



**AMERICAN**  
*experience*  
FOUNDATION

**2019**  
**ANNUAL REVIEW**  
**& CALENDAR**





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 professionals. AEF invests in young people in our community, supporting their college and career readiness.

AEF is the 501 (c)(3) charity affiliated with Destination DC, the official destination marketing organization for the nation's capital. Through our affiliation with Destination DC and its 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 over 130 local hospitality, meetings, and tourism businesses and organizations who choose to partner with AEF and invest in the future of Washington, DC.

## OUR ANNUAL PROGRAMS PROVIDE

- ★ **Free field trips** to the nation's capital for low-income 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 four high school Academies of Hospitality & Tourism

## DC ACADEMIES OF HOSPITALITY & TOURISM



# 2019 BY THE NUMBERS



**620**

Total student engagements



**234**

Participants in learning programs



**184**

Participants at AEF or Destination DC special events



**127**

Students on field trips to Washington, DC



**75**

Students in Career Ready Internships



**131**

Corporate and non-profit partners



**9**

Scholarships awarded

## SINCE 2015



**650**

Students in workforce learning programs



**350**

Students in career ready internships



**500**

Students on field trips



**\$63,500**

In scholarships

"The American Experience Foundation has definitely left its impact on me forever! As their Career Ready Intern, I've never been so happy learning new techniques, skills and tools that will take me far in life. The foundation has truly made me excited about my future and given me hope that I will have the chance to leave my mark on this world. So I want to say thank you Destination DC and the American Experience Foundation for taking a chance on me!"

**MAKAYLA CRUZ**  
Columbia Heights  
Educational Campus



“The field trip really opened me up to new experiences and opportunities. No one wants to stay in the same spot for the rest of their life. It really takes you somewhere and evolves your mind; shows you different things you wouldn’t get to see otherwise.”

**ROBERT PRICE**  
 Maya Angelou Public  
 Charter High School



# JANUARY

S M T W T F S

			1 New Year's Day	2	3	4
5	6	7	8	9	10	11
12	13 AEF Spring Internship Begins	14	15	16	17	18
19	20 Martin Luther King, Jr. Day	21 In-Classroom Project Judging	22	23 Washington Auto Show Media Day	24	25 Lunar New Year
26	27 AOHT Backyard Bound Field Trip	28	29	30	31	



## DISCOVERING DC

AEF’s **Backyard Bound** program helps deserving local students deepen their knowledge of American history, democracy and culture.

In 2019, 40 students from DC’s four Academies of Hospitality and Tourism were treated to two days of experiences, including a stay at the **Washington Hilton**, walking tour of historic U Street and a **Washington Capitals** game.

# FEBRUARY

S M T W T F S

						1
2	3 Professional Dress Drive Begins (Thru the 28th)	4	5	6	7 National Job Shadow Day	8
9	10	11	12	13	14 DDC Member Volleyball Tournament	15
16	17 President's Day	18	19	20	21	22
23	24	25	26	27	28 CRI Host Employer Registration Deadline	29

## CAREER READY

At the **First Impressions Matter** event, students learned how to craft their social media presence and look professional at internships, even on a student budget. Students “shopped” through 1,500 pieces of work-appropriate clothing donated by Destination DC members.

Thank you to the **Beacon Hotel** for hosting the event and experts from **LINK Strategic Partners, Paul Stuart** and **Policy & Fashion** for sharing their knowledge.



## HOW CAN YOU HELP?



Share your day with a student on National Job Shadow Day.



Give your gently used work attire to young interns during the AEF Professional Dress Drive.



"I learned a lot from all the museums and sites that we visited. It was really cool to be able to sit and bond with other kids who I wasn't as familiar with, but we shared the same experiences. As a player myself, my favorite part of the trip was going the basketball game and then being able to talk to Pops, the general manager, and a couple of the players to learn their stories."

**SAVOY**  
8th grade Hamm  
Camp member



# MARCH

S M T W T F S

1	2	3	4	5	6	7
8 Daylight Saving Time Begins	9	10 First Impressions Matter Event	11	12	13	14
15	16 Rite of Passage Field Trip	17 St. Patrick's Day	18	19	20 National Cherry Blossom Festival Begins	21
22	23	24	25	26	27	28
29	30	31				



## TRAVEL INSPIRES

AEF and the SYTA Youth Foundation welcomed 30 middle school students from the Hamm Camp in Harrisburg, Pennsylvania.

In addition to daily team building, students on this **Rite of Passage** trip experienced three days of DC's history and culture, including a front row seat to the **Capital City Go-Go** and a visit from General Manager Pops Mensah-Bonsu.

# APRIL

S M T W T F S

			1	2	3	4 National Cherry Blossom Parade
5	6	7 Career Ready Internships Interview Day	8 Passover Begins	9	10	11
12 Easter	13 Spring Break for DCPS	14	15	16 DC Emancipation Day	17	18
19	20	21	22 Earth Day	23 Ramadan Begins	24	25
26	27	28	29	30		

## INDUSTRY CONNECTIONS

AEF connects the hospitality, tourism and meetings industry with its future workers, managers, owners and entrepreneurs. Industry organizations have embraced AEF by donating time, expertise and money to its programs.

Thanks to our partners: **Washington Area Concierge Association, Skål International Washington DC, Association of Meeting Professionals and Meeting Planners International Potomac Chapter**



## HOW CAN YOU HELP?



Provide tickets to your attraction or a meal at your restaurant.



Offer affordable hotel room rates for our overnight field trips.



“Because of the AEF scholarships, I was able to go to college without wondering how I was going to pay for books and other fees. I am now in my third year at the University of the District of Columbia, majoring in business and marketing. I still email some of the AEF staff to update them on my college life and they respond back with positive and uplifting feedback. This fall, I am starting another internship with Destination DC.”

**DERANIQUE GRAYDON**  
University of the District of Columbia



# MAY

S M T W T F S

					1	2
3	4	5	6	7	8 AEF scholarship applications Due	9
10 Mother's Day	11	12	13	14	15 AEF Scholarships Announced	16
17	18	19	20	21	22	23 Eid al-Fitr Begins
24	25 Memorial Day	26	27	28	29	30
31						

## COLLEGE READY

Congratulations to the 2019 AEF Scholarship Winners

**Amya Mckoy**  
Ballou High School

**Andre Jones**  
Maya Angelou  
Public Charter High School

**Britney Rivera-Martinez**  
Wilson High School

**Loriel Taylor**  
Maya Angelou  
Public Charter High School

**DAVID ISELIN  
SCHOLARSHIP FOR  
COMMUNITY SERVICE**

**Adam Temesgen**  
Columbia Heights  
Educational Campus

**Jose Martinez**  
Columbia Heights  
Educational Campus

**Deranique Graydon**  
University of the District of Columbia,  
Ballou High School

**Diamond Hunter**  
Temple University,  
Wilson High School

**GREGORY MCCARTHY  
SCHOLARSHIP FOR  
LEADERSHIP**

**Zoe Michele Roberts**  
George Mason University,  
Wilson High School

# JUNE

S M T W T F S

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21 Father's Day	22	23	24	25	26	27
28	29 Career Ready Internships Begin	30				

## CAREER READY

Last summer, 30 industry employers hosted 75 Academy student interns, including three at AEF and Destination DC:

**Makayla Cruz**, Columbia Heights Educational Campus  
**Jashawn Evans**, Ballou High School  
**Nizar Ghoumari**, Wilson High School

The interns visited over a dozen partner businesses to learn the scope and depth of the industry and helped execute AEF's summer events.

To learn more about the **Career Ready Internship** program, contact AEF.



## HOW CAN YOU HELP?



Register to be a summer Career Ready Internship employer.



Donate to the AEF Scholarship program.



“Big Bus is thrilled to be one of the American Experience Foundation’s partners by sponsoring July 4th, a great event enjoyed by our family, staff and partners. The view and atmosphere are the best in town!”

**BENOIT BARROUD**  
SVP & General Manager,  
Big Bus Tours DC



# JULY

S M T W T F S

			1	2	3	4 AEF July 4th VIP Celebration
5	6	7	8	9	10	11
12	13 NAF Next 2020	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30 Career Ready Intern Luncheon	31	



## CELEBRATE WITH US!

Join AEF on July 4th for the best view of the fireworks from a rooftop on the National Mall. You’ll have front row seats to the celebrations while enjoying great food, company, air conditioning and family-friendly entertainment.

Proceeds go toward AEF programs and scholarship awards.

# AUGUST

S M T W T F S

						1
2	3	4	5	6	7 Career Ready Internships Conclude	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24 First Day of School, DCPS	25	26	27	28	29
30	31					

“The American Experience Foundation and its dedication to the enrichment of educational programs and work opportunities for D.C. youth is impactful and has been a driving factor in my pursuit of a career in the hospitality industry. The foundation’s support throughout my high school education and into higher education has been essential in my continued drive and personal dedication to service. I am currently working within a full-service hotel property on Capitol Hill and pursuing a degree in tourism management. With AEF’s support, as well as the support of my colleagues and peers, I have maintained a position on the Dean’s List and have been promoted in my workplace.”

## ZOE ROBERTS

George Mason University,  
Wilson High School



## HOW CAN YOU HELP?



Bring your family, host your VIP guests, or sponsor the signature July 4th VIP Celebration.



Become a founding partner of AEF’s new Academy Alumni Support Program.

“AEF has worked tirelessly to expose students to the hospitality and tourism industry. The foundation has been involved in every part of work-based learning activities including judging projects in schools, providing career-focused field trips and recruiting host employers for Career Ready Internships.”

**SIMONE GARCÍA**  
 Director of Career Education Development,  
 Office of the State Superintendent of Education (OSSE)



# SEPTEMBER

S M T W T F S

		1	2	3	4	5
6	7 Labor Day	8	9	10	11	12
13	14	15	16	17	18 Rosh Hashanah Begins	19
20	21	22	23	24	25	26
27 Yom Kippur Begins	28	29	30			



## WORKPLACE LEARNING

AEF brings the classroom alive, helping young people build the skills and knowledge to enter college and the workplace, ready to succeed.

Experiential learning helps students better understand the world around them and see first-hand how to build a career.

Opportunities in 2019 included **Destination DC's Annual Marketing Outlook Meeting**, the **Washington Auto Show's** press day and a production of *The Fall* at **Studio Theatre**.

# OCTOBER

S M T W T F S

				1	2	3
4	5	6	7	8	9	10
11	12 Indigenous Peoples' Day	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31 Halloween

## EXPANDING HORIZONS

AEF welcomed members of its **Culture Crew** program from the Boys & Girls Club of Greater Washington to the Michelin-starred **Blue Duck Tavern** for a very special meal with Executive Chef Adam Howard. During the meal, Chef Howard talked about how his career developed and what it's like running your own restaurant.



## HOW CAN YOU HELP?



Share your expertise at an academy by serving as a presentation judge or practicing interview skills.



Give an academy class a behind-the-scenes look at your business.



AEF has been invaluable to our academy program. The foundation has supported our students by providing access to industry professionals to augment our work-based learning curriculum including guest speakers, job shadowing, hotel tours and cultural events in Washington, DC and New York City. Of particular significance is the annual coat drive with 100% of our students selecting a hat, scarf or coat to brave the winter cold. Thank you, thank you and thank you again!

**AKOSHIA YOBA**  
 Director, Academy of  
 Hospitality and Tourism,  
 Maya Angelou Public  
 Charter School



# NOVEMBER

S M T W T F S

1 Daylight Saving Time Ends	2 AEF Winter Clothing & Coat Drive Begins	3 Election Day	4	5	6	7
8 Times Square Hotel Tour	9	10	11 Veterans Day	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26 Thanksgiving	27	28
29	30					



## COMPLETE PICTURE

AEF is dedicated to making sure students thrive at school, work and in their community.

No student should have to leave the house in the winter without warm clothes. In 2019, AEF provided **50 coats, 20 pairs of gloves, 60 scarves** and **45 hats**, donated by colleagues and industry partners, to local Academy students and their classmates.

# DECEMBER

S M T W T F S

		1	2	3	4 AEF Winter Clothing & Coat Drive Ends	5
6	7	8	9	10 Hanukkah Begins	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25 Christmas Day	26 Kwanzaa Begins
27	28	29	30	31		

## THANK YOU

Your investment has a direct impact on the lives of young students in Washington, DC. With your support, AEF is helping to build our future colleagues, entrepreneurs, managers, owners and innovators.

Please consider AEF in your year-end charitable giving and donate today at:

[AmericanExperienceFoundation.org/Donate](https://AmericanExperienceFoundation.org/Donate)



## HOW CAN YOU HELP?



Your gift of \$25 will provide meals for a student on a Washington, DC field trip.



Your gift of \$2,500 will fund an AEF scholarship, supporting a student's dream.



# PARTNER SPOTLIGHT



## HYATT COMMUNITY GRANTS

The Hyatt Community Grants program celebrates the hotel's partnership with local organizations engaging in important work in their communities. In 2019, AEF was awarded a grant for its work with local students and partnership with Hyatt properties.

For the third year, the Hyatt Regency Washington on Capitol Hill hosted the Career Ready Internship Luncheon, a professional networking event for interns and host employers.

## BIG BUS TOURS WASHINGTON, DC

Big Bus Tours Washington, DC has embraced AEF since the launch of experiential learning programs in 2015.

Always ready to offer a double-decker monument tour for students and Career Ready Interns, the Big Bus team is generous with time and expertise. They enthusiastically support AEF at the July 4 event and compete in the Destination DC member volleyball and trivia tournaments.

## AMERICAN UNIVERSITY CONFERENCE AND GUEST SERVICES

In June 2019 American University Conference and Guest Services hosted students from Chicago on a Rite of Passage field trip.

In addition to welcoming these students to Washington, DC, the staff at AU provided a glimpse of college life: a tour of the Tenleytown campus, dorm housing, and breakfast at the Terrace Dining Room.

# AEF TEAM

## LEADERSHIP COMMITTEE

**Michael Akin**, Co-Chair,  
President, LINK Strategic Partners

**Greg Casten**, Co-Chair,  
President, Oceanpro Industries

**Nizam Ali**, Co-Owner, Ben's Chili Bowl

**Benoit Barroud**, General Manager, Big Bus Tours  
Washington, DC

**Michael Borris**, Regional Account Manager, PSAV

**Elliott L. Ferguson, II**, President & CEO,  
Destination DC

**Abby Himmelrich**, Teacher, McLean School

**James MacGregor**, Vice President of Local Markets,  
American City Business Journals, Inc.

**Gregory McCarthy**, Vice President of  
Community Engagement, Washington Nationals

**Thomas Penny**, President,  
Donohoe Hospitality Services

**Leticia Proctor**, Senior Vice President of Sales,  
Revenue Management and Digital Strategies,  
Donohoe Hospitality Services

**Gauri Sarin**, Strategist of Eat+Drink, Streetsense

**Stacy Smith**, General Manager,  
Hyatt Place National Mall

**Gail Smith-Howard**, General Manager,  
Hyatt Regency Washington on Capitol Hill

## STAFF

**Claire Carlin**  
Executive Director  
Vice President of Partnerships & Alliances,  
Destination DC  
202-789-7048  
claire@americanexperiencefoundation.org

**Lisa Waldschmitt**  
Foundation Manager  
202-789-7065  
lisa@americanexperiencefoundation.org

**Yaneidy Lora**  
Spring/Summer Intern  
University of Maryland

## CAREER READY INTERNS

### From DC's Academies of Hospitality & Tourism

**Makayla Cruz**  
Columbia Heights Educational Campus

**Jayshawn Evans**  
Ballou High School

**Nizar Ghomari**  
Wilson High School

**AEF is supported by the team of  
Destination DC professionals.**

"Washington DC is unlike any other place in the world. I'm proud to leverage Destination DC's prominence to help support students through the American Experience Foundation.

I remember what it felt like to be a teenager seeking opportunity and beginning to explore the world.

AEF helps inspire young people and find role models who will help them realize their dreams."

**ELLIOTT L. FERGUSON, II**  
President & CEO,  
Destination DC



# THANK YOU, PARTNERS

## JULY 4TH



- |                             |                     |                            |                       |
|-----------------------------|---------------------|----------------------------|-----------------------|
| Ampa Events                 | City Winery         | Herron Printing & Graphics | Occasions Caterers    |
| Bialek's Music Ltd.         | CityPASS            | Ivy City Smokehouse        | Plants Alive!         |
| Capital Burger              | Cresa Washington DC | Jason Dixon Photography    | PMI Parking           |
| Citi Open Tennis Tournament | DC Brau             | Madame Tussauds            | Republic Restoratives |
|                             | Hargrove            |                            | Stella's PopKern      |

## FIELD TRIP



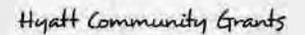
- |                           |                                |   |                                       |
|---------------------------|--------------------------------|---|---------------------------------------|
| ARTECHOUSE                | Crowne Plaza Crystal City      | Madame Tussauds   | Reston Limo                           |
| Ben's Chili Bowl          | DC by Foot                     | National Museum of African American History and Culture | Shake Shack                           |
| Big Bus Tours             | District Wharf                 | Newseum   | Smithsonian Enterprises               |
| Capital City Go-Go        | Entertainment and Sports Arena | Observation Deck at CEB Tower                           | Student Watchers                      |
| Carmin's                  | Hemisphere Travel              | Old Town Trolley  | The Anthem / I.M.P.                   |
| Chicago Classic Company   | Innovative Coach               | Omari Pearson / Passion to Purpose                      | The Etiquette Institute of Washington |
| Chris Ferenzi Photography | International Spy Museum       | Peak Performance Tours                                  | U.S. Capitol Visitors Center          |
| Clyde's of Chinatown      | Le Pain Quotidien              |   | Washington Business Journal           |

## EVENTS



- |                                  |                              |                                  |                                  |
|----------------------------------|------------------------------|----------------------------------|----------------------------------|
| 3 Stars Brewing                  | DC Brau                      | Homewood Suites Key Bridge       | Reston Limo                      |
| Anthem / I.M.P.                  | DC Urban Adventures          | Jack Nadel                       | Sequoia                          |
| Arena Stage                      | District Chophouse           | Leisure Pass Group               | Simon Shopping Destinations      |
| ARTECHOUSE                       | Downtown Holiday Market      | Maison Kayser                    | SOULEX float spa                 |
| Beacon Hotel                     | Embark DC                    | Mi Vida                          | St. Regis                        |
| Big Bus                          | EventsDC                     | National Cherry Blossom Festival | Supra                            |
| Capital Burger                   | Founding Farmers             | Omni Shoreham Hotel              | Union Stage                      |
| Comfort Inn Downtown             | Hilton Garden Inn Georgetown | Paul Stuart                      | Washington Marriott Wardman Park |
| Courtyard Marriott Dupont Circle | Hilton Hotels & Resorts      | Quality Inn Mount Vernon         | Washington Redskins              |

## ANNUAL



- |  |                             |                            |                             |
|--|-----------------------------|----------------------------|-----------------------------|
| Hyatt Regency Washington on Capitol Hill | Bike & Roll                 | Herron Printing & Graphics | Reston Limo                 |
| National Law Enforcement Museum          | Blue Duck Tavern            | LINK Strategic Partners    | Siren by RW                 |
| Skal Washington DC                       | Citi Open Tennis Tournament | Miles Partnership          | Studio Theatre              |
| Washington Area Concierge Association    | City Winery                 | Observation Deck at CEB    | Taste of DC                 |
| Association of Meeting Professionals     | Free Tours By Foot          | Potbelly                   | Top of the Rock             |
|  | Forever Media               |                            | Washington Business Journal |

**AWARDS RECEIVED**



**OUTSTANDING INDUSTRY PARTNER**  
 Academic Year 2019-2018  
 By DC Office of the State Superintendent of Education and DC Career Academy Network

# INDIVIDUAL DONORS

## INSPIRATIONAL

Elliott Ferguson & Telesa Via    Lauren & Harold Iselin    Mike Gallagher

## LEADERS

Claire Carlin    David Wilmot    Ryan George

## MENTORS

Amy Austin    John Kim    Randy Herron  
Crispus Gordon    Kola Aina    Robin McClain  
Gerard Widdicombe    Michael Akin

## COLLEGE & CAREER READY

Abby Himmelrich    Carol Motley    Martin Hamburger  
Alan Abramson    Chelsea Kaiser    Nizam Ali  
Andrea Van Wambeke    C. Greg Staley    Stuart Levy  
Brian Curiel    Jennifer Rodrigues    Theresa Belpulsi

## WORKPLACE LEARNERS

Andrew O'Connor    Emily Vecchioni    Lori Campana  
Anne L. DeSantis    Jeffrey Spann    Mark McGrath  
April Latimore    Judy Delaney    Taylor Osborne-Smith  
Danielle Davis    Julia Tibor  
Dianna Waldroup    Kirsten Olean

*Partners and donors recognized contributed to the American Experience Foundation between October 1, 2018 and September 30, 2019.*

*If we missed you, or you would like to be recognized differently, please contact Lisa Waldschmitt at [lisa@americanexperiencefoundation.org](mailto:lisa@americanexperiencefoundation.org).*



**DONATE  
TO AEF**

Please visit [AmericanExperienceFoundation.org](http://AmericanExperienceFoundation.org) to make your contribution. The American Experience Foundation is a 501(c)3 charity, EIN 30-0019421. Your donation may qualify as a charitable deduction for income tax purposes.



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

The American Experience Foundation, EIN 30-0019421 is the 501(c)(3) charity affiliated with Destination DC, the official destination marketing organization for Washington, DC.

Photo credits: Dani Fresh Photography, Chris Ferenzi, Jason Dixson Photography and EPNAC

**[AMERICANEXPERIENCEFOUNDATION.ORG](http://AMERICANEXPERIENCEFOUNDATION.ORG)**