



TAILORED
HOSPITALITY



Tailored Hospitality International (THI) is founded by two artisans shaped and mentored by Ian Schrager, the pioneer of the modern hotel movement. Keith Space and Robert Todak are two men who have stepped out of their own travel transformation, out of a dream that became the boutique hotel evolution. The powerful and uncommonly synergistic collaboration of these two men breaks down barriers; they build dreams and turn them into reality. Integrity, creativity and innate ability to drive bottom line profitability characterize the THI team.

An innovative company established by Aviara Travel, Inc and Boutique Hospitality Management, Tailored Hospitality International is prepared to consult with property owners, asset managers and lenders, for those who are simply starting an idea or for projects in need of a jump-start. THI will tailor your needs and professionally package your options. Working in a virtual environment with an exceptional team of specialists, your vision will be realized. Likewise, the THI team is able to provide enhanced resources to property management companies with specific needs.

Keith Space and Robert Todak have over forty-years of combined experience. Their expertise and willingness to be at the heart of any modern hospitality revolution makes them more than just professionals, but pioneers. According to developer Gregg Covin, Space and Todak “are the elite members of their trade. After working on numerous projects with me, including the St Augustine, Ten Museum Park and the Anglers, I have come to realize that their ability to transform a space into a sensation of fine hospitality is unmatched.” Space and Todak will offer their deep-rooted relationships with hotel owners, operators, and leaders around the globe. From décor, to technology, reservation networking, and relationships with third party spa and F&B operators, Space and Todak and their associates have the connections that will lead to your achievement.

You lay down your ideas, however unconventional they may seem. Tailored Hospitality International molds an individual package for you: personalized solutions that fit and realize your unique goals in the travel and hospitality industries. Your idea will be trimmed, tailored, branded: you.

The Rebels

Robert Todak



From the classic Waldorf=Astoria, to the iconic Delano, to the mind-blowing innovations of the Hard Rock in San Diego, Todak has been a driving force in the hospitality industry for over 25 years. Space and Todak were both apprentices to the birth of the “cheap-chic” concept at New York’s Paramount, home to Rande Gerber’s first Whiskey Bar and the renowned lobby, which reinvented the hotel as a social center. Moving to Miami, Todak became the name behind many boutique hotels during South Beach’s renaissance including the Marlin, Casa Grande and The Tides. Line and stack each of these sophisticated venues together in your mind, and you have the spatial image of Robert Todak’s experience in hotel management. Arrange these vistas of extraordinary experiences into an ever-reaching sky-scraper, and you have Robert Todak’s vision: a man always straining, striving, reaching further from childhood dreams until he is scraping against the silver-lining of reality.

A graduate from Rochester Institute of Technology’s hospitality management program, Robert Todak quite literally walked-in on his first job at The Waldorf-Astoria hotel in New York, assisting in the management of the 500-person housekeeping staff. From there he traversed his way across the country and the hotel industry with progressive mastery. His work with Ian Schrager and partner, Steve Rubell, associated Todak with the pioneering concept of the boutique hotel. Gerald Inzerillo, the former president of Morgans Hotel Group, deems Todak the “substance behind the style,” the groundwork for the revolution’s uniqueness. As for the development of Miami’s South beach, Island Records Founder Chris Blackwell describes Todak as “one of the key behind-the-scenes people who made it happen.” Yet despite Todak’s forefront position, late contributor Thomas Heidemann ensures Todak’s sincerity in an article published in Ocean Drive Magazine: “Even though he is very powerful, he manages to stay one of the nicest guys on South Beach.”

Todak also worked for the Hard Rock Hotel, as a general manager at the Chicago property, an AAA Four Diamond facility awarded Conde Nast Travelers 2006 Hot List Award and was a driving force behind the Hard Rock Hotel San Diego , the city’s first condo hotel and also achieving AAA Four Diamond status. Todak describes his mission in the hotel industry as “excelling in the basics, then turning up the amplifier a few notches to create a memorable experience.” Most recently, Todak has been the General Manager at the Acqualina Resort, achieving the coveted AAA Five Diamond award. Furthermore, during his recent tenure at The Betsy South Beach, the hotel was selected by Conde Nast Travelers as Florida’s sole 2010 “Hot List” Winner. Raul Leal, president of Desires Hotels, has called Todak “a true ‘lifestyle’ professional, with the job he did at The Betsy speaking for itself. His resume is legendary in the boutique-lifestyle genre.” Amid this mastery, Todak has made an expansive network of connections across the globe, forming relationships with various service specialists who form the core of his new team.

Keith Space



An empty hulk of a building stands before you, amidst decay, the footways for potential gradually chipping off and diminishing. This building was once filled with grandeur, once the product of someone else's vision, until it was abandoned for the past decade. Imagine now this same decrepit building with a 200-seat sidewalk café, sophisticated European-style dining room and an exclusive garden lounge: a rare jewel in the already sparkling South Beach. The Angler's Resort is only one product of Keith Space's vision and unmatched capacity to transform, winning HotelWorld's 2007 Opening Hotel of the Year as well as Conde Nast Travelers 2008 Hot List award. Both the Anglers and the Betsy have volleyed for the top slot on TripAdvisor since opening. Among his other successes are the Abbey Hotel and its award winning Abbey Dining Room, the Savoy Hotel, the Omni Colonnade Hotel in Coral Gables, Florida, the Artmore Hotel in Midtown Atlanta, the Rosalie Bay Resort in the Caribbean Dominica, and the Pelican Grand Beach Resort in Ft. Lauderdale. All of these established elite hotels are a product of Keith Space's vision and his company, Boutique Hospitality Management. Combine these revolutionary designs with the spatial résumé of Robert Todak and you have the most cutting-edge and stalwart skyscraper, casting a shadow on all else in sight.

Space received his education in Business Administration and Finance from Bernard Baruch College, City University of New York. Like Todak, he first worked under the guidance and vision of hotel ground-breaker Ian Schrager. With Schrager and Steve Rubell, Space learned the terms of a sophisticated realm of design, style, public relations, high service, and management. Space took the direction and foresight from hotel power-players, Schrager and Rubell, and eventually became their most tenured operating manager. For ten years Space learned from the most elite in the business, until he broke away, realized his own dream, and became the President and Chief Executive Officer of Boutique Hospitality Management, a managerial company whose resources and proficiency will be offered to the clientele of THI. Space was a primary force behind the transformation and renovation of now-iconic boutique hotels and luxury resorts. William Sheehan, Chief Financial Officer and EVP of Finance of Ian Schrager Hotels describes Space as "a skillful hotel executive who provides excellent service to guests and customers and maintains attractive and well maintained properties, all while keeping a focus on the bottom-line. Employees found Space to be a terrific leader to work for and his peers respected his knowledge and work ethic. All in all, Space is the ideal guy to work with." With an ever-expanding vision, this man will be the primary managerial force behind Tailored Hospitality International.

Space and the BHM team have consulted and managed hotel and restaurant ventures in several different countries, working with a diverse group of distinguished developers, architects, designers, brokers and hospitality professionals. His expansive relations with professionals, his irreplaceable experiences across the globe, and his eye for transformation and success all form rooms in the virtual skyscraper that is THI. A master in both hotel development and operation, Space has the knowledge and resources to take a dream at any point in its progress and transform it into a livable, realizable, unforgettable reality.

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ailored Hospitality International is the fine point at the top of the skyscraper, the antenna that connects this new concept with all of Todak and Space's previous successes. Their expertise radiates up from their educational foundations, their first achievements mentored by the unforgettable Ian Schrage and Steve Rubell, their development and revolutionary change of the hotel, spa, restaurant, and bar experience, all forming the vast network now intended to realize your dreams. The realization of their dream lurches towards the sky, stal-

wart and limitless. Imagine your dream; where can Keith Space and Robert Todak and their stellar team of industry professionals take you?

Scope of Services Include:

Market Positioning
Corporate Id and Brand Development
Spa Operations
F&B Operations
Public Relations
Sensory Management
Financial Evaluation, Accounting and Audit
Ff&E Procurement
Design Consultation
Development and Construction
Real Estate Brokerage
Graphic Design
Hr And Training
Retail and Merchandising

International Sales
Group Sales
Entertainment Sales
Consortia
Information Technology
Social Media
Web Design, Development & Applications
Membership Programs
Hospitality Medical Care
Condo Hotel Management
Green Hospitality
Recreational Management
Revenue Management
The Island Resort Experience



Affiliates

Aileen Canta	Aileen Canta Consulting	Wbe Certified Project Management and FF&E Procurement
Alan Massarsky	Marshall-Alan Associates	Recruitment
Angelo Caroli	Caroli Fitness	Health and Beauty
Dawn Esposito	Espoluxe	Leisure and Transient Sales
Debra Klemm	D.L.K Associates	Production And Entertainment Sales
Elaine Goldhill	Elaine Goldhill Travel	Strategic Marketing Ambassador
Holly Ferguson	Island Trading	Purchasing, Logistics & International shipping
James Lloyd	James Lloyd Associates	Licensed Real Estate Brokerage, Construction & Project Management
Joe Washington	Drt Security	Hotel Security, Risk Management, Private Investigations
Kathleen Duda	Kvd Communications	Communications, Brand Management, Marketing
Klaus Tenter	G7 Hospitality	Luxury Property Branding and Management
L'acqua & Marc Morris	Sonic Management	
Lauren Abrams	Stonehouse Resorts	Boutique Resort Management
Maria Elana Kaldani	Unique Hotel Solutions	International Sales
Michael Boucher	Boucher Brothers	Recreational Management
Michelle Leshem	Supermarket Creative	Marketing, Membership Programs, and Social Media
Dr Ramsey Saffouri	Am-Pm Housecalls	Hospitality Medical Care
Sean Drake	Creative Mafia	Web Design, Advertising, Seo
Seth Cenic	Grove Networks	Information Technology
Stephen Thurston	S. Thurston, CPA	Financial Operation, Due Diligence Of New Acquisitions, Taxes
Thomas A. Merolla		Mixology and Beverage Management



James Lloyd Mr. Lloyd has dedicated over 35 years of his life to the reconstruction and remodeling of South Florida. Miami Metro Zoo, Tropical Park, Miami-Dade County Auditorium, and Vizcaya Museum and Gardens are all revolutionary realms throughout Florida that have either matured or been refashioned by his visionary direction. Furthermore, during his term as President of Franklin Realty Group of Florida, Mr. Lloyd has developed, constructed, and leased over 500 million dollars worth of commercial properties for tenants such as IBM Latin America, Texaco Latin America, and Citi Bank. His accomplishments in the hotel industry began with his partnership with Chris Blackwell, founder of Island Records in 1990 and they have swelled with his work with The Tides Hotel, The Marlin Hotel, and the Sovereign Hotel/Soho Beach House. Each of these hotels owe their modernistic, historical renovation to this innovative member of our team, and his work has redefined the South Beach Area. His proclivity for success are what attract such clients as JP Morgan, Banco Santander, Cisneros Group Latin America, WP Carey, Ryder Properties, Las Vegas Land Partners, Wind Point Partners, Kipton Hotels, Kor Hotel Group, Soho House Hospitality and Chris Blackwell.

Aileen Canta Over 11 years in the hospitality industry has provided Ms. Canta with experience in consultation, historic building renovations, project management, and design. She has worked for Kor Hotel Group, now “Viceroy Hotel Group,” Sunstone Hotels, D2 Development, RW Smith & Co., Richard McCormack Design, and Vertical Advisors of Newport Beach. From yachts to boat docks, to multi-family and condo projects, to restaurants and hospitality, there is no ground Ms. Canta has not covered, no project to which she cannot apply her expertise. Ms. Canta contributes her experience to over five organizations for which she currently is a board member and in addition she is involved with CHP 11-99 Foundation, which raises money for the needy in Mexico and the Philippines. Sewn into the fabric of our team, Ms. Canta is here to provide sustenance to your dream, build it up from ground level and intricately paint on the radiance.

Maria Elena Kaldani Ms. Kaldani adds strength to the links, the threads in the fabric that extend across the globe for Tailored Hospitality International. As president of Unique Hotel Solutions, Ms. Kaldani brings to the team her dogged connections with many international clients and markets, her reputation with them built by her passion and commitment. Her desirable career began in the mid-1980s, with Sheraton Bal Harbour and then the Biltmore Hotel. Working too with the visionary guidance of Ian Schrager at the Delano in Miami Beach, Kaldani was the name that brought South Beach to an unshakable international forefront. Eventually, with Ian Schrager Hotels, Kaldani rose to the Global Director of International Sales, stretching the business to eight global locations She has recently has had the same international success working on the Sagamore on South Beach. Miss Kaldani excels in enhancing the success of hotels by targeting these international clients and markets with tact. As a member of our team, she contributes the durability and stretch to any broad design.



Kathleen Duda Ms. Duda, Managing Director of KVD Communications, brings an aesthetic design the textile of our team, serving for over 20 years in the marketing, communication, and public relations industry. Her creative career began in 1983 as the Executive Vice President at Shearson/American Express where she supervised the Marketing, Incentives, and Corporate Events divisions. More than just budgeting, Ms. Duda planned business meetings, conferences, and cultural and sporting events.

In 1988, Ms. Duda took her experience and created Marketing Solutions, providing her services to the travel industry. Her business and vision continued to expand as she began to offer marketing, sales, and public relations to an internationally growing clientele. From there she managed the corporate art collection of Estée Lauder, enhancing her understanding of the world of luxury and style. The combination of all Ms. Duda's skills provides a contemporary, stylistic outlook into the world of public relations, marketing, and sales. Amongst others Ms. Duda represents The Betsy South Beach, Desires Hotels, the Cassa New York as well as the Franklyn Hotel Group.

Klaus Tenter It is a given that Mr. Tenter greets with a strapping handshake due to the expansive grip he has on the managerial realms of luxury hospitality. With an extensive twenty-five career at Four Seasons hotels throughout the world including the Four Seasons Newport Beach and the Four Seasons Toronto, Mr. Tenter has become a savant of his profession. In fact, the Acqualina Resort & Spa has named Klaus Tenter as the Chairman of the Acqualina Executive Committee. The three decades over which he became a leading captain of his trade, Mr. Tenter has expanded his reach around the globe from his homeland of Germany, to Canada and the US. With this web of professional mastery behind him, Mr. Tenter began his own personal advising in the luxury boutique industry, bringing many hotels to international accreditation. Most recently, he managed the development and opening of the Hazelton in Toronto He is adept at planning and overseeing pre-opening and opening activities, starting hotels on the right path to success. In combination with the reputation, vision, creativity, and experience of the team of professionals at Tailored Hospitality International, Mr. Tenter brings with him a solid name, a solid career, and thus a predictably solid future for all our clientele.

Seth Cenac A 25-year veteran of the IT trade, Mr. Cenac is now the Vice President of Grove Networks. Throughout his career, he has serviced notable clients in a variety of industries, including J.P. Morgan Chase, New York Times Company, Citigroup, Freeport McMoRan, NASA, Young & Rubicam, Crispin Porter, Penson Financial Services, and Latter & Blum.

He directs the Hospitality Services team of Grove Networks, which includes full-service design and implementation of IT infrastructure, systems and software for new building and renovation projects. Grove Networks also provides day-to-day full-service IT management of operational hotels, both domestically and internationally.

Mr. Cenac has applied his much demanded and well developed experience in such locations as The Iron Horse Hotel, a 100-room boutique hotel located in Milwaukee, WI, recently named Boutique Hotel of the Year by the Boutique & Lifestyle Lodging Association, The Betsy South Beach, Cassa Hotel & Residences, a 165 room, 44-story luxury hotel in Midtown Manhattan, NYC, and Buccament Bay Resort, a 368-unit 5-star luxury resort in St. Vincent & The Grenadines.



Debra Klemm. Both owner and president of D.L.K. Consulting, which offers representation to luxury independent hotels across the globe, Ms. Klemm has dedicated over twenty years to the hospitality industry. Her company specializes in competitive rates for hotel production and also Corporate Entertainment. Her extensive career began worked with the notable Chris Blackwell, founder of Island Records and Island Outposts, on The Tides, South Beach. She has also work for Ian Schrager and was Regional Director of Sales at Delano and The Shore Club. After this experience, Ms. Klemm joined Sol Melia to assist with the launching of their new design hotels with the “ME” branch which launched “ME by Melia” hotel in Madrid, Spain, ME Cabo San Lucas, ME Cancun, and ME Barcelona.

Laura Abrams As Vice President of Marketing for Stonehouse Resort Management, Ms. Abrams is responsible for the sales and marketing strategies for Casa Morada and all future Stonehouse Resort Management properties. With the addition of Ms. Abrams, the well-recognized Casa Morada has achieved number one status on trip advisor for over 6 years. Prior to joining Stonehouse in 2002, Ms. Abrams served as President of Hospitality Management Group, a hospitality consulting firm specializing in customized marketing and operations programs for boutique hotels and resorts worldwide. She also held positions as Corporate Director of Sales and Marketing for Island Outpost Hotels and sales positions with other prestigious hotel groups to include Westin, Omni and Fairmont Hotels. Ms. Abrams has also spent seven years as Director of Sales and Marketing for Ian Schrager’s Morgans and The Royalton in New York City and assisted in the re-opening of Mondrian in Los Angeles. Throughout her successful career, Ms. Abram Has developed strong relationships with top decision makers in fashion, film, weddings and corporate and leisure travel agents to increase occupancy during off-peak periods.

Dawn Esposito Ms. Esposito’s strong connections in the luxury travel industry make her a valuable asset to the team. Ms. Esposito began the early part of her career at ABC Television Network with a focus on marketing and media relations. Ms. Esposito’s passion for travel prompted her to take an opportunity with Rosewood Hotels and Resorts. During this time, she represented Rosewood Little Dix Bay, Caneel Bay and Jumby Bay in the Caribbean as well as opened Acqualina Resort and Spa in Miami Beach in 2006 as part of the Rosewood Collection. Ms. Esposito was instrumental in repositioning Grace Bay Club and Grace Bay Resorts in Turks & Caicos. She lead the sales & marketing team launching the uberluxe Estate at Grace Bay Club and the new Veranda Resort, the first luxury fully inclusive resort in Turks & Caicos as part of Grace Bay Resorts. Ms. Esposito has a passion for experiencing the world and contributing back to the environment.



Angelo Caroli Mr. Caroli has developed a unique full concept for Health Clubs & Spas, completed by the extraordinary Spa Naturals skin care collection. He was the creator of a method, bringing together three essential principles of well-being: body, mind and soul. His method is constantly evolving through new researches and new combinations of treatments.

The Spa Naturals line features the original recipes with a very high content of natural and fresh extracts grown in “Orti Fiorentini” (a real guarantee of quality and naturalness), and then immediately processed with highly technological methods in the nearby cosmetics lab. Additionally, the vacuum packaging minimizes the use of preservatives (even natural) and enhances the freshness of the active ingredients. Given this line has originally been created to be used by the experienced hands of a qualified staff, all the esthetic Protocols are available, even if its benefits can be also recreated at home by the most demanding customers. Made in Italy, the Angelo Caroli concept is a great mix of exquisite taste and high quality. His consultancies and specific services are already tested internationally inside some of the most prestigious Hotel Spas, and constantly expanding around the world becoming a real “trend setter” on how to achieve a good quality of life. His expertise in the Health Club & Spas industry is a critical component in our services offered to the luxury boutique environment.

Stephen Thurston Mr. Thurston is a twenty-five year veteran of the accounting trade, utilizing his specialized skills towards the real estate and hospitality industry. As a Certified Public Accountant, Mr. Thurston’s areas of expertise in the trade include real estate investment and development, hospital-ity operations, tax planning and compli-ance, and financial due diligence on ac-quisitions opportunities. Prior accounting work of Mr. Thurston also includes the food and beverage sector as well as real estate development and construction.

His synthesis of both the accounting and hospitality industries began during his membership of Pannell Kerr Forster Worldwide. Most recently, Mr. Thurston has overseen financial reporting and has been a key contributor to asset managing at properties such as Pelican Grand Beach Resort in Ft Lauderdale and the Artmore Hotel in Atlanta. To every current chal-lenge across a board of business environ-ments, Mr. Thurston carries over his wide range of experience and accounting ex-pertise to tailor a solution.

Holly Ferguson is a coordinating force of nature. As an expert in negotiating deals and oversee-ing multi-million dollars, she has worked with artists such as U2, Melissa Etheridge, Bon Jovi, Rhianna and Kanye West during her 20 year career with Island Records. Recently, Ms. Ferguson has shifted the focus of her talents towards purchasing and logistics for Jamaican resorts such as Goldeneye, Jakes, Strawberry Hill, The Caves, GeeJam and a seaport shopping village, each a Chris Blackwell enterprise.

She specializes in hotel operating equip-ment, supported by accountable budget-ing, detailed equipment lists, product standards, and supply co-ordination. Working mostly overseas, Ms. Ferguson is also an expert in international import and export. She will negotiate the lowest pos-sible prices, and ensure through logistical planning, all items are delivered in a time-ly manner. Similar to Chris Blackwell, she considers a resort similar to an album with each space a beautiful melody. It takes a coordinating and trained eye like Holly’s to create such an in sync tune.



Sean Drake is all about the aesthetic. A homegrown Floridian, with a hunger for the continental, Sean gained enrollment into the prestigious Miami Ad School, where he honed his skills in photography, photo design, advertising, package design and art direction, Sean also mastered his graphic design skills.

Feeling the need to inject a sense of honest, intelligent and sharp wit into the development of brands, design and advertising, Sean Drake is the source behind SuperMarket's ethos of clean, fresh, classic design that is forward thinking yet approachable. Drake is responsible for the brand revitalization of International Polo Club, amongst a roster of hospitality to medical clients including Bardot Miami, Ultra Records, Davidoff Law Firm, Tata Harper, Hotel Victor, The Betsy, Quattro, Domo Japonese, Gigi, Bombardier Private Jets, Red Eye Productions, Nue Studio, New World Symphony and TARA Ink.

From master art direction, perceptive photography, branding that resonates and the most graphic of graphic designs, Sean Drake's approach to brands and design encompasses wit, logic, color and a politician's spin; all in the name of tapping into human insight, with an unapologetic penthouse, outside of the box. After all, location is everything.

Michelle Leshem, originally hailing from Toronto, Canada, Michelle Leshem, had some other plan in mind, while receiving her Bachelor of Arts degree in psychology at York University. Dissatisfied with both the weather and work opportunity that Canadian life had to offer, she made the risky decision to move to Miami in search of all the mystique, temptation and promise the beach had to offer.

With her years of experience in developing and managing marketing and experiential events, Leshem notice a void in the market. She chose to bridge the gap between promotions and public relations by creating a multi-disciplinary design, marketing and branding agency for both hip and luxury lifestyle brands.

With over 10 years of experience in brand management, marketing and event production, Super Market has produced over 100 events and has worked with international brands like Mercedes Benz, Conde Nast Publications, International Polo Club, Heineken and Bacardi.

Taking her innate passion for design and storytelling, together with her partner, Sean Drake, they have begun developing branded environments for hospitality, galleries and retail organizations.

Jim, Mike, Steve, and Perry Boucher The Boucher brothers started their wildly successive careers in the hotel industry as pool boys at the Holiday Inn Newport Crowne Plaza in North Miami Beach and now run a management company that is renowned on oceanfront properties from Virginia beach down the entirety of the east coast.

Their firm, Boucher Brothers Management, serves over 50 hotel properties throughout South Florida, including Ritz-Carlton, South Beach, Fontainebleu, Delano, Tides, Savoy, and Casa Grande. Recipients of the Five Star Diamond Award, presented by The American Academy of Hospitality Science, the brothers' are celebrated as masters in guest satisfaction and customer service and their staff follows in their hospitality ideals.

Their company provides various poolside and beachside services, including everything from cool water misters to water sports equipment. Pioneers in the beach service industry, the Boucher brothers are masters of the subtleties of their trade, which they helped establish. Devoted to the culture of water which defines South Florida life, the Boucher brothers are driven to enhance everyone's stay in this pristine spot.



Joseph Washington Many of South Florida's most luxurious hotels trust their safety and security to Mr. Washington as President of DRT Security Services, Inc. Since 2003 DRT Security has provided security and consulting services for The Tides, The Setai, The Victor and Acqualina Resort. Specializing in risk management within the hospitality industry, Mr. Washington has worked closely with the owners and developers of various properties from pre-construction to grand openings. Mr. Washington's experience begins with his extensive knowledge in hotel loss prevention, a valuable asset he learns as The Director of Security for the Paramount and the Royalton Hotels in New York City.

Prior to starting DRT Security, Mr. Washington was Director of Security and Risk Management for Island Outpost, LLC where he was responsible for the all security features at their South Beach properties. His implementing of a comprehensive safety and security program throughout these hotel properties resulted in an overall savings in insurance premiums and food & beverage costs. As a member of the American Society for Industrial Security (ASIS) and the Miami Electronic Crimes Task Force (MECTF-United States Secret Service) Mr. Washington is able to stay current on all aspects of protection from physical threats to electronic fraud.

Alan Massarsky Mr. Massarsky is founder and president of Marshall-Alan Associates, a full-service, diversified executive managerial search firm. Focusing his work in boutique and luxury property management, Mr. Massarsky's firm is supported by his thirty-five years of experience and his keen ability to discern the unique needs of each organization and their personnel. It is this ability to understand the nuances of the culture and necessities each individual hospitality organization that has led Mr. Massarsky to amass a group of major industry figures who both trust and consistently rely upon Mr. Massarsky's expertise.

He runs his firm with professional discretion and a high standard of business ethics, conducting confidential searches to fulfill positions in both middle and upper management. His experience in the field has also allowed him to acquire an immense international network of resources to better conducting assignments for his clients. Mr. Massarsky's well established credentials have allowed for such notable clients as Ian Schragar, Morgans Hotel Group, Andre Balazs Properties, Marriott International/ Edition Hotels and Thompson Hotels, as well as major luxury clients such as Ritz-Carlton, Trump International, Mandarin Oriental and Peninsula Hotels. Strategic Marketing Ambassador

Elaine Goldhill has been president and CEO of Elaine Goldhill Travel Consultants for the past 34 years. With her intense passion for travel and world exploration, Elaine has an inherent understanding of the nuances of the hospitality industry. She possesses the uncanny ability to evaluate a product from two distinct vantage points - that of a retail travel executive as well as a seasoned independent traveler. She understands the touch points that define a stellar operation, and presents a realistic evaluation of logistical and operational challenges. Her comments are the product of a detailed and rigorous inquiry, backed by her unrestrained knowledge of guest expectations.

Elaine Goldhill is on advisory boards of many hotels. Her work as a consultant is well known with widespread corporate and private client relationships. Her spotlight on detail and expansive knowledge of varying areas of travel, help provide keen service to those who are used to opulence and those who have very particular needs.

Ms. Goldhill's vast worldwide travel, her association with hotel boards and representatives, and the unique ability to quantify and qualify the details of travel-related businesses make her a unique talent in the field.



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