

SNOHOMISH COUNTY BOARDS & COMMISSIONS APPLICATION FORM

NOMINEE: Please fill in this section

Name of Board/Commission: Tourism Promotion Area (TPA) Advisory Board

New Appointment

Snohomish County Council District (Please choose one): *Field not completed.*

Name Rashed Kanaan

Home Address 1318 Mill Creek BLVD

Mailing Address (if different) *Field not completed.*

City Mill Creek

State Washington

Zip Code 98012

Telephone (Home) 7022053171

Telephone (Work) 4256977302

Email rkanaan@innventures.com

Current Employer Innventures

Occupation General Manager

Education BS Marketing Minor Hospitality Management

Licenses held (if applicable)

ServSafe, CPR, and Food Handlers

Why would you like to serve on this board/commission?

I would love the opportunity to be involved in my community and I think this would be an invaluable learning experience for me. I am looking forward to giving back to this board and community as much as I have received since moving here from Nevada in 2008. I am a great communicator and leader for my company and hotel. I have a lot to learn in the years ahead, but I also believe I have a lot to give back and I feel this would be a great opportunity to do both.

Please explain why you are a qualified candidate, including relevant professional experience, to serve on the board/commission.

I feel that this would be a great learning experience for me, and I also feel like I would be a great addition to the board as I have been in the industry for over 20 years with experience at Mandalay Bay in Las Vegas, the Crowne Plaza in downtown Seattle, The Marriott in Lynnwood, and now a general manager at the Homewood Suites in Lynnwood. I pride myself on being a very dedicated and creative leader in the industry and especially in Snohomish county. I would love the opportunity to give back to my county as its given me an abundance of opportunities.

Please list community involvement/volunteer activities

Field not completed.

How did you learn of this opportunity?

This was passed to me by two different sales managers. Cassandra Colony and Shannon Myers, who both encouraged me to apply as they thought I would be a great addition to the team, I also feel like I would be able to give as much as I would receive on this committee.

Do you currently serve on a Snohomish County board or commission?*

No

**2.03.060SCC - Candidates for appointment to county boards or commission must meet the following requirements:*

(1) Possess qualifications for the appointment sought, as shown by the candidate's written documentation and any hearing testimony;

Rashed H. Kanaan

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Mill Creek , WA 98012

Telephone (702) 205-3171

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OBJECTIVE:

Seeking a challenging career with a continuously growing organization which will best utilize my abilities and skills in the areas of Leadership, Guest Services, Project Management, Food & Beverage, Housekeeping, and Marketing & Development.

EXPERIENCE:

(Innventures) Homewood Suites by Hilton Lynnwood

General Manager January 2021 – Present

Revenue

- Develop, administer, and control the hotel revenue and expense budgets.
- Analyze Profit and Loss and General Ledger statements. Submit P & L Variance Reports in a timely manner.
 - Handle certain Top and Target accounts; participate in joint sales calls.
 - Provide direction and input, and approve the hotel Marketing Plan; following up weekly.
 - Review Top and Target accounts and weekly sales call reports with sales staff.
 - Review room inventory management to ensure maximization of room revenue.
 - Approve and monitor all negotiated rates.

Hotel Personnel

- Hire, train, counsel, and motivate management employees.
- Ensure proper selection, training, counseling, and motivation of hourly employees.
- Ensure proper administration of benefits programs to all hotel employees.

- Conduct all department head performance appraisals.
- Review all hourly personnel performance appraisals.
- Ensure an employee attitude of attentiveness and anticipation of Guest needs.
- Review all hourly employee disciplinary procedures and documentation. Follow positive discipline steps, up to and including termination, to correct employee performance deficiencies.
- Conduct regular staff meetings.
- Ensure department quarterly Action Plans are completed and followed up on.
- Support the dress code standards described in the Standard Operating Procedures for InnVentures hotels.

Guest Service

- Meet with and solicit comments from Guests on a regular basis to determine their level of satisfaction with all Guest services and facilities.
- Monitor results of Guest comment cards. Take appropriate corrective action in a timely manner.
- Follow up on all written Guest complaints. Ensure Guest satisfaction with resolution of the complaint or problem.

Accounting

- Review and approve the hotel payroll.
- Authorize direct bill accounts and monitor the administration of Accounts Receivable. Ensure collection of Accounts Receivable is current and past due accounts are kept to a minimal amount.

Hotel Upkeep

- Inspect rooms and property grounds and exterior of buildings on a regular basis for cleanliness and proper preventative maintenance.

- Develop and maintain hotel programs to assure that the Quality Evaluation Program criteria are met.
- Complete written reports on the status of the property after a Quality Assurance inspection.
- Complete and submit all forms for Capital Improvement for the hotel.
- Manage all outside contractors to ensure they are fulfilling their contractual requirements.

Miscellaneous

- Maintain a positive work atmosphere by acting and communicating in a manner so that you get along with Guests, clients, co-workers, and management.
- Ensure all employees are trained to act according to procedure in the event of an emergency or accident at the hotel.
- Ensure that a viable key control program is in place in all hotel departments.
- Know, understand, and enforce compliance with all InnVentures Standard Operating Procedures. • Ensure that the security needs of the property and Guests are met.
- Maintain an active and visible position in the local community and industry.
- Develop and maintain rapport with competitor hotels, City Conventions and Visitors Bureau, Chamber of Commerce, lead sources, clients, etc.
- Participate in community activities, employee functions, and Guest events.
- Respond to Regional Manager's requests. Follow up with Regional Manager on a regular basis.

(Prism) Hyatt House Downtown Seattle / Hyatt Place Downtown Seattle
Assistant General Manager / Director of Operations

January 2019 to April 2020

As the assistant general manager, I have taken significant role in managing our day to day operations. Leading the departments to higher scores and building a strong family culture has been a rewarding experience. I have been included in revenue strategy meetings to have a better understanding of our rates and forecasts. I have worked closely with my GM to complete Weekly Owner Reports, and monthly P&L Critiques. I have been able to ensure that brand and quality standards are met throughout the organization. Inspect rooms and ensure cleanliness and maintenance goals are met. Supervise, train, evaluate, and motivate line associates and department managers. I have also strived to maintain a working knowledge of all inner workings of the hotel, including room rates, hotel policies, and VIP guests, hotel events through strong management, communication and organizational skills.

Food& Beverage:

- Oversaw equipment, inventory, and food and liquor purchases, and maintained cost and cash-handling controls.
- Schedule kitchen and service staff, supervised food quality and safety, and maintained our facilities.
- Our breakfast and dinner scores increased by 25 points in each category, and we ended our 2019 with a ranking of #13 and #16 respectively.
- We also had an increase of 13 points in our associate opinion survey taken in 2019.
- We increased our overall LRA score by 11 points, and with breakfast we came close to having a perfect score.
- Working closely with sales to ensure operationally we exceed our guest's expectations. I have also created cocktails to tailor our key targeted groups arriving. Making sure BEO's and Banquets are completed perfectly.

Housekeeping:

- I have worked closely with our housekeeping department to ensure we maintain high scores and guest expectations.
- Mentoring our department head and supervisors on making sure we have SOPs to ensure rooms are ready and clean on time.
- Rolling out our Green Choice program with front desk to eliminate overtime and clearing at least 1 board a day of stayovers. In January we were able to save

\$6000 in labor with spending \$2500 in incentives with the front desk.

Accounts Receivable:

- I have worked closely with Tourico & Hotelbeds to make sure we get payment, coming in at 4am to make calls to England to speak directly with their accounting departments.
- I was able to figure out Hyatt of Maryland, which was an account that had been on our over 120 day's cycle.
- Working closely with our accountant to ensure month end closes smoothly and update any open folios and collect on any outstanding amounts.

(CSM) Courtyard Lynnwood WA

Assistant General Manager May 2016 to January 2019

Since being promoted I have worked closely with the sales team to ensure all groups and guest billing have been met, and in charge of all invoices for the hotel. I have also been overseeing Housekeeping, Front Desk, and the Food & Beverage departments with managers reporting directly to me. Priorities include: budget meetings with department heads on a weekly basis to make sure labor and expenditures are at or below budget, identifying obstacles to exemplary service, maximizing guest satisfaction scores, and creating Sop's to train and develop our hotel associates and insure we are providing the best experiences for our guests and our associates. I have also worked very closely with our Human Resource department to make sure we are following all guidelines and leading our department heads with all staffing concerns. As I have been involved in all departments, we have increased and maintained front desk service scores by 15 points. In Housekeeping we have cut our minutes per occupied rooms by 6 minutes thus saving \$16000 dollars in overtime over the last 6 months. In Food and Beverage, we have maintained high guest scores and have been able to increase revenue by \$22,000 dollars YOY.

(CSM) Courtyard Lynnwood WA

Food & Beverage Manager October 2014 to May 2016

As the Food & Beverage manager I was responsible for ensuring overall effective operations within our department, including adherence to all health regulations and liquor laws. I used my leadership skills to drive revenue, maximize profit, and ensure quality. In 2015 we increased profitability by \$68,000, turning a profit for the first time in the outlet's history. In 2016 we increased revenue by 33% year over year growth which was +19% to budget. I have also been accountable for management of assigned staff to ensure achievement of overall guest satisfaction, and positive employee relations. In this position I was able to turn my team around and fix many issues within my department. Our associate opinion survey went from a 76 to a 94 in 2015 and was a 93 in 2016. We have also taken our guest satisfaction scores up by 18 - 24 points across the board year over year in all categories. In 2015 I was also nominated for the 2015 Marriott service of excellence award.

(IHG) Crowne Plaza Seattle,

F&B Outlets Manager, June 2010 to October 2014

As an F&B Outlets Manager at the Crowne Plaza, I work directly under the Director of Food & Beverage. I was responsible for the Lounge, Restaurant, Club Lounge, and Room Service which was a staff of 45-60 in the hotel. As the outlets manager I was responsible for staff meetings, yearly reviews, disciplinary actions, scheduling, promotional events, forecasting, and all menu inputting and cost analysis. I was also the TIPS Trainer for the entire hotel since 2010. Since starting in June 2010, I have instituted many marketing and promotional ideas that have increased revenue streams in all the outlets including Beverage Promotional Calendars, Happy Hour menus, and Seasonal Drink menus, and special menus for groups that were in-house. I have also worked closely with the Director of F&B in dealing with forecasting and reviewing the P&L's. I was responsible for monthly inventories in all outlets. Through an abundance of hard work, I was awarded the 2011 Associate of the Year.

Seattle Crab Co., Seattle, Washington

General Manager, March 2009 – June 2010

In 14 months, I was able to turn 3k/month profit loss into a 1k/month gain. This included revamping the kitchen staff, adding a bar, and updating the menu by doing a cost analysis of each product. I have been managing the restaurant and bar six days a week. I performed all duties of a restaurant manager, and built a loyal and reliable staff from the ground up. I did all the ordering and budgets in relation to dealing with all vendors. The key to this turnaround for us has been working hard to keep loyal customers and promote customer service.

China Grill Management (CGM) at Mandalay Bay, Las Vegas, Nevada

Shift Lead, December 2004 to January 2009

I performed a myriad of job functions, including but not limited to, food and beverage services for restaurant and night club; product inventory/purchasing agent responsible for ordering and handling hundreds of thousands of dollars in beverage and beverage related products; promotional activities consisting of creating and implementing promotional monthly contests and directly dealing with outside vendors for promotional and existing products; scheduling; floor planning/shift assigning; and utilize MICROS systems.

THE Hotel at Mandalay Bay, Las Vegas, Nevada

Business Center Concierge May 2004 to December 2004

Performed typical concierge services in the business center for convention related activities, including but not limited to, convention set-up for conventioners; in charge of all shipping and receiving of convention packages for THE Hotel and its guests; dealt directly with front-desk supervisors, PBX, and housekeeping.

EDUCATION

The University of Nevada, Las Vegas

Bachelor of Science & Arts, Marketing, May 2003

Minor, Hotel Management, Dec 2005

OTHER/QUALIFICATIONS

- Immense inter-personal communication & Problem-solving skills
- Proficient with Microsoft Office programs
- Proficient in MICROS, SQUIRREL, TIMESAVER and Exponent systems
- TIPS Certified Trainer for Crowne Plaza and Marriott
- SERVSAFE Certified
- 2011 Associate of the Year at Crowne Plaza
- 2015 Marriott Service of Excellence Award Nominee
- 2017 AGM of the Year Nominee CSM
- CSM Mentorship Program
- Task Force Hyatt House Cupertino CA