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.
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!

### 2019 BY THE NUMBERS

<table>
<thead>
<tr>
<th>Total student engagements</th>
<th>620</th>
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<tr>
<td>Participants at AEF or Destination DC special events</td>
<td>184</td>
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<tr>
<td>Participants in learning programs</td>
<td>234</td>
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<tr>
<td>Students on field trips to Washington, DC</td>
<td>127</td>
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<tr>
<td>Students in Career Ready Internships</td>
<td>75</td>
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<tr>
<td>Corporate and non-profit partners</td>
<td>131</td>
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<tr>
<td>Scholarships awarded</td>
<td>9</td>
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### SINCE 2015

| Students in workforce learning programs | 650 |
| Students in career ready internships | 350 |
| Students on field trips | 500 |
| In scholarships | $63,500 |

AmericanExperienceFoundation.org | 2
“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
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13 AEF Spring Internship Begins
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20 Martin Luther King, Jr. Day
21 In-Classroom Project Judging
22
23 Washington Auto Show Media Day
24
25 Lunar New Year
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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.
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

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<td>8 Daylight Saving Time Begins</td>
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<td>10 First Impressions Matter Event</td>
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<td>20 National Cherry Blossom Festival Begins</td>
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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.
A calendar showing April dates with events and holidays.

**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.

AmericanExperienceFoundation.org | 6
“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.”

**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
- **Lorial Taylor**  
  Maya Angelou Public Charter High School
- **Jose Martinez**  
  Columbia Heights Educational Campus
- **Deranique Graydon**  
  University of the District of Columbia, Ballou High School
- **Diamond Hunter**  
  Temple University, Wilson High School
- **Adam Temesgen**  
  Columbia Heights Educational Campus
- **Zoe Michele Roberts**  
  George Mason University, Wilson High School

**MAY**

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<tr>
<td>8 AEF scholarship applications Due</td>
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**DERANIQUE GRAYDON**

University of the District of Columbia
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**

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<td>AEF July 4th VIP Celebration</td>
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<td>Career Ready Intern Luncheon</td>
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**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.
“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.
A partial calendar for October is shown, with events marked for Indigenous Peoples’ Day and Halloween. The text reads:

**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

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<tr>
<td><strong>Daylight Saving Time Ends</strong></td>
<td><strong>AEF Winter Clothing &amp; Coat Drive Begins</strong></td>
<td><strong>Election Day</strong></td>
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<td><strong>Times Square Hotel Tour</strong></td>
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<td><strong>Veterans Day</strong></td>
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<td><strong>Thanksgiving</strong></td>
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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

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- **AEF Winter Clothing & Coat Drive Ends**
- **Hanukkah Begins**
- **Christmas Day**
- **Kwanzaa Begins**

### 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

### 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.**
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.
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 Ghoumari
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
Bialek’s Music Ltd.
Capital Burger
Citi Open Tennis Tournament

City Winery
CityPASS
Cresa Washington DC
DC Brau
Hargrove
Herron Printing & Graphics
Ivy City Smokehouse
Jason Dixon Photography
Madame Tussauds
Occasions Caterers
Plants Alive!
PMI Parking
Republic Restoratives
Stella’s PopKern

FIELD TRIP

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

ANNUAL

American Airlines
BIG BUS
American University
Dani Fresh
DC Brau
DC Urban Adventures
District Chophouse
Downtown Holiday Market
Embark DC
EventsDC
Founding Farmers
Hilton Garden Inn Georgetown
Hilton Hotels & Resorts
Hyatt Regency
Hyatt Community Events
Hyatt on Capitol Hill
National Law Enforcement Museum
Skal Washington DC
Washington Area Concierge Association
Hyatt Community Events

EVENTS

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

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

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

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

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.

DONATE TO AEF

Please visit 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.