







AEF PROVIDES:

- ★ Free field trips to our nation's capital for lowincome students from DC and across the country
- ★ Internships and educational opportunities to connect students with hospitality industry professionals
- ★ Scholarships to qualified students and alumni from DC's six high school Academies of Hospitality & Tourism and Academies of Culinary Arts

By leveraging Destination DC (DDC) and its nearly 1,000 member businesses, AEF is uniquely positioned to open doors for students, filling a need for career exposure and paths to success.

The American Experience Foundation (AEF) enriches the lives of students through inspirational travel experiences and educational opportunities to cultivate the next generation of hospitality industry leaders. AEF invests in young people in our community, supporting their college and career readiness.





IN 2021



Total student engagements



Spring Career Bridge interns



Summer Career Ready interns



Scholarships awarded



Professionals participated in educational programs

SINCE 2015



Awarded in scholarships



Total student engagements

Dear AEF Community,

The hospitality and tourism industry normally employs more than 76,000 people in Washington, DC and contributes over \$850 million in tax revenue. While tourists and conventions are starting to return to the city, full economic recovery is not anticipated till 2024.

But there is much to remain positive about. Despite incredible pandemic challenges, DC's hospitality industry leaders welcomed students into their workplaces virtually in 2021. Students still shared their stories and their mentors still helped them grow.

Washington, DC is one of the most diverse, progressive cities in the world. Our industry should reflect the values we hold. As we rebuild after the losses of COVID-19, we are called to reimagine what our industry could and should look like.

- * How can we ensure equal opportunity to all Washingtonians and elevate diverse voices in positions of leadership?
- * How can we make Washington, DC a welcoming city for both locals and visitors?
- * How do we honor and promote DC's rich Black history and culture and diverse diaspora of communities to visitors from all over the world?

AEF includes young people in these conversations and empowers them to be future leaders. We challenge our interns to think about these issues and bring their expertise to the forefront of our planning. This fall, we have inaugurated our AEF Student Advisory Committee for Academy students and alumni to help shape our programs and priorities. As most Academy students are BIPOC, we are especially excited for their insight and guidance on how to best support their career growth and college paths.

Thank you for being a part of our story and the story of the future of the hospitality industry in Washington, DC. With any luck, 2022 will bring back in-person, work-based learning opportunities, internships, events and field trips.

We look forward to seeing you in-person soon!



Michael Akin Chair. Board of Directors. American Experience Foundation President, LINK Strategic Partners



Claire Carlin Executive Director. American Experience Foundation VP of Partnerships & Alliances, Destination DC





HOSPITALITY CLUB

To celebrate Black History Month and Women's History Month, AEF created a virtual speaker series for local Academy students to connect with industry professionals and executives. The virtual environment offered students unique access to learn their stories, ask questions, network and explore a range of career paths, from entrepreneur to corporate executive.

Denise Osei

Communications Specialist, Destination DC

Dr. Erinn Tucker

Georgetown University and DMV Black Restaurant Week

Tyson Warren

General Manager, Hyatt Regency Reston

JC Smith

Founder, Bailiwick Clothing

Priscilla Alverez

International Sales Coordinator, Destination DC

Heidi Pilloud

Chief Financial Officer, Open Technology Fund

Telesa Via

Vice President of Sales, Kimpton Hotels & Restaurants

Chelsea Kaiser

Partnership Manager, Destination DC

Carol Motley

Director of Convention Sales, Destination DC

Robin McClain

Senior Vice President of Marketing & Communications, Destination DC

"It's fair to say that the hospitality industry and public education are two sectors most challenged in the times of COVID. But we both believe we are resilient and we will prevail. The Wednesday Hospitality Club reached hundreds of our Academy students and covered so many sectors: minorities in hospitality, conventions, hotel sales & marketing, accounting, entrepreneurship and the soft skills of personal branding! Good things, even best practices, can come out of these challenging times."

Alexander D. Wilson, Director, NAF
 Distinguished Academy of Hospitality & Tourism at Wilson High School

INTERN SPOTLIGHT

Jazzmen Morant

- ★ Ballou High School, Academy of Hospitality and Tourism, Class of 2021
- ★ Howard University, Class of 2025

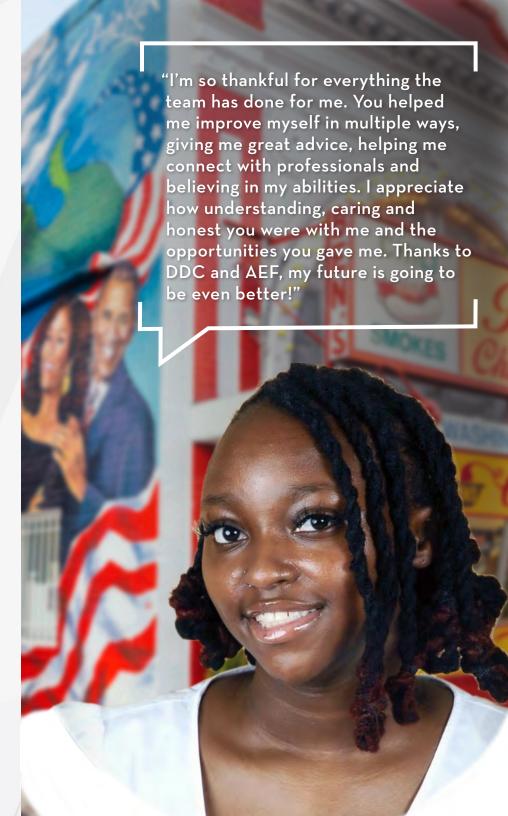
Spring and summer of 2021 marked the second time AEF had the pleasure of having Jazzmen Morant on our team. As a 2020 Career Ready Intern, Jazzmen was a leader, participating in our professional speaker series and making sure her teammates completed projects. When she rejoined our team thanks to an Urban Alliance internship, she was an enthusiastic and confident colleague, completing tasks often before their deadline and speaking up in meetings, even in a room full of seasoned professionals and executives. In addition to her other responsibilities, she led the creation of our Student Advisory Board and helped execute our summer internships.

Jazzmen's internship was so successful, she was named the 2021 Urban Alliance Washington, DC Intern of the Year!

This fall, Jazzmen is attending Howard University, where she will be majoring in prelaw criminal justice with plans to become a defense attorney.

Jazzmen was part of the panel that presented at the **2021 NAF Next Conference** for career and technical educators on "Re-engaging Hospitality & Tourism Industry Partners During COVID Recovery." Attendees gained a better understanding of how the hospitality sector was affected by the pandemic, received new resources and heard Jazzmen's perspective on learning and interning in a virtual setting.



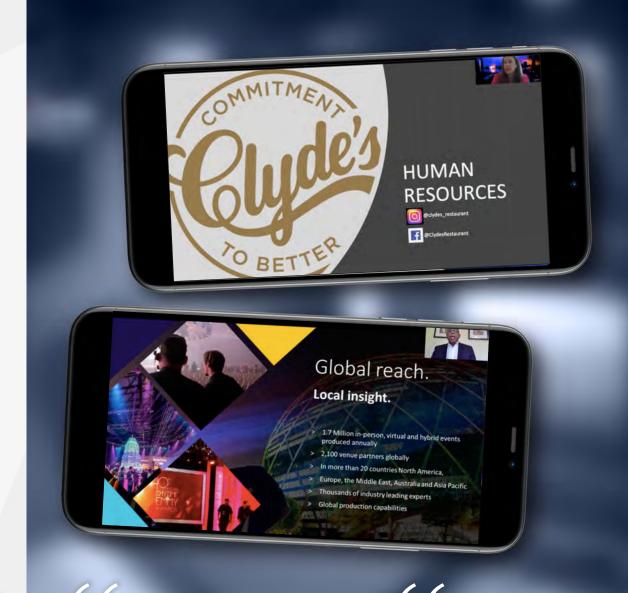


CAREER BRIDGE INTERNSHIPS

For eight weeks from March to May, 11 seniors from six different DC high schools joined AEF's spring Hospitality Bootcamp, part of the Career Bridge Internship Program.

Interns studied a different business each week, meeting executives, management and peer employees. Participants also workshopped hard and soft job skills and benefited from one-on-one mentoring with local business leaders.

Two of the interns completed the program with job offers in hand!





I liked having the guest speakers talk about their backgrounds, experiences and advice that they gave to students like me. It helped me be more confident, asking more questions and getting out of my shell."

Through my internship, I have learned how many of the different jobs we are interested in can be incorporated into the hospitality industry. There's something for everyone."

66

I learned that communication is really key when it comes to having success in a community or job and that there are many ways to make connections that could be helpful in the future."

SPEAKERS

Clyde's Restaurant Group

John McDonnell

President

Katie Barongan

Vice President of HR & Recruiting

Ngong Temateh

Restaurant Manager

Donohoe Hospitality Services

Michael Golembe

Regional Director of Operations, Focused Services & Extended Stay Hotels

Jonathan Alderson

Multi-Property General Manager, Hilton Garden Inn Hotels

Sheri Swain

Area General Manager, Residence Inn Courthouse

Stacy Smith

General Manager, Hyatt Place National Mall

Ariel Harrison

Human Resources Manager

Patrick Berry

Front Desk Agent

Encore

John Kendrick

VP and Managing Director, CSI

Robert Caldrone

Vice President of Talent Acquisition

Lisa Pignataro

Director of Event Technology

Mike Borris

National Account Manager

Metropolitan Washington Airports Authority

Jerome Davis

Executive Vice President and Chief Revenue Officer

Anthony Vegliante

Vice President for Human Resources

Tanisha Lewis

Manager for Human Capital Management Performance and Business Readiness

Smithsonian Institution

Dr. Melanie Adams

Director, Anacostia Community Museum

Yvonne DuBose

Senior Advisor to the Director and Associate Director of the Office of Human Resources

Keisha Contreras

Lead Human Resources Specialist, Recruitment Branch

Gabriella Kahn

Advancement Manager, Engagement and Programming, Smithsonian Libraries and Archives

Amanda Lawrence

Museum Technician, National Museum of Natural History

Other

Lisa Sherman

Deputy Chief Administrative Officer, U.S. House of Representatives

Washington Nationals

Gregory McCarthy

Senior Vice President of Community Engagement

Jacqueline Coleman

Senior Vice President of Marketing, Broadcasting & Game Presentation

Zaid Abdullah

Manager of Sponsorship Activation

Alex Robbins

Director of Community Engagement

Destination DC

Elliott Ferguson

President & CEO

Claire Carlin

Vice President of Partnerships & Alliances

Denise Osei

Communications Specialist

John Kim

Chief Financial Officer

Terri Carter

Senior Manager of Human Resources

Emily Vecchioni

Member Events Manager

Taylor Singleton

Customer Experience Manager

Rico Ashab

Executive Assistant to the President & CEO



MENTORS

Amanda Lawrence

Museum Technician, National Museum of Natural History, Smithsonian Institution

Bruno Schwartz

Director of Membership, Destination DC

Chelsea Kaiser

Partnerships Manager, Destination DC

Dana Johnston

Senior Manager of Convention Operations and Meetings, Infectious Disease Society of America

Erin Aliaj

Account Manager, Booking.com

John McDonnell

President, Clyde's Restaurant Group

Lindsay Hill

Senior Manager of Tourism Sales, Destination DC

Lori Chalk

Owner, Events by Chalk

Mariclaire O'Neill

Public Affairs Specialist at Center for Astrophysics, Smithsonian Institution

Mike Borris

National Account Manager, Encore

Letizia Sirtori

Director of Tourism Sales, Destination DC

Rene McCoy

Area Complex Director of Sales and Marketing, Hersha Hospitality

Tanisha Lewis

Manager of Human Capital Management Performance and Business Readiness, Metropolitan Washington Airports Authority



I honestly can't think of any more rewarding time spent than mentoring in the Career Bridge program. Working with students who genuinely need help and guidance as they navigate life after high school feels so good and it feels so high impact. I know I got as much out of this as my mentee Demontray and I am certain he and I will be friends for life."

-John McDonnell
President,
Clyde's Restaurant Group



The opportunity to engage and enrich the minds of such bright students was a true pleasure. Becoming a Career Bridge partner not only allowed us to shape the minds of tomorrow, but also provided us with a lasting experience. The relationships forged with the students and other Career Bridge partners will last a lifetime and for that we are truly grateful. Thank you to the entire American Experience Foundation team for your devotion toward this great program!"

-Mike Borris

National Account Manager, Encore



CAREER BRIDGE INTERNS

Amyah Smith

Cardozo Education Campus

Demontray Pollard

Roosevelt High School

Deshaun Wooten

H.D. Woodson High School

Essence Green

Eastern High School

Heidy Carballo-Alvarenga

Roosevelt STAY

Janera White

H.D. Woodson High School

Jordan Hopper

Columbia Heights

Education Campus

Kimani Weldon

Roosevelt STAY

Lauryn Taylor

H.D. Woodson High School

Tenielle Parker

Columbia Heights

Education Campus

Thomas Asefa

Roosevelt High School

The internship was really like having a part time job! It helped me be better at organizing my time to complete projects on time and making sure it fit into the rest of my life. I didn't expect I was going to make such great connections and hear about such honest real life experiences from the different guests and especially my mentor."



CAREER READY INTERNSHIPS



Internships remained virtual for the summer of 2021. Destination DC and the American Experience Foundation employed 34 interns from Career Academies at seven DC high schools. Interns were asked to imagine what the hospitality industry could and should look like after COVID-19 while also ensuring it is an industry that is equitable for all.

The Career Ready Internship program allowed students to delve into the world of hospitality through group research and daily guest speakers. Returning interns served as Group Leaders, receiving additional support and leadership training. Each week, interns gave three-minute presentations to professionals from across the industry, receiving immediate feedback on their strengths and areas of improvement.

- It was my second year doing an internship with Destination DC. Each day, I learned something about our city or a new skill."
- I loved learning about the Smithsonian.
 It's something very local to DC and I learned so many things I didn't know about all the museums and different jobs they have available."
- My favorite part was the weekly presentations. I was nervous at first, but I really enjoyed being creative with what I had to say. I really improved my public speaking and presentation skills."





GUEST SPEAKERS

Adriel Luis

Curator (Digital & Emerging Practice), Smithsonian Asian Pacific American Center

Alex Gnafakis

Creative Director, Destination DC

Alison Romain

Special Events Coordinator, Smithsonian National Museum of African American History & Culture

Amanda Lawrence

Museum Technician, Smithsonian Museum of Natural History

Bakari Ibrahim

Founder, Caandor Labs

Betsy Burstein Robinson

Project Manager, Office of Exhibits, Smithsonian Institution

Bruno Schwartz

Director of Membership, Destination DC

Christine Faiman

Global Account Executive. Marriott International

Claire Carlin

Vice President, Partnerships & Alliances, Destination DC

Denise Osei

Social Media Strategist, U.S. Chamber of Commerce

Elliott L. Ferguson, II

President & CEO. Destination DC

Eric Kincaid

National Account Director. Destination DC

Erika Novak

Manager of Innovative Learning Experience, National Zoo and Conservation Biology Institute

Fredie Adelman

Director, Smithsonian Associates

Genevieve Ladino

Sales Manager, Fogo de Chao

Jennifer Rodrigues

National Account Director. Destination DC

Jessica Andrews

Educator, Smithsonian Institution

Jerome Grant

Executive Chef. Jackie

Letizia Sirtori

Director of Tourism Sales. Destination DC

Matthew Lasnowski

Audience Engagement Analyst, National Museum of Asian Art

Michael Akin

President, LINK Strategic Partners

Dr. Monique Chism

Under Secretary of Education, Smithsonian Institution

Nicholas Dunn

Building Manager, Smithsonian Arts + Industries Building

OnRae Watkins

Lead Education Coordinator, Our Shared Future: Reckoning with Our Racial Past **Programming Community** Engagement Lead, Smithsonian Arts + Industry Building

Ray Bennett

President, Franchising U.S. and Canada at Marriott International

Ron Bracco

Vice President, Hargrove

Samir Meghilli

Supervisory Museum Curator, Smithsonian Anacostia Community Museum

Taylor Singleton

Customer Service Manager, Destination DC

Theodore Ellis

Lieutenant, Smithsonian Office of Protection Services

Thomas Penny

President, Donohoe Hospitality Services

Torri Christian

Associate Director of Marketing, Destination DC

Zaid Abdullah

Manager of Sponsorship Activation, Washington Nationals

WEEKLY PRESENTATION JUDGES

Abby McClelland

Acorn Analytics

Ashley Naranjo

Smithsonian Institution

Brigitte Bélanger-Warner

Virginia Tourism Corporation

Brigitte Blachère

Smithsonian Institution

Bruno Schwartz

Destination DC

Caroline Campbell

U.S. Travel Association

Caroline Potolicchio

LINK Strategic Partners

Chelsea Kaiser

Destination DC

Christine Faiman

Marriott International

Danielle Campana

Destination DC

Diana Mayhew

National Cherry Blossom Festival

Ebony Dowtin Harris

Doi Moi DC

Emily Vecchioni

Destination DC

Erin Aliaj

Booking.com

Felicia Ruffino

Liberte DC

Hope Smith

Destination DC

James MacGregor

American Business Journals

Jennifer Rodrigues

Destination DC

Jessica Andrews

Smithsonian Institution

Julie Marshall

Destination DC

Kelly Fitzpatrick

Destination DC

Lee Callicutt

Visit Montgomery County

Letizia Sirtori

Destination DC

Lindsey Wahowiak

American Public Health

Association

Lori Chalk

Events by Chalk

Michael Akin

LINK Strategic Partners

Molly Flores

LINK Strategic Partners

Nora Thomas

U.S. Travel Association

Rene McCoy

Hersha Hospitality

Rico Ashab

Destination DC

Shawn Farmer

Truluck's

Tara Miller

Destination DC

Taren Bradley

Magnolia Bluebird



I have been partnering with AEF for many years now and I can honestly say that I am always amazed by the exceptional students and what they bring to the table. While it is certainly wonderful to share my love of the industry with students, the real reward is experiencing firsthand their enthusiasm for the future."

-Lori Chalk

Owner, Events by Chalk



CAREER READY INTERNS

Alana Ransome

Ballou High School

Alyssia Smith

Maya Angelou PCHS

Amanda Glover

Wilson High School

Amber Carter

Columbia Heights Education Campus

Amyah Smith

Cardozo Education Campus

Antonio Newton

Maya Angelou PCHS

Azariah Riley

Wilson High School

Brianna Okoro

Ballou High School

Deshaun Wooten

H.D. Woodson High School

Eryka Kornegay

Wilson High School

Giana Curry

Maya Angelou PCHS

Herbert Banks

Wilson High School

Janera White

H.D. Woodson High School

Jermaine Johnson

Maya Angelou PCHS

Jermanie Coleman

Wilson High School

Jordan Hopper

Columbia Heights Education Campus

Jose Mendoza

Columbia Heights Education Campus

Kahlil Slater

Wilson High School

Karen Escalera-Chavez

Wilson High School

Kelly Cantarero-Flores

Wilson High School

Larie Francois

Ballou High School

Macie Ellis

Wilson High School

Malaya Herrion

Coolidge High School

Maria Tapia-Casarrubias

Columbia Heights Education Campus

Marie May

Wilson High School

Mattison McDonald

Coolidge High School

Michael Godavitarne

Wilson High School

Paris Allen

Maya Angelou PCHS

Rahel Tewodros

Wilson High School

Shaniyah Robinson Ballou High School

Tayvani Chambliss

Columbia Heights Education Campus

Tenielle Parker

Columbia Heights Education Campus

Yeshetuwef Mulugeta

Wilson High School

Zarihya Brown

Columbia Heights
Education Campus

Returning interns served as group leaders:

2020 Career Ready Intern
2021 Career Bridge Intern

I will be forever thankful to have the AEF team as mentors and for all the valuable things I have learned from and through this internship. I feel more confident in my abilities and skill sets to

enter the workforce. I will forever

advice to "get in, make your mark

remember Mr. Elliott Ferguson's

Kelly Cantarero-Flores

* Wilson High School, Class of 2022

and stay engaged."



INTERNSHIP PARTNERS

CAREER READY PARNTER



During Career Ready Internships
this summer, AEF partnered with the
Smithsonian, the world's largest education
and research institution, to introduce
interns to the variety of career possibilities
available to them in their own backyard.
Interns connected with professionals and
executives from across the Smithsonian.

CAREER BRIDGE PARNTERS

AEF partnered with six key industry businesses and spent quality time with some of their executives. Interns had unparalleled access to some of the top leaders in Washington, DC hospitality and tourism to learn their stories, hear how they overcame challenges and be inspired by their successes.















HOW CAN YOU HELP?

Your gift directly supports scholarships and work-based learning opportunities.

Make your donation by visiting

AmericanExperienceFoundation.org/Donate

DC GOVERNMENT PARTNERS

At OSSE, through its DC CTE Network, we have been thrilled to work with AEF for many years as we continue to provide effective education for DC high school students. AEF has given generously of their time, scholarships and support for this work. The Hospitality & Tourism cluster of CTE has grown by more than 50 percent with a 95 percent graduation rate. We look forward to a continued partnership."

> - Simone S. García, Director of Industry Engagement for Postsecondary & Career Education, Office of the State Superintendent of Education (OSSE)



Office of College and Career Readiness, DC Public Schools



DC Career & Technical Education Office of the State Superintendent of Education



DC Department of Employment Services, Mayor Marion S. Barry Summer Youth Employment Program





Share your time, expertise or business with students. You have resources and access to help young people.

"Part of our challenge is that our industry has an image problem. Students need to see that there are opportunities for minorities in leadership, otherwise they'll leave the industry. Working with youth all over the city helps ensure communities aren't left behind and better reflects the diversity of our incredible city.

We thank our committed partners and staff invested in the next generation of hospitality leaders for being so generous with their time, expertise and personal stories through the internships and other AEF programs."



STUDENT ADVISORY COMMITTEE

This fall, AEF established a Student Advisory Committee to ensure our most important stakeholders have a voice in guiding the strategic vision of the Foundation. Leaders from across all six Academies, both current students and alumni, will not only help us better communicate with and support their peers wherever they are on their college and career paths, but hopefully develop an industry-leading network of colleagues reaching from DC to across the nation. Hear from two of our inaugural Committee members:

As a senior in my Academy of Hospitality and Tourism, I am excited about the opportunity to serve on the AEF Student Advisory Committee. I am aware of the professional networking available to me through AEF programs as I transition into the workforce, not to mention it is an opportunity for me to continue my ambitions with working to develop programs for the youth and to amplify their voices and leadership on behind the scenes matters within the industry and our school system. I look forward to providing guidance to AEF stuff from a young person's perspective on how to best to engage students and guide them into the opportunities available to them."



The American Experience Foundation and Destination DC family have helped me through numerous different stages of my life. From being a wide-eyed high school sophomore in my slightly oversized Academy of Hospitality and Tourism polo shirt to becoming a Howard University student inching closer and closer to a Bachelor of Business Administration, they have been there along the way offering me scholarships, internships and some really great food. I am excited to take part in the Advisory Board to help pass along the knowledge and love that has been passed to me from not only AEF but the many people in the hospitality industry who have looked out for me over the years."



SCHOLARSHIPS

Annually, AEF offers a \$2,500 scholarship to a student at each of Washington, DC's six high school Academies of Hospitality & Tourism and Culinary Arts and to alumni currently enrolled in higher education. Awards are based upon demonstrated need of the applicant, solid academic performance and interest in a career in hospitality. Congratulations to this year's recipients:



DAVID ISELIN AWARD FOR COMMUNITY SERVICE

GREGORY MCCARTHY AWARD FOR LEADERSHIP

Jean-Pierre Roberts Wilson High School, Class of 2022



AEF ALUMNI SCHOLARSHIP

Britney Rivera-Martinez Cornell University Wilson High School



Pepetua Nkem Morgan State University Columbia Heights Educational Campus



Tenielle Parker North Carolina A&T State University Columbia Heights Educational Campus



Anura Sharma

Columbia Heights Educational Campus, Class of 2022



Yeshetuwef Mulugeta

Cenaria Fells-Watson **Towson University**

HONORARIUMS

Wilson High School, Class of 2022

Columbia Heights Educational Campus



Jazzmen Morant **Howard University** Ballou High School



TRULUCK'S

In a hopeful celebration of DC's reopening culinary scene, Truluck's Ocean's Finest Seafood and Crab's newest location in Mt. Vernon Triangle hosted a special grand opening fundraising dinner in May for AEF, which raised more than \$13,000. Thank you to Linda Roth and Linda Roth & Associates for arranging the evening and to Bond Davis, Shawn Farmer and the entire Truluck's team for their hospitality and generosity.



THANK YOU

FINANCIAL SUPPORT







Cakewich Craft Bake Shop The CALPRO Group Captial Wheel DC Brau Brewing LLC DC Jazz Festival Fish & Fire Restaurant Group Rocklands Barbeque and Grilling Company National Concierge Association, Washington, DC Chapter Nelson Manor Vacation Rentals

IN-KIND SUPPORT





brazen

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Nizam Ali

Co-Owner, Ben's Chili Bowl

Michael Riley

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Michael Borris

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Teacher, McLean School

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VP Local Markets. American City Business Journals, Inc

Gregory McCarthy

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Jazzmen Morant

Urban Alliance Intern.

American Experience Foundation





American Experience Foundation 901 7th Street, NW, 4th Floor Washington, DC 20001 202-789-7065

The American Experience Foundation is the 501(c)(3) charity affiliated with Destination DC, the official destination marketing organization for the nation's capital. Through this affiliation with Destination DC and its nearly 1,000 member businesses, AEF is uniquely positioned to open doors for students, filling a need for career exposure and paths to success with inspirational travel opportunities and real-life educational experiences.

This work is made possible through the generosity of local hospitality, meetings and tourism businesses and organizations with leaders who choose to partner with AEF and invest in the future of Washington, DC.

AMERICANEXPERIENCEFOUNDATION.ORG

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