

AH&LA Fall Conference Schedule 2013

Welcome to New York! Here is a small guide for our weekend of activities! Make sure to read over it all and take down the E-board's phone numbers so that no one gets lost. If you plan to leave early or off on your own to visit a friend etc., PLEASE let someone know so that we aren't looking for you!

****PRINT OUT YOUR BUS TICKETS****

E-BOARD CONTACTS (PUT IN YOUR PHONE!)

Roshni Patel: 224-595-5238

Chelsea Salamone: 203-763-9417

Zach Rimberg: 914-420-1766

Kirsten Braun: 440-552-4603

Emma Ritcey: 707-971-0068

Packing List:

- Casual travel clothes for Friday, Saturday night, and Sunday
- Toiletries (toothbrush, toothpaste, etc.)
- Business Casual outfit for Welcome Reception
- Business Formal outfits for Saturday & Sunday
- Business Cards
- Notepad / Pen
- Some small snacks for the lectures
- Cash for group dinner!!

TRANSPORTATION

Shuttle buses run between IHMRS-contracted hotels and the Jacob K. Javits Convention Center on:

(SEE ATTACHED)

Saturday from 3:00 p.m. – 7:00 p.m.

Sunday from 8:30 a.m. – 6:00 p.m.

Our Hotel: Sheraton New York Hotel & Towers (811 7th Avenue; In Times Square)

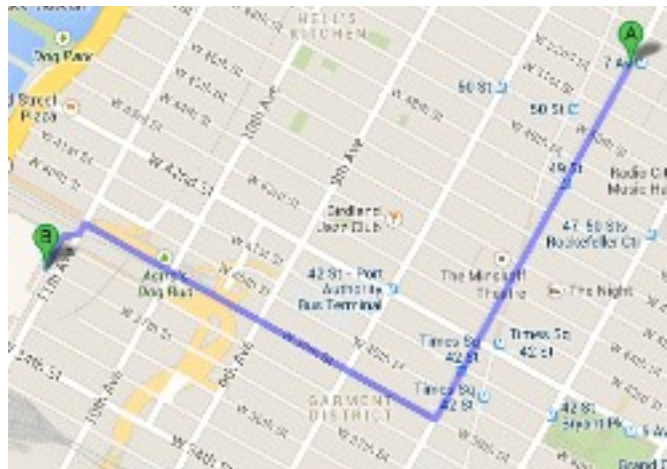
All Seminars held in: Jacob K. Javits Convention Center (West 35th Street, New York, NY 10001)

Welcome Reception: Waldorf Astoria (301 Park Avenue New York, NY)

Distance from Hotel to Javits Center: 1.5 miles; 30 minute walk

Walk Southwest on 7th Avenue

Turn Right onto W 39th Street



Turn Left 11th Avenue
Right onto Javits Center Roadway

Friday, November 8, 2013

7:00am or 7:15am

Meet at Kenmore Platform OR Meet at South Station entrance at 7:15am.

8:00am

Bus departs for NYC

12:45-2pm

Arrive in NYC, relax, lunch

2:00pm

Leave to walk to the Waldorf Astoria
301 Park Avenue, New York NY

2:30 - 4:00

Waldorf Site Visit

5:30-7:30

Welcome Reception (food and drinks provided)
Waldorf Astoria - 301 Park Avenue

Saturday, November 9, 2013

All seminars are located at Jacob K. Javits Convention Center
(655 West 34th Street)

*Bring snacks with you because it will be a long day!
Don't forget to dress Business Formal!!*

****Meet at 8:30am in front of Javits Center****

8:15am

Meet in the Hotel lobby. We will be taking the shuttle to Javits Center Route #1 (Bus Schedule attached)

9am-10:30am

Keynote Seminar: CEO Leadership Panel
Room: 1E10/11

Hear from a diverse panel of CEOs who will discuss trends, the state of the industry, and the next big thing. And they're ready to answer your toughest questions.

Moderator:

- John Russell, board member, IHMRS, and chief executive officer, Campus Brands

Panelists:

- Gerry Chase, president & chief operating officer, New Castle Hotels & Resorts
- Douglas Dreher, CHA, president & CEO, The Hotel Group
- David Kong, president & CEO, Best Western International
- Paul Whetsell, president & CEO, Loews Hotels & Resorts

10:30 a.m. - 11:00 a.m.

Networking Coffee Break

11:00 a.m. - 12:30 p.m.

U.S. Lodging Industry Summit Panel

Room: 1E10/11

The top data-collecting agencies in hospitality disclose current industry statistics and future projections, as well as discuss the implications for you and your business

Moderator:

- Ron Vlastic, CHA, regional vice president of hotels, Kimpton Hotels & Restaurants and chair, American Hotel & Lodging Association

Panelists:

- Vail Brown, CMHS, vice president, global business development & marketing, Smith Travel Research
- Warren Marr, managing director, hospitality & leisure consulting services, PricewaterhouseCoopers LLP
- Kristin Muhlner, CEO, newBrand Analytics
- R. Mark Woodworth, president, PKF Hospitality Research

12:45 p.m. - 2:15 p.m.*

Keynote Luncheon: Travel's Great Opportunity and Challenge: Meeting the Needs of a Global Travel Boom

Room: Special Events Hall

Speaker: Jonathan M. Tisch, Chairman of Loews Hotels & Resorts and past Chairman of AH&LA

Jonathan M. Tisch, Chairman of Loews Hotels & Resorts and past Chairman of AH&LA, will lead the Hospitality Leadership Forum Keynote discussion. In his remarks, Mr. Tisch will underscore the urgent needs the U.S. must immediately address to increase its share of the global travel market. He will also define the prime challenge confronting the U.S. lodging industry over the long-term: the demand for 21st Century travel infrastructure.

Mr. Tisch's keynote presentation will emphasize the critical steps required to position the lodging industry for a recovering domestic economy and the global travel boom. As Mr. Tisch will discuss, smart public policy is fundamental to ensuring that U.S. lodging properties capture more international travelers and grow their domestic business. But some challenges are too big for any single level of government to solve and will require the lodging industry's leadership and unity.

One such challenge: upgrading our nation's transportation infrastructure - our major gateway airports, in particular. In 2012 our nation set an ambitious national goal of welcoming 100 million international visitors by 2021. But America's travel infrastructure - outmoded airports, congested highways, limited rail connectivity -

can barely handle current demand, let alone millions more travelers. Mr. Tisch will propose innovative solutions to ensure a seamless travel experience.

*****2:30 p.m. - 3:30 p.m. - PICK ONE OF THE THREE*****

1. What You Need to Know About Becoming Green Certified

Green certification for hotels is rapidly evolving and becoming mandatory for guest and associate relationship management. Green certification impacts perception of your business and provides an environmental message to your customers. The panel will help define the most important green certification offerings, discuss the strategy and resources it takes to launch and sustain a successful environmental program, and share how they have handled metrics and ROI

Moderator:

- Patrick Maher, green consultant, American Hotel & Lodging Association and partner, The Maher Group

Panelists:

- Zachary Conen, vice president of sales & marketing - US region, Green Key Global
- Herve Houdre, general manager & regional director if operations, InterContinental Barclay Hotel & Intercontinental Hotels Group
- Jenny Rushmore, director of responsible travel, TripAdvisor
- Andrea Schnitzer, national program manager, U.S. Environmental Protection Agency, Energy Star
- Maury Zimring, director, corporate responsibility, InterContinental Hotels Group

2. Let The Good Times Roll

Hospitality has come through the most devastating downturn in memory, but is back in full swing and near the peak capacity again in 2013. How long will it last, how high can it go? Learn about possible storm clouds on the horizon and legal speed bumps you may encounter along the way. This panel explores what lies on the road ahead - is it going to be all good times?

Moderator:

- Thomas F. Morone, ISHC, CCIM, principal, Warnick + Company (California), LLC

Panelists:

- William Bosch, ISHC, partner, Steptoe & Johnson LLP
- Stephen Galbreath, ISHC, AIA, LEED AP BD+C, vice president, RTKL Associates, Inc.
- Richard Pastorino, ISHC, principal, REVPAR International
- Rachel Roginsky, ISHC, principal, Pinnacle Advisory Group

3. Content Marketing Bootcamp: The World of Online Reviews

What types of advertising and brand messages truly resonate with consumers? Recent studies indicate that consumer opinions posted online, or reviews, have an increasingly significant impact on consumer buying

decisions. Hear a panel of industry experts address the impact of online reviews, and discuss tips and tricks for success.

Moderator:

- Darnell Holloway, senior Manager of local business outreach, Yelp, Inc.

Panelists:

- Edward Perry, global senior director social media, OTA partnerships and innovation projects, Worldhotels
- April Robb, senior manager, content, TripAdvisor

*****3:45 p.m. - 4:45 p.m. - PICK ONE OF THE THREE*****

1. Realizing Brand Potential

Join Ron Swidler, Gettys Principal and head of their Brand Design team, as he leads a discussion about discovering and uncovering your brand potential and striking a chord with the people that matter – hotel guests, staff, and owners.

Moderator:

- Ron Swidler, principal, The Gettys Group

Panelists:

- Christopher Alvarado, associate director of design, Commune Hotels and Resorts
- Cinday A. Murphy, senior director, Autograph Collection Hotels, Marriott International, Inc.
- George L. Scammell, vice president global design, development planning & construction, Wyndham

2. Killer SEO Content Strategies for Restaurants & Hospitality Professionals

In Search Engine Optimization (SEO), content is king. Learn how to create a killer content strategy and take advantage of recent changes in the SEO landscape. Attendees will understand the value and importance of optimizing their web presence to increase online traffic and secure bookings, and will give actionable recommendations to help you outperform your competitors in search engines like Google and Bing.

Presenters:

- Olivia Feakins, CEO, Web Talent Marketing
- Trevor Lynn, marketing manager, Social Tables

3. Do Food & Beverage Programs Drive Loyalty?

Join a panel of Hotel Executives in a discussion on the impact of Food & Beverage programs on loyalty and revenues. Hear thought leaders share how they measure F&B success and track trends using social feedback data. Understand how this new guest feedback mechanism provides competitive intelligence and supports better F&B investment decisions.

Moderator:

- Kristin Muhlner, CEO, newBrand Analytics
- Panelists:
- Douglas Hsieh, president & CFO, Averro, LLC
 - Joyce Polsenberg, development director, Americas region, Small Luxury Hotels of the World
 - Howard Wein, principal, Howard Wein Hospitality
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END OF HOSPITALITY LEADERSHIP FORUM

7:00pm Group Dinner a Hard Rock Cafe

****BRING CASH****

1501 Broadway, New York, NY 10036

Sunday, November 10, 2013

** Check out at 10am/11am and leave bags with concierge**

Those leaving at 12:10pm from NYC, take bags with you to Javits Center

8:00am- 10:00am

AH&LA Student Chapter Presidents Breakfast (invitation only)

9:15 or 9:30 - Meet in Hotel Lobby

Take Shuttle to Javits Center or walk 1.5 miles

10:00am-5:00pm

International Hotel, Motel + Restaurant Show

10:30am-12:00pm

Lodging Inspiration Awards: Innovation and Imagination that Shaped an Industry

An industry is built by the firms offering products and services. Some firms take action that visibly impact the field, moving it forward in leaps and bounds, forcing competitors to react and follow. Leaders of the lodging industry are showcased for their inspiration that helped shape our industry. Come enjoy a panel discussion by these recognized industry movers and shakers to hear their thoughts and feelings behind their bold moves

1:30pm

Meet back at hotel

2:40pm

Take bus back to Boston

GROUP LEADERS

ZACH/ROSHNI	914-420-1766
Thomas Sliter	
Michael Kolb	
Michael Bloom	
Jake Shin	
Richard Kwok Tak Wai	
Alex Bras	

MELINA INDRASENA	646-239-9015	
Taylor Lemieux		
Anna Scionti		KIRSTEN BRAUN 440-552-4603
Caroline Soh		Tiffany Mo
Constanza Berman		Bethany Huan
Jocelyn Toll		Samantha Porter
Lexie Liu		Natalie Obsuth
EMMA RITCEY	707-971-0068	Sara Szymanski
Emi Itabashi		Leslie Backoff
Carol Chen	ROSHNI PATEL	224-595-5238
Olivia Sequin	Madeline Reiser	
Yingzi Liang	Kyla Aiuto	
Jackie Lowell	Hannah Feringa	
Rachel Prowler		

BUS ROUTES:

ROUTE # 1:

1ST) SHERATON NY - ON 7TH AVE., BTW 52ND ST. & 53RD STS. (ACROSS FROM HOTEL)
 Servicing: Hilton New York, The London NYC

2ND) MARRIOTT MARQUIS - ON 45TH ST. SIDE, OFF BROADWAY
 Servicing: Westin Times Square, Renaissance Times Sq, W NY Times Square.

3RD) YOTEL HOTEL – ON 42ND ST @ 10TH AVE (NORTH WEST CORNER)

ROUTE # 2:

1ST) PENN STATION – ON 8TH AVE, BTW 30TH & 31ST STS
 Servicing: Affinia Manhattan, New Yorker.

2ND) DOUBLETREE TIMES SQ – ON 8TH AVE @ 36TH ST (NE CRN)
 Servicing: Hyatt Place Midtown South (walk)

3RD) CANDLEWOOD SUITES – 339 WEST 39TH ST, BTW 8TH & 9TH AVE
 Servicing: Element, Hampton Inn Times Sq South, Holiday Inn Express Times Square South, TRYP Times Sq South, Refinery Hotel New York (walk).

ROUTE # 3:

1ST) WALDORF ASTORIA - LEXINGTON AVE @ 49TH (NW CORNER).
 Servicing: Marriott East Side, W New York.

2ND) GRAND CENTRAL TERMINAL - ON 42ND ST. OFF LEXINGTON AVE.

NOT SERVICED: Ink 48, King & Grove New York

SIGNAGE :

- (1) ALL BUSES WILL DISPLAY AN "IHMRS" & "BDNY" SHUTTLE BUS SIGN IN FRONT WINDOW.

DESCRIPTION OF SERVICES:

• **SATURDAY, NOVEMBER 9:**

• **AM OPERATION CONFERENCE AT JAVITS:**

ROUTE #1 ONLY: 8:00 AM - 10:30 AM

4 BUSES OPERATING ON A 15 MINUTE SCHEDULE

3 TRIPS 1 BUS @ 8:00 AM - 10:30 AM 4 TRIPS, 1 BUS @ 8:15 AM - 9:50 AM

10:10 AM 1 BUS @ 8:30 AM - 10:00 AM 3 TRIPS, 1 BUS @ 8:45 AM -

• **PM SETUP (CONFERENCE ENDS AT 5:00 PM, EXPECT A RUSH)**

3 BUSES @ 3:00 PM - 7:00 PM

OPERATING ON A 20 MINUTE SCHEDULE

TO SERVICE ROUTES 1 THRU 3 (drops by request)

• **SUNDAY, NOVEMBER 10:**

• **AM OPERATION :**

ROUTE #1: 8:30 AM - 11:00 AM

4 BUSES OPERATING ON A 25 MINUTE SCHEDULE

ROUTE #2: 8:30 AM - 11:00 AM

3 BUSES OPERATING ON A 20 MINUTE SCHEDULE

ROUTE #3: 8:30 AM - 11:00 AM

4 BUSES OPERATING ON A 25 MINUTE SCHEDULE

• **MIDDAY OPERATION :**

ROUTE #1: 11:00 AM - 4:00 PM

2 BUSES OPERATING ON A 35 MINUTE SCHEDULE

ROUTE #2: 11:00 AM - 4:00 PM

1 BUS OPERATING ON A 30 MINUTE SCHEDULE

ROUTE #3: 11:00 AM - 4:00 PM

2 BUSES OPERATING ON A 35 MINUTE SCHEDULE

• **PM OPERATION :**

ROUTE #1: 4:00 PM - 6:00 PM

5 BUSES OPERATING ON A 25 MINUTE SCHEDULE

ROUTE #2: 4:00 PM - 6:00 PM

3 BUSES OPERATING ON A 20 MINUTE SCHEDULE

ROUTE #3: 4:00 PM - 6:00 PM

5 BUSES OPERATING ON A 15 MINUTE SCHEDULE

8 BUSES @ 4:30 PM - 6:00 PM @ JAVITS FOR PASSENGER OVERFLOW

3 BUSES @ 4:30 PM - 7:00 PM @ JAVITS FOR PASSENGER OVERFLOW