

IAHMP 11th Annual Conference Preview

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HISPANICTM Meetings & Travel



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The Puerto Rico Convention Center

Maximizing Urban Appeal

Today's Modern
Convention Centers



Ana Maria Viscasillas
President & CEO
Puerto Rico Convention Bureau

hispanics in the industry

Why should a company include Hispanics at all levels of a company's workforce? There are factors like employee morale and consumer sentiment and loyalty, even a feeling from top management that "it is the right thing to do." But there are other reasons, bottom-line motivators that encourage companies to include qualified employees regardless of race, ethnicity, or gender in the workforce. Equal employment opportunity laws and strict penalties and fines for discriminatory behavior provide teeth, but perhaps more importantly, on the positive side, is the desire to grow both the top- and bottom-lines.

The Hispanic community, now the largest minority group in the United States, is one of the youngest and fastest growing populations in the nation. At the same time, traditional corporate workforces comprised largely of white baby boomers will begin to feel the effects of its retiring workforce this decade. It is estimated that 85 percent of 24-35 year-olds will be minorities or immigrants in the coming years. Diversity, and within its equitable Hispanic representation, will increase an organization's collective creativity and heighten innovation helping to boost productivity, all of which can create a more competitive company leading to increase shareholder value. It behooves corporate America to begin building or expanding its pipeline of Hispanic talent to prepare for the next several decades.

Due to an overwhelming response for inclusion in this year's Hispanics in the Industry Report, Hispanic Meetings & Travel will expand this story over the next two issues where will be featuring some of the brightest serving the hospitality industry. These collective lists of professional's will give readers an inside look at where top Hispanic talent is making the most impact within this 1.3 trillion dollar industry.



Carlos Cabrera

Senior Vice President, Field Operations
Florida/Caribbean Hotels

Mr. Cabrera is responsible for owner relations, financial performance and standardization of product and services at 16 Hyatt Hotels and Resorts as well as overseeing the development of 3 new resorts presently under construction. Mr. Cabrera reports to Chuck Floyd, EVP and Chief Operating Officer, Hyatt Hotels Corporation.

In his most recent role as Vice President and Managing Director of Hyatt Regency Coconut Point Resort & Spa, Mr. Cabrera's principal responsibilities were overseeing the 450 room resort located in Bonita Springs, while assisting the Divisional Vice President, Victor Lopez with an additional nine Hyatt properties in Florida, as well as in the Caribbean, Latin America and Mexico.

Prior to his position at the Hyatt Regency Coconut Point, Mr. Cabrera spent the previous 17 years in the Caribbean where he was responsible for directing Hyatt's high-end resorts.

During Mr. Cabrera's tenure with Hyatt Hotels Corporation he has been instrumental in the openings of the Hyatt Regency Chicago, Hyatt Regency San Antonio, the takeover and renovation of Hyatt Regency Cerromar Resort & Spa and Hyatt Dorado Beach and the opening General Manager of the Hyatt Regency Aruba Resort and Casino.

He has served as Chairman of the Puerto Rico Convention Bureau and Director of both the Aruba and Puerto Rico Hotel Associations. He was nominated five times for Hyatt's General Manager of the Year and was the winner in 1994. He was promoted to Managing Director in 1998 and Vice President of Hyatt Resorts Puerto Rico in 2000, assisting the Divisional Vice President of Resorts overseeing the Caribbean properties. Mr. Cabrera completed the \$55 million renovation of the Hyatt Resorts in Puerto Rico and was involved in the development of the Hyatt Vacation Club (Timeshare Division) in Puerto Rico and numerous real estate projects on the grounds of the property.

In 2002 he was appointed by Florida Governor Jeb Bush to serve on the Commission of Tourism, where he served on the board of directors of Visit Florida until January 2006. The same year Carlos was honored with the Estero Chamber of Commerce Person of the Year Award. He was also a member of several area Chambers of Commerce and has served on the Board of Directors of the Florida Gulf Coast University Resort and Hospitality Management Degree Program. In 2004 he was appointed as a member of the Lee County Tourist Development Council.

Carlos and his wife, Lynn have three daughters and reside in Naples, Florida.

Carlos Sarmiento

General Manager, Hotel Victor, Miami, Florida

MIAMI BEACH, FL –Hotel Victor, one of the nation's leading boutique hotels, has appointed Carlos Sarmiento as the new general manager. Sarmiento will oversee all hotel operations, marketing and sales for the luxury hotel located on Ocean Drive in Miami Beach, FL.

"With Carlos' wealth of expertise, he is sure to be an excellent team member as we move forward and continue to provide exemplary hospitality services at Hotel Victor," commented Steve Paterson, President of ZOM Management, Hotel Victor's management group.

Sarmiento has close to 30 years of experience in the hospitality industry, beginning his career with the Hyatt Corporation at The Hyatt Regency Minneapolis and continuing on to work at many other Hyatt hotels in Florida and The Caribbean. Throughout his career, he has assumed a variety of management roles with Hyatt, including positions at the Hyatt Regency San Francisco and most recently at the Hyatt Grand Cypress. Sarmiento has also been instrumental in the opening of Hyatt Hotels in the United States and also overseas. Hotel locations in Lake Las Vegas, St. John, Aruba and Calgary are all part of his impressive hospitality management portfolio.

Sarmiento, a native of Colombia is bilingual in English and Spanish and graduated with a bachelor of art's degree in hospitality management from Externado de Columbia.

Hotel Victor opened in February 2005 and features 89 luxurious rooms designed by world-renowned Paris-based designer Jacques Garcia. The inviting lobby has lounges on two levels with a pulsing yet relaxed beach atmosphere, while exterior courtyards and large terraces extend the hotel over look Ocean Drive. Swanky interior spaces are matched by an equally stunning outdoor pool area that provides direct views of the beach below. Located on one of the world's most scenic oceansides, Hotel Victor boasts exclusive beach areas, the culturally inspired restaurant, Vix, and a lavish European-style spa, Spa V. Hotel Victor is located at 1144 Ocean Drive in Miami Beach, Florida. For more information or to make reservations, please contact 800-233-1234 or visit www.hotelvictorsouthbeach.com





Michael Lee Stephens

General Manager Grand Hyatt DFW

Michael Stephens comes to Grand Hyatt DFW from his most recent assignment as General Manager, Hyatt Regency Lexington Kentucky. Michael is no stranger to the Dallas/Fort Worth area, having served as Food and Beverage Director, Hyatt Regency Dallas, and Director of Operations, Hyatt Regency DFW.

Michael grew up in South Florida and attended School at Miami Dade Community College and then went on to Florida International University.

Michael began his Hyatt career at the Hyatt Regency Miami in 1983 as an assistant restaurant manager. He relocated to the Hyatt Regency West Houston in the food and beverage operation and later moved to catering. He then moved on to the Hyatt Regency O'Hare as a Sales manager and from there Michael transferred to the Hyatt Regency LAX as Assistant Food and Beverage Director.

Additionally Michael has served as Executive Assistant Manager – Food and Beverage at Hyatt Regency Wilshire, Alicante, Newporter, and San Antonio

Michael has two children, Ariel age 14, and Matthew age 13.

About Global Hyatt:

There are 213 Hyatt hotels and resorts (over 90,000 rooms) in 44 countries around the world, operating under the Hyatt®, Hyatt Regency®, Grand Hyatt® and Park Hyatt® brands. Currently, there are an additional 29 Hyatt hotels and resorts under development, including 10 new hotels in China. The opening of the Grand Hyatt DFW marked the 9th Grand Hyatt to be added to the company's portfolio in the United States and the 27th in the world. Hyatt Corporation (domestic U.S., Canada and Caribbean hotels) and Hyatt International Corporation (international properties) are subsidiaries of Chicago-based Global Hyatt Corporation. Global Hyatt Corporation is also the owner of Hyatt Vacation Ownership, Inc. (timeshare), Hyatt Equities, L.L.C. (hotel ownership), and U.S. Franchise Systems, Inc. (which franchises Hawthorn Suites, Microtel and America's Best Inns).

In January 2005, Global Hyatt Corporation also added an additional 143 U.S. properties to its growing portfolio with the acquisition of the upscale, limited service AmeriSuites hotel chain. These properties will be renovated and repositioned under the new Hyatt Place select service brand in 2006. For more information visit www.hyatt.com

Rick Segal

Managing Director, Park Hyatt Hotels

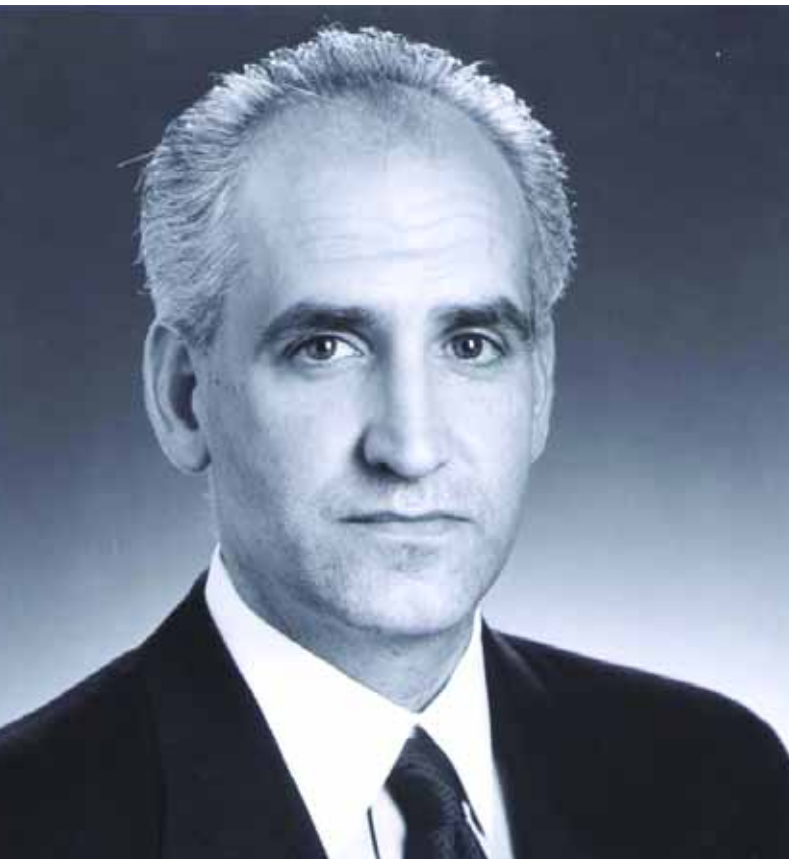
Rick Segal was named managing director of Park Hyatt hotels in 2003, following three years as general manager of Park Hyatt Chicago. A seasoned hotel executive specializing in luxury properties, Segal oversees the management of all Park Hyatt hotels as well as Park Hyatt Chicago, which opened June 13, 2000.

Before joining Park Hyatt, Segal most recently served as vice president and director of operations for Sheraton's Luxury Collection, as well as managing director of New York's St. Regis hotel. In 1989, ITT Corporation recognized Segal with the highest award in the company, the Harold S. Geneen Award for Creative Management.

Segal joined Sheraton in 1977 as assistant director of sales at the Sheraton Tel Aviv Hotel & Towers, and later served as general manager at the Sheraton Buenos Aires Hotel & Towers and the Sheraton San Cristobal Hotel and Towers in Santiago, Chile before being promoted to vice president and director of operations for Sheraton's Luxury Collection, and managing director of the St. Regis.

Fluent in English, Spanish and Hebrew, Segal attended the University of Dante Alighieri in Argentina and holds a certified hotel administration degree from the Educational Institute of the American Hotel and Motel Association at Michigan State University. Segal and his wife Clary currently reside in Chicago, and have two grown children, Ilan and Lilaj.





Roberto Jose Sarmiento

Vice President Sales - Hyatt Hotels Corporation

Roberto Jose Sarmiento, a 21-year Hyatt Corporation veteran, serves as the Vice President of Sales for Hyatt Corporation's Select Hotels Group. In this role, he oversees global sales efforts of Hyatt's select service brands: Hyatt Place, Hyatt Summerfield Suites and AmeriSuites. His primary responsibilities are setting sales strategy for the individual brands, coordinating day-to-day responsibilities for field sales efforts and managing global sales efforts of the company's owned/managed portfolio.

Most recently, Mr. Sarmiento served as assistant vice president of international sales for Hyatt Hotels Corporation, overseeing the company's international sales efforts through channels including Hyatt's international sales directors, worldwide sales offices, general sales agents, travel agents, wholesalers, airlines and airline reservation systems. Additionally, he was also responsible for Hyatt's participation in foreign promotions and trade shows, as well as for Hyatt's individual travel sales efforts for Hyatt's 120 hotels and resorts in the United States, Canada and the Caribbean. In this capacity, his primary responsibilities included corporate business travel, travel agencies and key national corporate accounts. Prior to being named assistant vice president, Sarmiento served as divisional director of sales and marketing for Hyatt's Southern Division, which includes 22 hotels.

Mr. Sarmiento began his career with Hyatt in 1984 as a sales manager at Hyatt Regency O'Hare. Throughout his career with Hyatt, he has held several sales positions including associate director of sales at Hyatt Regency New Orleans, director of sales at Hyatt Regency Minneapolis and director of sales and marketing at Hyatt Regency Atlanta.

He is an active member of American Society of Association Execu-

tives, Professional Convention Management Association, and Meeting Planners International. He received Hyatt's Director of Sales of the year award in 1991 during his tenure at Hyatt Regency Minneapolis.

A native of Flossmoor, Illinois and a graduate of University of Illinois at Champaign-Urbana, Sarmiento received his Bachelor of Science in Business Administration in 1984. He resides in Chicago with his wife Mary Lou.

Salvador Mendoza

Assistant Vice President of Diversity
Hyatt Hotels Corporation

Salvador Mendoza is Assistant Vice President of Diversity for Hyatt Hotels Corporation. In his position, Mendoza oversees Hyatt's Diversity efforts in recruitment, development and retention of women and minorities, community relations and supplier diversity. Mendoza is also responsible for managing Hyatt's ongoing partnerships with the following organizations: National Society of Minorities in Hospitality (NSMH), the National Association for the Advancement of Colored People (NAACP), the National Council of La Raza (NCLR), the Organization of Chinese Americans (OCA), the Historically and Predominately Black Colleges and Universities (HPBCU), Coalition of Black Meeting Planners, International Association of Hispanic Meeting Professionals, Project Equality and the MultiCultural Foodservice & Hospitality Alliance (MFHA). Mendoza graduated from Chicago State University and received his masters degree from Governors State University.

Active in industry affairs, Mendoza is on MFHA's Executive Board, on Project Equality's Board of Directors, member of the American Hotel and Lodging Association Diversity Committee, on NSMH's Advisory Board, and member of the Professionals for Latino Recruitment in Higher Education and the American Foundation Scholarship Committee.

