximize successful outcomes, including communications, policy and legislative initiatives. She led the transition effort for Governor Hogan and oversaw key appointments to senior positions.

Before joining Governor Hogan's administration, Franks spent over a decade as Vice President for the DCI Group working on numerous advocacy campaigns ranging from organizing local grassroots initiatives to strategizing on the federal level. She also spent three years as a media relations associate for Business Communications. Franks received a degree in Government and Foreign Affairs from the University of Virginia and a Master's in Communications from American University.

JESSE GOLDSTEIN

Jesse Goldstein has spent more than 25 years in the food and beverage industry. Beginning his professional career as a chef before transitioning into restaurant management and eventually into marketing, graphic design and branding, he's built a solid reputation for his work on local, regional and national brands.

As CEO and Creative Director of Fresh Branding in Nashville, Tennessee, he's overseen the brand development of more than 75 restaurants, distilleries and consumer products. His experience on both ends of the business brings a unique understanding of not only the nebulous and often misunderstood world of marketing and branding, but insight into how those ideas have to be executed on the ground in the modern day marketplace.

SENATOR BILL HAMILTON

Senator Bill Hamilton was born in Buckhannon, West Virginia. He is a retired independent insurance agency owner. He graduated from Buckhannon-Upshur High School and Potomac State College.

Senator Hamilton served in the House of Delegates from 2002 - 2018 and was elected to the State Senate in 2018. He serves as Chair of the Natural Resources Committee and Vice-Chair of the Pensions Committee. He was named "2001 Agent of the Year" by Independent Insurance Agents of West Virginia and 2005 Citizen of the Year, Southern-Upshur Business Association.

GOVERNOR JIM JUSTICE

Governor Jim Justice was inaugurated as West Virginia's 26th Governor in 2017. Many people came to know Governor Justice as the owner of The Greenbrier, however, long before his tenure there, he was deeply involved in his family's business and his community. Seeing West Virginia and her people succeed is the Governor's passion. In 2009, Governor Justice purchased The Greenbrier and invested in renovations and expansions. He created hundreds of jobs by bringing in major events like the PGA Tour, training camps for the NFL and NBA and countless high-profile acts and conferences. All these special events helped to bring a positive spotlight on West Virginia. Governor Justice has made tourism a top priority for his administration.

Governor Justice is committed to the youth of West Virginia. He has coached basketball at every level. He is currently the girls basketball coach at Greenbrier East High School. He was the 1998 recipient of the Beckley-Raleigh County Chamber of Commerce's Community Service Award, the 1998 recipient of the "Spirit of Beckley" Award, the 2000 recipient of the City of Hope Medical Center's "Spirit of Life" and was the 2009 Charleston Gazette's "West Virginian of the Year". In 2010 he was named a "Distinguished West Virginian" and the 2011 honoree at the National Multiple Sclerosis Society's Blue Ridge Chapter "Dinner of Champions."

JEFF MCCORMICK

A special agent with the Federal Bureau of Investigation for more than twenty years, Jeff McCormick has served in the FBI's Philadelphia, Springfield, Cincinnati and Pittsburgh Field Divisions and twice at FBI Headquarters. He has conducted and supervised federal investigations of violent and white collar crimes, public corruption, counterterrorism, and cyber crime. At FBI Headquarters in Washington, DC, he served in the Counterterrorism Division as Chief of the FBI's Counterterrorism Watch, the 24-hour command post for coordination of the Bureau's response to terrorism threats and incidents across the world. He also served in several positions in the Training Division, including the Firearms Training Unit, Defense Systems Unit, and as Chief of the Leadership Programs Management Unit and FBI National Academy. At the FBINA, he was responsible for the training of over 3000 law enforcement executives from around the globe.

In July of 2019, McCormick returned to the field as the Supervisor of the Pittsburgh Division's Charleston, West Virginia Resident Agency, where he supervises FBI investigations in the Southern District of West Virginia. Prior to joining the FBI, McCormick served as a patrolman and detective for the Perry, Georgia Police Department, and as a Lieutenant for the Valdosta, Georgia Police Department.

ATTORNEY GENERAL PATRICK MORRISEY

Patrick Morrissey was elected the Attorney General for the State of West Virginia in 2012 and reelected to a second term in 2016. Morrissey is the first Republican to serve as Attorney General in West Virginia since 1933, and as a resident of Harpers Ferry, he is also the first Attorney General from Jefferson County in the state's history. Since becoming Attorney General, he has made fighting fraud, waste, abuse, and corruption a top priority of the Office. He has returned more than \$39 million in monies to the state and has brought in many millions more to state agency clients and consumers.

Morrissey has been one of the most active Attorney Generals in the country fighting federal overreach by filing lawsuits and submitting amicus briefs before the U.S. Supreme Court and other courts on a number of issues. During his tenure in office, Morrissey also has transformed the Office to aggressively fight the state's substance abuse epidemic. That includes development of best practices for prescribers and dispensers, a first-of-its-kind initiative in West Virginia endorsed by a broad array of state and national stakeholders. He has strengthened the Office's Consumer Protection Division, enabling it to vigorously enforce the state's laws and proactively educate citizens about scams and ways to protect their identities.

AUDY M. PERRY, JR.

Audy M. Perry, Jr. serves as Executive Director of the Heritage Farm Foundation which operates West Virginia's first Smithsonian Affiliate, the Heritage Farm Museum & Village in Huntington. Established by his parents, A. Michael and Henriella Perry, the award-winning Heritage Farm strives to share Appalachia's proud, rugged past in ways that inspire an emboldened, vibrant future. Perry co-authored a book with his late father based on life at the Farm, titled "Faith, Family, Friends & Farm (Stories of and from Heritage Farm Museum & Village)."

Prior to his current role at Heritage Farm, Perry practiced law for over 18 years advising clients on matters involving estate planning, trust, charitable giving, business succession planning, project financing and real estate. He is now Of Counsel with the Dinsmore law firm. Perry is very active in the community and State. He is a board member of the Huntington Regional Chamber of Commerce, the Cabell Huntington Convention & Visitors Bureau and the West Virginia Archives and History Commission.

CLAUDIA PLUMLEY

Claudia Plumley loves the travel industry. As the managing editor of Custom Media for Great Lakes Publishing, she gets to live tourism day in, day out. The Custom Media team produces award-winning visitors guides including Experience Columbus, the Ohio Travel Guide as well as trade association magazines, maps, websites, apps and more. Custom Media creates two in-house magazines, Great Meetings Ohio and LongWeekends.

Plumley joined Great Lakes Publishing in 2013 and has spent more than 18 years in the tourism industry, serving as marketing manager for Experience Columbus. She's the co-chair of the Ohio Travel Association's Ohio Tourism Leadership Academy. She also serves on the board for the Dublin Arts Council, Ohioana Library Association, Dine Originals and Cat Welfare.

CHELSEA RUBY

Chelsea Ruby was appointed Tourism Commissioner by West Virginia's 36th Governor Jim Justice in January, 2017 and now serves as the Executive Director of the West Virginia Tourism Office. Tourism is a pillar of Governor Justice's administration. As commissioner, Ruby leads efforts to advance tourism development, expand West Virginia's travel industry and promote the Mountain State to a broader audience, featuring West Virginia as a year-round travel destination to both national and international travelers.

Commissioner Ruby is on the board of directors of Travel South USA, the official regional destination marketing organization for the southern United States.

SHAUN SHANKEL

Shaun Shankel is CEO, Fresh Technology and ToGo Technologies, LLC and CTO of Fresh Hospitality. He is a highly successful entrepreneur with over 20 years of experience in the hospitality, technology and entertainment industries. He has particular expertise in vision focused executive leadership, employee and culture growth, agile software development, systems integration and bottom-line revenue growth. As the CEO of Fresh Technology, Shankel has inspired a culture of success. Under his guidance, the company has built a proprietary suite of vertically integrated software and hardware products that optimize operations, production and customer engagement.

Shankel also serves as CTO for Fresh Hospitality brands including Taziki's Mediterranean Café, Martin's Bar-B-Que Joint, I Love Juice Bar and Taco Mac, to name a few. In this role he leads a battalion of software developers, system architects, network technicians and help desk engineers overseeing an ecosystem of AWS servers, IoT devices, and secure payment processing networks. Prior to taking the helm at Fresh, he had an extremely successful career in the music industry writing and producing for some of the biggest artists in the pop, gospel and country music markets. Selling over seven million albums and singles, he had 12 #1 hits and song placements in over 18 film and television campaigns.

JAMES SPADAFORE

James Spadafore is a Project Manager and Trainer for Fresh Technology, a division of Fresh Hospitality. A native of Shinnston, West Virginia, he discovered a passion for food early in life while learning family recipes and watching the joy that food brought to people. Spadafore began his career in the restaurant industry during college while working for a family friend and chef. From there, he moved to various food operations, with each move resulting in increased leadership and management responsibilities. In 2011, he became the Food & Beverage Director at the Bridgeport Conference Center.

In 2013 Spadafore became General Manager of Taziki's WVU Mountainlair location. Profits from this operation helped to fund the hospitality and tourism program at the (now) John Chambers College of Business and Economics. Spadafore lectured for the program on various topics including menu design, cost management and general leadership. In 2015, he was named Director of Operations for WVU Crossings, a public/private venture between the University and Fresh Hospitality. In 2016 he moved into his current role at Fresh Technology where he leads the on-boarding process for new brands, and oversees the integration of technology into field level operations and the setup and training of Fresh's proprietary software suite. Recently, he has taken additional responsibilities as a culinary and operations consultant for internal and third-party brands.

CONSTANTINE “DENO” STANLEY

Deno Stanley is President of Adelpia, Inc. He established Adelpia Sports Bar & Grille in May, 2011. He is responsible for the overall management of the companies under the umbrella of Adelpia, Inc. and also serves as President of Embros Realty Company. Stanley graduated from Ohio University with a degree in Communications. He serves as President of the Food Service Division on the West Virginia Hospitality & Travel Association and is a board member of St. John’s Greek Orthodox Church.

DELEGATE AMY SUMMERS

Delegate Summers is a Registered Nurse. She received a B.S. from West Virginia University and M.S. Nursing and Leadership and Management from Western Governors University. She was elected to the House in 2014, 2016, 2018 and named Majority Leader in 2019. She also serves on the Health and Human Resources committee.

Delegate Summers is a member of the West Virginia Farm Bureau, the West Virginia Cattlemans Association, the American Angus Association, the Grafton Lions Club, the Emergency Nurses Association and the Bridgeport United Methodist Church. She is also a member of the North Central Regional EMS Board, a past County Medical Examiner and volunteer paramedic.

SENATOR DAVE SYPOLT

Senator Sypolt is a Professional Land Surveyor. He received an A.S. and B.A. from Glenville State College. He was elected to the State Senate in 2006, 2012 and 2018. He has served as Chair of the Committee on Education and the Committee on Agriculture and Rural Development and Vice Chair of the Committee on Energy, Industry and Mining. Prior to his legislative service he was a Preston County Surveyor.

Senator Sypolt is a life member of the NRA, life member and former Director of the West Virginia State Rifle and Pistol Association and is a certified Pistol Safety Instructor. He is a licensed ham radio operator, member and former Director, West Virginia Society of Professional Surveyors, a member of the Preston County Farm Bureau, Friends of Coal, West Virginians for Life and the Preston County Chamber of Commerce. He was Chair of the 2006 Mountaineer Friends of the NRA Committee.

DELEGATE STEVE WESTFALL

Delegate Westfall is a State Farm Insurance Agent. He was born in Gassaway, West Virginia, graduated from Braxton County High School and received a B.A. from Glenville State College. Delegate Westfall was elected to the House of Delegates in 2012 and 2018 and has served as Vice Chair and Chair of the Committee on Insurance and Vice Chair of the Committee on Enrolled Bills and assigned to the House Judiciary Committee.

10TH ANNUAL

Hospitality University



A VISION FOR TOURISM

January 25-27, 2020

Several special sessions have been planned exclusively for STUDENTS AND THEIR INSTRUCTORS. In order to receive the full benefit of Hospitality University, please plan to attend all the following programs and activities:

Saturday, January 25

4:15 pm Tours of The Greenbrier Bunker
TRELLIS LOBBY

6:00 pm Buffet Dinner
CULINARY ARTS CENTER

Sunday, January 26

2:30 pm Presentation by Jim Spadafore, Project Manager and Trainer,
Fresh Technology, a division of Fresh Hospitality
CULINARY ARTS CENTER

3:15 pm Greenbrier Culinary Demonstration Presented by Greenbrier Apprentices
Nathan Williams and Kayleb Band
CULINARY ARTS CENTER

4:15 pm Tour of The Greenbrier Kitchens
Tour begins in the CULINARY ARTS CENTER

Evening Each student and teacher will receive a \$25 gift card for dining in one
of The Greenbrier's venues