

ROBERT ZIMMERMAN
BIO & PLATFORM FOR WBTA PRESIDENT NOMINATION

I have been representing Marcus Hotels & Resorts for over 11 years now as the Business Travel Sales Manager. Starting in Madison with the Hilton Madison Monona Terrace and the Sheraton Madison, I have grown my portfolio to now take on a regional role and have added the Grand Geneva Resort & Spa and the Heidel House Resort & Spa. I feel very proud of my 20+ years of varied hospitality experience and am a graduate of the Hospitality /Tourism program at UW-Stout. Recently I have celebrated my 15th wedding anniversary with my wonderful wife Nicole and together we take on the challenge and honor of being parents to my daughter Olivia (OZ) who just started 7th grade. My free time includes running, watching football, camping and being the biggest soccer fan when OZ hits the field.

EXPERIENCE & PLATFORM

I am very honored to accept the nomination for President of WBTA. It was back in 2005 that I first attended a chapter meeting in Green Bay and for some reason I was drawn to the volunteer flyer on the registration table. It was a key opportunity for me to meet new colleagues in the industry and to gain the valuable experience and education that WBTA had to offer.

That first step took me on a wonderful volunteer journey that started at that very registration table as the Hospitality Chair. This allowed me to work with the Vice President of Education and use my background to help contract meeting space and coordinate details of events. Wanting to take the next step I chose to successfully run for the Vice President of Membership and it allowed me to work closely with the Treasurer to insure membership finances were in order. Moving on after my term to Executive Vice President and then on to the Treasurer position, for the past 3 years, it has been a very gratifying experience with WBTA to hold all these different board titles.

With the knowledge that I gained over the years I have learned one important bit of information, WBTA would not be considered one of the best chapters in the country without the volunteers and dedicated members that make us all successful. WBTA is looking to take some big steps in 2017 to improve what we can offer to our members. I believe that my past experience as a committee and board member will help lead us into a very bright future.

The WBTA Board of Directors works diligently each month to create a valuable resource for our members as an association; however we also need to listen to the members and allow them to be involved in our discussions and decisions. I heartily believe in open communication and total involvement between the board of directors and its members. Together we can provide the best opportunities to continue the educational experiences that has made us strong as an organization.

Friends and colleagues, I look forward to seeing you at our chapter election meeting in November and ask that you trust my focus and dedication for WBTA and vote for me to be your next President. Thank you for your consideration. Robert