

GERALD L. RAPPAPORT

647 East Bay Point Road
Bayside, Wisconsin 53217
(414) 477-9433
geraldrappaport@sbcglobal.net

CAREER SUMMARY

Over 20 years experience managing diverse business units focused on driving revenues, profits and customer service. Proven track record developing and motivating staff to exceed company objectives. Passionate, detail-oriented manager with strong organizational, problem solving and interpersonal skills, which enhance performance throughout the organization.

CORE COMPETENCIES:

<i>Leadership Management</i>	<i>Budgeting and Forecasting Profit and Loss Analysis</i>	<i>Public Speaking Community Relations</i>
<i>Sales and Marketing Staff Development</i>	<i>Revenue Management Systems and Processes</i>	<i>Crisis Management Project Management</i>
<i>Customer Service Training</i>	<i>Strategic Planning</i>	<i>Change Management</i>

PROFESSIONAL HISTORY

MARCUS HOTELS AND RESORTS

1984-2006

General Manager, Wyndham Milwaukee Center (2005-2006)

Oversaw 220-room upscale business hotel with annual operating revenues of \$10 million. Responsibilities included managing 15 business units with a staff of 180, including 25 management personnel.

- Oversaw transition in ownership.
- Implemented Marcus Hotels and Resorts systems and processes throughout all business units.
- Managed repositioning process, including design and construction phases of renovation.

General Manager, Hilton Milwaukee City Center (1996-2005)

Oversaw 730-room upscale, full-service, city center convention hotel with annual operating revenues in excess of \$30 million. Responsibilities included managing 19 business units with a staff of 500 plus associates, including 60 management personnel.

- Oversaw 230 room expansion project totaling \$50 million.
- Conceptualized Milwaukee Chophouse and Miller Time Pub and oversaw design, construction, and opening.
- Oversaw design, construction and opening of Paradise Landing, America's first urban indoor waterpark.
- Increased revenues from \$14.2 million in fiscal 1997 to \$30 million in fiscal 2005.
- Increased Net Profit from a loss of \$1.3 million to a profit of \$3.4 million annually.
- Ranked number 1 in quality and service out of over 220 franchise Hiltons in 1998.
- Received "Tower of Excellence Award" (property of the year) from Marcus Hotels and Resorts in 1997 and 1998.

Special Assistant to the President, Marcus Hotels and Resorts (1994-1996)

Responsible for special projects which would facilitate the growth of Marcus Hotels and Resorts in an efficient and organized fashion.

- Developed "The Marcus Hotels and Resorts Operating Systems".
- Assisted with renovation of Marc Plaza Hotel, which reopened as a Hilton franchise.
- Oversaw takeover/opening of Beverly Garlands Holiday Inn, North Hollywood, California (Interim General Manager – 4 months).
- Organized and facilitated termination of Marcus Hotels' management contract at Sheraton.

Special Assistant to the President, Marcus Hotels and Resorts *(continued)*

- Prepared long-term strategic plan and annual budgets for Marcus Hotels and Resorts.
- Led as Chairperson and coordinator for Marcus Corporation (parent company) 1995 United Performing Arts Fund (UPAF) workplace giving campaign. Achieved a 23.5% year over year increase in contributions.

General Manager, Sheraton Mayfair, Wauwatosa, Wisconsin (1991-1994)

Oversaw high volume, full service, suburban hotel with an annual occupancy of 72%.

Marc Plaza Hotel, Milwaukee, Wisconsin (1984-1991)

Executive Assistant Manager

Assisted General Manager with all hotel operations. Responsible for all hotel operations in the absence of the General Manager. Completed comprehensive 6-month food and beverage training program.

Rooms Division Manager

Major responsibilities included managing a staff of 175 associates in the following areas: Housekeeping, Laundry, Engineering, Front Desk, Reservations, Night Audit, Tower Lounge, Telephone Department, Bell Services, and Security.

Director of Front Office Operations

Oversaw staff of 45 with respect to front desk, night audit, tower lounge, telephone department, and Bell services.

Assistant Director of Front Office Operations**HILTON HOTELS CORPORATION****1980-1984**

The Conrad Hilton Hotel, Chicago, Illinois (1982-1984)

Chief Rooms Supervisor**Assistant Chief Rooms Supervisor**

Palmer House Hilton, Chicago, Illinois (1980-1982)

Front Office Intern**EDUCATION**

Southern Illinois University, Carbondale, Illinois – Major: Food and Lodging Systems Management
Related Coursework: Financial and Managerial Accounting, Macro and Micro Economics, Computer Programming, Public Speaking, Technical Report Writing, Food Preparation and Nutrition

Certified Hotel Administrator (CHA), Designation from Educational Institute

Professional and Civic Affiliations:

- *Treasurer, Milwaukee Downtown, Business Improvement District #21 2001-Present*
- *Director, East Town Association 2005-2006*
- *Director, Greater Milwaukee Hotel and Motel Association 1996-2006*
- *Wisconsin Innkeepers, Legislative Liaison 1996-2006*
- *Named to “100 People you need to know in Milwaukee” by OnMilwaukee.com 2006*
- *Received “Lifetime Achievement Award” from Westtown Association 2005*
- *President, Westtown Association, Business Improvement District #5 2003-2004*
- *Named to “Forty under Forty” Milwaukee Business Journal 2000*
- *Received “Civic Service Award” from Hilton Hotels Corporation 1998*
- *Director, Wauwatosa Area Chamber of Commerce, Chaired Ambassador Committee 1991-1994*
- *Director, Greater Milwaukee Convention and Visitors Bureau 1991-1994*
- *Mayfair Rotary Club 1991-1994*