

Profile

Which Boards would you like to apply for?

Citizen's Energy Advisory Commission: Appointed
Greater Raleigh Convention and Visitors Bureau: Submitted

Please select your first Board preference: *

Citizen's Energy Advisory Commission

Please select your second Board preference: *

Greater Raleigh Convention and Visitors Bureau

Please select your third Board preference: *

Capital Area Workforce Development Board

Please select your fourth Board preference: *

Commission for Women

Please select your fifth Board preference: *

Information Technology Advisory Committee

Please select your sixth Board preference: *

None Selected

Jennifer _____ Royle _____
First Name Middle Initial Last Name

5917 Valley Estates Drive _____
Street Address Suite or Apt
Raleigh _____ NC 27612
City State Postal Code

What district do you live in?

District 7

Home: (919) 818-1711 _____ Home: (919) 818-1711 _____
Primary Phone Alternate Phone

roylejennifer@gmail.com _____
Email Address

Smart Grid Applications, _____ Partner Relationship Manager _____
Siemens Energy Job Title
Employer

If you live in an Extraterritorial Jurisdiction Area, select Yes:

Yes No

In order to assure countywide representation, please indicate your place of residence:

Raleigh

Interests & Experiences

Why are you interested in serving on a Board or Commission?

Work Experience

Technology marketing and sales professional with a strong focus on emerging technologies and great interest in energy conservation and distributed generation. Graduate degree in Corporate Communication centered on technologically mediated communication.

Volunteer Experience

Volunteer experience includes appointment to the Wake County Citizens Advisory Commission with a focus on organizational and Energy Camp planning and external communications to the community.

Education

BS; Mass Communication, East Carolina University MS; Corporate Communication, North Carolina State University

Comments

Very simply~ I feel inclined and compelled to give back to this great community that I belong too. My goal is to make a strong contribution offering my professional and personal experience as beneficial.

[ROYLEJENNIFERFemale10-20-1973_Wake_County_Jennifer_Royle_Professional_experience.doc](#)

Upload a Resume

If you have another document you would like to attach to your application, you may upload it below:

Please upload a file

Demographics



Date of Birth

Gender *

Female

Ethnicity *

Caucasian

Other

How did you become aware of Wake County volunteer opportunities?

Current Wake County Volunteer

If you selected "Other" above, how?

Please upload a file

ETHICS GUIDELINES FOR COUNTY ADVISORY BOARDS AND COMMISSIONS

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By submitting this electronic application, if appointed, I pledge by my signature below that I have read and will comply with the ethics guidelines for advisory boards and commissions as adopted by the Wake County Board of Commissioners which are found at the link below.

<http://www.wakegov.com/commissions/Documents/CodeofEthics.pdf>

JENNIFER H. ROYLE
5917 Valley Estates Drive
Raleigh, North Carolina 27612
Office 919.676.5807
roylejennifer@gmail.com

Profile

Top performing complex systems sales and marketing professional with proven ability to conceptualize, structure, and achieve both market and profit objectives. A track record that demonstrates self-motivation, creativity and initiative as reflected in program strategy, execution, and management.

Strategic Business Planner, Smart Grid Applications

March

2011- October 2011

Siemens Energy, Wendell, North Carolina

Global visionary and power systems provider of products, services and solutions across the entire energy conversion chain designed to transform the aging power grid into an intelligent network.

- Solidified strategic promotion of forward-leaning applications comprised of: Demand Response and Home Energy Management, Meter Data Management, Microgrids, Electric Vehicle Infrastructure and Communications solutions to align business unit strategy and meet revenue targets
- Fostered successful smart grid partner relationships resulting in pipeline expansion of \$0 to \$15MM within six months
- Developed portfolio positioning, messaging, and key sales plays to differentiate market approach and deflate competition
- Identified and aligned 52 customer targets to promote strategic account planning and execution
- Initiated and facilitated highly technical solution workshops to identify customer use cases, design product offerings at conception through proof of concept, packaging and commercialization
- Framed, negotiated and executed strategic alliances with Tendril Networks, IBM and Nokia Siemens Networks within seven months
- Created and instituted alliance program to include: revenue potential valuation, strategic imperative definition, rules of engagement, execution and governance, and risk avoidance
- Successfully united disparate business units to accelerate corporate roadmap and enhance product portfolio resulting in novel solution-set to meet untapped market demand
- Designed and implemented technical enablement portal to support all phases of the sales cycle through customer delivery and deployment

Product Manager

Lexel Corporation, Long Island, New York
2010

2006-

Leading solution provider of complex ERP, supply chain and event management solutions for manufacturers; master developer of business intelligence suite distributed by Infor Global Solutions.

- Realized \$7MM in revenue gains within first fiscal quarter through aggressive new account pursuit while maximizing solution expansion spend among installed enterprise accounts
- Increased market share by 35% through strategic territory alignment and short and long range account plan execution
- Demonstrated solution and negotiated complex contracts to close high profile accounts such as: Sub-Zero Wolf, Bally Technologies , Berwick Offray and Adams Rite Aerospace for revenue gains of \$12MM
- Implemented in-depth customer assessment to gauge system utilization uncovering \$5MM in additional professional services profit
- Developed and executed national and regional customer and channel partner conferences to propel sales and incite revenue growth through prospect networking, in-depth solution demonstrations and panel participation
- Generated over \$750K in product upgrades by demonstrating strength of new release and instilling customer enthusiasm
- Responsible for content management, product placement and post event analysis and execution at annual global user conference with attendance in excess of 6,000
- Developed and published multifaceted suite of product collateral instrumental in enabling direct sales and channel partner market visibility and revenue generation
- Authored numerous white papers to act as evidence of value proposition and solution set
- Conceptualized “Knowledge Cart”; a 200 member global forum promoting solution based education sessions, customer roundtables and best practice examinations to drive eight new name accounts

Regional Vice President

2004-2006

CISTECH, Charlotte, North Carolina

Provider of enterprise systems, consulting and solution delivery to complex manufacturers.

- Doubled production within two years through strategic account management of a multi-state territory
- Won account confidence and achieved 110% of quota through mastery of product portfolio, proof of concept demonstrations and strategic account relationship management
- Implemented strategic business needs analysis to evaluate and communicate requirements to stakeholders resulting in penetration of twelve dormant accounts

Graduate Research Assistant

2002-2004

North Carolina State University, Raleigh, North Carolina

Appointment to provide faculty curriculum mentorship across University disciplines; program-related research, corporate communication best practices, PR, and program outreach.

Information Systems Consultant

Designed Data Systems, Greensboro, North Carolina
1999-2002

Developer of enterprise software and process consulting to wholesale distributors; emphasis placed on consultative sales.

- First nationally in new name accounts as recognized by national software developer; increased territory revenue by 135%

Business Development Manager

SPRAY TECH OF RALEIGH, INC. Raleigh, North Carolina
1997-1999

Innovative company introduced green building material to marketplace before wide commercial and consumer acceptance.

- Exceeded company profit objectives by 47%; developed suite of sales collateral to include: strategic market and competitive research, customer use cases and product datasheets

EDUCATION

North Carolina State University, Raleigh, North Carolina
Master of Science; Corporate Communication

East Carolina University, Greenville, North Carolina
Bachelor of Science; Marketing / Mass Communication

Profile

Which Boards would you like to apply for?

Commission For Women: Appointed
United Arts Grants Panels: Appointed
Greater Raleigh Convention and Visitors Bureau: Submitted
Historic Preservation Commission: Submitted

Please select your first Board preference: *

Commission for Women

Please select your second Board preference: *

Greater Raleigh Convention and Visitors Bureau

Please select your third Board preference: *

Historic Preservation Commission

Please select your fourth Board preference: *

Council on Fitness and Health

Please select your fifth Board preference: *

Economic Development Commission

Please select your sixth Board preference: *

Cary Planning and Zoning Board

Lacey _____ Senko _____
First Name Middle Initial Last Name

111 Braelands Dr. _____
Street Address Suite or Apt

Cary _____ NC 27518
City State Postal Code

What district do you live in?

District 4

Home: (919) 900-8900 _____ Home: (703) 927-7010 _____
Primary Phone Alternate Phone

laceymc14@yahoo.com _____
Email Address

Cisco Systems

Employer

Head of Developer Marketing

Job Title

If you live in an Extraterritorial Jurisdiction Area, select Yes:

Yes No

In order to assure countywide representation, please indicate your place of residence:

Cary

Interests & Experiences

Why are you interested in serving on a Board or Commission?

Last year I served on the United Arts Grant Panel and had a great experience. I have lived in Cary for 10 years and want to get more involved in my local community.

Work Experience

Nearly 20 years of tech marketing, event development, PR and communications experience often being the only female in a male-dominated tech industry.

Volunteer Experience

Reading mentor, Washington DC public schools STEM mentor through Durham County Public Schools Room mother for daughter's 2nd and 3rd grade classes United Arts Grant Panel member (2017) Regular volunteer at Brown Bag Ministries and With Love from Jesus Food Bank Volunteer reader Community service at With Love from Jesus~ a food pantry in downtown Raleigh...

Education

BA from University of California Santa Cruz MBA from University of Maryland College Park

Comments

I am a full-time working mom that is passionate about all women's issues and working to make Wake County an example for NC and the entire US as a place where women have equal opportunities and supported successes. I have nearly years of marketing and branding experience. Coupling this with one of my passions is a winning combo.

[ResumeLMCS.pdf](#)

Upload a Resume

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Please upload a file

Demographics



Date of Birth

Gender *

Female

Ethnicity *

Caucasian

Other

How did you become aware of Wake County volunteer opportunities?

Other

Erv Portman

If you selected "Other" above, how?

Please upload a file

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Lacey Caldwell Senko

111 Braelands Dr., Cary, NC 27518 (703) 927-7010 (m), (919) 900-8900 (h)
lacey.caldwell@gmail.com

EXPERIENCE

CISCO, *Head of Developer Marketing, current position*

- Establish and lead content, digital marketing and go-to-market strategy and planning for DevNet, Cisco's developer community
- Work with internal business units to establish cooperative marketing campaigns including Meraki and Spark
- Manage and developer Cisco DevNet "stories"—a collection of case studies to prove ROI
- Oversee and manage DevNet social channels and blogs
- Establish and lead developer event strategy and oversee internal and external event execution, including launching DevNet Create, establishing our 3rd party event strategy and making the DevNet Zone at CiscoLive! events to be the most visited area of show floor
- Develop new messaging for DevNet—appealing to developer and networking audiences.
- Work with design team to redesign DevNet portal to make it more user friendly
- Establish DevNet PR and AR strategies, oversee execution
- Partner with Cisco's Network Academy Graduates to tout the benefits of skill building and learning through DevNet
- Manage staff and worldwide marketing budget
- Serve on DevNet leadership team and responsible for business unit success
- Manage external agencies and vendors

QLIK, *Senior Director, Developer Marketing, 2016-2017*

- Establish and lead content and marketing strategy for developer marketing program
- Lead developer-focused digital, inbound, and content-led marketing campaigns resulting in awareness, engagement and revenue for Qlik. Grew open source community membership by 40% in six months.
- Launch social channels for Qlik developer program
- Establish and lead developer event strategy and oversee internal and external event execution
- Define strategy for developer program including pricing, packaging, delivery, data collection, market validation, marketing plan and execution
- Work with academic program to introduce students to Qlik software. Leading marketing campaign to students
- Led launch of Qlik Playground, a free coding environment to showcase Qlik APIs and data engine, increased community registrations by 300%
- Segment developer audience and create developer-specific messages for products and solutions.
- Content, copy and strategy owner for Qlik's open source project site, Branch
- Manage developer analyst program and case study program
- Manage staff and marketing budget of \$650K per year
- Manage external agencies

IBM, *Head of Content and Marketing, IBM developerWorks, 2014-2016*

- Created and executed inbound and outbound content-led marketing strategies and tactics to nurture developer leads, further engagement, purchase and adoption of IBM's cloud and SaaS offerings. Led effort to reach 1M software trials in 12 months
- Defined strategy for launching developer program worldwide including pricing strategy, packaging, delivery, data collection, market validation, marketing plan and execution
- Implemented marketing automation platform (SilverPop) to execute content-led marketing strategy and database overhaul to further nurture leads and profile audience
- Defined developer cohorts/personas for IBM's cloud and SaaS offerings
- Redefined content strategy and market positioning of IBM's developer portal, developerWorks. Created SEO-friendly content and to deliver target of 5 million UVs per month
- Established new content areas for IBM including Internet of Things and cognitive computing zones
- Defined and oversaw developerWorks' social media strategy resulting in growth of communities to over 150K followers worldwide
- Planned 3rd party developer event strategies and oversaw onsite execution
- Created executive communications—including internal and external communications

- Established new voice and messaging for developerWorks as a brand, established sub-brand strategy
- Defined 3rd party partnership strategy to grow audience. Oversee execution
- Managed external agencies
- Grew marketing staff from 3 to 12 in one year. Managed marketing and content staff of 18, marketing budget and ROI analysis

TM Forum Vice President, Marketing 2010-2014

- Develop, oversee and execute yearly B2B and B2C marketing, marcom, analyst relations, partnership and PR plans (using both inbound and outbound marketing techniques) for organization of nearly 1000 telecommunications and IT member companies
- Member of the Senior Leadership Team; owned marketing strategy, lead generation and responsible for revenue generation and overall organizational strategy and results
- Implemented best-in-breed marketing technology. Led implementation of Act-On Automation Platform. Led analytics approach to marketing through Google Analytics, KISS Metrics and Optimizely
- Established content-led marketing strategy resulting in highest online engagement ever
- Led event strategy for organization—including positioning, messaging, theme creation, and end-to-end marketing and lead nurture for 6 global TM Forum events and 6 yearly 3rd party events
- Establish go-to-market strategies for range of products including: data analytics, revenue management, cloud, network function virtualization, cyber security, and customer experience management. Grow new audiences including developers and sales/marketing professionals
- Develop and execute successful demand generation marketing plans using a variety of channels including: email, web, social media, telesales, direct mail, 3rd party events, paid media, speaking engagements, and partnerships Measured by NPS and integrated analytics
- Define and oversee organization's social media strategy resulting in growth of communities by over 500%
- P&L responsibility across all products including growth in active engagement, event attendance and revenue, and growth in membership numbers and revenue
- Rebranded TM Forum. Ran focus groups, completed full competitive analysis that resulted in new corporate messaging, updated look and feel and new approach to sales collateral
- Establish and oversee strategic partnerships and alliances to grow adoption of services and membership.
- Lead TM Forum's PR and AR functions and strategies--focused on positioning TM Forum as a leader in the digital world. Established yearly PR and analyst audit of organization to track thought leadership progress. Managed outside agencies
- Managed and led geographically dispersed team of 12 focused on delivering marketing campaigns to reach strategic and financial goals of the organization
- Manage yearly marketing budget

Connect2 Communications, 2008-2010

- Developed strategic marketing and communications plans for tech and telecom clients. Defined communication strategies, message development, inbound marketing, internal comms, and social media strategies, event execution, recommendations for: ad buys, direct mail, B2B marketing, trade show participation, awards and speaking opportunities and possible partnerships
- Led strategic marketing and communications team. Ensured deliverables are achieved on time and on budget. Account lead for clients totaling over half of firm's yearly revenue
- Planned and conducted market research for clients as needed. Analyzed results and made strategic recommendations
- Established and built relationships with industry and financial press and analysts
- Developed marketing collateral for clients—both digital and print
- Created and refreshed branding for clients including logo creation, message development, marketing collateral and website redesigns
- Edited and wrote press releases and blogs
- Developed new business opportunities, responded to RFPs and wrote new business proposals
- Managed \$500,000 budget and staff of 5

SmartMark Communications, 2007-2008

- Evaluated, reworked and/or develop new messaging and branding for tech and telecom clients to establish consistency between marketing and PR strategies
- Developed yearly and quarterly strategic communication plans for clients
- Developed and pitched relevant stories to industry media (IT, telecom, business and financial press.), wrote press releases

- Evaluated and recommended industry event participation and explore co-marketing opportunities for clients

Telecommunications Industry Association, 2005 – 2007

- Using the marketing mix, designed and oversaw world-wide B2B and B2C marketing and communications campaigns to strengthen conference attendance
- Established and led event brand and program development for association—resulting in an average of 40% increase in educational and networking event attendance
- Developed association-wide member-benefit program
- Led market research effort for launch of new event including SEO, new logo development and new website development
- Evaluated and oversaw international and domestic strategic partnerships
- Managed partner marketing and communications including other association relationships, third party partners, and member companies
- Created and led “education and content advisory board” of members to maintain integrity of educational content and programs
- Identified and secured well-known industry and world-wide leaders as keynote speakers
- Attended and presented at three-time yearly Board of Directors meeting, managed staff of four

TM Forum, Morristown, NJ, *Marketing Program Manager*, 2001 – 2005

TeleStrategies Inc., McLean, VA, *Senior Reporter*, 2000 - 2001

Warren Communications News, Washington D.C., *Associate Editor*, 1998 - 2000

EDUCATION

University of Maryland, R. H. Smith School of Business, College Park, MD

M.B.A., May 2005. Concentrations: Marketing and Strategy

University of California, Santa Cruz, CA, B.A., 1998. Concentration: American Studies

Profile

Which Boards would you like to apply for?

Greater Raleigh Convention and Visitors Bureau: Submitted

Please select your first Board preference: *

Greater Raleigh Convention and Visitors Bureau

Please select your second Board preference: *

None Selected

Please select your third Board preference: *

None Selected

Please select your fourth Board preference: *

None Selected

Please select your fifth Board preference: *

None Selected

Please select your sixth Board preference: *

None Selected

Mark
First Name

F
Middle Initial

Zimmerman
Last Name

103 Mayfield Drive
Street Address

Suite or Apt

Apex
City

NC
State

27539
Postal Code

What district do you live in?

District 2

Mobile: (919) 271-7974
Primary Phone

Business: (919) 828-3356
Alternate Phone

mzimmerman@aloftraleigh.com
Email Address

Aloft Raleigh Hotel
Employer

General Manager
Job Title

If you live in an Extraterritorial Jurisdiction Area, select Yes:

Yes No

In order to assure countywide representation, please indicate your place of residence:

Apex

Interests & Experiences

Why are you interested in serving on a Board or Commission?

I have been worked in a variety of positions within hotel/hospitality for years. Additionally, I have worked for Convention and Visitors organizations. I am a strong believer in promoting and representing tourism in order to attract visitors to our county. Visitors mean economic growth for businesses of all sizes.

Work Experience

I have worked for Marriott International and Starwood for over 30 years. I have held a number of positions including General Manager and Regional Director of Sales and Marketing. I have worked for the Valley Forge Convention and Visitors Bureau in the role of Senior Vice President of Sales and Marketing.

Volunteer Experience

I have been a volunteer on a number of boards both personally and professionally. (noted on my resume)) I have been a hospitality/tourism guest speaker for a number of universities as well as the New York State Department of Hospitality and Tourism.

Education

New York State University at Delhi. I have a major in Hospitality/Tourism and a minor in Accounting.

Comments

[Mark Zimmerman_s Resume..pdf](#)

Upload a Resume

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Please upload a file

Demographics


Date of Birth

Gender *

Male

Ethnicity *

Caucasian

Other

How did you become aware of Wake County volunteer opportunities?

Other

CVB

If you selected "Other" above, how?

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MARK ZIMMERMAN

103 Mayfield Drive, Apex NC 27539

mszimm04@gmail.com
919-271-7974 (cell)

EXECUTIVE SUMMARY

Innovative executive professional with demonstrated success in sales and marketing, general management, revenue management, budgeting and financial management, analytical/strategic forecasting and planning. Expertise in leadership development and administration with demonstrated ability to communicate and work effectively across multiple levels of an organization. Reputation as a change agent with the ability to analyze issues, devise, implement and measure process improvement plans. Strong personal integrity and proven performance provide the foundation for future advancement.

PROFESSIONAL EMPLOYMENT HISTORY

2015-Present General Manager---Aloft Raleigh Raleigh, NC

Opening General Manager responsible for all aspects of ordering; staff development; state and county regulations; operational strategic setup and alignment; training and market analysis and positioning. Additionally partnered with both Starwood and General Contractor to ensure timely opening and adherence to all established operational standards. Overall responsibilities include overseeing all departments within the hotel including daily rate and revenue strategies, overall customer satisfaction and financial obligations. Consistently ranks one of the top hotels in the Aloft brand in both overall customer satisfaction and Food & Beverage presentation and product. In less than one year, achieved and maintained overall Revpar Index expectations for all comp sets. Met and exceeded budgeted revenue goals every year since opening. Partnered and established the Aloft as the VIP host hotel for a number of organizations, including NC State University, for a variety of special events.

2011-2015 Senior Vice President Sales and Marketing Valley Forge, PA
Valley Forge Convention and Visitors Bureau

Strategic business leader and mentor within the organizations sales and marketing arena. Provide leadership in establishing and monitoring metrics; honing the deployment of the sales efforts; customer and industry presentations; reaching out to the CVB's stakeholders' sales operations and working to further establish the destination within all the appropriate business segments. Oversee and direct the bureau's marketing efforts in electronic marketing, consumer database management, advertising and public relations. Manage five director level positions: Director of Convention Sales, Tourism Sales, Electronic Marketing, Services/Membership and Communications. Work directly with the President and CEO of the organization and assume required responsibilities in his absence.

2010-2011 General Manager---Crowne Plaza Syracuse (Richfield) Syracuse, NY

Based on operational and sales excellence, selected to convert this property from a Marriott Renaissance to a Crowne Plaza hotel on a fast track basis. During the conversion raised customer satisfaction scores over 20 points as well as increased revenue on the books over one million dollars within the first three months.

2009-2010 Corporate General Manager (Richfield) Missoula, MT
El Paso, TX

Provided senior level management leadership to the properties during search for full time General Managers, responsibilities include, associate and owner relations, guest satisfaction, standards compliance, asset management as well as revenue management and profit maximization.

2007-2009 General Manager---Albany Holiday Inn (Richfield) Albany, NY

After one year in the position of Director of Sales and Marketing, was promoted to the General Manager position.

MARK ZIMMERMAN

Strategic Business Leader for this hotel's 312 rooms and 22, 000 square feet of meeting space. Responsible for ensuring the strong financial performance of the hotel, positive guest and internal customer relations as well as strong public and community relations within the market. Year over year growth in revenue per available room, market penetration, Global Distribution System productivity, guest satisfaction, associate satisfaction as well as food and beverage outlets provided the measurement of success.

2006-2006 Corporate Director of Sales & Marketing---Merritt Hospitality Group Albany, NY

Provided and managed direction, market analysis, deployment and training within the Sales/Marketing discipline for the Marriott and Renaissance branded hotels in the portfolio. Developed and managed the implementation of corporate portfolio sales initiatives. Customer satisfaction, associate satisfaction and owner satisfaction provided the basis for this position.

1999-2006 Director of Sales and Marketing---Albany Marriott Hotel Albany, NY

Functioned as the Strategic Business Leader of the hotel's Sales and Marketing department, overall responsibilities include achievement of revenue goals, guest and associate satisfaction, ensuring the strong financial performance of the department, and leading the sales functions to build long-term, value-based customer relationships that enable achievement of hotel sales objectives. Proactively positioned and marketed the hotel, created and implemented hotel wide business plan and budget to enable development of hotel specific campaigns, promotions, and collateral. These responsibilities along with strategy creations and executions within the Revenue Management and Event Management disciplines escalated my team to the highest achievement of Marriott International's Sales Team of the Year Northeast region.

1999-1999 Director of Market Revenue Strategy ---Philadelphia Airport Marriott Philadelphia, PA

Oversaw the total Revenue Management as well as Sales and Marketing tasks for eight full and limited service Marriott hotels within the Philadelphia Airport Cluster. Budgeting and forecasting for long term revenue growth was the norm.

1994-1999 Regional Director of Sales and Marketing --- Marriott International Syracuse, NY

Directed and trained the sales leaders and teams of over 50 Residence Inn's by Marriott hotels located within the Northeast, Midwest and Canada. Marketing plans, revenue management strategies, sales promotions, cluster/lodging activities, franchise/owner relations, National Sales conference developer/ presenter. Recognized with an outstanding franchise partnership award.

1990-1994 General Manager --- Syracuse Residence Inn by Marriott Syracuse, NY

Opened hotel as General Manager and led the entire management team and associates to Marriott International's recognition of the company's highest award for outstanding customer service and overall hotel performance three years in a row. Achieved and maintained highest award levels for overall Associate Satisfaction; additionally received the recognition of being the first hotel in the history of Marriott to achieve a perfect internal audit.

PROFESSIONAL AFFILIATIONS/AWARDS

Board of Directors for the Albany County Convention Bureau; Executive Committee Director for the Syracuse Convention Bureau; Board member for the Montgomery County Community College Culinary Arts Division; Hospitality Advisory Board member and guest lecturer at State University of New York at Delhi and Schenectady County College; Advisory Board member for Muscular Dystrophy annual fund raiser; Senior High Youth ministry leader for local church; recipient of college Alumni of the Year; Marriott Manager of the Year; Marriott Franchise Partnership award; Sales/Marketing and Revenue Management class facilitator for the New York State Hospitality and Tourism Association; Member of Hotel Sales Marketing Association International and Pennsylvania Association of Travel and Tourism.