

## EXPERIENCE AND QUALIFICATIONS

# SCOTT W. BRUSH, ISHC

### EDUCATION

**Durham University - Durham, England**  
*Master of Science* in Management Studies,  
December 1975



**Cornell University - Ithaca, New York**  
*Bachelor of Science* in Hotel Administration,  
June 1970



### PROFESSIONAL HISTORY

#### BRUSH & COMPANY

1993 to Present

Established BRUSH & COMPANY to provide professional advisory services to the hospitality industry with more senior executive involvement than possible in a larger organization. Affiliated with *International Society of Hospitality Consultants* (ISHC) and *Cayuga Hospitality Advisors* (Cayuga) which provides substantial back-up when appropriate and ongoing resources as needed.

#### Florida International University

2004 to Present

Adjunct lecturer in the *School of Hospitality and Tourism Management*. Annually instruct a graduate seminar course entitled Asset Management in the Hospitality Industry in the Spring semester. Developed a distance learning version of the same course beginning in Fall 2005.

#### Nova-Southeastern University

1989 to 1995

Adjunct professor (part-time) in the *International Centre for Tourism and Hospitality Management*, a program aimed at the working professional already in the industry. Developed the four course accounting sequence and instructed the upper level courses: *Managerial Accounting* and *Financial Management*.

#### Pannell Kerr Forster/PKF Consulting

1978 to 1993

Joined *Harris, Kerr, Forster & Company* as a consultant in April 1978. Elected Senior Principal at *Pannell Kerr Forster* in June 1985 and selected to head the Miami Management Advisory Services (MAS) division in January 1989. One of ten founding directors of this full-service consulting firm formed from the Management Advisory Services division of the predecessor CPA firm, *CPA's*. Headed the Miami regional office with responsibility for consulting and appraisal services throughout Florida, the Caribbean and Latin America.

#### Ramada Inns, Inc.

1970 to 1972 and 1976 to 1978

After a short training period, became relief general manager for managers on vacation or terminated at seven properties. Assisted in the pre-opening personnel selection, training and opening of full service, mid-market hotels in five locations.

Rejoined the company in 1976 as General Manager of the San Francisco International

Airport location, supervised a complete renovation of the full service, mid-market hotel while maintaining an 80% occupancy level and surpassing the profit budget. Transferred to the Ramada Inn, Colorado Springs in 1975.

### Navy Resale System

1972 to 1974 and 1976

Held the position of "*Specialist*" in the headquarters Personalized Services Branch of this non-appropriated fund government organization. Responsible for a chain of 44 limited service hotels and compiled the first Operations Manual for the on-base **Navy Lodges**.

After completion of the Master's program at Durham University, accepted a temporary position as Assistant Food and Beverage Manager at the NAS Alameda complex. Primary responsibility for the implementation of new training programs and food service concepts at this multi-location base.

### MEMBERSHIPS/ACTIVITIES/PUBLICATIONS

- Articles: **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*, Third Quarter 1997  
**Renovation, Refurbishment or Redevelopment: Is the Difference More than Semantics?;** *Lodging Hospitality*; April 1998

International Society of Hospitality Consultants - membership number 047

Cayuga Hospitality Advisors - Regional Director, South Florida

Cornell Hotel Society - national organization and South Florida chapter

Academy of Travel and Tourism - Advisory Committee Treasurer - 1991 to 1999

Society of Nova Hospitality Professionals - Associate Lifetime Member

Top Hotel Consultants - 2007; *Hotel & Motel Management* magazine

Top Hotel Consultants - 2008; *Hotel & Motel Management* magazine

