

“Say Hello to Blu” Design Presentation of Radisson Blu

KEYNOTE PRESENTATION



**Thomas Trout
Vice President of Planning and Design
Carlson Hotels The Americas**

Thomas Trout is vice president of architecture and planning for Carlson Hotels the Americas, a division of Carlson Hotels Worldwide.

Trout, who has more than 25 years' experience in planning, budgeting, design and construction in the hospitality industry, is responsible for managing the Technical Services for the owned and managed hotels for Carlson. He oversees the design and construction standards for Radisson Blu and Radisson, as well as managing the company's project planning and design processes for its owned and managed portfolio.

Before joining Carlson, Trout was vice president of design and construction for Promus Hotel Corporation in Memphis, Tenn. He was responsible for the coordination of capital expenditure programs for 275 managed hotels and resorts. He also oversaw the

planning, design and execution of \$40 million in conversion renovations and technical service projects for new building hotels.

Prior to joining Promus Hotel Corp., Trout was vice president of design and construction for Doubletree Hotels in Phoenix, Ariz. He also worked as a project director for Hyatt Hotels in Chicago, Ill., and was principal of his own architectural firm for six years, specializing in restaurant design.

Trout graduated from the Illinois Institute of Technology with a 5 year bachelor's degree in architecture and is a registered architect in the states of Ohio, Arizona and Minnesota. He also is registered with NCARB.

CEU SPEAKERS



Jeffrey R Dross
Kichler Lighting, Cleveland, Ohio
CEU: The LED Advantage

In 1974, while studying Architecture, Jeff started his career in lighting. Chiefly concerned with running Engineering for 25 years, he has since been involved in many other facets of the business including QA, Graphics, production trouble-shooting, International vendor communications, an ERP systems implementation and Product Management with responsibility for Landscape, Systems Lighting and their Energy Efficient lines. He is currently Corporate Director, Education and Industry Trends. He also serves as trends analyst and often-quoted media spokesperson. Jeff understands that the face of lighting is ever changing and has been involved in a number of industry roundtables that are working to plan for the future. He is a past Chair of the Manufacturers & Suppliers Advisory Committee of the National Kitchen & Bath Association.



Brian Helder
Kalisher
CEU: Art is Love - Art Trends

Brian graduated from the University of Michigan, has lived in New York City, Atlanta, Chicago and now resides in Palm Springs, CA. He has worked both for some of the largest Brands in the hospitality industry (IHG, Hilton, Hyatt) and for several well respected architecture and design firms.

He met Jesse Kalisher while working as Director of Design at Hyatt. Kalisher continued to exceed expectations on Hyatt work and a strong bond was developed. Brian joined the Kalisher Team as an Account Director in 2011.

Interests outside of work include photography, folk art, farmer's markets and his beloved dog Bailey.

What is “Next” for Hospitality Design in Minneapolis and The Midwest

PANELISTS



Dan McElroy
President/CEO, Hospitality Minnesota

Dan became President and CEO of Hospitality Minnesota in January of 2011. The coalition includes the Minnesota Restaurant, Lodging, and Resort & Campground Association. This unique collaboration began in 1958.

Prior to joining Hospitality Minnesota, Dan was Commissioner of the Minnesota Department of Employment and Economic Development from 2007 through 2010, Chief of Staff to Governor Tim Pawlenty from 2004 through 2005 and Commissioner of Finance in 2003 and 2004.

Prior to his service in the Executive Branch of State Government, Dan served in the Minnesota House of Representative from 1995 to 2003, as Mayor of Burnsville from 1987 to 1995 and on the Burnsville City Council from 1983 to 1987. He was a Trustee of the Minnesota State College and University System from 2006 to 2012.

In the private sector, Dan spent 23 years running travel agencies and travel agency software and consulting companies. He is a member of the Burnsville Breakfast Rotary Club, the Burnsville Chamber of Commerce and the Citizens League of the Twin Cities. Dan and his wife Mary have lived in Burnsville for over 35 years.



Christopher Lower
Co-Owner, Sterling Cross Communications

Christopher Lower is the co-owner, with his wife Mary, of Sterling Cross Communications, an award winning public relations, marketing, web & mobile design, and social media firm celebrating their 10th year anniversary.

He is an award winning Sales Manager & Marketer, with 25 years in the retail, hospitality and medical-technical device industries. He has been a corporate trainer, designer, and creator of business development programs and marketing campaigns for several firms.

He is recognized as a Creative, an “out of the box” Social Media strategist, and a successful Public Relations and Business Writer.

Chris speaks regularly on the strategic integration of the components of Digital Marketing.

Previous Companies Chris has worked for: Quality Instrument Corporation, Zeiss Microscopes, Walt Disney World, Toys R Us, Starlog Franchise Corporation, and Build a Bear Workshops.

Chris’s Background:

- 25 years of Marketing, Sales, & Writing
 - 14 years of focus on integrating traditional PR & Marketing with emerging web technologies – Social Media, Mobile, and Local (location based) marketing.
 - Works for and has worked with over 47 Restaurant Brands, 12 Retail Brands, 20 Hotel Brands, 7 Shopping Mall Properties (Local, Regional, National, and Global) to promote and drive sales via traditional, social, and mobile channels and help them monitor their online reputation
 - Companies such as: Nath Companies (Axel’s, Bonfire, Denny’s, Burger King, & Radisson), Parasole Restaurants (Manny’s, Chino Latino, Pittsburgh Blue, etc.) Zenbox Izakaya, Insert Coins, Moto-I, The Herkimer, Baja Sol, Loring Kitchen & Bar, French Meadow, Calhoun Square, Ramada, Holiday Inn Express, Disney, Toys R Us, & Build-a-Bear.
 - Authored the book: *Checking into Foursquare - Strategies for Retail and Restaurant Marketing with Social Media*, due out in 2013.
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David Christie
Director, Target Field Events & Tours

David Christie joined the Minnesota Twins Organization in 2009 as they were preparing to move into their new home, Target Field, as well as launch a new line of business in the Events Industry. Under the leadership of Christie and his team, this new line of business generated over 300 events and exceeded projected revenue by 370% in 2010, the first year of operations. Business has remained strong in 2011, 2012, and 2013; continuing to average 300 events per year. In addition, Target Field hosted its first 40,000 person concert in 2012 – The Brothers of the Sun Tour, featuring Kenny Chesney & Tim McGraw.

Prior to his position with the Twins, Christie served as the Event Services Director for 11 years at the National Sports Center, a 660-acre multi-purpose events and sports complex in Blaine, MN.



Jeff Bornmann
Restaurant Developer

Jeff Bornmann has developed, opened and overseen the management of 25 restaurants and over a 1,000 hotel rooms in his career including: the \$30 million, 30,000 square foot, T-REX™ Café at Downtown Disney®, the \$16 million 19,000 SF Yak & Yeti Restaurant located inside Disney's Animal Kingdom, Backfire Barbeque™, featuring Orange County Choppers in Kansas City, the \$100 million Water Park of America indoor water park resort, the \$32 million Grand Rios Indoor Water Park Resort and the \$45 million conversion of the historic Minneapolis Athletic Club to the Grand Hotel Minneapolis.

Mr. Bornmann currently is a partner in, and managing the development of, New Bohemia Wurst & Bier Haus in Minneapolis, Hussong's Cantina in Las Vegas and Reno and Slice of Vegas Fun Italian in Las Vegas. In addition to his restaurant holdings, Mr. Bornmann is currently

managing the development of multiple restaurant projects at major theme parks in the US and abroad.



Colleen Nelson
Director, Interior Design, Americas, Carlson Rezidor Hotel Group

In her current capacity, Colleen is responsible for leading Interior Design Services for Carlson Branded Hotels, Americas focusing on effective and efficient processes to ensure Hotel Brand Standards Compliance, as well as directing design style with brand operations, owners, management companies and third party consultants to ensure brand alignment with new builds, renovations and converted assets within the franchise portfolio.



Stacy Shoemaker Rauén
Executive Editor
Hospitality Design magazine

Stacy Shoemaker Rauén is a well-respected and talented editor and writer, and currently serves as executive editor for *Hospitality Design* magazine, the leading publication for the industry. Rauén is a noted speaker at industry events, and as an avid tracker of trends, places, projects, and people, she puts together panels at HD's conferences, and has been quoted in various respected media outlets including CNBC and the *Washington Post*.

She is also the founder of CitySCENE, a next-generation networking event series held in metropolitan areas throughout the U.S. and in London, meant to connect design professionals in each market. She holds two degrees from Northwestern University's Medill School of Journalism, including a master's in journalism, and is involved with NEWH—the Hospitality Industry Network.