

14th Annual University of San Francisco Hospitality Industry Symposium
and the Richard L. Swig Hospitality Leadership Luncheon

Conversations for
breakthrough
LEADERSHIP



Hilton San Francisco / 333 O'Farrell Street

Monday, April 19, 2004 / 8 am to 2 pm

OF LIFE
Conversations for teamwork

ENTHUSIASM
Commitment

Integrity

Breakthrough LEADERSHIP

The 14th Annual Hospitality Industry Symposium and the Richard L. Swig Hospitality Leadership Luncheon

HILTON SAN FRANCISCO / 333 O'FARRELL STREET / APRIL 19, 2004 / 8AM TO 2PM

Corporate governance in the positions of asset managers, real estate managers and analysts are becoming more invasive. Hospitality managers are being dictated to regarding how to manage their hotels and restaurants in order to meet corporate goals. This can lead to a "why fight corporate" attitude that results in a breakdown of service and product quality and sacrifices guest expectations over corporate expectations. By targeting leadership principles, a hospitality manager can be the difference between "let's just go along to get along" and revolutionary "WOW!" service.

8:00-8:30 **REGISTRATION**

8:30-8:40 **WELCOME**

Gary Williams, Dean, School of Business and Management, USF
Tom Costello, Director, Hospitality Management Program, USF

8:40-9:10 **Breakthrough LEADERSHIP PRINCIPLES: Introduction**

Tom Costello

9:15-9:40 **SIMPLE RULES as a Driving Force**

Fedele Bauccio, CEO, Bon Appétit Management Co.

9:40-10:05 **Driving Your Company Mission Through Teamwork**

Michael Hawkins, Owner, Green Street Restaurant

10:05-10:30 **Bi-Focal VISION**

Garrett O'Doherty, CEO/Owner, Signature Hospitality

10:30-10:55 **Problem-Solving discipline**

Loret Carbone, COO, Tahoe Joe's Famous Steakhouse

10:55-11:15 **SUPERIOR COFFEE & CITY BAKING CO. BREAK**

11:20-11:45 **QUALITY OF LIFE & Integrity**

Hank Biddle, Market Vice President, Marriott International, Inc.

11:50-12:30 **COMMITMENT TO GUEST ENTHUSIASM: Panel**

Moderator: Debbie Heckendorf, Senior Account Executive, US Foodservice

Panel: Jana Atlas, President, Atlas International

Michelle Bertram, Assistant Director, Human Resources, Fairmont San Francisco

Matt Resich '03, Housekeeping Coordinator, Fairmont Sonoma Mission Inn & Spa

Martin Courtman, Executive Chef, Chateau Souverain

12:30-2:00 **THE RICHARD L. SWIG HOSPITALITY LEADERSHIP LUNCHEON**

Presentation of the Richard L. Swig Scholars and Hospitality Leadership Award

Keynote Address

Oren Harari, USF School of Business and Management Professor and Author, *The Leadership Secrets of Colin Powell*

Mahatma Gandhi
"We must become the change we seek in the world."

Yogi Berra
"You've got to be careful if you don't know where you're going 'cause you might not get there."

"Leadership is the art of accomplishing more than the science of management says is possible."
Colin Powell

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*Year after name indicates USF graduate