

Brandon Beckstead

Event/Project Manager

Salt Lake City, Utah, United States

Experience

FamilySearch

Event Manager

February 2015 - Present (8 years 5 months)

Greater Salt Lake City Area

The Church of Jesus Christ of Latter-day Saints

Events Management

August 2012 - Present (10 years 11 months)

LDS CONFERENCE CENTER, Salt Lake City, Utah • 2012 – PRESENT

Event Manager: Personally oversaw and managed 2600 meetings and events yearly. Meetings and events ranged from 5 people to over 21,000 attendees per event night. Oversaw volunteer staff in implementing each event. Managed events in multiple venues ranging from an 830 seat theater, a 1,200 seat concert hall, a 3,000 seat venue and the 21,000 seat Conference Center.

- Personally managed 2,600 meetings and events each year
- Managed events with attendance of 21,000 attendees and over 1,200 performers
- Coordinated all aspects of events with all divisions including, catering, floral, security, AV, custodial, guest services, volunteers, ticketing, stage crew, public relations and outside vendors.

SMG Salt Palace Convention Center

National Sales Manager

July 2005 - March 2008 (2 years 9 months)

Modern Display

Account Executive

2003 - 2005 (2 years)

Thanksgiving Point Institute

Events Manager

2001 - 2002 (1 year)

Delta Center Inc
Event Manager
1998 - 2000 (2 years)

Salt Lake County Special Events
Events Coordinator
1998 - 1999 (1 year)

Salt Lake County Rec
Event coordinator
1997 - 1998 (1 year)

Education

University of Utah - David Eccles School of Business
MBA, MBA · (2004 - 2006)

University of Utah - David Eccles School of Business
Master of Business Administration (MBA), Marketing · (2004 - 2006)

Application Form

Profile

Brandon Beckstead
First Name Middle Initial Last Name

[Redacted]
Email Address

Employer Job Title

[Redacted]
Home Address

[Redacted]
Suite or Apt

[Redacted]
City

[Redacted]
State

[Redacted]
Postal Code

[Redacted]
Primary Phone

Which Boards would you like to apply for?

Convention Facility Advisory Board: Appointed

Referred by:

[Redacted]

Qualifications

Please tell us about yourself.

Why are you interested in serving on a board or commission?

What education, work experience, or volunteer experience do you have that applies to the board you are applying for?

What unique perspectives could you bring to the board?

Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

Are you a Salt Lake County employee?

☐ Yes ☐ No

Are you a current member of another Salt Lake County board or commission?

☐ Yes ☐ No

Race/Ethnicity *

None Selected

District *

None Selected

Gender Pronouns *

None Selected

Age Range *

None Selected

Languages *

None Selected

Political Affiliation

None Selected

BRITTANI FORBUSH HOLBROOK

Phone: [REDACTED]
[REDACTED]

RELEVANT EXPERIENCE

Mountain America Credit Union

April 2017 to Present

Sandy, Utah

Vice President, Corporate Partnerships

January 2022 to Present

- Direct the Select Employer Group (SEG), Sponsorship and Event teams.
- Responsible for developing strategy for cause marketing programs, sponsorships, events and community partners.
- Develop and cultivate relationships with businesses, organizations, schools, individuals and communities to further Mountain America's current partnerships and to build future opportunities.
- Help drive organization growth by identifying ways Mountain America can support SEG partners through financial wellness programs, personal financial coaching and workplace events.
- Negotiate all partnership agreements.
- Continue to serve as the vice chair for the Mountain America Swing for the Kids Challenge.

Assistant Vice President, Strategic Partnerships

August 2021 to December 2021

- Identified, evaluated and presented new sponsorship opportunities to senior leadership.
- Built and maintained strong relationships with existing partners and industry leaders.
- Managed key marketing partnerships, including Arizona State University, Loveland Living Planet Aquarium, Megaplex Theatres, Mountain America Expo Center, Mountain America Performing Arts Centre, Mountain America Center and Utah's Hogle Zoo.
- Developed strategic marketing plans to increase products and services per household, drive new account growth and ensure partnership assets are maximized.
- Served as the vice chair for the annual Mountain America Swing for the Kids Challenge benefiting Primary Children's Hospital.
- Led the event marketing and fulfillment team, overseeing strategy and promotional programs.

Assistant Vice President, Public Relations

September 2017 to August 2021

- Directed media relations and brand reputation:
 - Continued to increase media placements 100-200% year-to-year.
 - Worked with senior leadership and subject matter experts on drafting and regularly updating media holding statements and the business continuity plan.
 - Managed company's response to media requests for interviews and official statements, including drafting public response statements and interview talking points.
 - Drafted press releases, media advisories, blog stories and award applications to secure media placements and promote the company's successes and charitable efforts.
 - Proactively identified situations that could negatively impact the brand and work to mitigate risk.
 - Led monthly communication meetings with the public relations, financial education, content and social media teams to ensure brand messaging and content is consistent and promote collaboration.
 - Prepared talking points for press conferences, media interviews, financial education TV segments and video shoots.
 - Supported VP and SVP with crafting the annual strategic plan and continually identify key trends in public relations and financial industries to effectively make appropriate recommendations on strategy.
- Oversaw internal incident management response:
 - Held regular meetings with subject matter experts to determine risks and prepare possible statements.
 - Worked with internal teams to determine how the issue happened, its impact on members and operations, resolution options and communications plan.
 - Drafted member communication and talking points for front-line employees.
 - Held debrief meetings to identify areas of improvement.

- Guided the public relations team: managed the day-to-day workflow; communicated goals, vision and direction and provided mentoring and coaching to public relations managers.
- Served as the vice chair for the annual Mountain America Swing for the Kids Challenge benefiting Primary Children's Hospital, which included overseeing event management, registration, sponsorships and email campaign.
- Partnered with human resources to develop and execute the annual Month of Caring and employee match programs.
- Developed and executed charitable programs as part of sponsorship agreements: Arizona Coyotes "Guiding You Forward" and Little Free Libraries initiatives, Utah Jazz "Pass it Along" program, Fall in Love Adoption events and NCAA and NBA charitable donation programs.
- Summit Award Winner-November 2020.

Public Relations Manager

April 2017 to September 2017

- Managed large public financial education events including Financial Success Series at Mountain America Expo Center and Financial Education night at the Aquarium.
- Oversaw Mountain America Credit Union Scholarship and Education Grant programs that includes managing application submission and review process and facilitating award presentations and media placement.
- Managed the Deseret News Money Matters & The Game of Money financial publications:
 - Worked with senior leaders to determine relevant topics and draft content for articles.
 - Managed production process.
 - Created concepts for interactive kids' activities.
- Worked with AVP on annual strategic plans and implemented new strategic monthly meetings with key marketing stakeholders to increase earned media.

Utah Sports Properties/Outfront Media Sports Director of Client Services

May 2016 to April 2017
Salt Lake City, Utah

- Led the client services team:
 - Managed day-to-day client relations for all University of Utah Athletics marketing partners, overseeing client service and relationship building for over 120 accounts.
 - Managed all Utah Sports Properties social media channels which included Facebook, Instagram and Twitter.
 - Developed new sales materials including deliverable outlines, sales proposals and proof of performance.
 - Oversaw the student internship program which included: hiring, setting internship objectives, managing intern projects, mentoring and overseeing interns at events and games.
 - Managed budgets for signage, radio, travel, hospitality, production and print.

Larry H. Miller Sports & Entertainment

December 2006 to May 2016
Salt Lake City, Utah

Director, Partnership Service & Integration

November 2014 to May 2016

- Oversaw the partner service and activation for the Utah Jazz, Salt Lake Bees, Tour of Utah, Megaplex Theatres, 1280 The Zone and KJZZ-TV.
- Developed and managed staffing, client service and event budgets.
- Assisted the vice president in creating the partnership service & integration team and a new sales process.
- Worked with marketing to develop research and analytics for discovery meetings, proposals and recaps.
- Functioned as the Utah Jazz department property expert which included working with basketball operations and corporate communications on press releases, player usage, overseeing NBA promotional submissions and approvals, managing game night staffing schedule, training service and activation staff and working with other internal departments on contracted elements.

Senior Client Relations Manager, Corporate Partnerships

January 2014 to October 2014

- Led an sponsorship activation team, overseeing \$30 million in accounts:
 - Managed research, sales materials (partnership schedules, recaps, proposals and sales book), Jazz game night staff, sponsor satisfaction survey, internal audits, client events and Jazz hospitality rooms.
 - Directed execution of print, signage and media and ensured 100% delivery of contractual obligations.

Client Relations Manager, Corporate Partnerships

January 2011 to December 2013

- Oversaw partner community programs and operations of sponsor hospitality rooms and staff during Utah Jazz home games.
- Partnered with marketing to provide corporate sales department with up to date sales materials, custom proposals and analytics.
- Worked with outside research companies to create storylines that support new business and renewals.

Account Manager, Corporate Partnerships

December 2006 to December 2010

- Employee of Excellence-February 2010.
- Organized and supervised game night operations, corporate events, signage, TV and radio spots and features, daily sponsor communication, sponsor networking events, signage, media, title sponsor events and naming rights, commercial shoots, in-arena/out-of-arena promotions, player clinics, sponsored marketing and community relations programs.
- Created an Annual Corporate Partnership Summit that included managing a budget, organizing all event details, ensuring profitability and tracking new partnerships that stemmed from the Summit.

EDUCATION

B.S. Business Management
Marketing and Communications Emphasis
Brigham Young University-Idaho

December 2006
Rexburg, Idaho

Application Form

Profile

Brittani

First Name

Forbush

Middle Initial

Holbrook

Last Name

Email AddressMountain America Credit Union

Employer

VP, Corporate Partnerships

Job Title

Home AddressCityPrimary PhoneSuite or AptStatePostal Code

Which Boards would you like to apply for?

Convention Facility Advisory Board: Submitted

Referred by:

Qualifications

Please tell us about yourself.

As a Utah native, I love everything this state has to offer. After completing my undergraduate degree, I immediately returned to Utah and have lived in Holladay the last 16 years. I am a big dog lover and have served on the Utah Humane Society events committee. I also enjoy hiking, road biking and am trying to get into golf.

Why are you interested in serving on a board or commission?

As a resident of Salt Lake County for the past 16 years, I am passionate about ensuring Salt Lake County and the state of Utah are a great place to live, work and play. The Salt Palace Convention Center & Mountain America Exposition Center help drive the local economy and serve as a gathering place for our community. My vast background allows me to provide unique insights to this board. I would be honored to work with other board members and helping drive the facilities and County to even higher heights.

Languages *

☒ English

Political Affiliation

[REDACTED]

What education, work experience, or volunteer experience do you have that applies to the board you are applying for?

My undergraduate degree is in business management. Since graduating nearly 17 years ago, I have spent my career working with community partners. For the first decade of my career, I worked for different sports teams building community programs. Over the last six years at Mountain America, I have served in various roles, with all of them being focused on using financial education and community partnerships that make this great State of Utah a better place to live and work.

What unique perspectives could you bring to the board?

During my career, I have had the chance to be involved in many different projects and work with a variety of community partners. I have worked on both the sports team side and the "partner" side, which allows me to understand the different aspects of partnerships. It's been exciting to be a part of new public/private partnerships. From building naming rights to small community partnerships, I have been able to be involved in a variety of projects that enhance the quality of life in Utah. From organizing coat drives at the Neighborhood House to free adoption events at the Humane Society, I have had the opportunity to lead and direct many different initiatives. Working for a nonprofit financial cooperative, I also understand the importance of being a good steward of our members' money, which translates into being a good steward of taxpayer dollars.


Upload a Resume

Demographics

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Race/Ethnicity *

District *

☒ District 3

Gender Pronouns *

Age Range *

Garrett Parker

Mobile: [REDACTED]

Email: [REDACTED]

EXPERIENCE

General Manager – Hilton Salt Lake City Center

2021-Present

\$35 million Annual Revenue – 499 Rooms – 195 Team Members – Non Union

- Provide leadership and guidance to management of Operations, Sales and Marketing, Revenue Management and Events & Catering
- Oversee all aspects of the hotel to achieve Hilton Hotels and Park Hotels & Resorts goals
- Develop and review processes/procedures that align Sales and Marketing, Revenue Management and hotel operations to enhance profitability and overall guest satisfaction

Hotel Manager – Hilton San Francisco Union Square

2018-2021

\$245 million Annual Revenue – 1921 Rooms – 1400 Team Members – Union

- Provide leadership and guidance to management of Operations, Sales and Marketing, Revenue Management and Events & Catering
- Give guidance to Department Heads to develop goals, leadership and training
- Plan and monitor activities to ensure compliance with quality assurance standards. Inspect property and provide guidelines to ensure standards are met and deficiencies are corrected
- Create annual budget and forecast. Monitor and update daily, weekly, monthly forecasts
- Construct CapEx Budget, coordinate ordering and orchestrate projects throughout the year
- Communicate with hotel ownership on their priorities/expectations and hotel projects/results
- Facilitate leases and contracts for the hotel

Hotel Manager – Parc 55 San Francisco a Hilton Hotel

2016 – 2018

\$100 million Annual Revenue - 1024 Rooms - 425 Team Members – Union

- Lead Role of the hotel to provide direction for all facets of the hotel's Operations, Sales and Marketing and Revenue Management
- Created a new vision and culture in the hotel which drove notable results:
 - Team Member Engagement improved 17 points to 85
 - Exceeded Budgeted Revenue by \$5M and GOP \$4M
 - Rooms Productivity Savings of \$655K
 - Overall Experience + 5% Overall Service + 8% Trip Advisor + 14

Assistant General Manager - Embassy Suites DC Convention Center

2013 – 2016

\$34 million Annual Revenue - 384 Suites - 175 Team Members – Union

- Managed all aspects of the hotel operations

Director of Front Office Operations – Washington Hilton**2012 – 2013***\$100 million Annual Revenue - 1070 Rooms - 750 Team Members - Union*

- Managed Front Desk, Communications, Guest Services and Valet Operations
- Insured profitability, controlled costs and quality standards to ensure total guest satisfaction while maximizing profit
- Interviewed, selected, trained, supervised, evaluated, counseled and administered disciplinary procedures for front office and guest service staff
- Monitored all rooms related systems that directly impacted the guest, ensured proper procedures were in place and followed to allow for an outstanding guest experience
 - *Recipient of 2013 Hilton Worldwide "Hotel of the Year" award*

Director of Front Office Operations – Capital Hilton**2010 – 2012***\$50 million Annual Revenue – 544 Rooms - 325 Team Members - Union*

- Supervised all facets of the Front Office, Housekeeping and Laundry Operations
- Oversight and coordination of \$35 million renovation

Assistant Director of Front Office – Hilton Baltimore**2008 – 2010***\$52 million Annual Revenue – 757 Rooms - 390 Team Members - Union*

- Managed all aspects of Front Office, PBX and Guest Services
- Created pre-opening Policies and Procedures, Checklists, New Hire Training Manual, Staffing Requirements and Guidelines, Executive Lounge Guidelines and Front Office Inventory
- Responsible for all evening operations of the hotel including the housekeeping and F&B staff
 - *Recipient of 2009 Hilton Worldwide "Connie" Award*

Director of Front Office/Housekeeping – Embassy Suites Austin Downtown**2006 – 2008***\$15 million Annual Revenue – 265 Suites - 95 Team Members – Non-Union*

- Directed Front Desk, Guest Services, General Cashiering and Night Audit
- Managed all facets of Housekeeping and Laundry
- Employed, trained, observed, disciplined and rewarded a multi-lingual team
- Supervised all aspects of Loss Prevention including training
 - *Recipient of 2007 Hilton Worldwide "Most Improved SALT Scores" award*

Assistant Director of Front Office – Doubletree Dallas Campbell Center**2005 – 2006***\$18 million Annual Revenue – 300 rooms - 145 Team Members – Non-Union*

- Managed Front Desk, PBX, Concierge, Housekeeping and Bell Services
- Monitored the overall operation of the entire hotel during the night shift to ensure guest satisfaction and safety.

EDUCATION**Schreiner University, Kerrville, Texas**

- Bachelor of Business Administration in Management & Finance; Spanish Minor

University of Granada/Salamanca – Granada & Salamanca Spain

- Specific Studies in Spanish Language and Culture & Hispanic Studies Degree

Application Form

Profile

Garrett

First Name

Parker

Last Name

Email Address

Hilton Salt Lake City Center

Employer

General Manager

Job Title

Home Address

City

Primary Phone

Suite or Apt

State

Postal Code

Which Boards would you like to apply for?

Convention Facility Advisory Board: Submitted

Referred by:

Qualifications

Please tell us about yourself.

Below is my Bio: Garrett is responsible for overseeing the guest experience, commercial performance and hotel operations of the 499-room property located in entertainment district of Salt Lake City and adjacent to the Salt Palace Convention Center. Previously, Garrett served as Complex Hotel Manager at the Hiltons of San Francisco Union Square where he managed the operations, sales & marketing, revenue management, and events & catering teams in the Union Square district of downtown San Francisco. A 17-year hospitality veteran, Garrett began his career with Hilton in front office operations at DoubleTree Dallas Campbell Center, a 300-room hotel where he managed the overall operations during the night shift. Continuing in rooms division and moving up the ladder of success in front office and housekeeping operations, he held management positions at Hilton Baltimore, Capital Hilton and Washington Hilton before joining Embassy Suites DC Convention Center as Assistant General Manager in 2013. In 2016, he moved west as Hotel Manager of Parc 55 in San Francisco, a 1024-room Hilton hotel, where he drove notable results in team member engagement, revenue, and guests overall experience. In 2018, he was promoted to the Hotel Manager at Hilton San Francisco a 1921-room hotel. Garrett holds a Bachelor of Business Administration degree in management and finance, with a Spanish minor from Schreiner University in Kerrville, Texas. He also holds a Culture & Hispanic Studies degree from University of Salamanca, Spain.

Why are you interested in serving on a board or commission?

To be able to help and support the Salt Palace Convention Center and Mountain America Expo Center. By supporting them with ideas and feedback regarding policies, pricing, vision, future planning and capital plans we will be able to positively impact clients, group and our own team members. Which will drive additional money/tax revenues to the city and county.

What education, work experience, or volunteer experience do you have that applies to the board you are applying for?

I completed a dual major at the Schreiner University in Business Management and Finance. I have over 17 years of hotel experience managing all hotels at or around a convention center. I have had the opportunity to work throughout the United States at 9 different Hilton Hotels.

What unique perspectives could you bring to the board?

As mentioned above, I have worked in several different destinations all in the convention center setting. I have been able to work on the west coast, east coast and the central United States. Each market has taught me a lot. Sometimes the good and sometimes the bad. And with these learnings I have been able to support others with ideas, visions and learnings.



Upload a Resume

Demographics

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☐ Yes ☒ No

Race/Ethnicity *

District *

☒ District 6

Gender Pronouns *

Age Range *



Languages *

☒ English

Political Affiliation

None Selected

Pina Purpero



HYATT HOTELS & RESORT EXPERIENCE

Hyatt Regency Salt Lake City General Manager

2021-Current

- ◆ Successful opening of hotel October 2022
- ◆ First Hyatt Regency in Utah, 700 guest rooms, with 60,000 sq. ft. of indoor / outdoor event space, with projected revenues of \$60M

Hyatt Regency Lake Washington General Manager

2018 - 2021

- ◆ Premier new property opened 2017, 347 guest rooms, with 60,000 sq. ft. of indoor/outdoor event space, with annual revenues of \$35M
 - Improved revenue 10%
 - Increased profitability 350bps, with over 70% flow-through
 - Improved market visibility, community relations and achieved accolades, including Hotel of Year by 425 Magazine, along with Best Outdoor Dining, Travelers Choice, amongst others
 - Added second restaurant concept on the boardwalk in Summer of 2019, that has grown to \$2M annual revenues
 - Stayed open throughout pandemic and remained in the top 10-20% in occupancy for all NA Hyatt Properties during this time
 - Wedding officiant for hotel

The Bellevue Hotel General Manager

2015 - 2018

- ◆ Luxury brand with 172 guest rooms and 30,000 sq. ft. of event space and annual revenues of \$24M
 - Improved Colleague Engagement Survey 8.6%, 4.06 to 4.41
 - Drove revenue 4.5% and RevPAR 16%
 - GOP growth of 320bps
- ◆ Led Brand conversion to Unbound Collection
- ◆ Renovation Execution – led guest room renovation, lobby renovation, four public restrooms, Grand Ballroom and XIX Restaurant renovations. Worked as project manager, working closely with corporate design, bidding out all trades, and managing individual work schedule, in addition to completing punch lists with construction crew

Hyatt Regency Lost Pines Resort and Spa Food & Beverage Director

2012 - 2015

- ◆ 490 guest rooms, Oversight of nine outlets and 290,000 sq. ft. of indoor/outdoor event space, with annual revenues of \$28M
 - Drove top line sales 19% or \$4.5M
 - Increased profitability 7%
 - Reduced beverage cost from 19.4% to 17.8%
 - Reduced overall divisional expenses over 7%
 - Improved Colleague Engagement 10%, 4.07 to 4.47
 - Led cross-functional team for driving efficiency throughout hotel, resulting in a YTD GOP impact of \$2.4M, \$550k over our goal.

Hyatt Regency McCormick Place**Food & Beverage Director****2008 - 2012**

- ◆ 1258 guest rooms, Led five outlets and 45,000 sq. ft. of event space, with annual revenues of \$18M
 - Reduced beverage cost 2%
 - Streamlined staffing structure, reduced operating expenses, reduced overtime by 8%
 - Improved Colleague Engagement Survey by 20%
- ◆ Renovation Execution – led full transformation, including merchandising, of the Market, driving annual revenue over \$1M
- ◆ Union property/Union experience
- ◆ **Assisted in Reopening of Hyatt Regency Indianapolis Restaurant / Lounge** **2011**

Hyatt Regency Philadelphia at Penn's Landing**Food & Beverage Director****2006 - 2008**

- ◆ Led four outlets and 24,000 sq. ft. of event space, with annual revenues of \$13million
- ◆ Union property/Union experience
 - Successful at reducing number of grievances over 10%

Hyatt Westlake Plaza**Food & Beverage Director****2004 - 2006**

- ◆ Led 3-meal restaurant, In-Room Dining, Lounge and 13,000 sq. ft. of event space with annual revenues of \$6 million
- ◆ Organized, operated and marketed summer music series, drawing hundreds of locals in the community, with weekly weekend beverage sales driving beverage cost below 16%

Management Experience

- ◆ **Manchester Grand Hyatt San Diego** **1999 - 2004**
 - Renovation Execution – second tower renovation team. Tower included 753 rooms, over 100,000 sq. ft. of additional meeting space, along with added market and restaurant
- ◆ **Hyatt Regency Huntington Beach pre-opening helper** **2002**
- ◆ **Hyatt Regency Milwaukee** **1997 - 1999**
- ◆ **Hyatt Regency Scottsdale** **1996 - 1999**

INDUSTRY RELATED EXPERIENCE & RECOGNITION

Board Member, Visit Salt Lake	2022 – Present
Lodging Tax Association Advisory Board Member, Renton, WA	2019 – 2021
Renton Community Marketing Campaign Board Member, Renton, WA	2021
Hotel Initiatives Committee, Philadelphia, PA	2018
Board Member, Philadelphia Hospitality Investment Levy	2018
Executive Board Member, Rush2Victory Foundation, Philadelphia, PA	2017 – 2018
Project Archer: Profit Improvement Team for Hyatt Hotels	2014 - 2017
Beverage Specialist for Hyatt Hotels	2010 – 2015
F&B Director of the Year Nominee – Large Hotels	2010

EDUCATION

St. Norbert College, De Pere, WI
Graduated Cum Laude

BA in Business and Psychology

Application Form

Profile

Pina

First Name

Purpero

Middle Initial

Last Name

Email Address

Hyatt Hotels

Employer

General Manager

Job Title

Home Address

City

Primary Phone

Suite or Apt

State

Postal Code

Which Boards would you like to apply for?

Convention Facility Advisory Board: Submitted

Referred by:

Qualifications

Please tell us about yourself.

I am the General Manager of the Hyatt Regency Salt Lake City, connected to the Salt Palace Convention Center. We recently opened in October 2022, and I moved to Salt Lake to work on the preopening of the hotel in October 2021. I've been with Hyatt for 26 years and have worked in 10 hotels in 9 different cities. I work closely with the SPCC as we service the same groups and have the same goal of commitment to service.

Why are you interested in serving on a board or commission?

Dan Hayes asked for the hotel to be represented on the board, and due to our connectedness and partnership, makes sense that we would support in service on the board.

What education, work experience, or volunteer experience do you have that applies to the board you are applying for?

The proximity of the hotel and interconnectedness we have with the SPCC, makes perfect sense that the hotel would partner together with Salt Palace and be apart of the board.

What unique perspectives could you bring to the board?

We service the same groups, however with slightly different vantage points that I think help create a well-rounded experience for the guests. The feedback we receive from guests and the relationships we have with meeting planners, give us a unique perspective and viewpoint to share.



Upload a Resume

Demographics

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Are you a current member of another Salt Lake County board or commission?

☒ Yes ☐ No

Race/Ethnicity *

District *

☒ District 4

Gender Pronouns *

Age Range *



Languages *

☒ English

Political Affiliation



SG / SCOTT GEORGE

E: [REDACTED] | H: [REDACTED] | C: [REDACTED] | A: [REDACTED]

PROFESSIONAL SUMMARY

Forward-thinking executive with proven record of accomplishment in Hospitality during 23-year career. Driven and ambitious change manager dedicated to continuous business improvement focused on enhancing revenue, improving culture and streamlining business operations. Focused on profit maximization through multifaceted business approaches.

WORK HISTORY

Woodbury Corporation - Vice President - Hotel Operations

Salt Lake City, UT

06/2016 - Current

- Identified opportunities and implemented strategies to improve business process flows and overall departmental productivity
- Supervised daily operations of multi-million dollar hotel division of 15 locations (Hilton and Marriott branded select-service hotels) in Utah, Idaho and Nebraska
- Led operational team of 17 direct reports and over 800 employees
- Managed opening process for nine hotels including recruitment and hiring for key management team and communication with franchise partners

Woodbury Corporation - Director of Hotel Operations

Salt Lake City, UT

09/2008 - 06/2016

- Launched staff engagement, cultural programs, and cross training initiatives throughout hotel portfolio
- Worked directly with ownership, General Managers, and internal departments to brainstorm, discuss strategy and mitigate numerous operational issues
- Devised, deployed and monitored processes to boost long-term business success and increase profit levels
- Collaborated with Revenue Management and Sales & Marketing to implement yield management strategies across segments to evaluate business opportunities
- Directly managed Sales & Marketing team for 6 hotels (700+ rooms) in south valley area of Salt Lake County

Hilton Hotels Corporation - Regional Director - Brand Performance Support

Beverly Hills, CA

SKILLS

- Relationship building and retention
- Business development
- Collaborative leadership
- Meeting facilitation
- Policy and procedure development
- Staff management
- Manager development
- Analytical thinking
- Strong interpersonal skills
- Forward-thinking
- Strategic planning

EDUCATION

Michigan State University

East Lansing, MI

1995

Bachelor of Science :

Psychology, Criminal Justice

04/2005 - 08/2008

- Brand liaison, consultant and performance manager for region of 50 hotels in Pacific Northwest and Canada working with various ownership groups and management companies
- Implemented strategies and programs across portfolio to improve performance (revenue, sales and guest satisfaction) as well as hotel compliance to brand initiatives
- Built and strengthened productive and valuable industry partnerships to drive collaboration, engagement and revenue stream development for emerging Hilton Garden Inn Brand
- Aligned organizational objectives with company mission, increasing revenue, profit and business growth by collaboratively developing integrated strategies

Hampton Inn - General Manager

Sandy, UT

04/1999 - 04/2005

- Managed operations and financial performance for 130 room hotel - 45 employees
- Directly and actively supervised hotel departments including front office, engineering, housekeeping, food and beverage, and sales
- Evaluated revenue goals through monthly profit and loss statements, coding of payables/receivables, forecasting, and revenue management systems
- Coordinated hotel capital improvement and renovation plan

Courtyard by Marriott - Director of Sales

Sandy, UT

06/1997 - 04/1999

- Coordinated sales effort among three hotels via weekly sales meetings, quarterly action plans, client appreciation activities, telemarketing, and appointment calls
- Maintained direct contact with all corporate accounts
- Customized sales training program for new sales associates
- Training: Revenue Maximization "Flight School" Program, Sales Negotiation Skills

Residence Inn by Marriott - Account Manager

Provo, UT

01/1997 - 06/1997

- Assisted in initiating new hotel's sales effort
- Proactively generated and maintained new accounts through telemarketing, sales blitzes, cold calls, reactive calls for group business, hotel tours and appointment calls
- Training: Extended Stay Sales Edge

ACCOMPLISHMENTS

- Marriott Horizon Award (2016)
- Hampton Inn Spirit of Pride Award Winner (2002)

AFFILIATIONS

Visit Salt Lake (Salt Lake Convention & Visitors Bureau)

- Chair-Elect (2015)
- Board Chair (2016) - direct involvement in planning and promotion of American Society of Account Executives (ASAE) events
- Immediate Past Chair - participated in negotiations and mitigation strategies surrounding departure of Outdoor Retailer from Salt Lake
- Finance Committee Chair
- Event Opportunity Chair
- Board Development Chair
- Secretary/Treasurer
- Membership Committee
- Trustee since December 2001

South Valley Lodging Association/Tourism Committee

- Founding member
- Chair (2000-2002)

Marriott Business Council

Rotary Club of Sandy: Fundraising Chairman, Secretary, President, Business Host Co-Chair for Russian Delegation, Rotarian of the Year 1998-1999

Sandy Area Chamber of Commerce: Board of Directors (October 2000 – December 2002); Business of the Year 2001; Recipient of Distinguished Service Award

Sandy Sister City Committee: Treasurer

Member of USA Volleyball Local Organizing Committee: Recipient of Robert L. Lindsay Meritorious Service Award

YouthLINC: Humanitarian Project in Piedras Negras, Mexico (July 2002)

AMBITIONS AND INTERESTS

Running (28 marathons), Mountaineering, Climbing, Skiing, Hiking

Application Form

Profile

Scott George
First Name Middle Initial Last Name

[Redacted]
Email Address

Woodbury Corporation Vice President - Hotel Operations
Employer Job Title

[Redacted] [Redacted]
Home Address Suite or Apt
[Redacted] [Redacted]
City State Postal Code

[Redacted]
Primary Phone

Which Boards would you like to apply for?

Convention Facility Advisory Board: Submitted

Referred by:

[Redacted]

Qualifications

Please tell us about yourself.

Scott George has worked for over 20 years in the hospitality industry. He began his career in food and beverage, working his way through college in various “front” and “back of the house” capacities in upscale restaurants and banquet facilities in Michigan and Jackson, Wyoming. Scott graduated with a Bachelor of Science in Psychology from Michigan State University in 1995. Shortly after graduation, the desire to be near the Rocky Mountains lead him to Provo, Utah where he landed his first official “hotel job” as a Sales Manager for the Residence Inn by Marriott. His passion for sales quickly earned him a Director of Sales role overseeing the sales effort for the Woodbury collection of hotels in the Sandy area. The hotels included Residence Inn and Courtyard by Marriott, as well as Hampton Inn. When the opportunity presented itself, Scott decided to try his hand at hotel operations as the General Manager of the Hampton Inn in Sandy. During his tenure at the Hampton Inn, Scott was extremely active in the Sandy community. As an advocate for the Hampton Inn brand he was asked to participate in numerous training and beta-testing activities for the “Make It Hampton” process. His involvement in these activities and interface with the other Hilton brands lead him to a Regional Director position with the award winning Hilton Garden Inn brand. In this position, Scott acted as a brand ambassador and internal consultant to a region of approximately 50 Hilton Garden Inn hotels in the Pacific Northwest & Canada. In September of 2008, Scott decided to return to his Woodbury roots. With the expanding portfolio of hotels, Woodbury Corporation re-hired Scott as Director of Hotel Operations where he directed the sales and operational activities for 12 hotels with several more in development. In June of 2016, he was promoted to VP. Scott enjoys team member engagement, group interaction, emerging trends in hospitality and personal interaction with associates at all levels.

Why are you interested in serving on a board or commission?

I oversee 11 hotels that operate in Salt Lake County and am highly invested in the performance of the convention and meeting business and the upkeep of the facilities that use them.

What education, work experience, or volunteer experience do you have that applies to the board you are applying for?

I have worked in hotels throughout the county for over 20 years and have served in various capacities for Visit Salt Lake. Please see resume for information.

What unique perspectives could you bring to the board?

I work very closely with ownership and asset management for hotels of various brands. I have experience with CapEx and Operational budgets as well as the maintenance of upkeep of facilities.


Upload a Resume

Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

Are you a Salt Lake County employee?

☐ Yes ☒ No

Are you a current member of another Salt Lake County board or commission?

☐ Yes ☒ No

Scott George

Race/Ethnicity *

District *

☒ District 6

Gender Pronouns *

Age Range *

Languages *

☒ English

Political Affiliation

Steven Fukumitsu

Experience

1986 to Present

President of Insurance Hawaii, Inc.

Insurance Hawaii, Inc. is an independent insurance agency serving all of the islands in the State of Hawaii. We are a property and casualty insurance office.

1984-1986

Insurance Agent Training

Fireman's Fund Insurance Company, Honolulu Branch. Trained in all departments of the insurance company. Underwriting, claims, loss control, rating, and processing.

Boards and Community

Kona Coffee Festival Board- 1990-95, Kona Jaycee Chamber of Commerce 1990-95, Kona Exchange Club President 1986-87 and member for 7 years. President of the Hawaii Independent Insurance Agents Association 1989, Elder and session member of the Japanese Church of Christ 2017 to present.

Education

1980 to 1984

Bachelor of Arts, Business Administration

Indiana State University

Skills

- Creativity
- Leadership
- Organization
- Problem solving
- Teamwork

Contact

[Redacted]

[Redacted]

Phone: [Redacted]

Email: [Redacted]

Profile

First Name

Last Name

Email Address

Employer

Job Title

Home Address

City

Primary Phone

Suite or Apt

State

Postal Code

Convention Facility Advisory Board: Submitted

Please tell us about yourself.

Why are you interested in serving on a board or commission?

The Japanese Church of Christ has been a vital part of what remains of the former Japan Town. We have been able to work with our neighbors and to look ahead towards preserving the Japanese history and bringing diversity into Salt Lake City. The Convention Facility Advisory Board should have an important role in this plan for the betterment of our City and State.

What education, work experience, or volunteer experience do you have that applies to the board you are applying for?

I have a Bachelors of Arts degree in Business Administration from the Indiana State University. I have been in insurance for over 33 years and currently President of Insurance Hawaii, Inc. which is an insurance agency in Hawaii. I have been on various boards in Hawaii dealing with the chamber of commerce, philanthropic service organizations, and the Boy Scouts of America Scoutmaster.

What unique perspectives could you bring to the board?

My Japanese heritage, business background and a willingness to contribute towards a better community that I live in.


Upload a Resume

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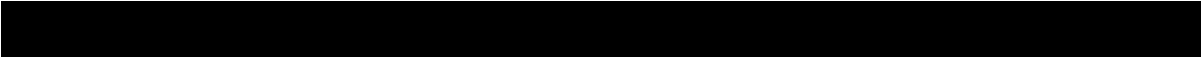
Race/Ethnicity *

District *

☒ District 4

Gender Pronouns *

Age Range *



Languages *

☒ English

Political Affiliation



William Taylor Vriens

Employment Experience

August 2007 – Present Modern Display Service, Inc. Salt Lake City, Utah

President, CEO

- Oversee and manage all aspects of \$16M+, multi-faceted group of business units.
 - Successfully managed company through “Great Recession,” including the acquisition of a local competitor to replace dramatic revenue losses due to the economic climate.
 - Turned company from several years of significant losses to consistent profitability through implementation of aggressive planning and budgeting and cost management simultaneous with developing a broader and more diverse product and service offering.
-

July 2010 - Present THA Management, LLC Salt Lake City, Utah

Manager

- Responsible for daily management and direction of a family limited partnership created to acquire, hold, and develop real property.
 - Oversee a portfolio of properties valued at up to \$8M.
 - Instrumental in entering into a joint venture to develop 140+ unit multi-family housing on partnership owned property.
-

July 2003 – August 2007 Modern Display Service, Inc. Salt Lake City, Utah

VP Decoratives and Fixtures

- Oversaw and managed activities of Decorative and Store Fixture departments.
 - Managed sales and marketing activities.
 - Developed and implemented temporary Holiday pop-up retail stores.
 - Oversaw and participated in purchasing inventory, including attending buyer’s markets in several cities.
-

May 1995 – July 2003 Modern Display Service, Inc. Salt Lake City, Utah

VP Decoratives and Events

- Oversaw and managed activities of Decorative and Store Fixture departments.
 - Managed sales and marketing activities.
 - Developed Modern’s entry into the corporate event market, building on synergies of Modern’s Exposition Service department.
 - Instrumental in Modern being selected as Official Supplier of Exposition and Event Services for the 2002 Olympic Winter Games. Served as main contact with Salt Lake Organizing Committee.
 - Developed and managed programs for Olympic sponsors and Organizing Committee.
-

Education

August 1985 – May 1993 University of Utah, David Eccles School of Business Salt Lake City, Utah

Bachelor of the Arts - Management

- Certificate in Portuguese

William Taylor Vriens

Community

2010 – Present

Visit Salt Lake – The
Convention & Visitor's Bureau

Salt Lake City, Utah

Board of Trustees

Member, Executive Committee

Member, Finance Committee

Chair, Convention Committee

Board Chair 2020-2021

1986 – 1988

The Church of Jesus Christ of
Latter-day Saints

Porto, Portugal

Service Volunteer

Trained and supervised up to 150 full-time volunteers

Fluent in Portugese

Application Form

Profile

Taylor Vriens
First Name Middle Initial Last Name

[Redacted]
Email Address

Modern Expo & Events President
Employer Job Title

[Redacted] [Redacted]
Home Address Suite or Apt
[Redacted] [Redacted]
City State Postal Code

[Redacted]
Primary Phone

Which Boards would you like to apply for?

Convention Facility Advisory Board: Submitted

Referred by:

[Redacted]

Qualifications

Please tell us about yourself.

President, Modern Expo & Events. Past Board Chair of Visit Salt Lake

Why are you interested in serving on a board or commission?

Vitally interested in the performance and management of SLCo's convention facilities - both as a past chair of Visit Salt Lake and as President of Modern Expo & Event, which produces many events in the facilities. Asked to serve by Dan Hayes.

What education, work experience, or volunteer experience do you have that applies to the board you are applying for?

30+ years in exposition and event services industry.

What unique perspectives could you bring to the board?

Unique understanding of the operations of convention facilities, the customers and vendors that work in the facilities and the greater visitor economy and how the convention facilities are real economic drivers in the visitor economy.



Upload a Resume

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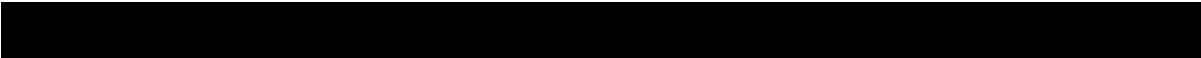
Race/Ethnicity *

District *

☒ District 1

Gender Pronouns *

Age Range *



Languages *

☒ English
☒ Other

Political Affiliation



Vicki Varela
Vita
April 27, 2021

2013 - current

Managing Director

Office of Tourism and Film

State of Utah

Vicki Varela is the tourism director for the state of Utah. She oversees strategy and execution of state tourism marketing and management for the state of Utah. Under her leadership, the office launched the state's iconic Mighty Five marketing campaign in 2013, expanded the successful Greatest Snow on Earth campaign and launched the Red Emerald Strategic Plan to build a lasting tourism economy. She has been recognized as the Tourism Director of the Year by the National Council of State Tourism Directors and received the Adrian Award for top 25 minds in tourism marketing.

Snapshot of previous roles

Vicki has held many public and private sector leadership roles. As vice president of Kennecott Land, she launched the Daybreak brand, marketing and community relations strategies. She was deputy chief of staff and spokesperson for Governor Mike Leavitt. Vicki helped position Utah to host the 2002 Winter Olympics by organizing the statewide referendum to build Olympic facilities. She has also run two small communications firms and been an assistant commissioner of higher education. She started her career as a journalist.

2007 - 2013

President

Vicki Varela Strategic Communications

Ran a small communications firm serving clients in the nexus of public and private sectors. Created strategies to accomplish business and public policy priorities, including:

- Achieving housing affordability. Client: Utah Housing Corporation
- Increasing access to higher education. Clients: Utah Higher Education Assistance Authority and Utah State Board of Regents
- Improving Utah public and higher education outcomes. Clients, Salt Lake Chamber, Zions Bank

2002 - 2007

Vice President

Kennecott Land

Organized and executed the community engagement and marketing strategies to entitle and build a sustainable 4,200 master planned community. Daybreak was the first community in Utah to set aside 30 percent of land as open space, organize multi generational housing options, all in a walkable plan. Under Vicki's leadership, a regional initiative was executed to build a light rail line through the community.

2001-2002

Partner

Wilkinson Ferrari Strategic Communications

Ran a public relations firm focused on public engagement campaigns to advance energy efficiency, light rail construction, master planned communities, a Utah perception campaign and other public/private priorities.

1993-2001

Deputy Chief of Staff

Governor Mike Leavitt

Served as spokesperson and later deputy chief of staff for a forward thinking governor, recognized for much of his service as having the highest approval ratings in the United States. Launched initiatives including Western Governors' University, the Utah Summit for Quality Growth, and becoming the host for the 2002 Winter Olympics.

1986-1992

Assistant Managing Director

Utah State Board of Regents

Led the legislative and public relations strategies for the statewide governing board for Utah's nine colleges and universities. Accomplishments included running multiple statewide referendum campaigns, and organizing a communications strategy to increase community college enrollment.

1979-1986

Reporter

Deseret News

Covered virtually every type of news in Salt Lake City, ultimately becoming the education editor for the last three years. Served on the national Education Writers Association board. Wrote award winning articles about a wide range of education issues.

1978-1979

Reporter

Associated Press

General assignment reporter, working in Cheyenne, Wyoming; Denver, Colorado and New York City

Application Form

Profile

Vicki

First Name

Varela

Middle Initial

Last Name

Email Address

Utah Office of Tourism

Employer

Managing Director

Job Title

Home Address

City

Primary Phone

Suite or Apt

State

Postal Code

Which Boards would you like to apply for?

Convention Facility Advisory Board: Submitted

Referred by:

Qualifications

Please tell us about yourself.

I have been the Utah Managing Director of Tourism since 2013. We set and execute the strategy to create a sustainable tourism economy in Utah. This includes increasing urban tourism consistent with the goals of Visit Salt Lake.

Why are you interested in serving on a board or commission?

The Salt Lake convention economy is a vital part of Utah's tourism industry. Nearly half of Utah's Transient Room Taxes come from the Salt Lake region. In addition, conventions are a welcome mat to other economic development.

What education, work experience, or volunteer experience do you have that applies to the board you are applying for?

My current role as the Utah managing director of tourism creates constant interactions with Utah's convention centers. My previous leadership experience in the community creates an understanding and insights into the region's larger economy.

Vicki Varela

What unique perspectives could you bring to the board?

experience collaboration community insights

[VV2021bio.pdf](#)

Upload a Resume

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Race/Ethnicity *

District *

☒ District 4

Gender Pronouns *

Age Range *

Languages *

☒ English

Political Affiliation