

Speaker Biographies

February 10, 2022

Susan Baranowski, MLS, SPHR, SHRM-SCP
Corporate Director of Human Resources
Refined Hospitality

Susan Baranowski, MLS, SPHR, SHRM-SCP, is the Corporate Director of Human Resources at Refined Hospitality. Resourceful and adaptable, Ms. Baranowski offers both progressive experience and in-depth knowledge of Human Resource disciplines more than 20 years working in the field. Skillfully combining her technical, analytical, operational, and communication skills, Ms. Baranowski drives strategic initiatives to build, coach, and motivate diverse, cross-functional teams across all Refined Hospitality properties. She is responsible for company safety/risk and compliance; and holds a Master of Legal Studies, concentrating in human resources compliance, from Drexel University's Kline School of Law. Further, she holds two senior level HR certifications (SHPR and SHRM-SCP.)

Gregory L. Deshields, CDE, CHE

Executive Director
PHL Diversity
The Philadelphia Convention & Visitors Bureau
Tourism Diversity Matters
www.gregdeshields.com

Qualified Tourism/Hospitality and Academic Professional Certified Hospitality Educator (CHE) proficient in developing and implementing plans, strategies, and initiatives specifically designed to raise destinations image for diverse, multicultural travel.

Experienced Certified Diversity Executive (CDE) with demonstrated cultural competence. Prepared to strategically position an organization to remove systemic barriers to inclusion, lead culture change, and transform the brand.

Graduate of Johnson & Wales University Providence, Rhode Island, with an A.S. Degree in Hotel & Restaurant Management; and B.S. Degree in Hospitality Management. Professional Development Leadership Graduate: Institute for Diversity Certification, Urban League of Philadelphia, Leadership Forum, Leadership Philadelphia, and Greater Philadelphia Leadership Exchange.

Awards and Honors: 2021 Event Industry Council: Social Impact Award", 2020 Skål USA Chapter of the Year, 2020 Philadelphia Tribune Most Influential African American Leaders, 2020 Meetings Today Trendsetter (*Diversity, Equity, Inclusion, and Education*), 2020 Funtime Magazine, Philadelphia Icon Award

Professional Affiliations: Past President Skål Philadelphia Chapter, board member: AchieveNEXT Global, Blacks in Travel and Tourism, Boy Scouts of American Cradle of Liberty, Center City District, Center City Proprietors Association, COMHAR Inc., Greater Philadelphia Hispanic, African American, Asian-American, and LGBT Chamber of Commerce, and Philadelphia Award.

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Professional Certifications: Society of Diversity – Certified Diversity Executive (CDE), American Hotel & Lodging Association, Educational Institute – Certified Hospitality Educator (CHE), and Asian American Hotel Owners Association – Certified Hotel Owner CHO)

Greg is a longtime Tourism and Hospitality professional, native Philadelphian with a passion for his work, and is dedicated to giving back to the next generation of hospitality leaders.

Frequent presenter, specific Diversity, Equity, and Inclusion Fundamentals: Assessment, Planning, Strategies, and Implementation to reinforce the need for organizations to lead inclusion from the top.

Joyce Leveston, CMM, CVP
Senior VP of Convention Centers
Spectra Venue Management

Joyce Watson-Leveston serves as the Senior Vice President of Convention Centers for Spectra Venue Management. She has oversight responsibility of more than 46 convention and conference centers in the Spectra portfolio. She operates as Spectra's convention centers brand ambassador. She executes industry best practices, develops standard operating procedures, engages in partnerships with industry experts in supplying consistent logistical operations and is committed to new innovative technological trends that deliver and support strategic sales and marketing tools for the organization.

Prior to joining Spectra, Joyce served as the General Manager for both the BCEC and Hynes Convention Centers in Boston, Director of Convention Services and Events at the Walter E. Washington Convention Center in DC; Miami Beach Convention Center; Houston as well as the San Diego Convention Center. Besides earning her B.A in Communications she has managed and produced some of the largest and most prestigious events in the industry:

- Presidential Inaugural Balls (Obama and Trump)
- Nuclear Security Summit
- White House Women Summit
- AIPAC Policy Conference
- DNC Women's Impact Conference
- Art Basel Miami
- NFL Super Bowl Fan Fest
- NBA Allstar Fan Fest
- Microsoft WPC/ Inspire/ Tech Ed/ Convergence/ MGX
- MLB Allstar Fan Fest

Achievements and Accolades:

Recognized as VenueNow 2021 – Woman of Leadership

Recognized as TSNN 2021 – Exceptional Women in Leadership in Convention Centers

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Executive in Residence – George Washington University
Chair of Event Management Taskforce – University of Vienna, Austria

Industry Involvement and memberships:

- IAVM Member: Diversity and Inclusion Leadership Committee, Mentor Committee, served on Foundation Vision Committee taskforce
- PCMA Member: Visions Awards Committee
- Memberships: IAEE, ASAE, PCMA, IAVM, SISO and AIPC

Education & Certifications

- Bachelor of Arts in Communications - University of California at San Diego
- Certified Meeting Professional (CMP)
- Certified Meeting Management (CMM)
- Certified Meeting Professional (CVP)

Mr. Ira L. Rosen, MA, CFEE

Associate Professor

Temple University's School of Sport, Tourism and Hospitality Management

Mr. Ira L. Rosen is an Associate Professor with Temple University's School of Sport, Tourism and Hospitality Management. He teaches several event management courses and is the Program Director for the School's award-winning Event Leadership Executive Certificate Program. Additionally, for over thirty years he owned and operated Entertainment On Location, Inc. (EOL), a full-service event production and consulting company based in New Jersey. Ira has done extensive work for major events and clients throughout the world.

Prior to opening EOL, Ira worked for over seven years with Radio City Music Hall Productions. His production background includes the Super Bowl, multi-million-dollar parades, major corporate events around the world and tourism development projects for many different organizations.

Ira has spoken at conferences and conventions and has done training programs around the world. He has written and spoken extensively on key industry topics ranging from risk management to sponsorship to the financial and operational management of events. Ira holds Bachelor of Arts and Master of Arts degrees from Montclair State University in New Jersey and is a Certified Festivals and Events Executive (CFEE). In September of 2005, he was inducted into the International Festivals and Events Association Hall of Fame, becoming one of only 60 people in the world to hold this honor.