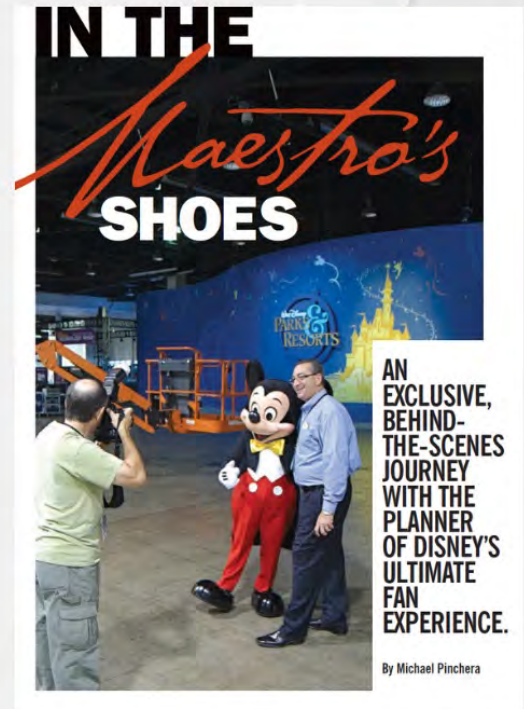


MEDIA



From Main Street USA To Your Street

Building A Culture of Excellence



D23

The Official Disney Fan Club

Media | D-23 Expo 'All Things Disney'



FROM BARRY JACOBSON

"One of the pinnacles of my career was being selected as the first-ever D-23 Expo General Manager, Disney's ultimate fan experience at Anaheim Convention Center, in Anaheim, CA.

Continued next page...



SEPTEMBER 27, 2016

By D23 Team

On Friday, September 23, more than 30 D23 Gold Members and guests gathered at the top level of Disney's Contemporary Resort for an intimate luncheon celebrating the 45th anniversary of Walt Disney World Resort. Although Disney Legend [Bill Sullivan](#) was unable to join the event as originally planned (his appearance will be rescheduled), guests explored the history of the resort with five Disney notables, whose combined service totals more than 100 years of making magic at the "Vacation Kingdom of the World!"



Barry Jacobson—whose career took him from a lifeguard in 1977 to his current role as general manager of Golden Oak, the private residential community at Walt Disney World—revealed that Dwight was his first general manager. Later participating in the openings of Tokyo Disney Resort, Disneyland Paris, and Hong Kong Disneyland Resort, Barry revealed that his favorite Disney moment took place a few years later, in 2009. "To watch how proud our cast is about making magic—about all the aspects of The Walt Disney Company—all of that culminated in the D23 Expo," he said. "I think working on that was the highlight of my Disney career."



As D23 Members entered the elegant Napa Room—which offered a spectacular panoramic view of Magic Kingdom Park—they were greeted by 2015–16 Walt Disney World Ambassadors Caitlin Busscher and Nathaniel Palma and D23's Steven Vagnini, who each hosted question-and-answer sessions with special guests Dwight Dorr (operations manager and one of the longest-serving cast members at The Walt Disney Company), Barry Jacobson (general manager, Golden Oak), and Jason Grandt (art director, Walt Disney Imagineering).



As part of his conversation, Jason Grandt recalled his early childhood visits to Walt Disney World and the reasons why he wanted to become a Disney Imagineer. "If you came as a kid to Disney and now work in Imagineering, you probably fall into one of two buckets," he explained. "The first is the kid that went on all the attractions and figured out how they were built, analyzing everything. The second is the kid like me that was just totally amazed by everything! I never flew on an airplane until I was 20, so while riding *If You Had Wings*, I was thinking, 'Wow, this is what it's like! This is the gateway to the world!' And it had never dawned on me that people actually built this stuff. And that's what I wanted to do."



Dwight Dorr, who began his career at Disneyland in 1959 and moved to Central Florida in 1971 to open Walt Disney World, recalled the 16–18-hour days spent preparing the property for Opening Day. "Most of our time was spent totally on site, working with 8,000 construction workers," he remembered vividly. "One of my first times out here, there was no water in the lagoon. There were just earth movers bringing in the white sand. And it was impressive." Dwight also had the chance to work closely with Bill "Sully" Sullivan throughout his career. "I learned a lot from Bill and lost a lot of weight working for him!" Dwight continued. "But it was for the right reasons, and we were learning. I still see Sully, although sometimes he still thinks I work for him!"



After the Q&A session, D23 Members enjoyed a scrumptious, three-course meal with the special guests, asking them questions about their career and sharing stories about their experiences at the world-famous resort destination. After a group photo overlooking Magic Kingdom Park, each guest was presented with a special gift—a commemorative print of early Walt Disney World concept art by Imagineer George McGinnis, produced in partnership with the Walt Disney Imagineering Art Library.

Continued next page...

Disney Newsreel Magazine



TO INFINITY AND BEYOND: John Lasseter, chief creative officer of Walt Disney and Pixar Animation Studios, poses with a life-size Buzz Lightyear made completely from Legos at the show floor on September 12.

D23 | expo

▲ A NEW PROPOSAL: Walt Disney President and CEO Bob Iger presents an enthused Betty White with her Disney Legends award at the Legends Ceremony on September 10.

The D23 Expo was chock-full of exciting announcements, surprise celebrity appearances and special treats for fans of all things Disney. Here are some of our favorite moments from the first-of-its-kind event, which took place in Anaheim, California on September 10-13 and brought together every line of business from The Walt Disney Company under one roof. Make sure to pick up the October 9 *Newsreel* for complete post-Expo coverage. Enjoy!



EXPOSING INFORMATION: John Travolta and Walt Disney Studios Chairman Dick Cook talk about John's upcoming *Old Dogs* and *Wild Hogs 2* at the Walt Disney Studios presentation on September 11.



▲ A WHOLE NEW WORLD: Chairman of Walt Disney Parks and Resorts Jay Rasulo unveils exciting plans to update the Disneyland and Walt Disney World Star Tours attractions while Storm Troopers cover his back.



▲ OPENING DAY MAGIC: VP, Corporate Communications and Head of D23 Steven Clark and D23 Expo General Manager Barry Jacobson prepare for the excitement and magic on the show floor at the Anaheim Convention Center on September 10.



Dallas Cowboys Football Club



Barry was part of the elite team that hosted Super Bowl XLV.

Cowboy's Stadium, now known as AT&T Stadium, was designed and built as the ultimate Fan experience for the Dallas Cowboys Football Club, 'America's Team.' As their Vice President of Special Events, my team had the important responsibility for game day and private event operations for 364 luxury suites, 10 private clubs, including the owner's suite, and generating incremental income for group and premiere events held at the stadium. During my first year, I'm proud that my team achieved \$3 million in revenue in premium hospitality services for SUPER BOWL XLV and reduced labor costs by \$350,000 per game by realigning and staggering call times for staff during catered functions, special events, and game day services.

Dallas Cowboys Experience



Jerry Jones
Dallas Cowboys

Jerry Jones was born in Los Angeles, California. His family moved to North Little Rock, Arkansas when he was an infant. He was a star running back at North Little Rock High School. He attended college at the University of Arkansas and was a co-captain of the 1964 National Championship football team. He was an all-SWC offensive lineman for Hall of Fame coach Frank Broyles and a teammate of Neil Rosenber and Jimmy Johnson. Other notable teammates were Glen Ray Hines, a consensus All-American offensive tackle, Ken Hatfield, Jim Lindsey, and future Oakland Trophy winner Lloyd Phillips.

When he graduated college in 1965, he was hired as an executive vice president at Modern Security Life of Springfield, Missouri. He received his Masters degree in business in 1970. After several unsuccessful business ventures including posing up the opportunity to purchase the AFL's San Diego Chargers in 1967, he began an oil and gas exploration business in Arkansas, Jones Oil and Land Lease, which became phenomenally successful.

Since Jerry Jones bought the franchise in 1989, interest in the Cowboys built to unprecedented levels both nationally and internationally during the team's triumphs of the '90s. They set an NFL record with 160 consecutive sold-out stadiums, which included games from home and away. The team's three most recent Super Bowl appearances drew the three largest television audiences in broadcast history. Under Jones' stewardship, Dallas was designated the "Most Valuable Franchise" title from 1993 through 1995.

Jerry Jones is married to Gene Jones and they have three children: Stephen, Charlotte and Jerry, Jr. They also have nine grandchildren. Stephen (born July 21, 1964) is a graduate of the University of Arkansas and serves as the Cowboys' chief operating officer/executive vice president/director of player personnel. Charlotte (born July 28, 1966) is a Stanford graduate and serves as the Cowboys' vice president/director of charities and special events. Jerry, Jr. (born September 27, 1969) is a graduate of Georgetown University who earned his law degree from Southern Methodist University, is the Cowboys' chief sales and marketing officer/vice president.



All About... Barry Jacobson

Title: Vice President Special Events Cowboys Stadium
Company: Legends Hospitality Management

I received my first paycheck from Christian Farms when I was 13 years old working summers in the shade tobacco fields in Connecticut. My career in hospitality and in service to customers began when I worked the clubhouse canteen for Bonanza, Pondosa, and York steakhouse in Alhambra Springs Florida. In 1977, I joined the Walt Disney World Resort as a recreation host a.k.a. as a lifeguard while starting college at The University of Central Florida. I spent 15 years in the resort division at Walt Disney World culminating with roles as the hotel manager and food and beverage manager at Disney's Grand Floridian Resort & Spa. It was my four years at the Grand (Guest Requests Are Never Denied) that I received my first introduction to the group and convention business when we added a 60,000 sq. ft. Convention center to the hotel. I was recruited from hotel operations by the VP of Sales and Events and for the next 16 years had the most amazing time of my life, leading teams who planned, organized and executed events for convention clients, brides, Disney Corporate entities, and the Walt Disney Company CEO's and its Board of Directors. In 1995, I began working as a meeting planner for the Walt Disney Company corporate

office and was part of the team responsible for planning event for the CEO of the company, Michael Eisner, the Walt Disney Company Board of Directors, and numerous company related projects including The Walt Disney Company Annual Shareholders meeting, Investors Conference, Board meeting at the ABC Network offices in New York, and traveling to be a part of grand opening events for 5 Disney theme parks that included international assignments in Paris, Tokyo, and Hong Kong. My team was responsible for the execution of numerous company-wide events including the launch of the Disney Cruise line and Disney's Annual Shareholders meeting. He also supported all trade shows and client driven events for the Sales and Travel operations division at the Walt Disney World Resort and The Disneyland Resort. In 2010 he was honored to receive the Corporate Event Planner/Producer of the year award from Event Solutions magazine for his efforts as General Manager for Disney's first ever fan exposition which attracted over 35,000 fans to the D23 expo.

The most significant lesson I learned was trust is something you earn and treat everyone with dignity and respect.



Dallas Hotel Magazine

CONTENTS ISSUE 03

EDITORIALS

EXTREME METRO MAKEOVER

Inside the ultimate revitalization of downtown Dallas, page 12

TOP GUN IN DALLAS

an Harrison of the Benetta Gallery in Highland Park, page 34

BIG BAD BREW-DOO DADDY

Time for a cold one? Welcome to Dallas' Top, Top Tap Rooms, page 46

LIVING THE SUITE LIFE

International hospitality guru Barry Jacobson's star studded happiness, page 48

AMERICA'S MOST INFLUENTIAL DEALMAKER

Ambassador Ron Kirk's world travels as U.S. Trade Representative, page 50

RECIPES AND ROYALTY

Former Buckingham Palace chef and current Texas resident Darren McGrady dishes on April's royal wedding, page 74

BON APPÉTIT, Y'ALL

Hope to Madeline founder Patrick Esquerre introduced French cuisine deep in the heart of your-know-where, page 96



ON THE COVER

Former Dallas Mayor and Current US Trade Representative Ron Kirk
Photography by David Woo

DEPARTMENTS

SHOPPING

Spotlight on Dallas' many trendy, historic and eclectic shopping destinations, page 26

GALLERIES

Exploring the local art scene, page 36

BRIGGS FREEMAN SOTHEBY'S INTERNATIONAL

Why America's top executives are calling Dallas headquarters, page 39

BEST THINGS TO DO

Uncommon adventures and unique attractions designed with you in mind, page 50

BEST LUXURY SPAS

Lavish and luxurious retreats designed to soothe your body and ease your mind, page 66

DINING & NIGHTLIFE

A complete guide to the area's finest dining, entertainment and more, page 78

LUXURY BOUTIQUE HOTELS

Spotlighting the world's top destinations, page 99

A NOTE FROM THE PUBLISHER



“

As a native Dallasite, I am proud that the city we affectionately refer to as Big D is thinking big once again. As you can see by our feature story on the revitalization of downtown Dallas, there are so many exciting new things happening in the central business district that we needed 14 pages to tell the story.

World-renowned museums and distinctive art venues are thriving; the new Omni convention hotel is scheduled to open ahead of schedule this fall; Woodall Rogers Park, Dallas' version of New York's Central Park, is taking shape; and several new performance centers are also under construction. This gives natives additional motivation to come downtown, and for our out-of-town visitors terrific reasons to stay (and play) downtown. Nightlife is also making a leap forward in areas such as Victory Park, home to the state's largest annual New Year's Eve celebration, Uptown, Deep Ellum, Bishop Arts District and the West End entertainment district. They are all seeing an uptick in nocturnal activity. The days of "downtown ghost town" are over, and we are excited to tell the story.

The magazine's downtown feature gave us a good reason to put US Trade Representative Ron Kirk on our cover. More than any other contemporary Dallas mayor, during his two terms in office Kirk had a lasting impact on downtown. His celebrated pro business agenda helped kick-start the construction of the American Airlines Center, bring the University of North Texas campus downtown and the ambitious Trinity River project off the drawing board and onto the ballot. There was so much activity during Kirk's administration, locals frequently joked that the official city bird was the "crane" (as in the huge construction cranes that dotted the downtown landscape). Today, seasoned travelers view Dallas as a world-class destination. Just ask Barry Jacobson (pictured above with me), Legends Hospitality Management's new events guru. In our profile, the successful entertainment executive talks about his move to Dallas and why he traded "Disney World for the world's greatest sports franchise: the Dallas Cowboys."

Thank you for reading our magazine, *"the definitive guide for discerning travelers to Big D."* And have a great time while you are here.

May I suggest a bit of downtown sightseeing?

”

Sincerely,

Pete Northway

Pete Northway
Publisher/Editor-in-chief

Continued next page...



Dallas Hotel Magazine, Continued

Long time entertainment executive Barry Jacobson knows a great gig when he sees it. After spending three decades with the Walt Disney Company, most recently as corporate events director at Walt Disney World in Central Florida, Jacobson was recruited by Legends Hospitality Management to join its team that manages major sports venues across the United States. After all, it is not every day that such a seasoned industry veteran makes a business transition from, as one insider put it, "Disney World to the world's greatest professional football team," in reference to the Dallas Cowboys. "I see huge similarities with Disney and the Dallas Cowboys," said Jacobson. "Each on its own has a rich history and traditions that transcend generations of loyal followers who have a passion for delivering entertainment. It's exciting, really, to see the kind of passion and emotional connection the name 'Dallas Cowboys' stimulates."

These days, sports venues compete for the opportunity to create high-end fan experiences that are beyond simply memorable – more like second to none. Super luxury suites elaborately appointed and catered with expensive cuisine; massive high definition screens and scoreboards; eye-popping artwork and design; and innovations that bring fans even closer to the action have all become trademarks for discriminating sports fanatics and franchises alike. It is this kind of demand that makes up one of the fastest growing pieces of the entertainment sector. With Jacobson's many years and unique toolbox of cutting edge entertainment expertise, his hire was a natural. While he certainly had an extensive background producing theme-park events, having been integrally involved with grand openings of 5 Disney parks in the US, Europe and Asia over the years, he had not been closely connected to a famous sports team. However, last September when Jacobson was hired and introduced as vice president/special events at the NFL's hottest new facility, the award-winning executive turned the page to begin an exciting new chapter in his colorful career. Jacobson's current responsibilities touch some of the most storied sports venues in the world: the Cowboys' home field in Arlington, Texas, and Yankee Stadium in New York.

He supervises special event operations at Cowboys Stadium and leads a team responsible for all food and beverage service supporting suites and the club-level facilities. The late George Steinbrenner, owner of the New York Yankees, and Jerry Jones, who has owned the Dallas Cowboys since 1989, founded Legends Hospitality in 1990. The group supports 100,000-seat stadiums to minor league ballparks in Pennsylvania, North Carolina, Florida, New Jersey and more, all with an eye for championship results. How does it feel working in the shadow of some of sports biggest names? "In their own way, the Cowboys and the Yankees have made an indelible and global impact in the world of sports," said Jacobson, "so I wouldn't necessarily say it's about working in their shadow. For me, it's more about living up to the legacy of these dynamic organizations. It's a goal of mine every day to further those legacies and the heritage of these franchises."

Known for his tireless energy, Jacobson has an impeccable reputation in the planning and events industry. "So many of the events I have had the good fortune to be a part of have left a lasting impact on me," he said, reflecting on his career thus far. In 2010 he was named Corporate Planner/Producer of the Year by *Event Solutions* magazine. The prestigious industry recognition honored his distinctive career success and production as general manager of the 2009 D23 Expo, Disney's first ever fan exposition. The special event designed exclusively for Disney fans attracted more than 30,000 participants. Jacobson's other work with Disney includes production of the annual shareholder and Board of Directors meetings, investor conferences and a wide range of client events. He says he is "thrilled to have landed in the Dallas area," bringing his years of unique expertise in the entertainment business to the market. "This is a true sports town; we've taken in a Rangers game, a Stars game and we hope to see the Mavericks play soon. I love the diversity of the North Texas area and I've appreciated the genuine friendliness. I am truly grateful for the warm nature of everyone we meet."





Named 2010 Corporate Planner/Producer of the Year by *Event Solutions* Magazine.

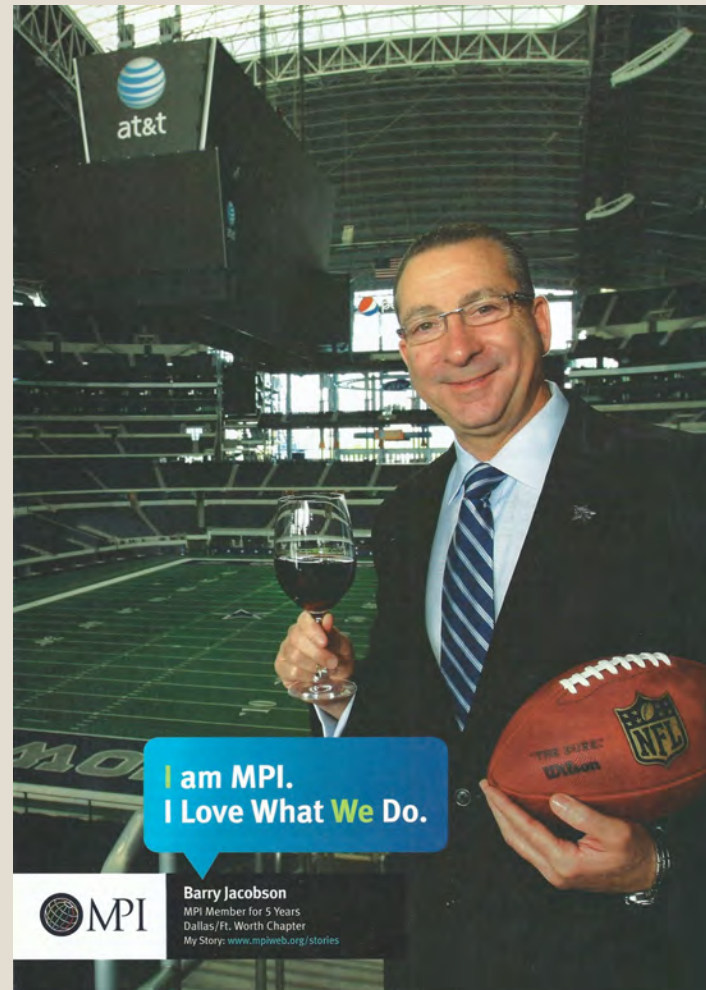
DISNEY PRESS RELEASE

The Walt Disney Company, Anaheim, CA- Barry Jacobson, Disney Catering and Corporate Events Director, has been named by Event Solutions Magazine as Corporate Planner of the Year and presented with its Spotlight Award during a special awards dinner in Las Vegas.

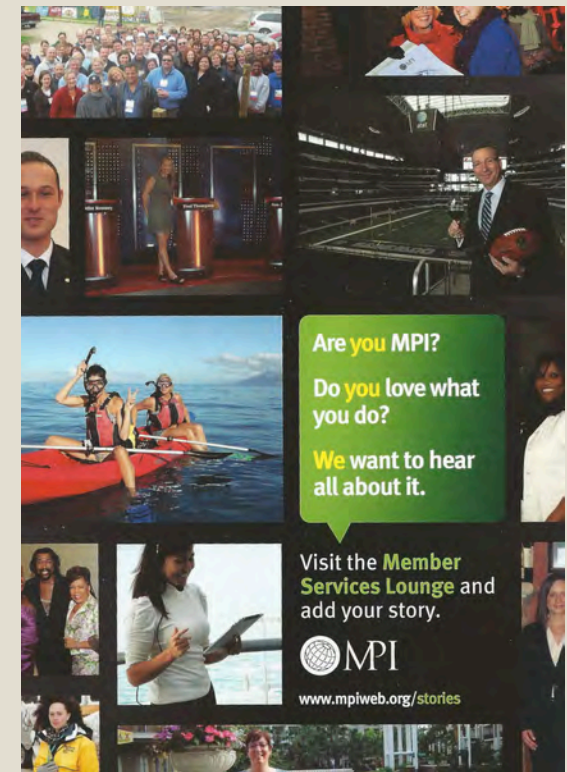
Event Solutions specifically acknowledged Barry's work producing the first ever D23 event in Anaheim, California in August 2009. D23, a Disney Fan Club, is a new facet of the Disney Company. The D23 conference and exhibit which attracted over 40,000 attendees, was just one in a long line of exceptional events that Barry has produced for the Walt Disney Company over his 30 years as a valued cast member. Whether it's a tradeshow, client event, corporate shareholder meeting or anything in between, Barry's passion for producing events is always evident.

Congratulations, Barry!

MPI Membership Campaign



Ad in ONE+, various business publications throughout the US, posters, banners, and more



Postcard

Continued next page...

MPI Membership Campaign

MPI (Meeting Planners International) is the Professional membership organization for corporate, association, and independent meeting planners which impacts thousands of professionals in the meetings and event industry.

Barry Jacobson was chosen to be part of the MPI 2011 Membership Campaign. He is featured in various marketing and branding efforts including their ONE+ Magazine, the MPI website, in business newspapers throughout the country, trade publications, event newsletters, posters and banners used at tradeshows/expos, and more.



Certifiably Inspiring

MPI's Certification in Meeting Management (CMM) is focused on strategic thinking and the business of events, and it's perfect for your career advancement and professional recognition.



Leaders, Visionaries and Volunteers

Volunteer leaders continue to shape MPI's future, providing industry perspective while sharing critical skills—and gaining valuable insight.



**I am MPI.
I Love What We Do.**

Barry Jacobson
Vice President of Special Events
Legends Hospitality Management

"I have always had event planning in my DNA, dating back to my elementary school days when I produced fundraising carnivals in my backyard for the Muscular Dystrophy Association. Flash forward to today—I'm vice president/special events for Legends Hospitality Management at Cowboys Stadium. I spend my days creating incredible fan experiences at all our functions on Game Day, including last year's Super Bowl.

**"It's a planner's adrenaline rush!
And I love every minute of it."**

I was first introduced to MPI while I was the Director of Special Events for the Walt Disney World Resort. My role allowed me to have numerous interactions with members through the meetings and annual events we hosted at Disney's Theme Parks and our participation in MPI's annual conferences. MPI has been instrumental throughout every stage of my career, and I've learned so much from the people I met in the community.

It's a planner's adrenaline rush! And I love every minute of it."

Read the rest of my story at :
www.mpiweb.org/stories

From MPI Promo Magazine

Walt Disney World®
Vol. 21 No. 8

February 21, 1991

Eyes and Ears

Honoring Our Midnight Crews



The annual Third Shift Breakfast was held the morning of Thursday, January 31, to thank the cast members who work the early shift. The food and festivities were held at Disney's Yacht and Beach Club-Conventions Center for Resorts cast members, where the theme was Moonlight Crews (Cruise); at Crystal Palace and Odyssey Restaurant for Theme Park cast members, who enjoyed Football Highlights; and at The Center, where Administration/Support cast members reminisced with 1950s and '60s entertainment.

Members of management carried trays, served food and bused tables to show their appreciation. Thanks to all third-shift cast members for their efforts throughout the year.

(Main Photo) Captain Barry Jacobson (Resident Manager at Disney's Grand Floridian Beach Resort) provides coffee service with a smile to Ann, Joel, Tim and Oscar from Disney's Yacht Club Resort Bakery.

(Left Photo) Mickey says, "welcome aboard!" to David French and Herb Hawkins, from Disney's Contemporary Resort Engineering.

(Center Photo) Head referee Bill Sullivan (Vice President, Magic Kingdom Park) serves prime rib to Carl Shinn, Magic Kingdom Custodial.

(Right Photo) Walt Disney World Ambassador Kerry Kalin stopped at all four Third Shift Breakfast locations. At The Center, she visited with Gus, Jerry, Bennett, Ted and Michael.

EYES & EARS is printed on recycled paper.



GOLDEN OAK CLUB ~ NEIGHBORHOODS ~



Lunching with a Disney Legend
February 12, 2015

Last November, Golden Oak residents gathered at Summerhouse for an exclusive event to remember: meeting Marty Sklar, a Disney Legend and the retired president and principal creative executive of Walt Disney Imagineering and one of the most

legendary minds behind the magic of Disney.

And what a stellar experience it was! Residents savored a memorable feast of ideas, luncheon and entertainment, culminating in a presentation of Marty's favorite memories of his half-century Disney career. And the icing on the cake? Signed complimentary copies of his 2014 book, *Dream It, Do It! My Half-Century Creating Disney's Magic Kingdoms*.

Anticipation was high to spend time with the Disney Legend who helped to develop and open nine of the 11 Disney Parks around the world. "Marty Sklar is one of the greats," summed up one arriving resident. "He was at the forefront of so much Disney history, and we're super excited to meet him."

Setting the perfect tone for the event was none other than classic barbershop quartet the Dapper Dans, who surprised residents with serenades as they began lunch at Markham's restaurant.

Already experts at designing fine foods and beverages that feature Disney touches, the Markham's culinary team delighted the group with a menu starring "Marty salutes." Included were nods to his birthplace in New Brunswick, NJ ("Garden State" fall salad, "New" Brunswick Stew) and a "Chocolate Spaceship Earth" dessert. The latter, an original homage to Marty's extensive involvement in the creative development of *Epcot*®, provided an iconic liftoff to the presentation.

Marty shared the fascinating story of his Disney career, from his start in 1955 as a collegiate writer of Walt's speeches and *Disneyland*® Resort marketing materials. The young creative thinker, who worked so closely with Walt that eventually he became nicknamed the Sorcerer's Apprentice, would become the president and principal creative executive of Walt Disney Imagineering. Named a Disney Legend in 2001, Marty was honored as one of the many individuals whose imagination, talents and dreams have created the Disney magic.

As remarkable as his career has been, Marty's presentation was much more than a biographical snapshot. As only a Disney Legend can do, he took residents on an inspiring and anecdote-filled look at the optimism, creativity, innovation, hope and – yes – fun that to this day shapes the magic of Disney. Following the presentation, Golden Oak General Manager Barry Jacobson presented Marty with a custom-made blueprint made by Walt Disney Imagineering, featuring many of the projects that he contributed to over his career of five decades. The residents in attendance also received copies of the blueprint as a keepsake.

"The one thing above all I have truly loved about our process at Disney is starting over with a blank sheet of paper and creating something new and unique," Marty observed. "With my fellow Imagineers, we've done that over and over again with new parks and resorts, new attractions, new cruise ships, new entertainment and retail concepts."

[HOME](#) |
 [CATERING](#) |
 [FOOD TRENDS](#)

MPI's Best WEC Post-Parties

The WEC trade show may have ended early in the day, but attendees partied well into Monday night, thanks to events hosted by local and out-of-town companies.

FEBRUARY 15, 2006

Members of **Meeting Professionals International (MPI)** from across the country gathered in Miami for the annual **World Education Congress (WEC)** to network, showcase their companies, and attend seminars. In one day, attendees walked the trade show floor for a few hours, and then prepared to spend Monday night party-hopping around the city's hottest spots, thanks to events organized by local and out-of-town companies.

Barry Jacobson, director of event management for **Walt Disney Parks & Resorts**, hosted an event at sundown aboard the *Biscayne Lady* to showcase what the company can provide outside Orlando. The guests, about 120 WEC attendees, knew exactly where the party was, thanks to large Mickey and Minnie Mouse helium balloons tied to the 45-foot yacht. Servers holding trays of champagne and mojitos welcomed the invitees. Jacobson took the **"Happiest Celebration on Earth"** theme in use at the Disney parks and re-created it on the yacht. Inside, circular tables were dressed in blue or yellow linens and topped with four mini Mickey snow globes. Disney banners and flags waved from the boat's top level. Candy dispensers with tops shaped like Cinderella's castle adorned the food stations, piled high with fresh pasta, Caesar salad, various meats, and loads of desserts, such as chunks of chocolate, cakes, and cookies baked by the in-house caterer. **Captain Mickey** and special celebrity guest **John Stamos** posed for pictures with guests, who got complimentary 5- by 7-inch photos to take home. The *Biscayne Lady* announced the commencement of the 90-minute cruise around Biscayne Bay with a blast of its horns—specifically tuned to Disney's theme song, *"When You Wish Upon a Star."*



At an event for **Walt Disney Parks & Resorts** aboard the *Biscayne Lady*, the yacht's interior was decorated with blue and yellow tables topped with mini Mickey Mouse snow globes.



The in-house catering crew of the *Biscayne Lady* prepared decadent desserts for the **Walt Disney Parks & Resorts** event.

The Dallas Morning News

ARTS ENTERTAINMENT > TRAVEL

An address at Disney World comes with perks aplenty



A sculpture of Snow White and the Seven Dwarfs greets homeowners at Golden Oak at Walt Disney World Resort in Orlando, Fla. (Four Seasons / Courtesy.)

By Cheryl Ng Collett | Special Contributor
2:56 PM on Jan 9, 2018

As a youth in Missouri, Walt Disney would lie under a "dreaming tree" and let his imagination take flight. And if he had dreamt up a neighborhood, Golden Oak at Walt Disney World Resort might be it. Hidden inside the 40 square miles of Walt Disney World in Orlando, Fla., is a quiet 980-acre residential enclave.

The private gated community is set to have 300 custom homes upon completion, with 30 designated as Four Seasons Residences. Bike around the five neighborhoods, and you'll find plenty to fuel the imagination. Handsome homes are speckled along a shimmering lake or surrounded by genteel gardens. Near the entrance of the property, a life-size bronze sculpture of Ariel from *The Little Mermaid* welcomes guests. It is one of four sculpture series that include Pinocchio and friends, Snow White and the Seven Dwarfs and Bambi.

The designer manses with a starting price of \$2 million are attracting Texas vacation-home buyers who not only love Disney but enjoy the luxe life. "There is a level of hospitality and sense of community here

at Golden Oak that is consistent with Texas culture. It is relatively easy to get from Dallas and Houston to Orlando; it's roughly a two-hour direct flight from both cities," says Mark Smith, a resident from Texas.

Park perks



If you've got princess dreams -- and a bank account to match -- then the home community on the grounds of Walt Disney World could be for you. Cheryl Ng Collett / Special Contributor

They can visit the full-service spa and treat their kids to a "Magical Moments" day for a princess or prince makeover. The hotel's rooftop restaurant, *Coda*, provides a bird's-eye view of the nightly fireworks from two theme parks.

Perks for Four Seasons Residences homeowners include a private entrance to the hotel and access to a 5-acre water park, children's programming and in-home services like spa treatments and private catering.

Personalized service



The private gated community will have 300 custom homes with a starting price of \$2 million. (Four Seasons / Courtesy.)

At the hub of the community is Summerhouse, a private clubhouse with a restaurant, family game room, fitness center and resort-style pool. Summerhouse is also the place where homeowners have access to an army of fairies, or the Club Members Service Team. Barry Jacobson, general manager of Golden Oak and Walt Disney World Spas, says that "the sole purpose of the dedicated Club Member Services Team is granting wishes." From organizing a Doosey-themed graduation party to sourcing Alaskan crab legs, Jacobson emphasizes the importance of surprising and delighting guests.

"Golden Oak represents the only opportunity to live at Walt Disney World Resort, allowing families from Texas and across the U.S. to re-imagine their dream home with the traditions, services and amenities of Disney," says Page Pierce, vice president of real estate development at Walt Disney World Resort.

Cheryl Ng Collett is a freelance writer and the editor of *IttyBittyFoodies.com*, a food and travel lifestyle blog for families. Follow www.ittybittyfoodies.com on Instagram.

If you go

More details on Golden Oak at Walt Disney World Resort can be found at www.disneygoldenOak.com.



Thirty of the homes will be Four Seasons Residences, with access to exclusive perks including a 5-acre water park and children's programming. (Four Seasons / Courtesy.)

WHAT PEOPLE ARE SAYING ABOUT BARRY



NACE National Association for Catering & Events
nace.org

Barry, I just want to thank you for your time with our NACE group yesterday. Everyone had a great time and loved your topic. It was the perfect kick-off to our year!

I hope we cross paths again in the future, and please let me know if there's ever anything I can do to spread the word about your speaking engagements.

Thanks again!

Brittney Bouche CWF, CPCE | Sales Manager
NACE Orlando Chapter President

LIVE NATION PREMIUM

Barry Jacobson is a premium service customer experience expert!

Barry, thank you for sharing your invaluable insights with our Premium Sales and Service Team. Following our Fireside Chat at House of Blues, the team was 'fired up' to take the Premium

Experience in our venues to new levels nationwide, fostering an even greater sense of empowerment to create memories for our clients. Your captivating stories from both the sports and Disney side clearly illustrate the intersection of hospitality and our daily operations for premium clients.

Bryan Dockett | Senior VP Premium Seat Sales at Live Nation Concerts

JAG MANAGEMENT COMPANY

Thank you, Barry, for a motivating and engaging presentation to our JAG property management leaders on what it means to be a leader as it relates to the Resident Experience. You weaved in exactly what we were looking for, including our company's differentiators, and captured our team with your passion and true-life storytelling.

Patty Holt | JAG Management Company

MAXHOME

Thank you so much for your energy and customized presentation. It was the perfect end cap to a great day of connection for the team.

Cristina Harrell, Chief Administrative Officer

TIME LUXURY MEETINGS

You completely WOWED the audience of meeting planners and hotel and convention visitors bureau (CVB) professionals. Thank you again, Barry Jacobson!

Paul Perrino, Executive Vice President/Partner | Luxury Meetings, Inc.

Note: Barry, as an Avatar in a Virtual World, delivered the closing Keynote Speech for Luxury Meetings at TIME World, 2021 Incentive Travel Meetings & Events conference.

Disney Parks Podcast

Barry Jacobson is a superb speaker and so intriguing on 'Everything Disney.' Our audience was captivated by his recent interview on our podcast. Barry specializes in leadership and customer service and finds the most interesting ways to communicate and connect with his audience. He has a way of weaving in true Disney experiences and stories from his 30 years at Disney in the hospitality and guest services industry, from an insider's view. Well done!

Tony Caselanova | Disney Parks Podcast

RE/MAX

Breakfast with the Broker plans to go live.

We have a very special guest planned for you! We will be meeting with former Senior Disney Executive Barry Jacobson to talk about how the customer experience has changed and how we can build it, as he says, one Magical interaction at a time.

TOMORROW AT 9:00 AM
Breakfast with Barry Jacobson

Get Reminder

PANORAMA Orthopedics & Spine Center

Barry, We can't thank you enough for all your guidance over the last 18 months in building our Patient Experience and Culture of Excellence program. You've made such a difference in our organization, taking us to the next level!

Terry Peites, CEO | Panorama Orthopedics & Spine Center

NOTE: Barry delivered a 2-Day Intensive program that included a 1-hour presentation to over 400 employees via Zoom and a 2-day, engaging, and hands-on workshop for Panorama leaders regarding creating a culture of excellence and patient experience. This was followed by an intensive monthly, leadership and customer service consulting program.



PENGUINS

THAT'S A WRAP!

Pursuing Excellence Never Stops... That is the PENS way. Barry, thank you so much for your experience and insight. You and your team have been instrumental in assisting us with the development of the Penguins U college program.

Amanda Susko | Senior Director, Pittsburgh Penguins Foundation

NATIONAL RESTAURANT ASSOCIATION

Larry Lynch, CEO
Senior Vice President, Health, Safety and Regulatory Services

I wholeheartedly, and without reservation, recommend Barry and endorse all of his efforts. This is one great leader and resource for all of us. Barry's approach is to help navigate the customer experience with real, actionable advice that's relevant to issues and challenges all businesses may face, especially in today's environment. We thoroughly enjoyed Barry's presentation. You know when you get invited back even before you are out the door that it resonated!

Baltimore Convention Center

On behalf of the staff, I want to thank you for your refreshing and informative presentation. I can honestly say I have not seen our staff so engaged in a presentation where they had to sit for more than 10 minutes without the fidgets...like little kids.

I have received many nice comments and I hope that we can get you to return for more of your experiences coming up the ladder. I enjoyed our conversations and am happy you are now on my new friend list.

Peggy Daidakis | Executive Director, The Baltimore Convention Center

urbanAir ADVENTURE PARK

Barry = difference maker! Thanks for helping Urban Air Milwaukee grow the experience, brand, and elevate! Your presentations to our team and leadership coaching were the game changer for our team and future teams! Always great working with you, Barry.

Kent Czesewski | Owner, Urban Air Milwaukee West

HIGH WATCH RECOVERY CENTER

Thank you, Barry, for the insight and training you brought to our team as it relates to Leadership Coaching and the Patient Experience.

Jason Perillo | CMO, High Watch Recovery Center

PODCASTS, INTERVIEWS, & CONFERENCES

LEADERSHIP LIFE STORIES INTERVIEW

Hosts Rebecca Morgan and J.B. Adams welcome Barry Jacobson, a former leader in Disney's premium experiences and events including Disney's Fairytale Weddings, Disney's Golden Oak Luxury Homes, and Club 33, and current owner of Barry Jacobson Consulting, where he provides premium design services and helps organizations develop a culture of excellence in the areas of leadership, employee engagement, and customer service.

"Barry is a true leader, an insightful business leader, and a fabulous speaker! During our recent podcasts, I posed several questions but then bombarded him with over a dozen more that our listeners asked. Barry didn't skip a beat and was phenomenal. I would definitely recommend him as a speaker — the topic of premium customer service is his passion but don't let that fool you — employee and customer service at every level, even business partner or leadership coach... Barry can do it all."

Rebecca Morgan | Owner, Choose Awesome Co.

APPLYING DISNEY CUSTOMER SERVICE PRACTICES TO THE HEALTHCARE INDUSTRY

Michelle Burdo, Owner Burdo Media Group

Elevating the Customer/Patient Experience | With the unprecedented access to treatment alternatives, you can't just meet your patient's needs, you have to WOW them. What better way to do that than with a little Disney magic? Our guest today, Disney Exec and Hospital leader Barry Jacobson was responsible for some of their most exclusive events and properties during his nearly 40 years with the company. We're LIVE, breaking down the three action items your office can take to elevate the Customer/Patient experience at your medical practice. That's right, we're putting the hospital in hospitality.

THE GLOBAL EXCHANGE CONFERENCE
Nov. 1-4, 2022 | Walt Disney World Resort

Barry, it has been a pleasure working with you as a member of our Advisory Group to produce The Inaugural Global Exchange Conference at Walt Disney World. Your experience in the industry including your 37 years working for the Mouse has certainly helped, but even beyond that, you are a creative guy who knows how to get things done and has connections everywhere. The pre-conference special events have been amazing. Looking forward to many more years working together to make magic!

Jerry Schwab | President & CEO

NOTE: The Global Exchange Conference is a 4-day event of educational presentations and workshops, bringing together professionals and organizations from multiple disciplines including Mental Health, Addiction Treatment, and Holistic Wellness.