

EXPERIENCE AND QUALIFICATIONS SCOTT W. BRUSH, ISHC



EDUCATION

Durham University - Durham, England
Master of Science in Management Studies



Cornell University - Ithaca, New York
Bachelor of Science in Hotel Administration



PROFESSIONAL HISTORY

BRUSH & COMPANY

1993 to Present

Established BRUSH & COMPANY in 1993. An executive level consulting firm affiliated with *International Society of Hospitality Consultants* (ISHC) and *Cayuga Hospitality Consultants*.

Florida International University

2004 to Present

Adjunct professor in the *Chapin School of Hospitality & Tourism Management* with a graduate seminar course entitled *Asset Management in the Hospitality Industry*.

Steckroth Hospitality Group

2014 to Present

SHG is a Florida registered Real Estate Brokerage specializing in the Hospitality Industry. Joined SHG as a licensed Sales Associate in September 2014 (Lic. #SL3305667)

Nova-Southeastern University

1989 to 1995

Adjunct professor in the *International Centre for Tourism and Hospitality Management*.

Pannell Kerr Forster/PKF Consulting

1978 to 1993

Started as a consultant in April 1978, elected Senior Principal in 1985 and a co-founding director in January 1992.

Ramada Inns, Inc.

1970 to 1972 and 1976 to 1978

Relief GM for managers on vacation or terminated at seven properties. Pre-opening personnel selection, training and opening in five locations. Rejoined Ramada in 1976 as GM at San Francisco International Airport, transferred to Colorado Springs in 1977.

Navy Resale System

1972 to 1974 and 1976

Home office responsibility for 44 Navy Lodges and compiled the group's first Operations Manual. After completion of the Master's degree program, took a temporary assignment as Assistant Food and Beverage Manager at the NAS Alameda complex.

MEMBERSHIPS/ACTIVITIES/PUBLICATIONS

Developing a Hotel Business Plan: A How-To-Manual; Cornell Hotel & Restaurant Administration Quarterly; June 1993

Asset Managers Playing New Role in Hotels: South Florida Business Journal; February, 1994

Lies, Damned Lies and Statistics: Guest Editorial; Cornell Hotel & Restaurant Administration Quarterly, February 1994

The Caribbean Market; Hotel & Resort Industry; June 1987

Rethinking Your Business Plan; Hotel & Resort Industry, July 1994

Hotel Owners & Developers Find Money is Plentiful: Hospitality Highlights, 3Q 1997

Renovation, Refurbishment or Redevelopment: Is the Difference More than Semantics?; Lodging Hospitality; April 1998

Lessons From a Fallen Economy; co-author of the three-part series; Lodging Hospitality; January, February and March 2010

International Society of Hospitality Consultants - since 1989 - member # 047

Cayuga Hospitality Advisors - Regional Director, South Florida (1994 - 2014)

Cayuga Hospitality Consultants (since 2015)

Cornell Hotel Society - national organization and South Florida chapter

Academy of Travel and Tourism - Advisory Committee Treasurer - 1991/99

Society of Nova Hospitality Professionals - Associate Lifetime Member

