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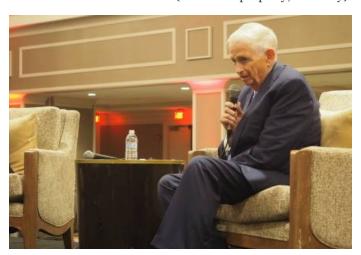
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October 20, 2015

What Eisenhower Taught Bill Marriott About Leadership

Watching a room full of 400 hotel developers, financiers and CEOs sit in awed silence for 30 minutes is something to witness, and we did just that yesterday when Marriott International chairman J.W. Marriott Jr. was interviewed by his daughter, **Debbie Marriott Harrison**, at *Bisnow*'s annual Lodging Investment and Innovation Series at the Renaissance in downtown (a Marriott property, naturally).



The 83-year-old hotel **icon** discussed a broad range of topics, like leadership and Millennials, but he started out with the story of his company, which his father founded as a root **beer shop** in DC back in 1927. As the company grew in size and prestige, Bill got a major lesson in leadership from President Dwight Eisenhower when Ike visited the Marriott family farm in Virginia. Gathered around a fire on a cold December evening, the family asked the president what he wanted to do. The president turned around and asked a young Bill Marriott what he would like to do. "I thought



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