33rd Annual New York University International Hospitality Industry Investment Conference

June 5 – 7, 2011 • New York Marriott Marquis • New York City

General Session and Workshop Speaker Biographies
As of June 1, 2011

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Conference Chair

Jonathan M. Tisch
Co-Chairman of the Board and Office of the President, Loews Corporation and Chairman and Chief Executive Officer of its subsidiary, Loews Hotels

Conference Host

Bjorn Hanson, Ph.D.
Divisional Dean, Clinical Professor, HVS Chair, Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management, School of Continuing and Professional Studies, New York University
Jonathan M. Tisch is Co-Chairman of the Board and a member of the Office of the President of Loews Corporation, one of the largest diversified financial holding companies in the U.S., and is also Chairman and Chief Executive Officer of its subsidiary, Loews Hotels.

During his tenure, Tisch has engineered Loews Hotels’ expansion and emergence as a leading luxury hotel brand by infusing the properties with a widely praised corporate culture that places a high value on partnerships that empower employees, satisfy customers, contribute to communities, and improve the bottom line. Tisch initiated the Loews Hotels Good Neighbor Policy over 20 years ago, the first of its kind in the hospitality industry. Today, the Good Neighbor program underscores his enduring commitment to good corporate citizenship, social responsibility, and the health of our environment and communities. The Loews Good Neighbor Policy is a recipient of the U.S. President’s Service Award.

Believing you can do well and do good at the same time, Tisch is a champion of corporate responsibility and has devoted a lifetime to active citizenship—an idea that uses the power of partnerships and grassroots participation to solve seemingly intractable problems.

Tisch is the author of three best-selling books that explore his leadership philosophy, the role of the customer experience and civic engagement; The Power of We: Succeeding Through Partnerships; Chocolates on the Pillow Aren’t Enough: Reinventing the Customer Experience; and Citizen You: Doing Your Part to Change the World, respectively.

He is also the host of the Emmy-nominated television series, Beyond the Boardroom with Jonathan Tisch, where he speaks with some of America’s preeminent CEOs and business luminaries in one-on-one interviews. Viewers discover that business is about more than just numbers, rather, it’s the successful combination of people, hard work, guts, and imagination. The show airs on Bloomberg Television and Plum TV.

Tisch is widely recognized as a passionate advocate on behalf of the multi-billion dollar travel and tourism industry and works tirelessly to educate elected officials and the public at large about the industry’s significant economic, social, and diplomatic contributions. Tisch founded and served as Chairman of the Travel Business Roundtable until 2008, and now serves as Chairman Emeritus of its successor organization, the United States Travel Association, the national non-profit association representing all segments of the travel industry.

He is also committed to a vibrant tourism industry in New York City, where for nearly six years he served as Chairman of NYC & Company, the city’s official tourism marketing agency and convention and visitors bureau. Concurrent with his national efforts to help stimulate travel and tourism in the aftermath of September 11th, Tisch served as Chairman of New York Rising, a task force committed to reviving tourism and the economy in New York City. In recognition for his leadership and civic involvement, Crain’s New York Business named Tisch one of the “Top Ten Most Influential Business Leaders” and was named “CEO of the Year” by the Executive Council of New York in 2006.

Tisch served as the Vice-Chairman of The Welfare to Work Partnership, and currently serves on the Board of Trustees for Tufts University, where he is also the naming benefactor of the Jonathan M. Tisch College of Citizenship and Public Service. He is also on the Board of the Tribeca Film Institute. Tisch is a co-owner and a member of the Board of Directors of the New York Football Giants and the team’s Treasurer.
CONFERENCE HOST & COORDINATOR

BJORN HANSON, PH.D.
DIVISIONAL DEAN, CLINICAL PROFESSOR, HVS CHAIR,
PRESTON ROBERT TISCH CENTER FOR HOSPITALITY,
TOURISM, AND SPORTS MANAGEMENT, SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES
NEW YORK UNIVERSITY

Bjorn Hanson is Divisional Dean and Clinical Professor for the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management, teaching undergraduate and graduate finance, research, statistics and general business courses.

Hanson retired from PricewaterhouseCoopers LLP in June 2008 as the founder of PwC’s Hospitality and Leisure practice. During his tenure at PricewaterhouseCoopers/Coopers & Lybrand, he held positions including: Global Industry Chairman – Hospitality & Leisure, Global Industry Chairman – Real Estate and Director of Appraisal Services; he also served on the company’s U.S. Leadership Committee as well as its Global Financial Advisory Services Management Committee.

Hanson is a Certified Fraud Examiner and Certified Real Estate Counselor, and has received numerous honors including: One of the 33 Most Influential People in the Travel Industry, Travel Weekly; One of the 25 Most Influential People in the Meetings Industry, Meeting News; One of the Lodging Industry’s 75 Leaders, AH&LA Profiles in Leadership; Cornell’s Hotelie of the Year; and One of the Lodging Industry’s Innovators, Lodging/AH&LA.

Hanson continues to be one of the most cited hospitality industry executives with multiple citations in each of the following: Forbes, Fortune, Business Week, Time, Newsweek, The Wall Street Journal, The New York Times, Financial Times, US News & World Report, Barron’s, Cornell Hotel and Restaurant Administration Quarterly/Cornell Hospitality Quarterly – in 2008 he and his co-authors received the Best Paper Award, and many others. He has authored chapters in multiple textbooks, appeared on the Today Show, Wall Street Journal Business Report, WCBS, CNBC, Fox Business, CNN, Bloomberg, Nightly Business Report, National Public Radio’s Marketplace and other television and radio broadcasts. Hanson received his B.S. from Cornell University’s School of Hotel Administration, his M.B.A. from Fordham University and his Ph.D. from New York University.

CONFERENCE COORDINATOR

DOROTHY A. JENNINGS
EXECUTIVE VICE PRESIDENT
HVS

Dorothy A. Jennings is Executive Vice President of HVS, where she is involved in the administration of the New York office of the renowned hotel consulting organization. HVS operates globally from offices throughout the world, and provides a wide variety of hotel feasibility, appraisal and financial services specializing exclusively in the lodging industry. HVS provides assistance in litigation support, management company selection, contract negotiation, and asset management.

Prior to joining HVS, Jennings was Vice President of InterBank/Brener Brokerage Services Inc., as well as Stephen W. Brener Associates, Inc., where she served as Vice President, Brokerage Department. Jennings is a member of the Board of Directors of the Belleayre Conservatory, which promotes cultural activities at Belleayre Mountain and is a vital resource of the Catskill Mountain region. She is also a member of the Women’s Hospitality Investment Network (WHIN).

Jennings began her real estate career as Manager of the Hospitality Division of Helmsley-Spear, Inc., and served as Executive Assistant to Stephen W. Brener, founder of the New York University International Hospitality Industry Investment Conference. She has been involved as Conference Coordinator of this premier event since its inception 33 years ago. In this role, she is responsible for the coordination of Patron and Sponsor support that provides student scholarships. Jennings is a member of the Executive Planning Committee for the New York University Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management. In conjunction with the committee, Jennings plays a vital part in the development of the conference program.
MODERATORS

MODERATOR, THE POWER OF PRIVATE EQUITY

MARIA BARTIROMO

ANCHOR
CNBC

Maria Bartiromo is Anchor of CNBC’s “Closing Bell with Maria Bartiromo,” and Anchor and Managing Editor of the nationally syndicated “Wall Street Journal Report with Maria Bartiromo,” recently rated the most watched financial news program in America. Both programs air globally on the CNBC network.

In 1995, Bartiromo became the first journalist to report live from the floor of the New York Stock Exchange on a daily basis. She has covered Wall Street for 20 years. Bartiromo joined CNBC in 1993 after five years as a producer, writer and assignment editor with CNN Business News. Bartiromo has received numerous prestigious awards, including a 2008 News and Documentary Emmy for her “Bailout Talks Collapse” program, broadcast on NBC Nightly News; and a Gracie Award for “Greenspan: Power, Money & the American Dream,” broadcast on CNBC. She also won a second Emmy Award for her 2009 documentary, “Inside The Mind of Google,” which aired on CNBC.

In 2009, the Financial Times named her one of the “50 Faces That Shaped the Decade.” She will be inducted into the Cable Hall of Fame Class of 2011, for her impact on the cable industry – the first journalist to be inducted.

Bartiromo is the author of several books, including “The Weekend That Changed America.” Both programs air nationally syndicated “Wall Street Journal Report with Maria Bartiromo,” and “The 10 Laws of Enduring Success,” both released in 2010. Bartiromo writes a monthly column for USA TODAY. She has written a weekly column for BusinessWeek and Milano Finanza, as well as monthly columns for Individual Investor, Ticker and Reader’s Digest magazines, and she has been published in the Financial Times, Newsweek, Town and Country, Registered Rep and the New York Post.

In addition to being a member of the Board of Trustees of New York University, Bartiromo is on the Board of Directors of the New York City Ballet, the Girl Scout Council of Greater New York; as well as PENCIL, Public Education Needs Civic Involvement and Leadership, which is a non-profit group focusing on improving New York high schools. She is a Young Global Leader of the Council on Foreign Relations, the Economic Club of New York, and the Board of Governors of the Columbus Citizens Foundation. Bartiromo graduated from New York University, where she studied journalism and economics. She will serve as an adjunct professor at New York University Stern School of Business.

MODERATOR, THE CEO’s CHECK IN

LALIA RACH, ED.D.

CLINICAL PROFESSOR, PRESTON ROBERT TISCH CENTER FOR HOSPITALITY, TOURISM, AND SPORTS MANAGEMENT, SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES
NEW YORK UNIVERSITY

Dr. Lalia Rach is Clinical Professor and Divisional Dean Emeritus of the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management at the School of Continuing and Professional Studies at New York University in New York City. Rach is an internationally recognized hospitality and tourism educator and industry leader. As a Clinical Professor, she teaches graduate and undergraduate courses in Hospitality, Tourism and Sports Management. As Divisional Dean, she was responsible for the academic and administrative operations of a global educational division including programs, conferences, personnel, budget, development and physical facilities. Rach serves as an advisor to senior level executives at many of America’s leading companies, with a focus on trends, branding and marketing strategies. Her clients include corporate, association and government leaders in the hospitality, travel, sales and marketing, entertainment and sports industries.

Rach serves as a board member for NYC & Company (Convention & Visitors Bureau); Hospitality Sales and Marketing Association International (HSMAI); and Greater Madison Convention and Visitors Bureau. She is a past board member of the Hospitality Sales and Marketing Association International Foundation; and the Travel Business Roundtable; Executive Advisor for Hotel Electronic Distribution Network Association (HEDNA); Industry Real Estate Finance Advisory Council (IREFAC); New York City Academy of Travel and Tourism; the New York Hospitality Council; New York Society of Association Executives (NYSAE); the Women in Lodging Council; World Association for Hospitality and Tourism Training; a founding fellow of the Educational Foundation (EF) of the American Hotel & Lodging Association (AH&LA); an elected delegate to the 1995 White House Conference on Tourism; served as housing commissioner for the 1995 Special Olympic World Games; and was a member of the 1995 Tourism Policy Forum.

In June 2008 ForbesLife Executive Woman named Rach as one of the twenty-five most influential women in travel; in January 2008 Hospitality Sales and Marketing Association International (HSMAI) selected her as one of the “Top 25 Extraordinary Minds in Sales and Marketing” and in November 2007 Travel Weekly identified her as one of the 33 most influential people in the travel industry. Her latest recognition came from the NYU Tisch Center Alumni Society in October 2009 with their selection of Rach as the 2009 Legend of the Industry. Rach delivers keynote speeches and seminars on a variety of consumer issues and perspectives and has authored numerous articles and chapters on customer service, hotel sales and marketing and consumer demographics. Rach holds a B.S. and M.B.A. from the University of Wisconsin System, and a doctorate from the George Washington University.
Raymond W. Kelly was appointed Police Commissioner of the City of New York in January 2002 by Mayor Michael R. Bloomberg, making Commissioner Kelly the first person to hold the post for a second, separate tenure. He also served as Police Commissioner under Mayor David N. Dinkins from 1992-1994.

In 2002, Commissioner Kelly created the first counterterrorism bureau of any municipal police department in the country and he established a new global intelligence program. Despite the dedication of extensive resources to these activities, the NYPD has driven crime down by nearly 40% from 2001 levels.

Commissioner Kelly was formerly Senior Managing Director of Global Corporate Security at Bear, Stearns & Co. Inc. Before that, he served as Commissioner of the U.S. Customs Service, where he managed the agency’s 20,000 employees and $20 billion in annual revenue. For his accomplishments at Customs, Commissioner Kelly was awarded the Alexander Hamilton Medal for Exceptional Service. From 1996-98, Commissioner Kelly was Under Secretary for Enforcement at the U.S. Treasury Department. There, he supervised the Department’s enforcement bureaus including the U.S. Customs Service, the U.S. Secret Service, the Bureau of Alcohol, Tobacco, and Firearms, and the Federal Law Enforcement Training Center.

A 40-year veteran of the NYPD, Commissioner Kelly served in 25 different commands before being named Police Commissioner. He was appointed to the New York City Police Department in 1963. Shortly thereafter he accepted a commission to the United States Marine Corps Officer Program. He served on active military duty for three years including a combat tour in Vietnam. He returned to the Police Department in 1966 and entered the New York City Police Academy, graduating with the highest combined average for academics, physical achievement and marksmanship. He was also a member of the inaugural class of the New York City Police Cadet Corps for three years while a student at Manhattan College.

Commissioner Kelly holds a B.B.A. from Manhattan College, a J.D. from St. John’s University School of Law, a L.L.M. from New York University Graduate School of Law and an MPA from the Kennedy School of Government at Harvard University.

Piers Morgan has had a long career in journalism in the United Kingdom as a newspaper editor and, more recently, as the host of the popular television interview program Piers Morgan’s Life Stories. Morgan began his career as a reporter for The Wimbledon News and then as a columnist at The Sun. In 1994, when Morgan was 28 years old, Rupert Murdoch appointed him the youngest ever editor of the News of the World, and the youngest national newspaper editor in Britain for 50 years. Two years later he moved to the Daily Mirror, where he served as editor-in-chief from 1995 until 2004. The paper won numerous journalistic awards including Newspaper of the Year at the prestigious British Press Awards in 2002 for its coverage of 9/11. After his controversial departure from the Mirror, Morgan went on to become a best-selling author, a regular media columnist, and host of his own interview programs on the BBC and ITV, as well as appear as a judge alongside Simon Cowell on the No.1-rated show Britain’s Got Talent.

After leaving the Daily Mirror, Morgan began writing a monthly interview column for GQ magazine where he interviewed some of the biggest names in global entertainment and politics. In 2004, he moved into television, co-hosting a Channel 4 current affairs show, Morgan & Platell, and two BBC interview shows, Tabloid Tales and You Can’t Fire Me I’m Famous. In 2008, Morgan joined ITV, where he hosted a documentary travelogue show called Piers On… He also developed a new talk show, Piers Morgan’s Life Stories, where he conducts one-on-one intimate and lengthy sit-down interviews with celebrities, business and political leaders, including Prime Minister Gordon Brown. It has been consistently the No. 1-rated talk show in Britain for the last two years.

Morgan is host of CNN’s “Piers Morgan Tonight,” a candid, in-depth newsmaker interview program that airs weeknights at 9pm ET/PT and airs worldwide on CNN International in more than 200 countries. Morgan will continue as a judge on NBC’s America’s Got Talent premiering for its sixth season in spring of 2011. He will also continue to write his two regular columns for the Mail on Sunday newspaper, and will also provide regular columns to CNN.com.
Randell A. Smith is Chairman and Co-founder of STR, the recognized leader in providing hotel performance data. STR provides a single source of global hotel data covering daily and monthly performance data, forecasts, annual profitability, pipeline and census information. STR founded the STR family of companies and is proudly associated with STR Global, RRC, STR Analytics and HotelNewsNow.com. STR continues to serve the North American market which they have been supporting since its foundation in 1985, and STR Global brings the benefits of the well-known STAR reports to a truly global audience.

Smith was a 2007 inductee to the Florida State University College of Business Hall of Fame. He is a member and past Co-chairman of the Industry Real Estate Financing Advisory Council (IREFAC) and the 2002 recipient of the prestigious IREFAC C. Everett Johnson Award. Smith is also Vice-Chair of the American Hotel Foundation Funding Committee. He is a charter member of the International Society of Hospitality Consultants and a former member of the board of directors. He is the recipient of the 1996 Industry Pioneer Award of the ISHC for outstanding contribution to the lodging industry. Smith is a regular keynote speaker at major industry conferences.

Mark W. Elliott joined Hodges Ward Elliott in 1983. Since 1992, Elliott has sold and/or financed in excess of 850 hotels, totaling approximately 188,000 rooms, with a dollar volume of approximately $24.3 billion. Additionally, Elliott has structured several corporate financings and mergers. He is currently a member of the Industry Real Estate Finance Advisory Council (“IREFAC”), and is mentioned annually as the leading hotel broker by Real Estate Forum magazine and Commercial Property News. He has written articles for Real Estate Finance Journal and a chapter in the Hotel Investment Handbook, as well as being quoted in the Wall Street Journal as a lodging industry expert. Elliott has also been a speaker at the Harvard Business School.
HUBERT JOLY
PRESIDENT, CHIEF EXECUTIVE OFFICER AND DIRECTOR
CARLSON

Hubert Joly is President and Chief Executive Officer of Carlson. Joly presides over Carlson’s three businesses: Carlson Hotels; Carlson Restaurants; and Carlson Wagonlit Travel (CWT). In 2010, Joly launched Ambition 2015, the company’s global growth strategy. The company aims to increase its hotel portfolio by at least 50% to more than 1,500 hotels in operations, to ultimately double the number of T.G.I. Friday’s restaurants, and to expand CWT’s leadership position in the travel management market.

Prior to becoming Carlson’s Chief Executive Officer in 2008, he served as President and Chief Executive Officer of CWT, growing its sales from USD 8.3 billion in 2003 to USD 25.3 billion in 2007. Joly came to CWT from Vivendi Universal, where he was a member of the executive team that led the company’s recovery. Previously, he was Chief Executive Officer of Vivendi Universal Games. Before joining Vivendi, Joly worked at Electronic Data Systems (EDS) from 1996 to 1999, and he was a consultant and partner with McKinsey & Company from 1982 to 1996.

Joly is Chairman of the Board of Directors of CWT and The Rezidor Hotel Group, and serves on the Board of Directors for both Carlson and Polo Ralph Lauren. He chairs the travel facilitation committee of the U.S. Department of Commerce Travel and Tourism Advisory Board, and serves on the executive committee of the World Travel and Tourism Council, the board of overseers of The Carlson School of Management, and the executive committee of the Minnesota Business Partnership. He was honored twice as one of the “25 Most Influential Executives of the Business Travel Industry” (2006 and 2009) by Business Travel News magazine. He is a business administration graduate of Ecole des Hautes Etudes Commerciales de Paris (HEC Paris) and a public administration graduate of the Institut d’Études Politiques de Paris.

CHRISTOPHER J. NASSETTA
PRESIDENT AND CHIEF EXECUTIVE OFFICER
HILTON WORLDWIDE

Christopher J. Nassetta joined Hilton Worldwide as President and Chief Executive Officer in December 2007. Previously he was President and Chief Executive Officer of Host Hotels & Resorts, Inc., a position he held since 2000. He joined Host in 1995 as Executive Vice President and was elected Chief Operating Officer in 1997.

Before joining Host, Nassetta co-founded Bailey Capital Corporation in 1991, where he was responsible for the operations of the real estate investment and advisory firm. Prior to founding Bailey Capital Corporation, he spent seven years at The Oliver Carr Company, ultimately serving as Chief Development Officer. In this role, he was responsible for all development and related activities for one of the largest commercial real estate companies in the mid-Atlantic region.

Nassetta is a member of the Federal City Council and serves on numerous boards and organizations such as CoStar Group, Inc., The Real Estate Roundtable, McIntire School of Commerce Advisory Board for the University of Virginia, and the Arlington Free Clinic.

RICHARD SOLOMONS
CHIEF FINANCIAL OFFICER, HEAD OF COMMERCIAL DEVELOPMENT AND CEO DESIGNATE
IHG (INTERCONTINENTAL HOTELS GROUP)

Richard Solomons is Chief Financial Officer and Head of Commercial Development for IHG (InterContinental Hotels Group), the world’s largest hotel company. A member of the IHG Board and Executive Committee, Solomons leads the Global Finance organisation and the Commercial Development work of the Group. He is responsible for corporate and regional finance, Group financial control, asset management, strategy, investor relations, tax, treasury, internal audit and commercial development.

Solomons joined the Group in June 1992 and subsequently held a number of senior roles including Chief Operating Officer of the Americas Hotels division, being appointed Finance Director of the company in March 2003. In this role he was responsible for overseeing the separation of IHG from Six Continents later in 2003 and the IPO of the Britvic soft drinks division in late 2005.

From July to December 2008, Solomons held the position of interim President, Americas, in addition to his current responsibilities. On March 16 it was announced Solomons will succeed Andrew Cosslett as CEO, starting on July 1, 2011. He is a qualified Chartered Accountant and prior to joining IHG worked in Investment banking for seven years with Hill Samuel Bank, based in New York and London.
KATHLEEN TAYLOR
PRESIDENT AND CHIEF EXECUTIVE OFFICER
FOUR SEASONS HOTELS AND RESORTS
Kathleen Taylor is President and Chief Executive Officer of Four Seasons Hotels and Resorts, responsible for overseeing all aspects of the company’s global operations. Since joining Four Seasons in 1989, Taylor has played a key role in its continued growth and success. Prior to assuming the role of Chief Executive Officer in August 2010, Taylor was Chief Operating Officer. She also served as President of Worldwide Business Operations for seven years, overseeing all aspects of the business, including worldwide hotel and residential product design, construction and development activities, managing the company’s acquisition and corporate planning, overseeing corporate finance and legal affairs, human resources and administration.

Taylor has received numerous accolades for her business achievements. In 2001 she received the Schulich Award for Outstanding Executive Leadership and was recognized with a Chairman’s Award from the Industry Real Estate Financing Advisory Council (IREFAC) of the American Hotel and Lodging Association in 2003. She also received the Award for Business Achievement from the Canadian General Counsel in 2006 and was inducted to the Marketing Hall of Legends in 2009. Last year, Taylor accepted the Hennick Centre for Business and Law Medal for Career Achievement and was recently honoured with the International Society of Hospitality Consultants Pioneer Award. In spring 2011, Taylor will receive the Chairman’s Gold Award from the Ontario Hostelry Institute. A member of IREFAC, Taylor is also a Director of the Royal Bank of Canada, Chair of its Human Resources Committee and a member of its Audit Committee. In addition to being a board member for the Hospital for Sick Children Foundation in Toronto, she is Chair of its Compensation and Resource Management Committee and a member of its Research and Learning Tower Capital Campaign Cabinet. Taylor is also an avid supporter of United Way Toronto and an active volunteer. Taylor obtained a law degree from Osgoode Hall Law School and an M.B.A. from the Schulich School of Business in 1984.

FRITS VAN PAASSCHEN
PRESIDENT AND CHIEF EXECUTIVE OFFICER
STARWOOD HOTELS & RESORTS WORLDWIDE, INC.
Frits van Paasschen is President and Chief Executive Officer of Starwood Hotels & Resorts Worldwide, Inc. van Paasschen joined the company in 2007 and oversees all aspects of operations and performance for Starwood.

van Paasschen has more than 20 years of experience with consumer-focused, global lifestyle brands and extensive international experience. Prior to joining Starwood, he served as President and CEO of Coors Brewing Company where he successfully turned around market share and profitability by successfully marketing and selling an array of iconic brands.

Before joining Coors, van Paaschsen spent seven years at Nike, Inc. in a number of different global executive positions, ultimately overseeing Nike’s business in Europe, the Middle East and Africa. He also served as chairman and Nike representative to the European-American Industrial Council from 2001-2004. Prior to his tenure at Nike, van Paaschsen spent two years as Vice President, Finance and Planning at Disney Consumer Products. Earlier in his career, he was a management consultant for eight years at McKinsey & Company and the Boston Consulting Group. van Paaschsen formerly served as a Director on the Boards of Jones Apparel Group Inc. and Oakley Inc. van Paaschsen holds a Master’s of Business Administration from Harvard Business School and a Bachelor’s degree in Economics and Biology from Amherst College.
Jonathan D. Gray is Senior Managing Director and Co-Head of Real Estate at The Blackstone Group. He also sits on the firm’s Management and Executive Committees. Since joining Blackstone in 1992, Gray has led the privatization of eleven public real estate companies valued at more than $100 billion including Extended Stay America, Carr America, Equity Office Properties and Hilton Hotels. He previously worked in the Corporate Advisory Services group and the Private Equity group at Blackstone.

Gray currently serves as a board member of the Pension Real Estate Association, NAREIT, Harlem Village Academies and Trinity School. He received a B.S. in Economics from the Wharton School, as well as a B.A. in English from the College of Arts and Sciences of the University of Pennsylvania, where he graduated magna cum laude and was elected to Phi Beta Kappa.

Barry Sternlicht is Chairman and Chief Executive Officer of Starwood Capital Group, the private investment firm he formed in 1991 focused on global real estate, energy, infrastructure and securities trading. Sternlicht is also Chairman of Starwood Property Trust, a newly formed REIT on the NYSE and is also Chairman of the Board of Societe´ du Louvre. For the past twenty years, he has structured investment transactions with an asset value of more than $40 billion.

From 1995 through early 2005, Sternlicht was Chairman and CEO of Starwood Hotels & Resorts Worldwide, Inc., a company he founded in 1995. In 2010, Sternlicht was named Executive of the Year and Investor of the Year by Commercial Property Executive. In 2005, Sternlicht was named America’s Best Lodging CEO by Institutional Investor magazine. Sternlicht was inducted into the Interior Design Magazine Hall of Fame. He holds an Honorary Doctor of Business Administration in Hospitality Management from Johnson & Wales University. He also received the Preston Robert Tisch Distinguished Industry Leadership Award from New York University Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management, the CEO Diversity Award by Diversity Best Practices/Business Women’s Network, the Lifetime Achievement Award from the Association of Travel Marketing Executives, the Hospitality Heritage Award from the American Hotel and Lodging Association, and the Marketer of the Year Award from Brandweek. Sternlicht’s humanitarian efforts have led to prestigious national honors such as JDRF’s Man of the Year, JDRF’s Living and Giving Award and JDRF’s Chairman’s Award.

Sternlicht is a trustee of his alma mater, Brown University. He serves on the Board of Directors of The Estée Lauder Companies, National Golf, Mammoth Mountain, Ellen Tracy, Field & Stream, the National Advisory Board of JP Morgan Chase, and the International Advisory Board of Eurohypo Bank. He serves as Vice Chairman of Robin Hood and is on the boards of the Pension Real Estate Association (PREA), the Dreamland Theatre, Juvenile Diabetes Research Foundation’s National Leadership Advocacy Program, and the Business Committee for the Arts. He is a member of the Committee to Encourage Corporate Philanthropy, the Young Presidents Organization, and the Urban Land Institute. Sternlicht received his B.A., magna cum laude, with honors from Brown University. He later earned an M.B.A. with distinction from Harvard Business School.
JASON N. ADER
CHIEF EXECUTIVE OFFICER
HAYGROUND COVE CAPITAL PARTNERS LLC,
DIRECTOR
LAS VEGAS SANDS CORP

Jason N. Ader is the Founder of Hayground Cove Capital Partners LLC, a merchant bank focused on the real estate and consumer sectors, which he founded in March 2009. Ader is also the founder and sole member of Hayground Cove Asset Management, a New York-based investment management firm, that he founded in 2003. He serves as both the firm’s Chief Executive Officer and Portfolio Manager of its underlying hedge funds. Ader sits on the Board of Directors of the Las Vegas Sands Corp. He also serves as Executive Chairman of Reunion Hospitality Trust, Director of Western Liberty Bancorp., Chairman of India Hospitality Corp., and the advisory board to New York University’s Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management.

Prior to founding Hayground Cove Asset Management, Ader was a Senior Managing Director at Bear Stearns & Co. Inc., from 1995 to 2003, where he performed equity and high yield research for more than 50 companies in the gaming, lodging and leisure industries. From 1993 to 1995, Ader served as a Senior Analyst at Smith Barney covering the gaming industry. From 1990 to 1993, Ader served as a buy-side analyst at Baron Capital, where he covered the casino industry. Ader was rated as one of the top ranked analysts by Institutional Investor Magazine for nine consecutive years from 1994 to 2002. Ader has a B.A. degree in Economics from New York University and an M.B.A. in Finance from New York University, Stern School of Business.

ARTHUR ADLER
MANAGING DIRECTOR AND CHIEF EXECUTIVE OFFICER
JONES LANG LASALLE HOTELS

Arthur Adler, Managing Director and Chief Executive Officer, heads the Americas division of Jones Lang LaSalle Hotels. Adler specializes in arranging hotel market transactions, financings, investment advisory services, asset management and consulting for domestic and offshore owners and investors. Adler’s diverse industry background includes arranging debt and equity transactions, consulting and asset management, litigation support and strategic planning for owners, investors and lenders. Adler has overseen assignments including the $450 million sale of the Acapulco Princess Fairmont and Pierre Marquis and the Fairmont Hamilton Bermuda, the $220 million sale of the Sawgrass Marriott, the $160 million sale of The Hyatt Regency Capitol Hill, and the $220 million financing of the Marriott Chicago. Previously, Adler was Managing Director of the Lodging & Leisure Group at Sonnenblick-Goldman Company, a Partner at Coopers & Lybrand, and a Senior Principal at Laventhol & Horwath. Adler holds a Bachelor of Science degree from Cornell University.

JIM ALDERMAN
EXECUTIVE VICE PRESIDENT, DEVELOPMENT
WYNDHAM HOTEL GROUP

Jim Alderman is Executive Vice President, Development at Wyndham Hotel Group and is responsible for the growth of Wyndham Hotel Group’s Wyndham Hotels and Resorts, TRYP by Wyndham, Planet Hollywood Hotels, Night and Dream brands in North America.

A veteran of the lodging industry with more than 24 years of experience, Alderman joined the company in February 2009 after spending two years with Starwood Capital Group as Executive Vice President of Hotel Development. In that role, he shared responsibility for the investment activities of the company’s latest hospitality fund, which focused on corporate acquisitions, portfolios and individual real estate transactions, and the development efforts of the company’s newly created luxury and ultra luxury “1” Hotels and Resorts and Baccarat hotel brands. Alderman has held various roles with Kimpton Hotels & Restaurants, Starwood Hotels and Resorts Worldwide, Bristol Hotels and Resorts, Holiday Inn Worldwide and Ernst & Young.

MICHAEL C. ALFANO, D.M.D., PH.D.
EXECUTIVE VICE PRESIDENT
NEW YORK UNIVERSITY

Dr. Michael C. Alfano was named Executive Vice President of New York University (NYU) in 2006 after serving for eight years as Dean of the College of Dentistry. He is responsible for the University’s budget, finance, endowment, campus services, human relations, and the real estate, planning, and construction operations of NYU. Alfano, whose career has included significant posts in both academia and business, joined NYU in 1998. As Dean of the College of Dentistry, Alfano helped to catalyze a ten-fold increase in philanthropy and an eight-fold increase in research support which fostered the College’s move to one of the top five dental schools in research funding. In addition, he launched a $100 million expansion and upgrade of the facility - the largest dental educational and clinical complex in the world. In 2004 the College of Nursing was merged into the College of Dentistry in a unique effort to build better collaboration between the health professions and expand access to health care services through dental offices. Alfano continues to serve as a professor of basic science and craniofacial biology at NYU.

Alfano serves as a Director of Dentsply International, and he continues as a founding director of the Santa Fe Group. He was also a founding director of the Friends of the National Institute of Dental and Craniofacial Research. Alfano has been awarded many honors, and has served as a consultant, advisor and/or in leadership positions for the AADR, ADA, ADEA, FDA, NDMA, NIH, and numerous food and pharmaceutical companies.
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ALEX ALT
Senior Vice President, Global Development & Strategy
Rosewood Hotels & Resorts

Alex Alt currently leads Rosewood’s global development and strategic planning functions. He is responsible for growing Rosewood’s portfolio of managed hotels and resorts and for the long-term strategy of the company. Alt joined Rosewood in 2006 after four years with McKinsey and Company where he focused on the travel and retail sectors, managing day-to-day client relations and leading project teams that were responsible for improvements in operations, design and construction and sales and marketing.

Prior to graduate school, Alt worked for Sabre Inc., a global travel distribution and technology firm, in senior finance and business development roles. Alex graduated from the University of Texas with a degree in Business Administration and holds an M.B.A. from Harvard Business School. He serves on the North Texas Board of The Nature Conservancy.

JOSE ALVAREZ
Managing Director
Molinaro Koger

As Managing Director of Molinaro Koger’s New York office, Jose Alvarez directs the sourcing and execution of assignments involving hospitality property dispositions and acquisitions, financings and recapitalizations. Alvarez brings a wealth of experience to Molinaro Koger and its clients, having executed more than $4 billion in hotel sales, financings, and joint ventures during his 20 year career.

Prior to joining Molinaro Koger, Alvarez worked at Trammell Crow Company where he directed all hospitality asset sales and financings on behalf of his clients. He joined Trammell Crow following a five year stint at Secured Capital Corp, where he served as Managing Director of the Hospitality Division. Prior to that, Alvarez was Executive Vice President of Jones Lang LaSalle Hotels (JLL) where he spent the first 11 years of his career and served as a founding member of JLL’s hotel investment practice in North America. Alvarez has worked on properties in major markets in the continental US, Canada, Hawaii and the Caribbean. Prior to joining JLL, Alvarez completed a management training program with Marriott International, where he held a number of operating positions at the individual property level. Alvarez is a graduate of the U. S. Naval Academy Preparatory School, where he served in an active duty capacity for the U.S. Navy, and earned a Bachelor of Science Degree in Hotel Administration and Real Estate Finance from Cornell University.

JAMES F. ANHUT
Chief Development Officer
IHG (InterContinental Hotels Group)

James F. Anhut leads development for all of IHG’s brands and the initiative for enhanced strategic market planning. He also leads the New Business Development and Market Insight team, which brings together owner and market information and strategy along with the development of new business ventures.

Anhut most recently served as Senior Vice President, Brand Management of Hotel Indigo. Prior to the Hotel Indigo brand launch, Anhut held the position of Senior Vice President of Brand Management, where he designed and launched the extended-stay hotel chain Staybridge Suites.

Anhut is a third-generation hotelier with more than 25 years of industry experience, including more than 20 years in senior management positions with several national lodging franchisers and extended-stay hotel brands. Anhut received a Bachelor's degree in Marketing from Emory University and a Master's degree in Finance and Hospitality Management from Michigan State University, where he is a member of the alumni board of directors.

CRAIG J. ANISZEWSKI
Executive Vice President and Chief Operating Officer
Summit Hotel Properties, Inc.

Mr. Craig Aniszewski serves as the Executive Vice President and Chief Operating Officer for Summit Hotel Properties, Inc. The company recently transitioned from a privately held LLC to a publicly traded REIT. On February 14, 2011 Summit Hotel Properties, Inc. completed an initial public offering of $265 million.

Aniszewski joined The Summit Group, Inc. in January 1997 as Vice President of Operations and Development. He became the Executive Vice President and Chief Operating Officer of that company in 2007 and served as a member of the board of managers. Aniszewski joined The Summit Group, Inc. following 13 years with Marriott International, Inc., where he held sales and operations positions in full-service convention and resort hotels. During his career with Marriott, he also worked in the select service sector, holding positions including the Director of Sales and General Manager for Residence Inn by Marriott- and Courtyard by Marriott-branded hotels located in Florida, New York, Connecticut, Pennsylvania, Maryland and North Carolina.

Aniszewski graduated from the University of Dayton with a B.S. degree and minors in business and psychology.
**Laura Arneson**  
**Front Office Manager**  
**Residence Inn by Marriott Times Square New York**

Laura Arneson is currently the Front Office Manager at the Flagship Residence Inn by Marriott. The Residence Inn by Marriott Times Square is a 357 all suite property located in the vibrant Times Square district. Prior to working at The Residence Inn, Arneson worked for The Summit Group, a Hotel Investment Company in Scottsdale, Arizona. Her positions with The Summit Group included Bench Manager in the Western Region and Assistant General Manager of a Springhill Suites by Marriott in North Scottsdale. Arneson currently serves as the Director of Membership for the HSMAI Greater New York Chapter. Arneson is also a member of the New York University Tisch Center Alumni Society fundraising committee and part of the development of the new AH&LA Women in Lodging New York Chapter.

Arneson received a Bachelor's degree in Business Management with a Minor in Tourism from Arizona State University and a Master's degree in Hospitality Industry Studies from New York University Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management.

**Richard Baker**  
**Executive Vice President, Operations Director – The Americas**  
**Mandarin Oriental Hotel Group**

As Executive Vice President, Richard Baker oversees all aspects of the Group’s managed, owned, and developing hotel assets in the Americas. He also sits on the board of directors for the management group. A 28-year veteran of the luxury hospitality industry, prior to joining Mandarin Oriental, Baker worked with Rosewood Hotels and Resorts and began his career with Four Seasons Hotels & Resorts, where he spent 15 years in various senior operations and management roles. Baker has focused much of his career within development, asset management, operations and luxury living/lifestyle environments.

Baker also has global responsibility for Mandarin Oriental’s expanding Residences program. The company currently operates, or has under development, 13 Residences at Mandarin Oriental, connected to the Group’s properties.

**Gary E. Axelrod**  
**Partner**  
**Latham & Watkins LLP**

Gary E. Axelrod is a Partner in the Chicago office of Latham & Watkins. Axelrod’s practice focuses on complex business transactions in the real estate, hospitality, gaming and leisure industries for real estate private equity sponsors and funds, REITs, institutional investors, real estate and hotel operating companies, and entrepreneurial developers engaged in all aspects of real estate investment and development. His practice has a substantial cross-border element including projects in Baghdad, Dubai, Abu Dhabi and Mexico.

Axelrod has significant experience in the hospitality industry representing owners and operators in connection with the sale, acquisition, development, financing, ownership and management of hotel and resort and gaming properties. He also represents corporate, venture capital and other private equity clients in bankruptcies, restructurings, mergers, acquisitions and dispositions involving portfolio companies and their real estate assets.

Axelrod is recognized in Chambers USA, America’s Leading Lawyers for Business 2010, ranked as a leading expert in The Legal 500 US: Volume IV: Real Estate, Employment & Labor, and Tax 2007-2010 and was selected as Leading Lawyer in Illinois for Real Estate by Leading Lawyers Network. He was licensed as a certified public accountant in 1994.

**Debra W. Bates**  
**Chief Financial Officer**  
**Dolce Hotels and Resorts**

Debra W. Bates, a longtime Dolce Hotels and Resorts executive, has held roles of increasing responsibility since joining the company in 1996 as a consultant. She is responsible for corporate and property finance, risk management, treasury, accounting and reporting. She previously served the company as Chief Investment Officer and Senior Vice President of Acquisitions and Development.

Throughout her career in finance and development, she has been involved in a variety of real estate sectors, raising capital and managing transactions for hospitality, office, retail and multifamily companies. Degreed in Economics and Managerial Studies from Rice University, Bates holds a Master’s in Finance and International Business from Rice.
BERNARD BAUMOHL

CHIEF GLOBAL ECONOMIST
THE ECONOMIC OUTLOOK GROUP, LLC

Bernard Baumohl is Chief Global Economist at The Economic Outlook Group, LLC. He began his career with the Council on Foreign Relations, a think tank specializing on international affairs. He later served as an economist at European American Bank with responsibilities to monitor the global economy. Baumohl was also TIME magazine's Senior Economics Reporter and covered the White House, Federal Reserve and Wall Street.

Apart from his current role as Chief Global Economist, he also teaches at the New York Institute of Finance, and is a regular commentator on Public Television's Nightly Business Report. He has also made hundreds of speeches around the world and lectured at New York University and Duke University.

Baumohl is author of The Secrets of Economic Indicators: Hidden Clues to Future Economic Trends and Investment Opportunities (Wharton School Publishing). The award-winning book has been translated into several languages, including Russian and Chinese. Baumohl has a Master's Degree in International Affairs and Economics from Columbia University.

CLAIRE M. BENNETT

SENIOR VICE PRESIDENT AND GENERAL MANAGER, CONSUMER TRAVEL NETWORK
AMERICAN EXPRESS

Claire M. Bennett assumed the role of Senior Vice President and General Manager of the U.S. Consumer Travel Network in July 2009. In this capacity, she leads American Express’ U.S. leisure travel business, which provides premium travel services to American Express Cardmembers via three distribution channels—a retail travel network, a network of owned telephone service centers, and online, at www.americanexpress.com/travel. Nearly 7,000 travel professionals help customers and Cardmembers plan, book and get the most out of their travel experiences as part of the U.S. Consumer Travel Network, which, together with the representative network and American Express Business Travel, is the #1 travel agency in the world by volume. Bennett has nearly 23 years of experience in marketing, general management, and finance. Before joining the Consumer Travel Network, Bennett served as Senior Vice President, Global Advertising and Brand Management at American Express. In that role, she led worldwide marketing programs for American Express, including advertising and media, sponsorships, agency management, and marketplace research.

Prior to joining American Express in 2006, Bennett led marketing communications for Dell’s $14 billion home and small business division and held various 6M+ brand roles in the consumer business. Prior to Dell, she worked in brand management at PepsiCo. Bennett currently or previously sits on the boards of Travel Impressions, the Association of National Advertisers, and Public Allies and also serves on the Starwood Advisory Board. A certified CPA, she holds a Bachelor’s degree in Accounting from Indiana University and an M.B.A. from the J.L. Kellogg Graduate School of Management.

MONTY J. BENNETT

CHIEF EXECUTIVE OFFICER
ASHFORD HOSPITALITY TRUST

Monty J. Bennett serves as Founder, Director and Chief Executive Officer of Ashford Hospitality Trust, a Real Estate Investment Trust (REIT) formed in August 2003. Ashford focuses exclusively on investing in the hospitality industry across all segments and at all levels of the capital structure, including direct hotel investments, first mortgages, mezzanine loans, and sale-leaseback transactions. Ashford went public with six hotels valued at $130 million. Today, Ashford has over $5 billion in assets and has outperformed its peers in total shareholder return looking back 1, 2, 3, 4, 5 & 6 years.

Bennett is a member of the American Hotel & Lodging Association's Industry Real Estate Finance Advisory Council (IREFAC) and the Urban Land Institute's Hotel Council. Formerly, he served as a Board Director for Christian Union, a ministry serving Ivy League Universities. Bennett is a frequent speaker and panelist for various hotel development and investment conferences.

Bennett holds a Master’s in Business Administration from Cornell’s S.C. Johnson Graduate School of Management and received a Bachelor of Science degree with distinction from the School of Hotel Administration also at Cornell.

P. PETER BENUDIZ

PARTNER
MILBANK TWEED HADLEY AND MCCLOY LLP

P. Peter Benudiz is a Partner at Milbank, Tweed, Hadley & McCloy LLP and co-heads the Firm's Gaming and Hospitality Practice. He is experienced in all legal disciplines critical to hospitality and real estate projects, including private equity deals, traditional construction and permanent loans, convertible and participating debt, mezzanine debt deals, securitizations, and other hybrid real estate and corporate debt transactions. Benudiz also has experience negotiating and documenting highly complex workouts and restructurings involving hospitality assets and real estate secured debt, both inside and outside of the bankruptcy context. He has represented some of the world’s largest financial institutions and private equity funds in connection with the financing, workouts and acquisitions of some of the most significant and well-known real estate and hotel projects.

Benudiz is consistently recognized as one of the leading hospitality lawyers in the United States. He was ranked in the top tier of lawyers nationwide for leisure & hospitality by 2010 Chambers USA: America’s Leading Lawyers for Business. Benudiz is a member of the International Society of Hospitality Consultants and the Los Angeles County Bar Association. He received his J.D. from Harvard University Law School and his A.B. from the University of California, Berkeley.
SCOTT D. BERMAN  
PRINCIPAL, REAL ESTATE BUSINESS ADVISORY SERVICES AND INDUSTRY LEADER, HOSPITALITY & LEISURE  
PwC

Scott D. Berman is the Industry Leader of the Hospitality & Leisure Practice of PricewaterhouseCoopers L.L.P. and a Principal in the Real Estate Business Advisory practice in Miami. Berman is a specialist in the field of hotel and resort development and operations with 25 years of experience providing consulting services in the United States, South America, Central America, Mexico, the Caribbean Basin, Europe, the Far East and the former Soviet Union. He has experience with a multitude of leisure time and tourism related projects including, but not limited to, hotels and resorts of all types, cruise lines, vacation ownership and resort residential development, recreational facilities such as spas and marinas, cruise ships, casinos, theme parks and other public assembly facilities.

Berman is an active member of the Urban Land Institute Hotel Development Council (HDC) and its former Chair. He currently is a member of the Board of Directors of the American Resort Development Association, and a member of the Advisory Board of the Cornell University Center for Hospitality Research. Berman is Chairman of the Industry Relations Committee for the Greater Miami and the Beaches Hotel Association, a member of the International Society of Hospitality Consultants. He has also appeared on CNN’s Inside Business as a leisure industry expert and is frequently quoted on hospitality issues in The Wall Street Journal, USA Today, The New York Times, Forbes, and a variety of industry publications. Berman holds a B.S. from Cornell University’s School of Hotel Administration.

RAYMOND N. BICKSON  
MANAGING DIRECTOR AND CHIEF EXECUTIVE OFFICER  
TAJ HOTELS RESORTS AND PALACES  

Raymond N. Bickson, whose hospitality career spans more than 30 years and four continents, joined Taj Hotels in January 2003 to oversee all luxury property operations. In July 2003, he was named Managing Director and Chief Executive Officer of The Indian Hotels Company Limited, a division of India’s Tata Group, with responsibility for all Taj Hotels operations and management, hospitality and travel subsidiary companies. Under his leadership, the Taj Group has seen rapid global expansion, with new developments and acquisitions in key world markets. The Taj Group has formed strategic partnerships with other luxury hotel chains and cruise lines; developed innovative new products, including India’s first luxury safari lodges and tours; and the launch of the new Ginger Hotels, Gateway Hotels and Resorts and the Vivanta by Taj Brand.

Previously, Bickson served as Vice President and General Manager of The Mark in New York, The Rafael Group Hoteliers Monaco, and with Mandarin Oriental Hotel Group for 15 years. His prior experience includes management positions with Regent International Hotels in New York, Chicago, Dallas, Puerto Rico, Melbourne and Shanghai, and training positions with Hotel Plaza Athénée Paris, Le Montreux Palace Switzerland and the Kahala Hilton Hawaii. Bickson is a member of the World Travel & Tourism Council; the International Business Leaders Forum; and the advisory boards of The Leading Hotels of the World and École Hôtelière Lausanne. He is also the recipient of the Corporate Hotelier of the World Award 2007, by HOTELS Magazine. Bickson attended The École Hôtelière Lausanne – Advanced Management Programme at Harvard Business School, and was awarded an honorary Doctorate by Johnson & Wales University, Rhode Island.

ANGELA BRAV  
CHIEF OPERATING OFFICER, NORTH AMERICA  
IHG (INTERNATIONAL HOTELS GROUP)  

Angela Brav is Chief Operating Officer, North America, for the Americas region of IHG (InterContinental Hotels Group) PLC. As Chief Operating Officer, Brav is responsible for leading North America mainstream operations for franchised and managed hotels, including Crowne Plaza Hotels & Resorts, Holiday Inn Express, Staybridge Suites, and Candlewood Suites. She is also responsible for cultivating franchisee relationships and facilitating system growth by making IHG brands the first choice for guests and hotel owners. She and her team provide the services and support necessary to open new hotels in a timely manner, contributing to IHG’s global target of opening one hotel a day in 2009.

Brav is a 20-year veteran of the hospitality industry with 11 years of hotel operations experience at both limited service and upscale hotels. She joined IHG in 1988, and has held roles of increasing responsibility throughout her tenure with the company at both the hotel and corporate levels. Most recently, Brav served as Senior Vice President, Americas Franchise Operations & Applied Technology and was responsible for franchise operations as well as technology management and infrastructure support for all Americas-based corporate, franchised and HMG hotels.

Brav held previous roles at IHG as Senior Vice President, Franchise Services and Operations Support, Applied Technology for the Americas region, Senior Vice President, Integrated Technology Solution and Senior Vice President, Quality and Service where she was responsible for overseeing quality, hotel service, training, food and beverage services, product improvement planning, franchise information reporting and market planning for all IHG properties in North and South America.

Prior to joining IHG, Brav worked for various hotel management companies within the hospitality industry and served in such operational positions as General Manager, Food & Beverage Director, Sales & Marketing Director and Front Office Manager. She graduated from the University of North Florida in Jacksonville with a major in Management.
WILLIAM A. BREWER III

PARTNER
BICKEL & BREWER

William A. Brewer has earned a nationwide reputation as one of the most successful lawyers in the United States practicing exclusively in the field of complex commercial litigation and dispute resolution. Under Brewer’s direction, Bickel & Brewer has become renowned for its innovative handling of major disputes in the hospitality industry. For the past two decades, Bickel & Brewer has represented hotel franchisors, management companies, owners, developers and investors in some of the highest-profile litigation in the hospitality industry.

Bickel & Brewer has been a featured participant at every New York University International Hospitality Industry Investment Conference since 1992. In further support of Brewer’s commitment to executive education in the hospitality industry, he serves as an editorial board member of the Hotel Business Review. He is a member of several leading industry associations, including the American Hotel & Motel Association and the Academy of Hospitality Industry Attorneys.

Brewer received his Bachelor of Arts degree, cum laude, from St. John’s University in 1974, followed in 1977, by his Juris Doctor, cum laude, from the Albany Law School of Union University. Thereafter, Brewer attended New York University School of Law where he received a Master of Laws in Trade Regulation.

JOHN M. BURLINGAME

GLOBAL HEAD, RESIDENTIAL DEVELOPMENT
HYATT HOTELS CORPORATION

John Burlingame is Global Head-Residential Development for Hyatt Hotels Corporation. Since joining Hyatt in 1982, he has been involved in all phases of hotel development, management contract and joint venture negotiations. During 1994, Burlingame was instrumental in the formation of Hyatt Vacation Ownership, Inc. (“HVOI”), the predecessor entity to the Hyatt Residential Group, Inc., and the Hyatt Residence Club and served as HVOI’s Executive Vice President for 15 years. HVOI currently operates 15 resorts in 11 destinations with over 33,000 members. Hyatt Hotels Corporation, through an affiliate, provides branding, hospitality and homeowner association management for residential components of mixed-use projects.

Burlingame has served on the Board of Directors of the American Resort Development Association ("ARDA") for over 12 years and has been a member of ARDA’s Executive Committee for 8 years. Burlingame served as ARDA’s Chairman from May 2003 through May 2005. He is also a Trustee of the Aquila Three Peaks High Income Fund and was a consulting editor for the Handbook of Real Estate Portfolio Management. Burlingame is a graduate of Cornell University and received his MBA from the University of Chicago.

MARK G. CARRIER

SENIOR VICE PRESIDENT
B. F. SAUL COMPANY HOTEL DIVISION

Mark G. Carrier is the Senior Officer of the B. F. Saul Company Hotel Division. Carrier’s leadership responsibilities for the B. F. Saul Company include strategic direction, overall operational leadership, acquisition and development of properties, long term financial and capital planning along with the development and implementation of corporate policies, procedures and management systems. He represents the company in relation to lenders, franchisors, clients, governmental agencies and industry associations.

Carrier joined the B. F. Saul Company following graduation from the Cornell University School of Hotel Administration. He attained the Certified Hotel Administrator designation from the American Hotel and Lodging Association in 1985. He progressed to his current senior position following a career of growing responsibility with the organization which included on-site management, regional responsibilities as well as development and acquisition of hotels.

Carrier represents the company as a member of the AH&LA and is the immediate Past Chairman of the IAHI, the franchise owners Association of InterContinental Hotels Group. He is the Chairman Emeritus of Visit Fairfax, the county’s tourism promotion organization. Carrier joined the board of FXVA as an inaugural member and served in the Chair capacity for two terms. He currently leads the Nominations Committee and the Conference Center working group. Carrier also serves as a member of the Governmental Affairs Committee of the AH&LA, which focuses on the legislative issues facing the hotel industry. Serving on Fairfax County’s Economic Advisory Council he provides representation of hospitality interests to that body. He also serves as a member of the Dulles Corridor Rail Association Board of Directors.

JASON CHERIN

DIRECTOR, LODGING AND GAMING
CREDIT AGRICOLE CORPORATE & INVESTMENT BANK

Jason Chrein is a Director in the Lodging and Gaming Finance Group at Credit Agricol Corporate and Investment Bank, a global relationship bank with offices in over 60 countries. The Lodging and Gaming Group, based in New York City, provides a wide range of banking services to the Bank’s Lodging and Gaming clients. As a Senior Relationship Banker, Chrein was responsible for originating, structuring and managing both hotel mortgage and corporate financing transactions involving many of the world’s most prominent hotels and lodging companies.

Prior to joining Credit Agricole in 2007, Chrein was employed on the fund management side of the business as a Vice President at JP Morgan Asset Management, where he was responsible for deploying pension fund capital into various real estate debt vehicles. He has also held management positions at Citigroup, KPMG Consulting, and Citadel Realty Group, a boutique real es-
SHERI P. CHROMOW

Partner
KATTEN MUCHIN ROSENMAN LLP

Sheri P. Chromow, a partner in Katten’s Real Estate Practice, has extensive experience in a wide range of real estate transactions, both in the United States and overseas. Her practice, which is international in scope, includes financings of all varieties, including structured, syndicated, securitized and construction; joint ventures and partnerships, including the establishment of public and private REITs and funds; and acquisitions and dispositions of assets. Chromow has worked extensively on hotel development, management and financing projects, and also has significant experience in workouts, enforcements and restructurings.


GLENN V. COLAROSSI

Chief Business Development Officer
WTS INTERNATIONAL

Glenn V. Colarossi is a 30 year veteran of the health/wellness/spa space. He has been an owner/operator and consultant to some of the best health clubs/spas in the world. He was engaged by Starwood Hotels to assist in the development of the WestinWORKOUT (Starwood’s branded fitness concept). Subsequently, he developed fitness brand standards for Fairmont, Miraval and TDIC (Tourism Development Investment Corporation Abu Dhabi). His client list is that of a “who’s who in quality” - Four Seasons, Mandarin Oriental, W, St. Regis, Fairmont, WCI, Luxury Collection, The Plaza Hotel and Frette to name a few.

Colarossi has served on the Connecticut Governor’s Council on Fitness and was an advisory board member for: ICAA (International Council on Active Aging), ACE (American Council on Exercise), ACSM (American College of Sports Medicine, Health Fitness Journal) and the Keiser Institute on Aging. Colarossi has been a presenter/panelist at prestigious events around the world, from the International Hotel Show, New York University International Hospitality Industry Investment Conference, IHRSA, Club Industry, US Real Estate

MARLENE M. COLUCCI

Executive Vice President for Public Policy
American Hotel & Lodging Association

Colucci brings strong credentials and expertise to AH&LA. Before coming to the association, Colucci served as a special assistant to President George W. Bush in the Office of Domestic Policy. In that capacity, she coordinated all labor, transportation and postal reform policy initiatives for the White House. Prior to that, she was appointed by the President to serve at the U.S. Department of Labor in Washington, D.C., as both the deputy assistant secretary in the Office of Congressional and Intergovernmental Affairs and as counsel to the Deputy Secretary of Labor. From 1990 to 2002, Colucci served as senior counsel to the law firm of Akin, Gump, Strauss, Hauer & Feld, LLP in Washington, D.C., where she advised clients on a wide range of policy matters and frequently spoke to groups regarding the importance of grass roots advocacy.

Colucci is a member of the California and the District of Columbia Bar Associations. She also spends time working with an organization she founded to promote travel and tourism as an industry.
JOHN COOPER
PRINCIPAL AND EXECUTIVE VICE PRESIDENT
NOBLE INVESTMENT GROUP

John Cooper is a Principal and Executive Vice President at the Noble Investment Group with responsibility for concept design, development strategy and planning that facilitates the assessment of investment opportunities for the Noble organization. He joined the Noble organization as a partner in 2003 when Noble acquired Stormont Development. Under Cooper’s leadership, Noble and its predecessors have successfully developed over $1.5 billion in first class hotels, conference centers, and resorts.

Cooper is involved with various boards and affiliations such as the Associated Builders and Contractors of Georgia, Urban Land Institute, U.S. Green Building Council, LEED Accredited Professional and the Atlanta Hospitality Alliance Member. He graduated from Arizona State University with a B.S. in Construction Management.

THOMAS J. CORCORAN, JR.
CHAIRMAN OF THE BOARD
FELCOR LODGING TRUST

Thomas J. Corcoran, Jr. is Chairman of the Board of FelCor Lodging Trust. In 1991, he co-founded FelCor, Inc. in 1991 with Hervey Feldman. In 1994, FelCor went public with six hotels and a market capitalization of approximately $120 million as a hotel real estate investment trust (REIT) under the name FelCor Suite Hotels, Inc. In 1996, the Company listed on the New York Stock Exchange as FCH and in 1998, changed its name to FelCor Lodging Trust Incorporated. Corcoran served as President and Chief Executive Officer of FelCor since its formation until his appointment to Chairman of the Board in February 2006.

Corcoran's long history of management in the lodging and foodservice industry began with Brock Hotel Corporation in Topeka, KS. During his 11 years with Brock, Corcoran's roles in the company included President and Chief Executive Officer and a member of the board of directors for Chuck E. Cheese Entertainment, Inc. Corcoran's board appointments include: Sammons Enterprises, Inc., past Chairman of the American Hotel & Lodging Association (AH&LA), Chairman of the AH&LA Governmental Affairs Committee and immediate past Chairman of the International Association of Holiday Inns.

KENNETH E. CRUSE
PRESIDENT
SUNSTONE HOTEL INVESTORS

Kenneth E. Cruse is the President of Sunstone Hotel Investors, Inc. Prior to his promotion to President, Cruse was Executive Vice President and Chief Financial Officer. Cruse joined Sunstone in April 2005 as Senior Vice President, Asset Management and Corporate Transactions. In September 2006 he was named Senior Vice President, Corporate Finance and in January 2007 Cruse became the Chief Financial Officer. Cruse has over 18 years of experience in hotel investment, operations and finance. For the eight years prior to joining Sunstone, Cruse worked in a variety of roles for Host Marriott Corporation, the predecessor of Host Hotels and Resorts, Inc., most recently as Vice President, Corporate Finance. Cruse earned a M.B.A. degree with distinction from Georgetown University.

PETER E. DANNEMILLER
EXECUTIVE VICE PRESIDENT
HODGES WARD ELLIOTT

Peter E. Dannemiller is Executive Vice President of Hodges Ward Elliott (“HWE”), the leading hotel brokerage and investment-banking firm in the U.S. Since joining HWE in 1996, Dannemiller has become one of the leading producers within the firm and the hotel investment sales and financing industry. Dannemiller has teamed with Partner Mark Elliott to close sales and financing transactions totaling over $20 billion in volume during his tenure with the firm. With a strong background in finance, he is primarily responsible for HWE’s debt placement activity, which has totaled more than $2 billion over the last 6 years.

Dannemiller has specialized in real estate analytics and investment since starting with The Prudential Realty Group in 1991. While with Prudential, Dannemiller developed both a passion for and unique expertise in the valuation and investment sales execution of a variety of real estate asset classes, which has been fine-tuned within the hospitality sector over his fifteen years with HWE.

Dannemiller has been a speaker and panelist at the numerous conferences including the New York University International Hospitality Industry Investment Conference and has been quoted in Hotel Business and Lodging Hospitality magazines as a hospitality brokerage expert. Dannemiller holds a Bachelor of Science degree in Business from the University of North Carolina at Chapel Hill and an M.B.A. from Emory University.
JEFFREY DAVIS
EXECUTIVE VICE PRESIDENT
JONES LANG LASALLE HOTELS

As Executive Vice President, Jeffrey Davis heads the New York office of Jones Lang LaSalle Hotels and oversees the group’s debt/equity capital markets platform in the United States. As a leading strategist and investment advisor for Jones Lang LaSalle Hotels, Davis has advised on and transacted in excess of $3 billion of high profile lodging transactions and hybrid use developments throughout the world.

For more than 15 years, Davis has been intricately involved in all aspects of real estate in the U.S. from both an institutional and entrepreneurial perspective. With a career as a consultant, investment banker, private developer, and institutional acquisitions, Davis has worked with world renowned real estate companies as well as celebrity entrepreneurs including Ian Schrager, Andre Balazs, and The Trump Organization. As head of debt/equity capital markets for Jones Lang LaSalle Hotels, Davis is responsible for assisting clients in all capital raising and restructuring capacities including acquisition financing, debt/equity recapitalizations, note sales and programmatic and asset specific joint ventures.

ARTHUR DE HAAST
GLOBAL CHIEF EXECUTIVE OFFICER
JONES LANG LASALLE HOTELS

Arthur de Haast is the Global Chief Executive Officer of Jones Lang LaSalle Hotels, responsible for a team of over 210 hotel experts located in 37 offices worldwide in 19 countries. In 2010, Jones Lang LaSalle Hotels provided sale, purchase and financing advice on $4.1 billion worth of transactions globally. In addition, advisory and valuation services were provided on over 1000 assignments. Jones Lang LaSalle Hotels’ services span the hospitality spectrum; from luxury single assets and large portfolios to select service and budget hotels, resorts and pubs. Their services include investment sales, mergers and acquisitions, capital raising, valuation and appraisal, asset management, strategic planning, operator selection, management contract negotiation, consulting, industry research and project development services.

de Haast has extensive experience within the global hotel market having led a wide range of both transactional and advisory assignments. He is a regular commentator on the global hotel investment market, speaking frequently at major conferences, and is regularly quoted in the world’s leading business publications.

ROLAND DE MILLERET
MANAGING DIRECTOR
HVS

Roland de Milleret is Managing Director of the New York office. Since joining HVS in January of 1999, he has provided consulting and appraisal services to over 1,300 hotels in the United States, Mexico, and the Caribbean. His industry expertise includes market studies, feasibility analysis, appraisals, development consulting, and negotiation of management agreements. de Milleret specializes in the Manhattan lodging market and has worked on most of the hotels in that market.

de Milleret is a Designated Member of the Appraisal Institute (MAI) and a state certified general appraiser in New York State. He has been an adjunct professor at New York University School of Continuing and Professional Studies, where he taught a course on hotel development each spring from 2007 through 2009.

JEFFREY D. DEBOER
PRESIDENT AND CHIEF EXECUTIVE OFFICER
THE REAL ESTATE ROUNDTABLE

Jeffrey D. DeBoer is the founding President and CEO of The Real Estate Roundtable. DeBoer has served as President and CEO of The Real Estate Roundtable since 1997, and through a variety of positions, he has been at the forefront of every major piece of legislation affecting the real estate industry during the last twenty-five years.

In addition to his position at the Roundtable, DeBoer serves as Chairman of the Real Estate Industry Information Sharing and Analysis Center (RE-ISAC), an organization dedicated to enhancing the two-way communication between the industry and federal policymakers on matters relating to building security, terrorist threats, and incident reporting. He also serves as Co-Chairman of the Advisory Board of the RAND Corporation’s Center for Terrorism Risk Management Policy, and is Chairman of the National Real Estate Organizations, a coalition of real estate trade associations working together to enhance the coordination of the industry’s overall Washington advocacy efforts. He is also a founding member of the steering committee of the Coalition to Insure Against Terrorism (CIAT).

DeBoer has discussed real estate and economic policy issues on FOX News, Bloomberg Television and CNBC; and his editorials have been published in the Wall Street Journal and USA Today. He is a member of the Virginia Bar Association and the American Bar Association. DeBoer earned a law degree from Washington and Lee University and an undergraduate degree from Yankton College.
JOHN DELGROSSO
VICE PRESIDENT CONSTRUCTION, ENGINEERING AND TECHNICAL SERVICES
WATERFORD HOTEL GROUP, INC.
John DelGrosso has more than 25 years of experience in the construction industry. His wide range of experience in construction and project management includes numerous commercial and hotel projects, with direct oversight of more than 20 new-build hotels and $100 million in capital projects. DelGrosso attended Mitchell College and the Hartford Graduate Center.

GARY E. DIETZ
PUBLISHER
Lodging Hospitality Magazine
Gary Dietz is the Publisher of Lodging Hospitality magazine, the premier feature magazine serving the U.S. lodging industry. For nearly 60 years, Lodging Hospitality has been a leader in serving the information needs of the U.S. lodging industry through print, online and in-person products. Since becoming publisher in 1990, Dietz has served the industry in a number of ways. He's been a member of the advisory boards for the New York University International Hospitality Industry Investment Conference and the New York University Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management. He is a committee member of the American Hotel Foundation's annual Golf and Tennis Classic and is an allied member of the AH&LA and AAHOA.

EMILY DITMAN
ACCOUNT EXECUTIVE, E-MARKETING SERVICES
HOSPITALITY eBUSINESS STRATEGIES
Emily Ditman currently works as an Account Executive at Hospitality eBusiness Strategies. In May 2010, she graduated from the New York University Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management, where she completed a B.S. degree in Hospitality and Tourism Management. During her time at New York University she completed several internships including a Destination Specialist Internship at Discover New York with Kitt Garrett, and a Marketing Internship at Berkshire Capital Securities. Ditman also completed a rotational internship at Marriott Hotels, where she worked hands on in seven positions within the hotel including sales coordinator, front desk, and even laundry attendant and housekeeper.

DIANA LONGWORTH DITTO
ASSISTANT HOUSEKEEPING MANAGER
LE PARKER MERIDIEN
Diana Longworth Ditto is the Assistant Housekeeping Manager at Le Parker Meridien Hotel. She is an active member of the Tourism Cares Global Outreach Committee, Hospitality Sales and Marketing Association International and the Greenwich Village Society for Historic Preservation. While attending the New York University Preston Robert Tisch Center for Hospitality, Tourism and Sports Management, she was a Graduate Research Assistant to both Dr. Jukka Laitamaki and Dr. Bjorn Hanson. Prior to joining Le Parker Meridien Ditto worked in senior roles with Robin Tauck & Partners and Collette Vacations.

Ditto was the 2010 recipient of the Ricelle “Bunny” Grossinger Award for Hospitality Leadership and her research on hospitality branding and experiential authenticity has been presented at various international conferences. Ditto holds a Bachelor's Degree in Art History from Fairfield University and a Masters Degree in Tourism and Travel Management from the New York University Preston Robert Tisch Center for Hospitality, Tourism and Sports Management.

ROGER J. DOW
PRESIDENT AND CHIEF EXECUTIVE OFFICER
U.S. TRAVEL ASSOCIATION
Roger Dow is President and Chief Executive Officer of the U.S. Travel Association, the national umbrella organization representing all segments of the $704 billion U.S. travel and tourism industry. Dow was instrumental in leading an industry-wide movement for creation of the Travel Promotion Act. This bipartisan legislation, signed into law by President Obama in March 2010, established a first-ever communications and promotion program aimed at increasing international travel to the United States. Prior to joining U.S. Travel, Dow advanced through the ranks at Marriott International in a career that spanned 34 years, where he began as a summer lifeguard at the sixth Marriott hotel and rose to Senior Vice President, Global and Field Sales, where he led Marriott’s 10,000-person worldwide sales organization.

Dow was recognized by his peers as the Association Executive of the Year, an honor presented by Association Trends magazine that reflected Dow’s success in unifying the travel industry and greatly increasing its effectiveness on Capitol Hill. He has also been named to the Convention Industry Council’s prestigious Hall of Leaders, was recognized by Meeting Professionals International (MPI) as one of the industry’s top leaders, was selected by Meeting News as one of the 25 most influential people in the meetings industry and has been honored by the American Society of Association Executives (ASAE) with its Academy of Leaders Award. In 2009, Dow was presented an honorary degree from Johnson & Wales University (Doctor of Business Administration in Hospitality Management).

Dow frequently speaks on leadership, sales, marketing and management at conventions and corporate meetings. He has co-authored two books:
“Turned On – Eight Vital Insights to Energize Your People, Customers and Profits” and “The Trust Imperative – The Competitive Advantage of Trust-Based Business Relationships.” He serves, or has served, on the Board of Directors of ASAE, PCMA, ASAE Foundation, MPI Foundation (Chairman), GWSAE, the Travel Institute, RE/MAX International and on the Advisory Boards of Arizona State University’s Center for Services Leadership and the University of Richmond Robins School of Business. Dow received a Bachelor of Science degree from Seton Hall University.

**JOEL M. EISEMANN**

**CHIEF OWNER & FRANCHISE RELATIONS OFFICER AND CHIEF DEVELOPMENT OFFICER, SELECT SERVICE AND EXTENDED STAY BRANDS MARRIOTT INTERNATIONAL, INC.**

Joel M. Eisemann is Chief Owner & Franchise Relations Officer and Chief Development Officer, Select-Service and Extended-Stay Brands. He is responsible for all development and conversion activities (both managed and franchised) for the Courtyard, Fairfield Inn, Residence Inn, SpringHill Suites and TownePlace Suites brands in the U.S. and Canada.

From April 2001 through September 2004, Eisemann was Executive Vice President, Global Asset Management. In this role, he focused on aligning and leading Marriott’s efforts to maintain and enhance the stability and value of the Company’s long-term operating agreements on a worldwide basis. These agreements are among Marriott’s primary assets as they govern the use of each of the Company’s brands and management of hotel properties owned by third parties.

Previously, Eisemann was Senior Vice President of Lodging Development for Asia/Pacific and was responsible for development, conversion, and acquisition activities for Marriott’s lodging brands in Asia/Pacific. He relocated to Hong Kong in mid-1990 and set up Marriott’s lodging development office for the region. He returned to Marriott’s Headquarters in Bethesda, MD, in September 1999. Eisemann joined Marriott in 1983. His previous positions with Marriott include Vice President, Development, Residence Inn; Vice President, Development, Marriott Hotels & Resorts; and Vice President, Development Planning and Feasibility. Prior to joining Marriott, Eisemann was with Laventhal & Horwath in Tampa, Florida, for three years. Eisemann is a graduate of the Master of Professional Studies program at Cornell University’s School of Hotel Administration, and he received his A. B. degree in Economics from Stanford University.

**MARK W. ELLIOTT**

**SENIOR MANAGING DIRECTOR**

**HODGES WARD ELLIOTT**

Mark W. Elliott joined Hodges Ward Elliott in 1983. Since 1992, Elliott has sold and/or financed in excess of 850 hotels, totaling approximately 188,000 rooms, with a dollar volume of approximately $24.3 billion. Additionally, Elliott has structured several corporate financings and mergers. He is currently a member of the Industry Real Estate Finance Advisory Council (“IREFAC”), and is mentioned annually as the leading hotel broker by Real Estate Forum magazine and Commercial Property News. He has written articles for Real Estate Finance Journal and a chapter in the Hotel Investment Handbook, as well as being quoted in the Wall Street Journal as a lodging industry expert. Elliott has also been a speaker at the Harvard Business School.

**MARK G. FAIR**

**MANAGING DIRECTOR**

**JONES LANG LASALLE HOTELS**

Mark G. Fair is a Managing Director of Jones Lang LaSalle Hotels where he manages the national brokerage and financing operations of the Select Service Division while also working closely with the Full Service Division on significant full-service and luxury asset sales.

Fair has represented numerous institutional and private clients in the disposition of over 500 hotels totaling in excess of $5 billion. In addition, he has directed the firm’s national hospitality auction platform and has successfully transacted approximately 100 non-performing hospitality loans in the last year. Prior to Jones Lang LaSalle Hotels, Fair was one of the founding partners of Thompson Calhoun Fair, and a Senior Vice President of Westinghouse Credit Corporation where he directed the $3+ billion hospitality asset management, loan workout and disposition practice. Fair has held senior real estate positions with Days Inns of America and Buckhead America Corporation as well as hotel operation positions with ITT Sheraton. He earned an M.B.A. from Georgia State University.
ANTHONY FALOR
MANAGING DIRECTOR, SELECT SERVICES
HODGES WARD ELLIOTT

Anthony Falor joined Hodges Ward Elliott in October 2003 as Chief Operations Officer of the Focused Service Division after spending 13 years with the world's largest lodging franchisor, Cendant Corporation, most recently as President and Chief Executive Officer of their Budget/Extended Stay brands. With an extensive background in franchise sales, development and marketing, Falor holds all Cendant sales records claiming Top Producer honors in years 1992-1997, 1999 and 2001. Falor has been involved in the franchising and development of brands such as Ramada, Wingate Inn, and Days Inn just to name a few, and has tremendous relationships and contacts within the upper-midscale to lower budgeted buyers.

Since 2004 HWE has successfully sold approximately $2 billion dollars of lodging product valued at $10 million or less. He has been frequently quoted in major industry publications including Hotel Business, Hotel/Motel Management, AAHOA and Lodging Hospitality. Falor has spoken and/or presented at numerous lodging conferences including The Lodging Conference, Asian American Hotel Owners Association (AAHOA), the National Association of Black Hotel Owners Operators and Developers (NABHOOD) and the Hispanic Hotel Owner's Association (HHOA). Falor is also a featured speaker at the Hilton Hospitality 101 and the National Black McDonald's Owner's Association (NBMOA).

Falor currently serves on the Board of Trustees for the American Hotel & Lodging Association Educational foundation and has served on the Board of Directors for the Asian American Hotel Owners Association (AAHOA).

CECELIA L. FANELLI, ESQ.
PARTNER
STEPSOE & JOHNSON LLP

Cecelia L. Fanelli is a partner in the New York office of Steptoe & Johnson LLP, where she serves as the co-leader of the Hospitality, Hotels and Resorts practice. She offers clients over 31 years of experience in litigation and dispute resolution, practicing across the country in federal and state trial and appellate courts, and in arbitration, mediation, and alternative dispute resolution proceedings. Fanelli’s practice focuses on commercial litigation relating to the banking, real estate and hotel industries, and she handles major litigation for a variety of clients who are significant players in the hotel industry. She represents owners of hotels to lenders, franchisees, and franchisors domestically and internationally and they run the gamut from owners of hotels to lenders, franchisees and franchisers. She has successfully represented clients and obtained a number of multi-million dollar recoveries in hotel industry litigations and complex real estate litigations and workouts. Fanelli has successfully defended lender clients against multi-million dollar lender liability and antitrust claims and has tried various trademark infringe-
Fishbin is a member of the Executive Planning Committee for the New York University International Hospitality Industry Investment Conference. He is a member of the advisory board of Rock and Wrap it Up, a non-profit organization that serves the sports, music education, government and hotel industries in the fight to alleviate hunger around the world. He holds a B.A. from Union College and received his Master’s degree from Cornell University.

WILLIAM B. FORTIER

SENIOR VICE PRESIDENT, DEVELOPMENT - AMERICAS HILTON WORLDWIDE


JONATHAN FROLICH

GENERAL MANAGER ANDAZ 5TH AVENUE

Jonathan Frolich brings his fifteen-year career with Hyatt Hotels & Resorts, including the past two years spent developing the Andaz brand, to bear on his position as General Manager of Andaz 5th Avenue. Andaz 5th Avenue is the second property in the Andaz collection to open in New York, opening its doors in July 2010.

Through his decade and a half with Hyatt, Frolich has held managerial positions at the Grand Hyatt Hong Kong, Park Hyatt Sydney, and the former Park Hyatt Los Angeles among other locations. During those years, he oversaw every aspect of hotel development and management. Frolich joined the Andaz team late in 2007 in the Hyatt corporate offices in Chicago. There, he focused on cultivating the Andaz brand, working to develop new, creative buttons to push in order to breathe new life into older hospitality practices, and also to set standards for the growing Andaz collection, which currently has properties in London, Los Angeles, and New York. Frolich received a Bachelor of Arts degree in Hospitality Management from Regency Park Hotel School in South Australia.

ALAN J. FUERSTMAN

FOUNDER AND CHIEF EXECUTIVE OFFICER MONTAGE HOTELS & RESORTS

Alan J. Fuerstman is Chief Executive Officer of Montage Hotels & Resorts, a company that he founded in 2002. Montage operates Montage Laguna Beach, Montage Beverly Hills, and Montage Deer Valley. Prior to launching Montage, Fuerstman was the Vice President of Hotel Operations at Bellagio. Previously, he served as President and Managing Director of The Phoenician resort in Scottsdale, Arizona. He was also responsible for ITT Sheraton’s Luxury Collection properties, St. Regis Aspen and St. Regis Houston, and all ITT Sheraton properties in Arizona. He began his distinguished career with Marriott International.

Fuerstman has been recognized with many industry accolades including: “Resort Executive of the Year”, “Art to Life” award from Art & Living Magazine; “One to Watch” from Virtuoso Life Magazine; and “Leaders in Luxury” award from Luxury Travel Advisor. Fuerstman currently serves on the Board of Trustees for Gettysburg College, the Northern Arizona University School of Hotel and Restaurant Management Advisory Board, and the Resort Committee of the AH&LA. Fuerstman graduated with a Bachelor of Arts degree from Gettysburg College in Pennsylvania.

TROY FURBAY

EXECUTIVE VICE PRESIDENT OF ACQUISITIONS AND DEVELOPMENT LOEWS HOTELS

Troy Furbay is an accomplished hotel development executive with Loews Hotels. As Executive Vice President for Loews Hotels, Furbay leads the acquisition and development team and is a member of the Investment Committee and Executive Committee. Prior to joining Loews Hotels he led the development efforts for Kimpton Hotels for over nine years. Upon joining Kimpton in 2001 the company was a small west coast focused owner/operator; by 2010 the company operated over 50 hotels in more than 25 cities and became recognized as the leading boutique hotel brand, owner and operator. Furbay’s development activities led to the establishment of over 20 Kimpton properties as well as a pipeline of numerous projects under development. Prior to Kimpton, Furbay held senior positions at MeriStar Hospitality and CapStar Hotels and the consulting firm of KPMG. Furbay is a regular speaker at hospitality investment conferences and has been quoted and/or featured in the Wall Street Journal, New York Times, Crain’s New York and numerous hospitality trade journals. Furbay started his career in operations at Sheraton Hotels and has an M.B.A. from Fordham University.
Robert Gaymer-Jones was recently named Chief Executive Officer. Gaymer-Jones joined Sofitel Luxury Hotels as Chief Operating Officer in November 2007 and during that time, had the responsibility of implementing the ambitious plan to reposition Sofitel as a new global reference in international luxury hotels, including a completely new set of standards, the rationalization of the network and the launch of the two labels, Sofitel Legend and Sofitel So. With a new vision created for Sofitel, bolstered by strong brand values, Gaymer-Jones continues to develop the network and to increase the brand equity through recognition and brand awareness.

Gaymer-Jones has over 30 years of experience in the luxury international hotel industry, having previously served in top positions for Marriott International Hotels & Resorts in over nine countries and three continents. Gaymer-Jones graduated from Oxford Brookes University in the United Kingdom, and went on to develop his career starting in food and beverage at hotels and resorts in Switzerland, The Bahamas and Bermuda before joining Marriott International in the United States, Middle East and Europe.

Laurence Geller is President and Chief Executive Officer of Strategic Hotels & Resorts, is responsible for operational, strategic, investment and fund management oversight of the hospitality organization, which specializes in strategic, investment and fund management oversight of the hospitality organization, which specializes in

Robert Gaymer-Jones
Chief Executive Officer
Sofitel Worldwide

Laurence Geller
President and Chief Executive Officer
Strategic Hotels & Resorts

Michael George
President and Chief Executive Officer
Crescent Hotels & Resorts, LLC

With over 30 years of hotel, resort and restaurant operating experience, Michael George, as Founder, President and Chief Executive Officer of Crescent Hotels & Resorts, is responsible for operational, strategic, investment and fund management oversight of the hospitality organization, which specializes in management, acquisition and development of hotels, resorts and conference centers. Prior to Crescent Hotels & Resorts, George served as Senior Vice President Operations for Destination Hotels & Resorts, a large operator of luxury independent hotels, resorts and conference centers.

Prior to Destination Hotels & Resorts, George was President and Chief Operating Officer of Hudson Hotels Corporation, Chief Operating Officer for Sunstone Hotel Investors, and Senior Vice President Operations of MeriStar Hotels and Resorts. Additionally, George has served as Vice President, Managing Director and General Manager for hotels with brand affiliations of Westin Hotels, Marriott Hotels, Sheraton Hotels & Hilton Hotels. George currently serves on the Owners Advisory Board of Hilton Hotels & Resorts, Starwood Hotels & Resorts North America, Sheraton Hotels, and Marriott Residence Inns. He previously served on the Advisory Boards for Westin Hotels & Resorts, Marriott Food & Beverage Advisory Board, and Radisson Hotels International. George has served on the Board of Directors of publicly traded hotel companies along with involvement in two initial public offerings and three secondary offerings. He also currently serves on the Board of Directors of the Juvenile Diabetes Research Foundation.
MARK J. GERSTEIN
MANAGING DIRECTOR, REAL ESTATE, LODGING AND LEISURE GROUP
UBS INVESTMENT BANK

Mark J. Gerstein is a Managing Director in UBS Investment Bank’s Real Estate, Lodging and Leisure Group. Gerstein has been involved in the execution of mergers, acquisitions, asset sales, IPOs, and debt & equity transactions. His lodging deals include advising Hilton Hotels Corp on its $26 billion sale to Blackstone, CNL Hotels & Resorts on its $6.6 billion sale to Morgan Stanley Real Estate and Ashford Hospitality, Fairmont on its $3.9 billion sale to Kingdom Hotels and Colony Capital, Hilton Hotels Corp on its $5.7 billion acquisition of Hilton Group’s lodging assets, Innkeepers USA Trust on its $1.5 billion sale to Apollo Investment Corporation, and Jin Jiang Hotels on its $307mm acquisition of Interstate Hotels & Resorts with Thayer Lodging Group. Gerstein was involved in $1.1 billion IPO of Hyatt Hotels Corporation and the $230 million IPO of Banyan Tree Hotels & Resorts. Lastly, Gerstein has executed numerous financings for Host Hotels & Resorts, Ashford Hospitality Trust and Sunstone Hotel Investors.

Gerstein graduated as a Palmer Scholar with an M.B.A. in Finance from the Wharton School of the University of Pennsylvania and received a BEng in Civil Engineering with Great Distinction from McGill University.

DREW GOLDMAN
MANAGING DIRECTOR, HEAD OF REAL ESTATE INVESTMENT BANKING - AMERICAS
DEUTSCHE BANK SECURITIES INC.

Drew Goldman joined Deutsche Bank in 1999 in the Gaming, Lodging and Leisure group. Prior to that, he was with Sun International Hotels Limited where he was responsible for Strategic Planning, Corporate Finance and Investor Relations from 1997 to 1999. Before joining Sun International, Goldman spent five years in investment banking with Bear, Stearns & Co. Inc. and Paribas Corporation. He has focused on the Gaming and Leisure sectors for 14 years and has worked in both banking and on the client side, gaining valuable perspective from working with a former client. Goldman is a frequent speaker at industry conferences and speaks on corporate finance matters relating to gaming companies and Native American Tribes. Goldman received an M.A. in Economics from the Katholieke Universiteit Leuven and a B.A. from Connecticut College.

RICHARD GOMEL
MANAGING DIRECTOR
STARWOOD CAPITAL GROUP

Richard Gomel is a Managing Director, overseeing the Hotel Acquisitions Group at Starwood Capital Group. Gomel joined Starwood in 2005 and served as CEO of Groupe du Louvre (“GDL”), until September, 2010. GDL owns, manages and franchises more than 800 hotels throughout Europe across various market segments. Gomel continues to serve on the boards of Groupe du Louvre and Baccarat as well as Hersha Hospitality Management.

Prior to joining Starwood, Gomel worked at Starwood Hotels for more than seven years, holding various positions. Most recently, Gomel was Senior Vice President overseeing the acquisitions and development efforts for Starwood Hotel’s “W” brand on a worldwide basis. Other positions he held at Starwood Hotels include Vice President of Corporate Investments & Development and Assistant to the Chairman and CEO, focusing on special projects of a strategic, transactional and operational nature. In addition to working in the real estate and hospitality industries, Gomel has held various positions in management consulting as well as in the entertainment industry. He has also served on advisory boards to branded food and distribution companies abroad. Gomel holds a B.A. from Cornell University and an M.B.A. from Harvard Business School.

PHILLIP GORDON
PARTNER
PERKINS COIE, LLP

Phillip Gordon is a Partner at Perkins Coie LLP and head of the Hotels & Leisure Practice Group. The group comprises a highly sophisticated international practice representing primarily hotel owners in effecting acquisitions and mergers, developing and rebranding, structuring joint ventures, negotiating management agreements, arranging financing, establishing fractional ownership and virtually every other aspect of hotel ownership and operations including, when necessary, litigation.

Since 1995, the group has assisted clients with individual property and portfolio transactions involving more than 70 upscale, luxury and super-luxury hotels throughout North America, the Caribbean, Europe and Australia, with an aggregate value in the billions of dollars. The group has represented owners in their dealings with nearly all the major worldwide hotel brands. Perkins Coie is a leading international law firm serving clients across the United States and China. Gordon is a graduate of Oxford University and the University of Chicago Law School. He is a frequent panelist at hotel industry seminars.
ROBERT G. HAIMAN

SENIOR VICE PRESIDENT OF BUSINESS DEVELOPMENT AND CHIEF LEGAL OFFICER
REMINGTON HOTELS

Robert G. Haiman is Senior Vice President of Business Development and Chief Legal Officer at Remington Hotels. Haiman directs Remington’s new business initiatives across a wide spectrum of opportunities, including acquisitions, development and property management. He has primary responsibility for structuring Remington’s development projects as well as negotiating terms of the acquisition, partnership, management and other definitive agreements necessary to execute Remington’s business strategies. Haiman is a frequent speaker at conferences and seminars nationwide. Prior to joining Remington in 2004, Haiman spent 8 years as a real estate attorney at Gibson, Dunn & Crutcher LLP, where he represented owners, lenders, developers and real estate investment companies in connection with the acquisition, development, financing, management and sale of a wide variety of commercial real estate properties. Haiman holds a J.D. from Duke University School of Law, where he was a member of the editorial board of the Duke Law Journal. He received his B.A. in English from Amherst College.

JOHN S. HAMILTON

SENIOR VICE PRESIDENT, BUSINESS DEVELOPMENT AND ACQUISITIONS
PYRAMID HOTEL GROUP

John Hamilton is responsible for Pyramid Hotel Group’s new management assignments, acquisitions and business development. In the past five years, Hamilton and his team have underwritten, financed, acquired and/or taken over management of approximately 50 hotels with over 20,000 rooms. Hamilton has 25 years of experience sourcing, evaluating, underwriting, and executing hospitality real estate and management transactions. Previously a licensed C.P.A., he has been associated with such prominent firms as Lowe Hospitality, Promus Hotels, Carnival Hotels & Resorts, Doubletree Hotels, and Laventhol & Horwath, CPA’s.

FRANZ S. HANNING

PRESIDENT AND CHIEF EXECUTIVE OFFICER
WYNDHAM VACATION OWNERSHIP

Franz S. Hanning is President and Chief Executive Officer of Wyndham Vacation Ownership, Inc., and is responsible for the world’s largest developer and marketer of flexible, points-based vacation ownership products. Hanning is responsible for all management, operations, strategic plans and growth initiatives for Wyndham Vacation Ownership. Under his direction, the company has posted the strongest gains among the Wyndham Worldwide business units, representing the largest contribution to its EBITDA (earnings before interest, taxes, depreciation and amortization).

Hanning joined one of the country’s largest land development entities, Fairfield Communities, Inc., in 1982 as a sales professional. He was later selected to join the company’s first exclusive timeshare resort, Fairfield Williamsburg, and based on his outstanding sales results, was appointed Sales Manager for Fairfield Resorts in 1987. In 1992, after just 10 years with the company and having successfully served as Sales Manager, Hanning was appointed as Sales Vice President for Williamsburg and Myrtle Beach, Fairfield’s first destination resort. In 1996, his next promotion took him to Orlando where he served as Regional Vice President of Sales for that market. One year later, he assumed responsibility as Vice President of Sales for all of Fairfield’s 20 sales locations. Hanning continued to demonstrate effective leadership and from 1998 to 2001 served as Chief Operating Officer for Fairfield Resorts. In 2001, culminating his nearly 20-year career with Fairfield, Hanning was named President and CEO of Fairfield Resorts upon its acquisition by Cendant Corporation.

In 2004, Hanning was named President & CEO of Wyndham Vacation Ownership (previously Cendant Timeshare Resort Group) and his role was extended to oversee the operations of Wyndham Vacation Resorts, WorldMark by Wyndham and Wyndham Vacation Resorts Asia Pacific. In 2007, Hanning marked his 25th anniversary with the company he originally joined as a sales professional. Today, he leads a worldwide staff of more than 13,300 employees.
DAN HANSEN
PRESIDENT AND CHIEF EXECUTIVE OFFICER
SUMMIT HOTEL PROPERTIES, INC.

Dan Hansen serves as President and Chief Executive Officer of Summit Hotel Properties, Inc. Hansen recently led the company through the transition from a privately held LLC to a publicly traded REIT. On February 14, 2011 Summit Hotel Properties, Inc completed an initial public offering of $265 million. In addition to his duties as President and Chief Executive Officer, Hansen serves on the company’s Board of Directors and provides a critical link between management and the board, enabling the board to perform its oversight function with the benefit of management’s perspectives on the business.

Hansen was appointed President of The Summit Group, Inc and Chief Financial Officer of Summit Hotel Properties, LLC in 2008. His primary responsibilities included the development and execution of growth strategies, raising equity capital, and hotel development and acquisition. In 2005, he was appointed to the company’s board of managers and promoted to Executive Vice President. In this capacity he was part of the team that acquired over $140 million in hotel properties and led the development of over $240 million of hotel assets. Hansen joined The Summit Group in October of 2003 as Vice President of Investor Relations. His responsibilities and achievements included leading the effort to raise private investment capital and assisting in the acquisition and development of properties.

TIM HART
EXECUTIVE VICE PRESIDENT, BUSINESS INTELLIGENCE
RUBICON, A TRAVELCLICK COMPANY

Tim Hart is Executive Vice President of Business Intelligence and leads the global business intelligence division for Rubicon, a Travelclick company. Ensuring operational excellence, he is responsible for all day-to-day business intelligence operations including product development, enterprise solutions, service delivery and customer support.

A veteran of the travel and hospitality industry, Hart has long been leading the innovation and technology behind the industry’s market intelligence. Prior to joining Travelclick, Hart was Co-Founder, CEO and President of Rubicon and a member of its board of directors. He has more than 25 years experience in consulting, designing and implementing advanced revenue management solutions for the travel and hospitality industry. Hart holds a B.A. and an M.B.A. from Washington University in St. Louis.

KENDRA G. HAYDEN
DIRECTOR OF BUSINESS INSIGHTS
AMERICAN EXPRESS

Kendra Hayden is a Director at American Express leading the Business Insights consultant teams focused on Lodging, Airlines and Other Tourism industries. Business Insights is an analytics and consulting organization that draws on the power and reach of the American Express global network to help business customers develop better-informed strategies to grow their business. Hayden and her team work with key industry participants to leverage American Express’ closed loop database and assist with strategic business challenges across customer, competitive, marketing and growth dynamics.

Hayden has worked at American Express for close to three years. Prior to that she was a management consultant at L.E.K. Consulting, working across major retail and transportation clients. Hayden’s other professional experience includes several years working in Tourism in product and business development. She attended the University of Pennsylvania for a degree in English and Italian literature and the Tuck School of Business at Dartmouth for an M.B.A.

CHARLES S. HENRY
PRESIDENT
HOTEL CAPITAL ADVISERS, INC.

Charles S. Henry founded Hotel Capital Advisers (“HCA”), in 1994 to manage the international hotel investment activities of HRH Prince Alwaleed Bin Talal of Saudi Arabia. Today HCA manages a portfolio of hotel real estate and operating company investments for Prince Alwaleed’s Kingdom Holding Co. with an equity value in excess of $2 billion. Prominent assets in the portfolio include the Plaza in New York, the Savoy Hotel in London, and the Four Seasons George V in Paris. Hotel company investments include significant stakes in Four Seasons Hotels, Fairmont Raffles Hotels International, and Movenpick Hotels.

Prior to founding HCA, Henry spent nine years in investment banking at CS First Boston and Salomon Brothers, where he was responsible for capital raising, property sales, and merger and financial advisory assignments in the hotel industry, including the sales of Regent International, Ramada, Holiday Inns, and Motel 6. Earlier in his career, Henry spent two years on the financial management faculty at Cornell University. Additionally, he worked at Prudential Insurance in hotel asset management and at Hilton International in operations analysis. Henry received a B.S. degree in Hotel Administration and an M.B.A. in Finance from Cornell University.
JEFF HIGLEY
VICE PRESIDENT, EDITORIAL DIRECTOR
STR/HOTELNEWSNOW.COM

Jeff Higley is Vice President, digital media and communications/Editorial Director at STR/HotelNewsNow.com. Higley is a 25-year journalism veteran who has specialized in the hotel industry for the past 15 years. He launched HotelNewsNow.com, a division of Smith Travel Research in September 2008. Prior to joining HotelNewsNow.com and Smith Travel Research in March 2008, Higley served in various leadership positions for Questex Media Group’s hotel group, including Hotel & Motel Management and Hotel Design magazines.

Higley began his career in the newspaper industry and worked as a sports-writer for several medium-sized Midwest newspapers, covering the gamut from high school basketball to professional championship games.

EDWARD T. HOGANSON
EXECUTIVE VICE PRESIDENT, BUSINESS DEVELOPMENT
CRESTLINE HOTELS & RESORTS

As Executive Vice President of Business Development and Asset Management, Edward T. Hoganson oversees Crestline’s asset management efforts, including capital spending for Crestline’s portfolio of over 60 hotels. Hoganson is also responsible for the firm’s efforts to grow Crestline’s management business, which includes assessing capital spending for PIPs and repositionings.

Crestline is a leading independent hotel management company, managing upscale hotels across the U.S. Since Hoganson rejoined Crestline in 2007, he has been instrumental in overseeing various renovations for individual assets and portfolios of hotels with Crestline’s capital partners. Previously, Hoganson was Vice President of Acquisitions for Sunrise Senior Living and he headed up asset management for Highland Hospitality during its IPO in 2003. He has more than 15 years of financial and hospitality industry management experience. He began his career with Deloitte & Touche and then joined Marriott International where he held various finance positions.

Hoganson earned his undergraduate degree from Yale University and his M.B.A. from Wharton. He also holds a Master’s degree in International Relations from the University of Pennsylvania.

STEVE HOOD
SENIOR VICE PRESIDENT, RESEARCH
STR

Steve Hood has been with Smith Travel Research for 15 years. Hood currently serves as Senior Vice President of Research and is responsible for research-related activities, including special analyses and methodologies. He manages STR’s relationships with the government and with the educational community. Hood frequently represents STR at lodging and tourism events, as well as at hotel company conferences. You can view his articles on hotelnewsnow.com.

STR recently launched the SHARE Education Center (Supporting Hotel-related Academic Research and Education), at which Hood currently serves as Director, in partnership with ICHRIE. The mission of the Center is to provide thorough and timely data for academic research and comprehensive and relevant training materials for the classroom. Hood has a database and training background and prior to STR served as Vice President at two database consulting firms in the D.C. area. Hood received his undergraduate degree from the University of Maryland.

MARK S. HOPLAMAZIAN
PRESIDENT AND CHIEF EXECUTIVE OFFICER
HYATT HOTELS CORPORATION

Mark Hoplamazian was named President and Chief Executive Officer of Hyatt Hotels Corporation in December 2006. Prior to being appointed to his present position, Hoplamazian served as President of The Pritzker Organization, LLC. The Pritzker Organization is the principal financial and investment advisor for Pritzker family business interests. During his 17 year tenure, he served as advisor to various Pritzker family-owned companies, including Hyatt Hotels Corporation.

Hoplamazian has served on the boards of directors of a number of privately held companies and participated on behalf of the Pritzker family business interests in the formation of a number of companies. He previously worked in international mergers and acquisitions at The First Boston Corporation in New York. Hoplamazian currently serves on the Board of Trustees of The Latin School of Chicago, the Advisory Board of Facing History and Ourselves and the Council on the University of Chicago Booth School of Business. He graduated from Harvard and earned an M.B.A. from the University of Chicago Booth School of Business. Hoplamazian is a member of the Discovery Class of the Henry Crown Fellowship at the Aspen Institute.
JEFFREY A. HORWITZ
PARTNER, CORPORATE DEPARTMENT AND HEAD OF LODGING & GAMING GROUP PROSKAUER

Jeffrey A. Horwitz is a Partner in the Corporate Department, is head of the internationally recognized Lodging & Gaming Group and co-heads the Mergers & Acquisitions Group, and has served on the firm’s Executive Committee. Horwitz is a general corporate and securities lawyer with broad-based experience in mergers and acquisitions, international transactions, and corporate and real estate finance.

As head of the Lodging & Gaming Group, Horwitz has handled virtually every type of matter, and has worked with virtually every major player, in the industry. His experience, both in and outside the U.S., extends to hotel and casino development and construction; acquisitions, sales and restructurings; financings; management; marketing; reservations systems; litigation counseling and strategic planning; and ancillary services. This breadth of work is key to executing complex and sophisticated transactions such as the acquisitions of flight catering, restaurant and hotel businesses in India for a Cayman Islands company traded on AIM, the sale-and-management-back arrangements for the Sofitel chain in the U.S., the acquisition and later sale of the Red Roof Inns chain and many of the largest luxury hotel transactions in the world.

As a frequent lecturer in the hospitality industry, Horwitz regularly speaks about hotel management agreements at the Cornell School of Hotel Administration and at lodging investment conferences around the world, including the New York University International Hospitality Industry Investment Conference in New York, Americas Lodging Investment Summit in San Diego, the International Hotel Investment Forum in Berlin and the Hotel Investment Conference Asia-Pacific in Hong Kong.

Horwitz is a member of the Advisory Board of the Cornell Center for Hospitality Research and has served as a member of the Editorial Board of the Cornell Hotel and Restaurant Administration Quarterly. He is a director of The New York Hospitality Council, Inc., a not-for-profit forum for hospitality industry leaders.

THOMAS S. ITO
PRINCIPAL, GENSLER

Thomas S. Ito is Principal at Gensler and launched Gensler’s hospitality practice in the late 1990s expanding the practice to an international scale. As leader of the firm’s global hospitality practice and principal in Gensler’s Los Angeles office, Ito provides overall direction for hospitality projects – assuring that the practice achieves sustainable design, innovation and strong client service on each project. His extensive and diversified experience gives him a comprehensive understanding of complex hospitality projects and insight for all phases of development. He brings a high level of understanding and expertise to projects including building design, renovation, master planning and interiors.

Since joining Gensler in 1983, Ito has been responsible for a number of complex hotel projects with clients throughout Asia, the Middle East, and the Americas. Projects include the renovation of the Beverly Hills Hotel, the Regent Beverly Wilshire and The Beverly Hilton. Ito was an integral member of the leadership team for the CityCenter development, a 20-million-square-foot city in Las Vegas and the Ritz-Carlton Hotel & Residences and JW Marriott at L.A. LIVE. Recent projects also include the Arizona Biltmore Resort & Spa, Hyatt Regency Seoul, Korea, and the Westin at Denver International Airport.

ALEXANDRA JARITZ
SENIOR VICE PRESIDENT, BRAND PLANNING AND MANAGEMENT CHOICE HOTELS INTERNATIONAL

Alexandra Jaritz is Senior Vice President of Brand Planning and Management for Choice Hotels International, Inc., one of the world’s largest hotel franchisors. In this position, Jaritz develops strategic plans and execution strategies to ensure that the product and service attributes of Choice’s midscale, economy and extended stay brands, as well as the Ascend Collection membership program, meet the current and evolving needs of its guests, are aligned with its marketing and franchise services strategies, support development efforts, and provide a compelling return on investment for the company’s franchises.

Jaritz joined Choice in 2001 and has held positions of increasing responsibility and scope in the areas of corporate and brand strategy, brand management, franchise development, and hotel operational performance. Of her many successes at Choice, she led the launch of a brand ranking and performance support program designed to improve hotel operational effectiveness, spearheaded the development of an enhanced quality assurance and compliance program, co-lead the repositioning of Choice’s flagship brands to drive competitive advantage and RevPAR performance, and oversaw the development of the company’s Room Condition Program designed to drive guest satisfaction and property-level revenue.

Jaritz joined Choice from Ernst & Young’s Hospitality Services Group and also worked at Lehman Brothers in their investment banking division. Jaritz holds a Master’s degree in Business Administration from Duke University’s Fuqua School of Business and a Bachelor’s of Science from Cornell University School of Hotel Administration.
**STEPHEN P. JOYCE**

**PRESIDENT AND CHIEF EXECUTIVE OFFICER**

**CHOICE HOTELS INTERNATIONAL**

Stephen P. Joyce is President, Chief Executive Officer, and member of the board of directors of Choice Hotels International, Inc., one of the world's largest hotel franchisors. With a career in the lodging industry spanning nearly three decades, Joyce has a proven track record of developing and growing some of the best-known hotel brands in markets worldwide.

Since Joyce took the helm of Choice Hotels in 2008, he has led the company on an impressive and focused growth strategy, resulting in a significant gain in the company's market share position, expansion into new markets and the advancement of new brands. Under Joyce’s leadership during 2009, his first full year as President and CEO of the company and one of the most historically challenging environments for the industry, Choice outpaced industry supply growth and increased market share, as well as led hotels in the Choice system to improved guest satisfaction results and RevPAR index versus its competitors. In addition, Joyce’s leadership has resulted in further enhancements to the company’s marketing strategies, brand awareness and eCommerce initiatives, including the launch of the industry’s first global iPhone application and the highest year-over-year growth in the company’s award-winning Choice Privileges rewards program, which surpassed 10 million members as of April 2010.

Prior to joining Choice Hotels in May 2008, Joyce served as Executive Vice President, Global Development/Owner & Franchise Services for Marriott International, Inc., where he was responsible for the development of Marriott’s lodging brands worldwide. Under his leadership at Marriott, its global development group successfully grew the company’s hotel brands worldwide including all mixed-use and real estate development. Prior to leading Marriott’s growth efforts, Joyce held previous positions in franchising, finance and operational consulting.

An active member of the lodging industry and business community, Joyce serves on a variety of boards and community organizations. Most notably he is the national chairman of the U.S. Travel Association and also holds leadership roles with the American Hotel & Lodging Association (AH&LA) as chair of its Multicultural Diversity Advisory Council; the International Franchise Association as secretary and member of the executive committee of the board of directors; the Wolf Trap Foundation for the Performing Arts as executive committee of the board of directors; the Autism Learning Center as a board member; and ServiceSource Foundation as vice chairman of the board of trustees. Joyce holds a Bachelor’s degree in Commerce from the University of Virginia and has done graduate work at Cornell University, Wharton Business School and the Aspen Institute.

**NAVEEN P. KAKARLA**

**PRESIDENT AND CHIEF EXECUTIVE OFFICER**

**HERSHA HOSPITALITY MANAGEMENT**

Naveen P. Kakarla is the President and Chief Executive Officer of Hersha Hospitality Management (“HHM”) and serves on its Board of Directors. Kakarla is responsible for HHM’s investment and fund management, acquisitions and development, accounting, human resources, along with brand and owner relations. He previously ran HHM’s portfolio of NYC hotels, ran their shared services group and was also responsible for the integration of new properties into the operational support structure at HHM.

Prior to joining Hersha in 2005, Kakarla led the growth and integration of Esoterix, Inc., a private equity backed “roll-up” of seven distinct companies into one of the fastest growing in its sector, resulting in its sale to a $3 billion+ public entity. He was previously a partner specializing in corporate and securities law at the national law firm of Jenkins & Gilchrist, P.C., and was also associated with Akin, Gump, Strauss, Hauer Feld, LLP in Washington D.C.

Kakarla has served as counsel to many public boards and special committees. He has also served on the board of numerous private companies and civic organizations including the Pennsylvania Convention and Visitors Bureau, the Texas Chapter of the March of Dimes, Hersha Development Corporation, and TexCom Cellular. Kakarla earned a Bachelor of Arts from Austin College and a law degree from Cornell Law School.

**CHRISTIAN KARAOGLANIAN**

**CHIEF DEVELOPMENT OFFICER**

**ACCOR SA**

Christian Karaoglanian joined the Accor group in 1976 and the hotel side of the company in 1984 to take on the responsibility for development in the Middle East and Asia and later the development of all brands in Europe. He is now Chief Development Officer for Accor worldwide implementing the development policy of the company with a team of 140 developers on five continents through organic growth as well as acquisitions. He is member of the Accor Investment committee and member of the board of various JV and listed hotel companies such as Orbis in Poland, Risma in Morocco and Adagio in Europe. Karaoglanian completed his university education at the Institute d’Etudes Politiques de Paris (IEP) and holds a degree in Economic Science.
PHIL KEIPPER

SENIOR VICE PRESIDENT, ARCHITECTURE AND CONSTRUCTION – AMERICAS
HILTON WORLDWIDE

Phil Keipper is Senior Vice President, Architecture and Construction – Americas at Hilton Worldwide. Keipper joined Hilton Hotels Corporation in 1984 and worked in the Atlanta Regional Office until 1998 when he relocated to Hilton’s Headquarters in Beverly Hills. From 1984 until 1989, he was responsible for Franchise Project Management in the Southeastern United States where 14 new full-service Hilton Hotels were designed and constructed during that time period. From 1989 to 1995, Keipper managed capital improvements for Hilton on company-owned hotel projects in Atlanta, New Orleans, Chicago, Minneapolis, San Diego and Portland, Oregon.

In 1995, Keipper led the Design team that launched the Hilton Garden Inn Brand in the United States and he was promoted to Vice President the following year. Over the next 12 years, he grew the Hilton Franchise Design & Construction team to a professional staff of 32 men and women who were responsible for adding over 1,700 franchised hotels to the Hilton system in the United States, Canada and Latin America.

In 2008, Keipper was promoted to Senior Vice President of Architecture and Construction for The Americas. In this role, he is responsible for leading all A&C activities for owned, managed and franchised hotels across all brands in North and South America.

Keipper has worked for two different architectural firms in Atlanta, Georgia and in 1984 became a licensed Architect. Keipper attended Ball State University and received degrees in Architecture, Environmental Design and General Business Administration.

BRIAN J. KING

SENIOR VICE PRESIDENT, SELECT SERVICE & EXTENDED STAY LODGING
MARRIOTT INTERNATIONAL, INC.

Brian J. King is Senior Vice President for Select Service & Extended Stay Global Brand Management for Marriott International, Inc. King has overall responsibility for brand positioning, long range strategic brand planning and product development globally for the Courtyard, Fairfield Inn & Suites, Residence Inn, SpringHill Suites, Marriott Executive Apartments and TownePlace Suites brands.

King joined Marriott International in 1993 and has multiple positions including roles in brand management, revenue management, reservations, regional operations and sales. Prior to his current role, he served as Vice President & Global Brand Manager for Courtyard by Marriott. In this capacity he led the development of new product offerings, an award winning new lobby design, enhanced service programs and communications strategy for the brand. Prior to joining Marriott, King led operations management for the Six Flags Corporation specializing in attractions. He also held multiple positions with Allen & O’Hara, LLC’s hospitality management division. King is a graduate of Cardinal Stritch University in Milwaukee, WI, with a B.A. in Marketing & Communications.

RICK S. KIRKBRIDE

CHAIR/RESORT, RESTAURANT & RECREATION PRACTICE GROUP
PAUL, HASTINGS, JANOFSKY & WALKER LLP

Rick S. Kirkbride represents real estate development companies, institutional lenders, investment banks, opportunity funds and other capital providers, owners and operators. His practice encompasses the development, acquisition and sale, finance, leasing, operation, licensing, roll-up, foreclosure, workout and restructuring of hotels, condo-hotels, resorts, branded condominiums, private residence clubs and timeshare projects, spas, restaurants, casinos, golf courses, tennis stadiums, theme parks, and other hospitality based entertainment properties and businesses in North America, Latin America, the Caribbean, Europe, Asia and the Middle East.

Kirkbride speaks on various hospitality topics at seminars and conferences throughout the world. He is Founder and Chair of UCLA Extension and UCLA Richard S. Ziman Center for the Real Estate Conference and has been an instructor for UCLA Extension on Hospitality Law. He is a member of ULI and is Vice President at Large of its Hotel Development Council; and is a member of the International Society of Hospitality Consultants. Kirkbride has been repeatedly named one of only three lawyers within “Band 1” of the list of “Leaders in their Field” for the Leisure & Hospitality (National) category in Chambers USA, and has also been repeatedly named by the Los Angeles and San Francisco Daily Journals as one of the Top 100 Lawyers in the State of California.

MICHAEL KLINGHER

SENIOR MANAGING DIRECTOR
WESTBRIDGE INVESTMENT GROUP

Michael Klingher has over 25 years experience in real estate industry. Most recently, Klingher has been the Co-Founder and Portfolio Manager of the Westbridge Hospitality Fund, a $500m opportunity fund sponsored by Westmont Hospitality, focused on hospitality investments in North America and Europe. He spent over 20 years at Goldman Sachs, first in real estate investment banking and then as a Senior Managing Director in the Whitehall Funds, the Goldman Sachs-sponsored real estate opportunity fund.

Klingher’s investment experience encompasses most real estate asset classes including office, retail, multifamily and land. He has particular expertise in operationally intensive real estate such as hospitality, senior housing, corporate housing and such diverse sectors as marinas and parking.

Klingher has been particularly active in a number of real estate privatizations including Unihost, Queens Moat Houses, and Value Property Trust. He
has been an active investor in the U.S. and Canada and lived in London for several years, during which time he invested throughout Europe. As a member of the Whitehall investment committee he helped oversee transactions around the globe. Klingher has a B.A. degree from Wesleyan University in Connecticut where he has served on the Board of Trustees as well as a J.D. and an M.B.A. from Harvard University.

### JUSTIN G. KNIGHT

**PRESIDENT**

APPLE REIT COMPANIES

Justin G. Knight serves as President of Apple REIT Six, Apple REIT Seven, Apple REIT Eight, Apple REIT Nine and Apple REIT Ten. Collectively referred to as the Apple REIT Companies, these real estate investment trusts together own 256 Marriott- and Hilton-branded hotels throughout 35 states. Knight also served as President of Apple Hospitality Two, a REIT which owned 66 Marriott- and Hilton-branded hotels that began in 1999 and was sold to ING Clarion in 2007, and Apple Hospitality Five, a REIT which owned 28 Marriott- and Hilton-branded hotels from 2002 until 2007 when it was sold to Inland American Real Estate Trust.

Knight joined Apple REIT Companies in 2000 and has been a key player in developing the corporate infrastructure, acquiring hotels and driving performance through asset management and strategic property improvements. He has negotiated more than $5.9 billion in acquisitions, overseen $200 million in property renovations and supported a $425 million merger of two REITs, the sales of Apple Hospitality Two and Apple Hospitality Five, six public offerings together totaling $5.9 billion and another ongoing offering of $2 billion.

Knight is a member of the Board of Trustees for Southern Virginia University and the National Advisory Committee for the Marriott School at Brigham Young University. Knight serves on the Marriott Owners Advisory Council, the Hilton Garden Inn Advisory Council and the Residence Inn Association Board. He is a member of the National Association of Real Estate Investment Trusts. Knight received his M.B.A. from the Marriott School at Brigham Young University and his B.A., cum laude, from Brigham Young University.

### EUGENE KO

**DIGITAL MARKETING COORDINATOR**

PHOCUSWRIGHT, INC.

As Digital Marketing Coordinator, Eugene Ko focuses on customer engagement while conveying PhoCusWright’s brand promise to accelerate PhoCusWright’s presence in the digital space. Ko’s experience at PhoCusWright has run the gamut from an events and research department internship to a full-time position. Ko graduated from New York University Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management and received his B.S. degree in Hotel and Tourism Management in May 2010.

### ROBERT KOGER

**PRESIDENT**

MOLINARO KOGER

Robert Koger is President of Molinaro Koger, an international hotel real estate brokerage and advisory firm founded in 1959. Under his direction, the professionals of Molinaro Koger structure hotel real estate transactions at optimal prices and provide advisory services on an international basis with an emphasis on full-service, upscale and resort properties.

Koger’s success in growing Molinaro Koger and its annual sales volume over the past 20 years, has led to him being recognized as one of the industry’s leading experts by several hospitality and real estate publications, including Real Estate Forum and Hotel Business. The company has completed in excess of $15 billion in transactions since its inception.

With dual Bachelor’s of Arts degrees in Business Administration and Economics from Rice University, Koger is also credentialed as a Certified Hotel Broker (CHB) through Cornell University.

### ALEX KYRIAKIDIS

**GLOBAL MANAGING DIRECTOR, TOURISM, HOSPITALITY, AND LEISURE**

DELOITTE

Alex Kyriakidis has 36 years of experience providing strategic, financial and integration services to the hospitality and leisure sectors. Kyriakidis leads the Global Tourism, Hospitality & Leisure Industry team at Deloitte which comprises 4,500 professionals dedicated to serving the industry and which generates $600m of revenues. He is a regular speaker and moderator at major Tourism and Hospitality Conferences such as the World Economic Forum, New York University International Hospitality Industry Investment Conference, the Arabian Hotel Investment Conference and the European Hotel Investment Conference. Kyriakidis enjoys unparalleled relationships with the CEOs of the global hospitality industry. He has substantial experience in the following areas, specifically for the hospitality, gaming, QSR and destination leisure sectors such as, corporate and expansion strategy, brand strategy and organisational transformation, benchmarking and performance management, business plans and feasibility studies, commercial and financial due diligence, mergers & acquisitions and sourcing investment and strategic partners.
ROBERT S. LAPINER, PH.D.
DEAN, SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES
NEW YORK UNIVERSITY

Professor Robert S. Lapiner has been the Dean of the New York University School of Continuing and Professional Studies (NYU-SCPS) since February 2006. He is the School’s chief academic and administrative officer and a member of the faculty.

He came to NYU from the University of California, Los Angeles, where he was Dean of Continuing Education and UCLA Extension from 1990 to 2006. Lapiner has extensive experience in higher educational administration, international education, public service, and non-profit management. Prior to UCLA, he was the Paris-based Director for Europe and worldwide-Deputy Executive Director for the Council on International Educational Exchange, developing and overseeing academic programs and staff in eleven countries. His global career began as a diplomat in cultural and educational affairs with the U.S. Foreign Service—he served in The Netherlands, the Democratic Republic of Congo (then Zaïre), and France.

In tandem with his leadership responsibilities, Lapiner has been a faculty member and guest lecturer at universities on five continents. His recent research and writing focus on the global demographic, socio-cultural, and technology-driven changes transforming the mission and practice of higher education, particularly in highly diverse urban environments. He has served (and is still serving) on international, national and state government commissions, corporate and non-profit boards in Europe, Hong Kong, and the U.S. For his educational contributions to civic life and international relations, he has been honored by the State Department, Los Angeles City, and Los Angeles County for innovative public service.

A Woodrow Wilson Fellow and recipient of a Harvard Graduate Prize Fellowship, Lapiner earned his B.A. from UCLA, and M.A. and Ph.D. from Harvard University in British and American Languages and Literatures.

GERALD LAWLESS
EXECUTIVE CHAIRMAN
JUMEIRAH GROUP

As Executive Chairman of Jumeirah Group, Gerald Lawless has helped establish Jumeirah as one of the premier luxury hotel brands in the world. He joined the company in 1997 after a 23-year career with Forte Hotels, which culminated in him setting up and growing Forte’s operations in the Middle East. Taking on the challenge of launching Burj Al Arab, the world’s most luxurious hotel, after the successful introduction of the Jumeirah Beach Hotel to an eager travelling public, Lawless went on to become CEO, then Executive Chairman of Jumeirah Group. Jumeirah currently has 12 properties under management in Dubai, London and New York, with a robust pipeline of new openings planned, especially in the Middle East and Asia, each offering the promise of ‘Stay Different’. He has also seen the company introduce VENU, a new contemporary lifestyle hotel brand.

Lawless is a member of the Executive Committee of the World Travel and Tourism Council (WTTC) and a fellow member of the Institute of Hospitality (formerly HCIMA). In addition, he is a member of the Dubai Holding Executive Committee and Member of the Board of Trustees of the Emirates National Development Programme (ENDP). Lawless also serves as the Chairman of the Board of Governors of the Emirates Academy of Hospitality Management. Lawless is a Graduate of Shannon College of Hotel Management in Ireland and holds an Honorary Degree of Doctor of Business Administration in Hospitality Management by the Johnson & Wales University in Rhode Island.

BENJAMIN THOMAS LEAHY
MANAGING DIRECTOR
GOLDMAN, SACHS & CO.

Benjamin Thomas Leahy is Head of the Lodging Group in the Investment Banking Division at Goldman, Sachs & Co. He is active in strategic advisory transactions and capital raising efforts for companies in the lodging, ski and golf sectors. Leahy joined Goldman Sachs in 2006 and was named Managing Director in 2008. Prior to joining the firm, he was a Principal at Banc of America Securities in the Real Estate Investment Banking Group. Leahy also previously worked as a Consultant for Wharton Econometric Forecasting Associates. Selected recent transactions that Leahy has worked on for clients include: sole book manager on Hyatt Hotels’ initial public offering, advising CrossHarbor Capital on the acquisition of the Yellowstone Club, and advising CSX Corporation on the disposition of The Greenbrier. Leahy earned a B.A. in History from Georgetown University.

CARL B. LEE
PARTNER
AKIN GUMP STRAUSS HAUSER & FELD LLP

Carl B. Lee is the Chair of Akin Gump’s hospitality practice. He has extensive experience in sophisticated finance transactions, including securitizations, portfolio financings, mezzanine loans, equity participations, and restructurings, representing both lenders and borrowers. Lee has handled many significant acquisitions and dispositions, including large portfolios of hotels. He advises public and private companies, institutions and funds, developers and investors in virtually all areas of real estate transactions.

Lee is a member of the Texas Bar and the American Bar Association and their Real Property sections. In the Dallas Bar, Lee has served as President of the Real Property Section and Chairman of the Legal Aid and Legal Services Committee. He is a member of the Texas Academy of Real Estate, Probate and Trust Lawyers, the College of the State Bar of Texas, and the Texas and Dallas Bar Foundations. He was a recipient of the North Central Texas Section of the American Planning Association’s Excellence in Development, Highest Honor Award for Effective Citizen Planning. Lee has been selected for listing in Euromoney’s Guide to the World’s Leading Real Estate Lawyers, International Who’s Who...

ANNE R. LLOYD-JONES
MANAGING DIRECTOR
HVS

Anne R. Lloyd-Jones, CRE is Managing Director of the New York office of HVS International, the premier global hospitality consulting firm. Since 1980, HVS has provided various consulting services for over 20,000 hotels worldwide. HVS operates out of over 25 offices in twelve countries.

Since joining HVS in 1982, Lloyd-Jones has provided consulting and appraisal services to over 5,000 hotels. She is responsible for the sale, supervision, and administration of over 200 appraisal and consulting assignments annually. Lloyd-Jones’ particular areas of expertise include market studies, feasibility analysis, and appraisals. She is also an expert in the field of the valuation of management companies, franchise companies and brands; the negotiation and valuation of management contracts; spas; and conference centers. Lloyd-Jones has appeared as an expert witness on numerous occasions, providing testimony and litigation support on matters involving bankruptcy proceedings, civil litigation, and arbitration.

Lloyd-Jones holds the CRE designation from the Counselors of Real Estate. She is a member of the Board of Trustees of the Pelham Public Library and serves on the Vestry at Christ Church in Pelham Manor, NY. Lloyd-Jones received a Bachelor of Arts degree from Swarthmore College and a Master of Professional Studies from the School of Hotel Administration at Cornell University.

MARK V. LOMANNO
CHIEF EXECUTIVE OFFICER
STR

Mark V. Lomanno is Chief Executive Officer of STR, the recognized leader in providing hotel performance data. STR provides a single source of global hotel data covering daily and monthly performance data, forecasts, annual profitability, pipeline and census information. STR founded the STR family of companies and is proudly associated with STR Global, RRC, STR Analytics and HotelNewsNow.com. STR continues to serve the North American market which they have been supporting since its foundation in 1985, and STR Global brings the benefits of the well-known STAR reports to a truly global audience.

STR tracks market share performance for virtually every major global hotel chain and most major owner and management companies through its STAR program. Clients rely on STR’s data quality and absolute data confidentiality to make strategic and operational decisions in the areas of sales and market-

ing, development, revenue and yield management, reservation forecasting, and internal audit.

Lomanno serves on the advisory boards of the HSMAI Foundation, Travel Industry of America, and The Center for Hospitality Research at Cornell University. Because of his in-depth understanding of current industry issues Lomanno is asked to give numerous speeches at industry seminars and hotel company meetings throughout the year. He is also a frequent guest lecturer at the School of Hotel Administration at Cornell University. Prior to joining STR, Lomanno was National Director of Research for Laventhol & Horwath with over twenty years of experience in lodging industry research.

JOSEPH LONG
CHIEF INVESTMENT OFFICER AND EXECUTIVE VICE PRESIDENT, DEVELOPMENT
KIMPTON HOTELS AND RESTAURANTS

Joseph Long is Chief Investment Officer and Executive Vice President Development for Kimpton Hotels & Restaurants. In this role, he is responsible for directing and coordinating property acquisitions, real estate development, management contracts, interior design and project management. This includes overseeing the acquisition activity for Kimpton’s proprietary private equity fund as well as its extensive third party management business. In addition, he is part of the Senior Executive Committee at Kimpton that oversees day-to-day management of all company operations.

Prior to joining Kimpton and from 1996-2003, Long served as Senior Vice President, Acquisition and Development for Starwood Hotels & Resorts Worldwide where he was responsible for overseeing all growth activities including acquisitions, management contracts and joint venture negotiations in North America. He was the senior most member of the development team responsible for North American development and oversaw a department of over ten development executives. Long was previously Vice President with LaSalle Partners, a premier real estate advisory firm from 1993 to 1996. In this capacity, he had oversight responsibility for acquisitions and asset management of the company’s hotel properties on behalf of its institutional clients. In addition, he was one of the founding executives within LaSalle of the LaSalle Hotel Group which subsequently went public and is now a multi-billion dollar publicly traded REIT.

From 1985 to 1993, Long worked at Metric Realty, one of the largest U.S. hotel owners during the 1980s. He began with the company as a Financial Analyst and in 1987 was named Vice President, Portfolio Manager where he was responsible for the review and approval of all budgets, negotiation of joint ventures, debt and workout negotiations and property dispositions for a variety of funds. Prior to joining Metric Realty, Long was a management consultant with Laventhol and Horwath. Long is a graduate of the School of Hotel Administration at Cornell University.
Flo Lugli is the Executive Vice President of Marketing for Wyndham Hotel Group, which encompasses approximately 7,150 hotels and approximately 605,700 rooms under 12 hotel brands. She is responsible for overseeing distribution, e-commerce, loyalty, revenue management and research initiatives and leading the global strategic direction for customer engagement and market positioning for the company.

A nationally recognized expert with a proven track record of driving revenue, she joined the company in July 2009 after serving more than 20 years with Travelport Limited. Most recently, Lugli served Travelport as Senior Vice President of Commercial, where she was responsible for leading the company’s GDS business in the Americas and overseeing the Global Operations and Global Land and Sea businesses, including the development and execution of its hotel, car rental and leisure strategies. Prior to 2002, Lugli held executive level positions with Wizcom International, which was acquired by Travelport’s predecessor, the former Cendant Corporation. She joined Cendant in 1987 as a part of its Hospitality Division, serving in several sales and marketing roles, including vice president of worldwide sales and marketing.

Lugli has been voted one of the Most Powerful Women in Travel seven times by Travel Agent Magazine. She has served two terms as President of the Hotel Electronic Distribution Network Association (HEDNA), an international organization promoting electronic distribution of the hotel product, and is currently a member of the HSMAI America’s board.

Mark Andrew Lunt brings 18 years of experience in the hospitality industry to Ernst & Young’s Hospitality Practice. This experience includes market analysis, alternative use analysis, litigation support, operator selection, financial analysis, operational diagnostics, strategic planning, and transaction due diligence. Lunt leads Ernst & Young’s efforts in providing hospitality and real estate advisory services for the U.S. Southeast Area, Caribbean and Latin American region. Major recent engagements included a detailed analysis of regional demand characteristics for a large mixed-use resort development in Mexico, financial due diligence for an acquisition and subsequent valuation of a portfolio of full service hotels across the U.S., as well as a strategic plan analyses and review for redevelopment, repositioning and/or restructuring of master-planned resort projects in the region including lodging, golf, marina, and resort residential components.

Lunt has led advisory projects involving various types of hospitality assets, including hotels, vacation ownership, mixed-use development, condominium-hotels, resorts and other destination lodging products. He has focused his activities on due diligence and strategic development consulting. A graduate of Cornell University and a Vice Chair of ULI’s Recreational Development Council, Lunt is the author of many articles, is often quoted in industry and trade publications, and is an experienced speaker and lecturer on real estate and hospitality issues. He serves on several industry organizations and is considered an expert in operations, marketing and development of condominium-hotels, resorts and other destination lodging products.

Melissa Maher leads Global Strategic Accounts Lodging for Expedia, Inc., where she is responsible for managing all aspects of the business relationships with the company’s top strategic hotel partners. Based in Las Vegas, Maher also oversees Industry Relations for Expedia Partner Services Group, managing Expedia’s relationships with industry associations and hotel groups.

Previously, Maher served as Regional Director with Expedia with oversight of the Nevada/Gaming lodging division. Prior to joining Expedia in 2001, Maher opened the Paris Hotel & Casino in Las Vegas as the Director of Conference Center Sales. She also served as Director of Tour & Conference Sales with the Las Vegas Hilton.

Maher is an HSMAI board member, serves on the Starwood Leisure Advisory Board and is a TIA TravelCom Committee member. She received an M.B.A. and a B.S. in Hotel Administration from the University of Nevada, Las Vegas.

Mark Andrew Lunt brings 18 years of experience in the hospitality industry to Ernst & Young’s Hospitality Practice. This experience includes market analysis, alternative use analysis, litigation support, operator selection, financial analysis, operational diagnostics, strategic planning, and transaction due diligence. Lunt leads Ernst & Young’s efforts in providing hospitality and real estate advisory services for the U.S. Southeast Area, Caribbean and Latin American region. Major recent engagements included a detailed analysis of regional demand characteristics for a large mixed-use resort development in Mexico, financial due diligence for an acquisition and subsequent valuation of a portfolio of full service hotels across the U.S., as well as a strategic plan analyses and review for redevelopment, repositioning and/or restructuring of master-planned resort projects in the region including lodging, golf, marina, and resort residential components.

Lunt has led advisory projects involving various types of hospitality assets, including hotels, vacation ownership, mixed-use development, condominium-hotels, golf courses, marinas, convention facilities and tourist attractions. He has focused his activities on due diligence and strategic development consulting. A graduate of Cornell University and a Vice Chair of ULI’s Recreational Development Council, Lunt is the author of many articles, is often quoted in industry and trade publications, and is an experienced speaker and lecturer on real estate and hospitality issues. He serves on several industry organizations and is considered an expert in operations, marketing and development of condominium-hotels, resorts and other destination lodging products.

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Kevin E. Mallory is Senior Managing Director and Americas Practice Leader for CBRE Hotels. In this position, Mallory oversees CB Richard Ellis’ activity in the lodging sector including: transaction, asset management, advisory, and capital market services. Prior to joining CBRE, Mallory was Senior Vice President of Hyatt Development Corporation. In that capacity, he was responsible for all acquisition and investment activity, investment management, business development, and property development for the company. Mallory was a Principal with Lend Lease Real Estate Investments prior to working at Hyatt. He was responsible for all lodging related capital transactions as well as the company’s asset management function.

Before joining Lend Lease, Mallory was a founding executive and COO at Starwood Lodging Corporation where his responsibilities ranged from the development of new business ventures to providing strategic and daily oversight for the corporation. Mallory also worked for Westin Hotels & Resorts, VMS Realty Partners, and lodging industry consultants Laventhol & Horwath.
WARREN J. MARR
DIRECTOR AND PRACTICE LEADER, HOSPITALITY AND LEISURE
PwC

Warren J. Marr is a Director and Practice Leader for PricewaterhouseCoopers’ Hospitality & Leisure Consulting practice, with experience in both the operations and consulting aspects of the hospitality and leisure industries. Marr joined the Firm in 1991 and leads many of the larger hospitality and leisure advisory engagements across the country, with a focus on portfolio transaction analyses, market positioning and repositioning, strategy and business planning. He provides advice to institutional owners of hospitality-related assets, enabling them to realize improvement in operations, resulting in increases in income levels. Additional areas of expertise include lease structuring, management oversight, site evaluation, project concept development, valuation analyses, contract analysis and support, and casino gaming advisory services.

Marr is Vice Chair - Membership of the Urban Land Institute’s Hotel Development Council and a member of The Counselors of Real Estate, the Greater Philadelphia Hotel Association and the Philadelphia Convention & Visitors Bureau.

Marr is a frequent industry spokesperson, having appeared on CNN, CNN Headline News and CNBC, and is frequently quoted on hospitality industry issues by numerous news services, including Reuters and Associated Press, and in various news publications, including the New York Times, USA Today, and Business Week, as well as industry trade journals. He has also authored articles for Lodging Magazine, Hotel & Motel Management, and Convene Magazine.

KATHLEEN MATTHEWS
EXECUTIVE VICE PRESIDENT, GLOBAL COMMUNICATIONS &
PUBLIC AFFAIRS
MARRIOTT INTERNATIONAL, INC.

Kathleen Matthews is the Chief Communications and Public Affairs Officer for Marriott International. She is responsible for the company’s external and internal communications, including global brand and corporate public relations, corporate social responsibility and community engagement, diversity initiatives and government affairs. She also co-chairs Marriott’s Executive Green Council.

For 25 years, she was a reporter and co-anchor of ABC 7 News (WJLA-TV), in Washington, D.C., on weeknights and also co-host of Capital Sunday. Matthews has been awarded nine local Emmys and has been honored as a “Woman Who Means Business” by the Washington Business Journal. In 2002, she was named Washingtonian of the Year by Washingtonian Magazine. Her further credits include the Edward R. Murrow award, the George Foster Peabody award, the David Brinkley award, Associated Press awards, and the Gracie Allen award from the American Women in Radio and Television.

In December 2006, Kathleen Matthews left the news room to assume the position of Executive Vice President of Global Communications and Public Affairs at Marriott International.

Matthews serves on the boards of several organizations, including U.S. Travel Association, Ford’s Theatre, Shakespeare Theatre Company, Nantucket Film Festival and Nantucket Dreamland Theater. Matthews is a 1975 honors graduate of Stanford University.

FRED MAYO, PH.D.
CLINICAL PROFESSOR, PRESTON ROBERT TISCH CENTER FOR
HOSPITALITY, TOURISM, AND SPORTS MANAGEMENT, SCHOOL OF
CONTINUING AND PROFESSIONAL STUDIES
NEW YORK UNIVERSITY

Dr. Fred Mayo, Clinical Professor of Hotel and Tourism Management at New York University teaches research and management courses. Previously, he ran his own training, coaching and consulting firm in the hospitality field full-time and now keeps active teaching the CHE program to hospitality educators around the world. For twelve years, he was Academic Dean at The Culinary Institute of America where he held the titles of Director of Education, Associate Vice President for Degree Programs, Dean of Liberal and Management Studies, and Dean of Academic Initiatives.

In the last three years, Mayo has received, twice, the Award for Outstanding Service and the Award for Excellence in Teaching from the School of Continuing and Professional Service at New York University. Last summer, he was presented with the I-CHRIE Stevenson Fletcher Award for outstanding achievement in contributing innovative ideas, methods or programs that have advanced teaching, learning or practice in the field of hospitality and tourism education.

Mayo received his Diploma from the Institute for Educational Management at Harvard University, his Ph.D. in Education from The Johns Hopkins University, his M.B.A. in Management from Syracuse University, and his B.A. degree in History from Amherst College, cum laude. He is a Certified Hospitality Educator, a Certified Hospitality Trainer, and internationally known CHE instructor.

DENNIS McCARTY
VICE PRESIDENT, DESIGN AND CONSTRUCTION - AMERICAS
IHG (INTERCONTINENTAL GROUP)

Dennis McCarty is Vice President Design & Construction for the Americas and is responsible for managing all aspects of the design and construction process, including new construction, conversions, asset refurbishment, investment due diligence, capital planning, project development, engineering and project accounting for company owned and managed, as well as franchised hotels, in the IHG family of brands.

McCarty joined IHG in 2000 as Senior Director, Technical Services for upscale brands in the Western Region. Subsequently, he was promoted to Vice President and currently has responsibility for all IHG brands. McCarty served
as Director of Project Management at the corporate level with Radisson Hotels and Resorts and has managed a significant number of international projects. He has also held property and corporate level positions with Westin Hotels and has 30 years experience in the hospitality industry.

THOMAS P. McCONNELL  
SENIOR MANAGING DIRECTOR, GLOBAL HOSPITALITY GROUP  
CUshMAN & WAKEFIELD SONnenblick Goldman, llC  

Thomas P. McConnell is a Senior Managing Director of the Global Hospitality Group of Cushman & Wakefield Sonnenblick Goldman. He specializes in hotel transaction advisory, brokerage, financing and other related services. McConnell has focused on lodging investment his entire professional career, and has had an advisory and consulting role in some of the most prominent lodging transactions of the past two decades. Over his 25 year career, McConnell has been involved in a tremendous range of transaction and consulting engagements related to lodging investment and development at both the single asset and corporate level. These include brokerage, development advisory, debt and equity finance, strategic consulting, workouts, operator selection and various related areas. McConnell is also actively involved in the area of distressed debt and workouts. Before joining Cushman & Wakefield, McConnell worked for Insignia/ESG. Prior to that, he worked with Arthur Andersen LLP as Director of Hospitality Consulting Services. Previously, he held senior positions with Kenneth Leventhal & Company and Laventhol & Horwath. He is a frequent lecturer and speaker at industry conferences and is often quoted in various national publications on hospitality-related issues. McConnell has an undergraduate degree from Brown University and a graduate degree from Cornell University.

GARY M. MENDELL  
CHAIRMAN AND CHIEF EXECUTIVE OFFICER  
HEI HOTELS & RESORTS  

Gary M. Mendell currently serves as Chairman and Chief Executive Officer of HEI Hotels & Resorts. In this capacity, he is responsible for capital formation, corporate strategy and the firm’s overall management. In 1985, he co-founded HEI's predecessor. In 1997, he sold a majority of the company to Starwood Lodging Trust and was named President and elected to Starwood’s Board of Trustees. In 2002, HEI was re-established to continue the successful hotel investment/management activities started in 1985.

Mendell is a member of the Industry Real Estate Finance Advisory Council (IREFAC), Urban Land Institute (ULI), MINA Advisory Board, Real Estate Roundtable and the New York Hospitality Council. He is also a regular speaker at several industry conferences. He graduated from Cornell University and holds an M.B.A. with distinction from the Wharton School at the University of Pennsylvania.

DIANE M. MOREFIELD  
EXECUTIVE VICE PRESIDENT AND CHIEF FINANCIAL OFFICER  
STRATEGIC HOTELS & RESORTS  

Diane M. Morefield, Executive Vice President and Chief Financial Officer, joined Strategic Hotels & Resorts in early 2010. Morefield is responsible for accounting, corporate finance, tax, investor relations, strategic planning and investment activity. Prior to joining Strategic, she served as Chief Financial Officer of Equity International, a privately-held investment company focused exclusively on real estate related businesses operating outside of the United States.

From 1997 to 2006, Morefield was employed by Equity Office Properties Trust (EOP), the largest publicly-traded office REIT and owner of office buildings in the United States with revenues of approximately $3.3 billion and a total capitalization of approximately $30 billion. Her last position at EOP was Regional Senior Vice President for the company’s Midwest region where she was responsible for the overall business strategy, financial performance, operations, management and leasing activity for the region with total revenues of over $450 million, a portfolio size of 19.5 million square feet and over 300 employees. Prior to this role, Morefield was Senior Vice President – Investor Relations at EOP and responsible for all investor and public relations at the company. Her earlier career experience included Barclays Bank and Arthur.
Michael Andrew Murphy is Senior Vice President, Global Sales and Senior Vice President, Cambria Suites for Choice Hotels International, one of the world’s largest hotel franchisors. As leader of the Cambria Suites, Murphy works to build upon the many powerful resources that Choice Hotels currently has in place to support the brand. In his role within global sales, he is responsible for leading the company’s global sales and intermediary marketing efforts in collaboration with the Choice Central Reservations Systems team, all corporate groups and both the domestic and international brand teams.

Murphy and his team focus the company’s global sales efforts within each of the industry’s key market segments to help deliver a strong and ever-growing stream of business directly to Choice-branded hotels. In addition, the global sales team works to ensure that Choice franchisee owners and operators take full advantage of the many resources provided by Choice to maximize sales at the local property level.

Prior to joining Choice Hotels in May 2009, Murphy served as Senior Vice President of Sales for Marriott International, Inc., where he had the lead responsibility for business transient, group and leisure travel sales, with primary oversight for the association, government, affinity and small business customer segments.

Amish Naik serves as Vice President of Global Development, Operations and Planning for Choice Hotels International, Inc., one of the world’s leading lodging franchisors. In this newly created position, he provides the company’s worldwide development team with the tools, strategic planning, and analytical support necessary to achieve targeted growth objectives.

A seasoned executive that has worked in the industry for more than 20 years, Naik has wide-ranging hospitality experience from property level operations to corporate strategy. Prior to joining Choice, Naik served as Vice President of Owner and Franchise Services for Marriott International, where he led a multi-dimensional team that managed key business activities within the company’s franchising division, including owner relations, contract management and transaction support. Prior to that role, he was senior director of development planning and feasibility at Marriott, where he made several contributions to the group, including enhanced pro forma assumption documentation and the introduction of new models to analyze impact issues and evaluate mixed-use projects.

Earlier in his career, Naik worked for Holiday Inn Worldwide (now IHG) as a market analyst and as an industry consultant performing feasibility studies, impact analysis, and market research for lodging development. He holds a Master’s degree in Hospitality Industry Studies from New York University’s Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management and received his Bachelor’s degrees in Economics and Art History from Rutgers College.

Andersen & Co. Morefield received a Master’s in Business Administration from The University of Chicago and a Bachelor’s of Science in Accountancy from The University of Illinois and she is a Certified Public Accountant.

Robert J. Morse is Managing Principal and Chief Operating Officer of Noble Investment Group. He also serves as President of Noble Management Group, a major business unit within Noble Investment, and is responsible for all lodging, resort, spa and dining operations. A career in the lodging/hospitality industry for more than 34 years, Morse has a proven track record of excellence in the field of hospitality management and operations.

Prior to joining Noble Investment in January 2005, Morse made his mark in the industry as Chief Operating Officer at Interstate Hotels & Resorts where he was responsible for the strategic direction of the company’s U.S. and international portfolio of more than 330 hotels and resorts and over $2.3 billion in annual revenue. Prior to that, he served as President – North America & Executive Director at Millennium and Copthorne Hotels, PLC; as Managing Director, Operations – Homestead Village Suites & Hotels; and as President, Franchise Division & Senior Vice President – North America Operations at ITT Sheraton Corporation. A wealth of experience gained and expertise developed over an expanse of years within the hospitality industry. Today, Morse leads a team of dedicated professionals operating a variety of hotel and resort properties within the Marriott, Hilton, Hyatt, IHG, Starwood and Wyndham families of brands.

Morse serves as Trustee of the American Hotel and Lodging Association Educational Foundation. He is a member of the Board of Advisors of Starwood Hotels and Resorts North America Owners Council, as well as the Hyatt Place Owner Advisory Committee. He is a member of the Board of Advisors at the University of Massachusetts School of Restaurant and Travel Administration. Morse earned his B.S. in Hotel Management at the University of Massachusetts, Amherst.

Amish Naik

Vice President, Global Development Operations and Planning

Choice Hotels International

Michael Andrew Murphy

Senior Vice President, Global Sales

Choice Hotels International

Robert J. Morse

Managing Principal and Chief Operating Officer

Noble Investment Group

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FRANCIS J. NARDOZZA
CHAIRMAN AND CHIEF EXECUTIVE OFFICER
REH CAPITAL PARTNERS, LLC

Frank J. Nardozza is Chairman and Chief Executive Officer of REH Capital Partners and has over 31 years of diversified experience in real estate and hospitality investment, finance and consulting. He is recognized, nationally and internationally, for his work in the areas of mergers and acquisitions, real estate, investment and development projects, and strategic advisory services, and has advised on over $15 billion in real estate and hospitality transactions in his career. Prior to launching REH, Nardozza was a partner and served as the National and Global Real Estate and Hospitality Practice Leader for KPMG LLP and KPMG Consulting, Inc. (now known as Bearing Point), where his tenure with the firm spanned over 20 years.

Nardozza serves on the Executive Advisory Committee of the Real Estate School at Florida State University, the Executive Advisory Committee of the New York University International Hospitality Industry Investment Conference, and on the Board of the Hope Outreach Center in Broward County, Florida. He is a frequent author and lecturer on real estate and lodging topics.

Nardozza is a CPA and a graduate of FSU, with a B.S. degree in Accounting. Additionally, he completed the executive program on International Business at the Wharton School, University of Pennsylvania.

JONATHAN C. NEHMER
PRESIDENT
JONATHAN NEHMER + ASSOCIATES, INC.

Jonathan C. Nehmer, AIA, ISHC is an expert in the development, design, and construction of hospitality projects. Nehmer founded Jonathan Nehmer + Associates, Inc. in 1989 to provide Architecture, Project Management, and Design and Construction Consulting to the hospitality industry. He is also Managing Principal with HVScompass Interior Design.

A licensed architect in 38 states and the District of Columbia, Nehmer has more than 30 years of experience as an architect, designer, and owner’s representative for the hospitality industry.

Prior to founding Jonathan Nehmer + Associates, Inc., Nehmer directed the design and construction of real estate development projects for several major corporations, including Marriott International and Ramada, Inc. During his tenure at Ramada, Inc., he developed designs for the new Ramada prototype hotels and authored the “Standards for Design and Construction” for Ramada Hotels, Inns, and Renaissance Hotels. Nehmer has been responsible for the design and construction of major hotels throughout the U.S., including Ritz Carlton, Westin, Marriott, St. Regis, Renaissance, Hilton, Hyatt, Four Seasons, Wyndham, Sheraton, Ramada, Crowne Plaza, Embassy Suites, Holiday Inn, Courtyard by Marriott, Hilton Garden Inn, Residence Inn, Aloft, Element, Hampton Inn, Doubletree, and other independent hotels. He has been a frequent speaker at industry events and has authored numerous articles relating to hotel design and construction. In addition to his work as an architect and project manager, he has testified as an expert witness in several litigation support assignments.

In 2009 Nehmer and the JN+A team created the first Hotel Cost Estimating Guide, a comprehensive guide that provides rule-of-thumb ranges of costs for various levels of renovation in six hotel tiers: Economy, Extended Stay, Midscale, Upscale, Upper Upscale, and Luxury. This highly-detailed cost guide quickly became popular with hoteliers across North America as a reference in planning for renovation.

DENNIS NESSLER
EDITOR
HOTEL BUSINESS

Dennis Nessler is the Editor of Hotel Business magazine and has covered the lodging industry for better than eight years now as part of his more than 19 years of experience in trade journalism. In his position, Nessler covers all aspects of lodging, both writing and editing news stories for the magazine, as well as items for HotelBusiness.com, the publication’s website. Nessler is also the Editor of Hotel Journal, as well as a Contributing Editor for The New Look magazine, both sister publications of Hotel Business specializing in hotel real estate transactions and hotel design, respectively.

JAY A. NEVELOFF
PARTNER
KRAMER LEVIN NAFTALIS & FRANKEL LLP

Jay A. Neveloff represents clients in all aspects of transactional real estate. Neveloff has represented developers of numerous mixed-use projects, including Time Warner Center, as well as numerous regional and local shopping centers, and other commercial projects throughout the country.

Currently, Neveloff is representing Saint Vincent Catholic Medical Centers in the sale of the former hospital site, and recently, represented Starwood Hotels in selling the retail portion of the St. Regis Hotel, Manhattan; the owner of Starrett City, the largest federally subsidized housing complex in the United States, in a capital transaction, and the former owner in the sale of The New Frontier Hotel Casino in Las Vegas, Nevada. Neveloff has represented Donald Trump for more than 30 years in innumerable matters.

Neveloff is also a leading practitioner of innovative hotel condominium projects, including The Plaza Hotel, the St. Regis in Manhattan and Trump Soho, and successfully obtained a critical SEC no-action letter involving the hotel condominium structure for Trump International, New York. Neveloff received his J.D. from New York University and was elected to the American Law Institute, American College of Real Estate Lawyers and American College of Mortgage Attorneys.
HOWARD NUSBAUM
PRESIDENT AND CHIEF EXECUTIVE OFFICER
AMERICAN RESORT DEVELOPMENT ASSOCIATION

Howard Nusbaum is currently the President and Chief Executive Officer of the American Resort Development Association (ARDA), the Washington D.C.-based professional association representing the vacation ownership and resort development industries.

Prior to joining ARDA in 2000, Nusbaum served as Director of Corporate and Industry Relations for the American Hotel & Lodging Association as well as Executive Vice President of the Ohio Hotel & Lodging Association. Before joining the world of hotel association management in 1990, he was Vice President of Marketing for Janus Hotels and Resorts, a hotel management company with more than 50 hotels and motels nationwide.

Nusbaum is a past board member of the Educational Institute of the American Hotel & Lodging Association. He received the Educational Institute’s "Lamp of Knowledge" for his development of hospitality training programs. Additional honors include being twice named (1995 and 1997) The Ohio Vocational Education Association “Person of the Year” for his work developing a curriculum for secondary school hospitality students. He received national recognition for his development of the very successful HOST Welfare-to-Work Program.

He serves on the Board of Directors of the U.S. Travel Association and its Executive Committee. He previously served on the Board of the Travel Business Roundtable. He is a graduate of the University of Cincinnati. Post collegiate education includes the respected Institute for Organization Management, a six-year program for association executives held at the University of Notre Dame. Nusbaum served his state hotel association executives as chairman of the International Society of Hotel Association Executives (ISHAE).

KEITH M. PATTIZ
CHAIRMAN, REAL ESTATE PRACTICE GROUP / MANAGING PARTNER, NEW YORK
MCDERMOTT WILL & EMERY LLP

Keith M. Partiz is a Partner in the law firm of McDermott Will & Emery LLP and is based in the Firm’s New York office. He is the partner-in-charge of the New York office and head of the Firm’s Real Estate Affinity Group. Partiz has extensive experience in the areas of commercial leasing, financing, sales and acquisitions, hotel transactions and real estate workout matters. Clients have included major residential, office, hotel and shopping center developers, lending institutions, and foreign and U.S. investors.

A member of the Real Estate Board of New York, Partiz has served as a member of its Arbitration Board. He is also a member of the Association of the Bar of the City of New York, and served on the Real Property Committee from 1992 to 1995. He is admitted to the federal bar and the bar of the State of New York. He has been a regular panelist at the New York University International Hospitality Industry Investment Conference and has served as moderator for the panel on legal developments in the hospitality industry. Partiz has been recognized as a leading real estate lawyer in Chambers USA 2010 and in the 2006-2010 editions of The Best Lawyers in America and Super Lawyers. Partiz graduated with a B.A. degree at the University of Wisconsin and received a J.D. degree from the New York University School of Law.

ERIC PEARSON
CHIEF MARKETING OFFICER, THE AMERICAS
IHG (INTERCONTINENTAL HOTELS GROUP)

Eric Pearson is Chief Marketing Officer, The Americas for IHG. In this capacity, he is accountable for all sales and marketing activities in the Americas where he directs the day-to-day business of driving top-line revenue into more than 3,300 hotels across the region. This includes brand marketing, global sales, and revenue management for all hotel brands of IHG.

Pearson most recently served as Senior Vice President, Distribution Marketing, where he was responsible for overseeing IHG’s worldwide channels including reservation centers, e-commerce, third party intermediaries, global revenue management, and channel marketing. Under his leadership, IHG launched several industry firsts including the Lowest Internet Rate Guarantee, Web language support for 12 languages including Japanese and Chinese with full booking and loyalty program integration. IHG also launched the first wireless services products enabling researching and booking capability on hundreds of mobile devices and platforms.

A 20-year veteran of the hospitality industry, Pearson joined IHG in 1997 as Senior Director, Emerging Technologies. He was responsible for all Web development, guest service technologies, and research and development. Pearson later served as Senior Vice President, E-commerce and was responsible for strategy and development of all branded Web sites and affiliates worldwide. As part of his range of responsibilities, he oversaw the day-to-day management of these initiatives, including product development, strategic alliances, and channel marketing. Pearson is a past recipient of HSMAI’s top 25 Extraordinary Minds in Hospitality and Travel Sales & Marketing and has been an industry spokesperson for a variety of travel topics including support in Congress for advancing international travel into the U.S. Before joining IHG, Pearson worked for The Walt Disney Company, IBM and NASA in different management and technical capacities. Pearson holds a Bachelor’s degree in Electrical Engineering from the University of Central Florida.
David Pepper is Senior Vice President, Global Development for Choice Hotels International, Inc. In this position, he is responsible for driving unit growth for each of the company’s brands in key markets worldwide. A member of the executive team of Choice Hotels, he also is an officer of the company.

Pepper joined Choice in 2002 as Vice President of Franchise Sales and Development for the company’s new construction brands. In 2004, he was promoted to Senior Vice President of Franchise Development for North America. In January 2005, Pepper served as an integral part of the team that launched the Cambria Suites brand and in September 2005, he led the company’s acquisition of the Suburban Extended Stay Hotel brand. During his tenure at Choice, Pepper has been responsible for leading franchise sales to record levels. In 2009, in recognition of his proven track record in driving significant unit growth for the company, Pepper was named to his current position as Senior Vice President, Global Development.

Prior to joining Choice, Pepper spent six years with U.S. Franchise Systems as Vice President of Franchise Sales for Hawthorn Suites and Microtel Inns. He also spent five years with Holiday Inn Worldwide as a Director of Franchise Sales. A graduate of Tufts University, Pepper has 20 years of experience in the hospitality industry and is actively involved in a number of organizations.

Daniel C. Peek is a Senior Managing Director in the Miami office of HFF (Holliday Fenoglio Fowler, L.P.), where he leads the firm’s hotel group, focusing on hotel and resort investment sales and capital markets transactions throughout North America, Latin America and the Caribbean. During the course of his career, Peek has completed nearly $7 billion in investment sale, debt and structured finance transactions.

Peek joined the firm in October 2007. Prior to HFF, he was a Co-Founder and Managing Director of Regent Street, an affiliate of The Plasencia Group, Inc. (TPG), a boutique firm specializing in sale, financing and advisory services for distinctive hotels and resorts throughout the Americas. Previously, Peek worked in hotel operations and consulting, including a variety of management positions with Marriott International and Winegardner & Hammons, and later as a consultant with HVS International in New York. Peek received a Bachelor of Science degree from the School of Hotel Administration at Cornell University and has published numerous articles and presentations on hotel investments and industry trends.

Mrs. Pérez Quesnel is part of the expanded cabinet of the Mexican Federal Government. On July 2010, she was appointed as FONATUR’s CEO by President Felipe Calderón Hinojosa. She has a degree in Public Accounting from the Instituto Tecnológico Autónomo de México (ITAM), where she also obtained a postgraduate degree in Skills Development for Business Consultancy.

Before joining FONATUR, Perez Quesnel worked at the Federal Electoral Institute (IFE), the agency responsible for organizing federal elections and for the companies Satélites Mexicanos S.A. de C.V and National Cable Communications at the accounting and administration areas.

Lou Plasencia is the Founder, Chairman and Chief Executive Officer of The Plasencia Group, a hospitality investment banking and advisory firm. Plasencia is responsible for the firm’s strategic direction, client relationships and profitability. Plasencia has been involved in a number of individual and portfolio engagements for clients such as Blackstone Group, InterContinental Hotels Group, Hilton Hotels Corporation, and Host Hotels & Resorts.

Plasencia is a member of and former Vice Chairman of the Hospitality Development Council of the Urban Land Institute. He is a member of the Florida Council of 100 and serves on the Boards of Directors of Tampa Bay & Company and the NFL Super Bowl Host Committee. Plasencia is also on the Board of Trustees and Investment Council of Jesuit High School (Tampa), a member of the Hillsborough County Tourist Development Council and the Real Estate Advisory Board of the Bergstrom Center for Real Estate Studies at the University of Florida. He received his Master’s degree from Indiana University in Bloomington, and has a Bachelor’s degree from Loyola University in New Orleans.
RONALD ARTHUR POHL  
SENIOR VICE PRESIDENT, BRAND MANAGEMENT AND MEMBER SERVICES  
BEST WESTERN INTERNATIONAL, INC.

Ronald Arthur Pohl is Senior Vice President, Brand Management & Member Services for Best Western International. He serves on the company’s executive committee and leads its Brand Management Team. Pohl oversees a number of key departments including customer care, member care, North American development, education and training and international quality assurance.

Before being promoted to his current role, Pohl served as Vice President of Brand Management & Member Services. Among other accomplishments, he led a cross-departmental team in rolling out a comprehensive campaign to help member hotels weather the economic crisis. Pohl joined Best Western in 2007 as Vice President of Operations. In that role, the 30-year hospitality industry veteran significantly improved the customer care department by implementing the “Best Western I Care” program and a uniform survey system for Best Western properties, resulting in increased customer satisfaction scores and dramatically reduced complaints.

Prior to joining Best Western, Pohl spent more than 20 years with Boykin Management Company. He served in a number of senior-level positions in the areas of marketing, sales and revenue management, working his way up to Regional Vice President with operational responsibility for 10 hotels, and ultimately Senior Vice President of Operations. With Boykin, Pohl also spent 10 years as a Full-Service Hotel General Manager, and earned awards for sales leadership, website development and outstanding customer service. Pohl’s diverse hotel background comes from working with an array of hotel brands, including Choice, Hilton, Marriott and Radisson, and independent resorts and condo hotels. He served on the board of directors for the Convention & Visitors Bureau of Greater Cleveland, as well as advisory committees for Marriott and Doubletree hotels.

JASON POMERANC  
CO-OWNER  
THOMPSON HOTELS

Entrepreneur, Hotelier, and passionate art collector Jason Pomeranc is Co-owner of Thompson Hotels, recognized for his creative and innovative approach and contributions to hotel living. Pomeranc joined his family’s real estate development firm, the Pomeranc Group, in 1997. He has notably been the force behind Thompson Hotels, a growing collection of luxury boutique hotels consisting of: 60 Thompson, 6 Columbus, Gild Hall, Thompson LES, Smyth TriBeCa in New York City, Hollywood Roosevelt Hotel and Thompson Beverly Hills in Los Angeles, as well as Sax Chicago, and Donovan House in Washington DC. Most recently opened in June of 2010 is Thompson’s first international hotel, Thompson Toronto, with a first overseas venture to follow in 2011 with Belgraves in London. In 2007, Pomeranc launched Room 100, the in-house magazine of Thompson Hotels, in conjunction with Blackbook Media.

In 1994, he moved to London to work as an attorney in the climate of the post-Eastern Bloc European Union. While abroad, he indulged his lifelong love of travel by researching hotels, design, and culture in London, Paris, and Milan. In 1995, Pomeranc returned to New York to work for Rosenberg & Esits, a real estate firm specializing in large-scale urban construction, where he managed the acquisition and financing of the Conde Nast building at 4 Times Square. He also specialized in loft law, working on a range of loft conversion-related issues for residences, restaurants, and other businesses in the landmarked districts of SoHo and TriBeCa. Pomeranc received his undergraduate degree in Finance from New York University and a Law Degree from Cardozo Law School.

MARTIN A. REID  
EXECUTIVE VICE PRESIDENT, DEVELOPMENT AND ACQUISITIONS  
INTERSTATE HOTELS & RESORTS

Martin A. Reid is Executive Vice President, Development & Acquisitions for Interstate Hotels & Resorts. Reid’s 33-year career encompasses extensive domestic and international experience in corporate and real estate finance, capital markets, real estate acquisition and development, capital formation, and investor and lender relations for many leading commercial real estate investment organizations.

Prior to joining the company, Reid was advising private equity firms on portfolio and property acquisitions and fundraising activities. Reid also served as Managing Director, Capital Markets for Thayer Lodging Group where he led investment and financial activities for five investment vehicles with 37 hotels. He was also a general partner member of new funds formed and served as Chief Financial Officer and Chief Investment Officer. In this role he also managed lender relationship activities, acquisition, disposition, financings and refinancings of approximately $3 billion in hotel assets.

Reid is a member of the American Institute of Certified Public Accountants and a full member of the Urban Land Institute. He is also a trustee of the CBRE Realty Trust. Reid holds a Master of Business Administration in Financial Management from Pace University and a Bachelor of Science in Accounting from State University of New York at Albany.
David R. Roberts is the Senior Vice President of Global Revenue Management at Marriott. He is responsible for Revenue Management strategy and execution worldwide, across all brands. Prior to this role, Roberts was Regional Vice President of Market Strategy for Marriott’s Eastern Region, and Vice President of Global Pricing, in addition to several other roles in the discipline. He has been in Revenue Management at Marriott for fifteen years.

Prior to Marriott, Roberts worked at American Airlines, where he was a manager in the Finance Department, working on airplane purchases and route economics. He also worked for three years for the Pentagon as a technical consultant on missile defense, as part of the “Star Wars” initiative. He has published several academic papers, on such topics as forecasting, options pricing, and customer choice modeling, and has a software patent pending. He has a B.S. degree and an M.S. degree in Operations Research from Cornell, and an M.B.A. with a major in Economics from Northwestern’s Kellogg School.

Richard F. Ross is Global Chairman of SNR Denton’s Hotels & Leisure Group. The firm has offices in 60 cities located in 43 countries. Ross is widely regarded as one of the leading business lawyers in the hospitality/leisure industry. He advises owners, operators, investors and lenders on the acquisition, development, financing and operation of hospitality/leisure properties, including hotels, resorts, hotels with serviced residential condominiums, condo hotels, serviced apartments, convention centers, spas, wellness facilities, golf courses, and other mixed-use projects throughout the world.

Ross is recognized as an industry leader in negotiating and documenting hotel management agreements for both owners and operators and in structuring and documenting hotel projects with residential and other uses. SNR Denton is one of only two firms in the U.S. to receive the “Band 1” national ranking - the best available - in the Leisure & Hospitality category of Chambers USA. In addition, Ross was one of only three lawyers in 2010 and one of four lawyers in 2007, 2008, & 2009 to receive the “Band 1” national ranking. He was also named by Lawdragon magazine in 2010 as one of the “Top 500 Leading Lawyers in America.”

Karen E. Rubin joined Starwood Hotels and Resorts Worldwide in 2000 and is Senior Vice President of Global Development Policy and Feasibility in the Real Estate Group. Rubin is responsible for underwriting of new deals including acquisitions, joint ventures, management contracts, mezzanine loans, franchises, and new development for Starwood’s St. Regis, Sheraton, Westin, Luxury Collection, Four Points by Sheraton, and W brands. She is also involved with underwriting related to Starwood’s extensive portfolio of owned and joint ventured assets. Rubin works closely with Starwood’s divisional development, finance, legal, franchise operations and global brand teams to execute development deals on a global basis.

Prior to joining Starwood, Rubin spent over 18 years at HVS International. She was granted the American Hotel and Motel Association’s Certified Hotel Administrator designation in 1991, and the American Society of Real Estate Counselors’ Counselor of Real Estate (CRE) designation in 1992. She also holds the MAI designation from the Appraisal Institute, and the FRICS designation from the Royal Institute of Chartered Surveyors. Rubin is a Certified General Real Estate Appraiser in the states of Connecticut and New York. She has been frequently quoted in publications throughout the nation and has presented on hospitality-related topics at numerous educational institutions and professional organizations. Rubin has been qualified as an expert witness in several complex real estate matters concerning timeshare projects, including continuing care retirement communities and life care contracts.

Andrew S. Robins represents clients in the planning and restructuring of amenities clubs, including golf clubs, marinas and city clubs, developers in the management and development of large land holdings, and owners and developers in contested matters concerning timeshare projects.
and has provided expert testimony relating to hospitality property valuations and other financially-related issues in courtrooms and administrative arenas throughout the nation, including Federal Bankruptcy Court. Rubin graduated with distinction from Cornell University.

**STEPHEN RUSHMORE**

**PRESIDENT AND FOUNDER**

HVS

Stephen Rushmore is the President and Founder of HVS, a global hospitality consulting organization with 30 offices around the world. He directs the worldwide operation of this firm and is responsible for future office expansion and new product development. Rushmore has provided consultation services for more than 15,000 hotels throughout the world during his 40-year career and specializes in complex issues involving hotel feasibility, valuations, and financing. He was one of the creators of the Microtel concept and was instrumental in its IPO. He is a partner in HEI Hospitality, LLC, and a hotel investment fund, which makes him one of the few hospitality consultants that actually invest in and own hotels.

As a leading authority and prolific author on the topic of hotel feasibility studies and appraisals, Rushmore has written all five textbooks and two seminars for the Appraisal Institute covering this subject. He has also authored three reference books on hotel investing and has published more than 400 articles. He writes a column for *Lodging Hospitality* magazine and is widely quoted by major business and professional publications. Rushmore lectures extensively on hotel trends and has taught hundreds of classes and seminars to more than 20,000 industry professionals. He is also a frequent lecturer at major hotel schools around the world, including Lausanne, New York University, Cornell, Houston, and IMHI.

Rushmore is a member of numerous hotel industry committees, including IREFAC and the New York University International Hospitality Industry Investment Conference. In 1999, Steve was recognized by the New York chapter of the Cornell Hotel Society as “Hotelie of the Year.” Rushmore received a B.S. degree from Cornell University and an M.B.A. from the University of Buffalo. He holds MAI and FRICS appraisal designations and is a CHA (certified hotel administrator).

**MICHELLE S. RUSSO**

**PRESIDENT**

HOTEL ASSET VALUE ENHANCEMENT

Michelle Russo, MAI, CHA, is Founder and President of Hotel Asset Value Enhancement, one of the largest independent hotel real estate asset management firms in the country with over $2B of hotel assets under management and advising on $4B of hotel real estate annually. With offices across the country, hotelAVE has projects throughout North America as well as French Polynesia and the Caribbean.

Russo previously managed a $500 million portfolio for John Hancock Mutual Life Insurance where she achieved 20% cash-on-cash ROI. Prior to her asset management experience, she conducted real estate appraisals and feasibility studies for hotels throughout the U.S. and garnered capital markets experience while on Wall Street. Russo is currently a member of the Urban Land Institute’s Hotel Development Council and the Hospitality Asset Managers Association as well as a Designated Member (MAI) of the Appraisal Institute. Co-author of a chapter in the American Hotel & Lodging Book, “Hotel Asset Management,” she is a frequent speaker at hospitality conferences. Russo is a graduate of Cornell University’s School of Hotel Administration where she taught a hotel asset management course and is a frequent guest lecturer.

**ARAN RYAN**

**REAL ESTATE BUSINESS ADVISORY SERVICES DIRECTOR**

PwC

Aran Ryan specializes in advising clients with market and financial analysis in the lodging, casino gaming and vacation ownership sectors. He has over 10 years of consulting experience applying business analytics, project management, research, and financial analysis skills to support client processes and business decision-making. He serves as PwC Subject Matter Specialist in the areas of lodging, casino gaming, and vacation ownership.

Ryan applies his experience in economics and financial analysis to a variety of client situations. These engagements have included traditional hospitality consulting services, such as market and financial analyses of existing and proposed facilities, as well as more specialized services, such as the development of indexes of regional travel demand and consumer research. He has assisted clients at a majority of the major hospitality brands and many of the major private equity firms. Ryan manages and writes PwC Hospitality Directions US, a quarterly outlook for the lodging industry. He has also managed multiple research studies for the American Resort Development Association ("ARDA"), the trade association for the vacation ownership industry, including ten editions of the annual ARDA Financial Performance Study, and three major studies on the industry’s economic impact. Before joining PwC, he was a Senior Economic Analyst at WEFA Group (now Global Insight HHS), where he analyzed the outlook for regional economies. Ryan received his M.B.A. from The Wharton School at the University of Pennsylvania, and his B.A. from Colby College.
PAUL J. SACCO

SENIOR VICE PRESIDENT, DEVELOPMENT – NORTH AMERICA
STARWOOD HOTELS & RESORTS WORLDWIDE, INC.

Paul J. Sacco joined Starwood Hotels & Resorts in April 2003 and is Senior Vice President, Development – North America. Sacco leads the company's North America hotel development activities for all Starwood franchised brands in the U.S., Canada, Hawaii and Caribbean. Sacco started his career with Starwood in 2003, as a Vice President of the Managed and Franchised Team for all brands. Starting in 2005, in addition to his Full Service responsibilities, Sacco led the development aspects of the evolution of aloft and element.

Before joining Starwood, Sacco served in Development and Global Sales roles for Omni Hotels, Swissotel, and U.S. Franchise Systems. Sacco graduated from Brown University in 1992 with a Bachelor's degree in Business Economics. He completed his Master's degree in Business Administration.

JOHN M. SCOTT, III

PRESIDENT AND CHIEF EXECUTIVE OFFICER
ROSEWOOD HOTELS & RESORTS

As President and Chief Executive Officer of Rosewood Hotels & Resorts, John M. Scott III leads the Dallas-based hotel management company which manages a portfolio of ultra-luxury hotels and resorts around the world. Prior to his appointment as President and CEO of Rosewood, Scott was the Managing Director of Acquisitions and Asset Management for Maritz, Wolff, & Co. He led the acquisition and asset management efforts for Maritz, Wolff, & Co. Scott has served as a member of the Board of Directors for Rosewood Hotels & Resorts since 1997 and his experience as both an owner and operator of world-class luxury hotels serves as a great asset to Rosewood. Since his appointment in 2003, Scott has doubled the number of luxury hotel properties under Rosewood management.

Scott began his career with the Interpacific Group where he held senior hotel management positions for this hotel development and management company with properties throughout the Asia Pacific region. During his term with the Interpacific Group, Scott worked in Micronesia, Indonesia and Thailand. In 1994, Scott joined the Walt Disney Company as Manager of Business Development and Strategic Planning for both the Disney Development Company and Walt Disney Attractions groups. In this role, he led long-term strategic planning and business development efforts for retail, dining and entertainment attractions at Walt Disney World’s theme parks, hotels and entertainment related businesses.

Scott was named one of the Ernst & Young Entrepreneurs of the Year for 2008 and was honored with a Lifetime Hotelier Achievement Award from Niagara University. He serves on the board of directors for Cedar Fair, one of the largest regional amusement resort-operators in the world, the Executive Board of SMU Cox Graduate School of Business, and the Board of The Hotel Carlyle Owner's Corporation. He is a member of the Lone Star Chapter of the Young Presidents Organization and the Urban Land Institute. Scott received a Bachelor's of Arts degree from Dartmouth College, majoring in History and Economics. He attended Harvard Business School where he graduated with a Master's degree in Business Administration.

GEORGE SCAMMELL

VICE PRESIDENT, GLOBAL DESIGN
WYNDHAM WORLDWIDE

George Scammell is Vice President of Global Design for Wyndham Worldwide. Scammell is responsible for creating, coordinating, disseminating and administering all hotel and timeshare interior design brand standards globally. He and his team are charged with creating imaginative state of the art design for Wyndham’s hotels utilizing in-house and consultant resources, with an emphasis on full service and mid-scale brands.

Scammell is a licensed interior designer with over 27 years of experience in the hospitality industry. His career focus has been hotels, resorts, international resorts and restaurants. He is also a Professional Member of both the American Society of Interior Designers (ASID) and the International Interior Design Association (IIDA). George started his career in hospitality at age 17, working as a host at Walt Disney World.

From 2008-2009, Scammell worked with CORE architect design, as one of four principles. He managed all hotel design projects and played a significant role in new business development. Prior to this, he worked three years in the luxury hospitality design market for RD Jones & Associates and Forrest-Peck. From 1997 to 2005, Scammell served as Resorts’ Design Manager for the Walt Disney World Company. At Disney, he oversaw many different phases of development for the company’s 19 destination resorts and six vacation clubs. He also worked in China, where he managed and implemented the initial design process for the guest rooms at the Hong Kong Disneyland Hotel. Prior to working for Disney, Scammell spent 14 years in various interior design roles for firms including Spectum: Interior Design/Space Planning, Schweizer Associates, Schenkel & Shultz, Spillis Candela & Partners, FICO Construction Company and Shaw Industries/Doster Floor Covering. Scammell earned his Bachelor's degree in Interior Design from Florida State University.
RICHARD SENECHAL
SENIOR VICE PRESIDENT, FACILITIES
LOEWS HOTELS

In his role as Senior Vice President of Facilities for Loews Hotels, Richard Senchal directs the design, construction and facilities management activities for the chain’s 18 properties in the U.S. and Canada. Since joining Loews in February of 2005, Senchal has been instrumental in the growth of the hotel company. He is currently overseeing capital spending at all Loews properties; he just completed major guestroom renovations at the Loews Miami Beach Hotel and the Loews Coronado Bay Resort in San Diego. Additionally, Senchal supervised design and construction of the new 414-room Loews Atlanta Hotel and the Loews Business Services Center in Nashville, both of which opened in 2010.

Senechal most recently held the position of Senior Vice President, Design and Construction for Wyndham International, where he was responsible for the centralized control of all capital spending and the successful completion, over a period of five years, of more than 2,500 projects annually. A recognized expert in hotel design, planning and construction, Senchal has been responsible for many signature hotel, resort and gaming projects, both domestically and internationally. Prior to joining Wyndham, he was Vice President of Development for Walt Disney Imagineering, responsible for all commercial components of the new Disneyland Resort in Anaheim, California, and Vice President, Architecture and Construction for Hilton, responsible for all major projects worldwide. Earlier in his career he held similar positions with Beacon/Guest Quarters and Marriott. Senchal holds both Bachelor’s and Master’s degrees in Architecture from Yale University.

AMY CAIN SEVERSON
DIRECTOR, STRATEGIC ACCOUNTS AND INDUSTRY RELATIONS
EXPEDEA, INC.

Amy Cain Severson serves as the Director of Strategic Accounts and Industry Relations for Expedia, Inc., where she leads the industry relations program for the Partner Services Group. Based at corporate headquarters in Bellevue, WA, Severson is also responsible for driving revenue opportunities with Expedia’s top ownership and management companies. Previously, Severson acted as an original member of the Destination Services group, focusing on enhancing travel experiences with activities, tours and attractions. Prior to joining Expedia in 2002, she was an Account Executive at Sabre Inc. Severson graduated with a Bachelor of Business Administration in Finance from Texas Christian University.

MITESH B. SHAH
SENIOR MANAGING PRINCIPAL & CEO
NOBLE INVESTMENT GROUP

Mitesh Shah founded Noble in 1993 as an organizational platform to make value-added investments in the lodging and hospitality real estate sector. As senior managing principal and chief executive officer, he provides overall strategic guidance for Noble’s private equity real estate funds and its lodging-specialized business units.

A regular speaker at private equity real estate, lodging, and investment conferences, Shah is a frequent commentator on business strategy and trends in such publications as the Wall Street Journal, New York Times, USA Today as well as a variety of news agencies that cover the real estate and lodging industries.

Shah is president of the owner and franchisee board for Marriott International, a board member of the Lodging Industry Real Estate Finance and Advisory Council (IREFAC), an executive committee member of Atlanta’s Midtown Alliance, and a board member for the Metro Atlanta Chamber.

Shah is an active supporter of educational objectives as an executive committee member of the board of trustees for Wake Forest University where he chairs the audit and compliance committee, an executive committee member for the Wake Forest Schools of Business, an executive committee member of Woodward Academy’s governing board, and a member of the United Way Toqueville Society.

NEIL H. SHAH
PRESIDENT AND CHIEF OPERATING OFFICER
HERSHA HOSPITALITY TRUST

Neil H. Shah is the President and Chief Operating Officer of Hersha Hospitality Trust, a self-advised real estate investment trust. Shah leads Hersha’s active hotel acquisitions, development and asset management platforms. Across the last 10 years, Shah has been instrumental in the acquisition and development of over $2 billion of hotel real estate.

Shah is active and creative in civic affairs in Philadelphia, passionate about breaking the cycle of poverty in inner cities in the U.S. and in India, and an active supporter of United Way Worldwide. He is also active in education and a frequent guest speaker at Harvard Business School, the Wharton School at the University of Pennsylvania and University of Delaware’s Lerner College of Business. Prior to joining Hersha Hospitality Trust in 2000, Shah served as a Director and Consultant with The Advisory Board Company and the Corporate Executive Board, both strategy research organizations based in Washington, DC. He also previously worked for the Phipps Foundation in New York City contributing to urban renewal projects in New York City.

Shah is an active member of the United Way Worldwide Leadership Council for India and the Institutional Real Estate Finance Advisory Council and Educational Foundation Institute for the AH&LA. He is also a member of the Zell-Lurie Real Estate Center at Wharton, Research Sponsor, Urban
Land Institute, The Harvard Club of New York City, and The Asia Society. Shah received his B.A. in Political Science (Benjamin Franklin Scholar) from the University of Pennsylvania and a B.S. in Management from the Wharton School. He received his M.B.A. from the Harvard Business School.

**MICHAEL S. SHANNON**

**MANAGING DIRECTOR**

**KSL CAPITAL PARTNERS**

Michael S. Shannon founded KSL Capital Partners in 2004 and founded its predecessor KSL Recreation Corporation in 1992, serving as its President and Chief Executive Officer. KSL Capital Partners is a $1.6 billion private equity firm which invests in the hospitality, real estate and leisure industries. Shannon founded and became Chief Executive Officer of KSL Resorts in 2004 following the sale of KSL Recreation. Prior to establishing KSL Recreation, he served as President and CEO of Vail Associates, Inc. (owner of Vail and Beaver Creek Resorts) in Vail, Colorado, from 1986 to 1992.

Shannon currently serves on the Board of Directors of ING Direct, Safeway, Inc., the Vail Valley Foundation, the United States Ski and Snowboard Association, Eisenhower Memorial Hospital and the Vail Health Services Board. He is a past Director of Consoco, Inc., TCA Cable TV, Inc., Starck, Inc. and ING Americas Holdings. Shannon is a member of the Young Presidents’ Organization. He holds a Bachelor of Business and Administration from the University of Wisconsin and a Master of Management in Accounting and Finance from Northwestern University's Kellogg School of Management.

**STACY SILVER**

**EXECUTIVE DIRECTOR**

**HOTEL MANAGEMENT**

Stacy Silver is Executive Director of Hotel Management, part of Questex’s Travel + Hospitality Group, the largest global hospitality media company in the world. She is responsible for sales, marketing and product development.

The Travel + Hospitality Group encompasses a series of publications and live events that provide news and networking to the largest group of travel and hospitality professionals in the industry. The hospitality division delivers hotel industry news through its print publications Hotel Management and HA+D in addition to its innovative breaking-news portal www.hospitalityworldnetwork.com. The hospitality division also offers cutting-edge educational content and valuable networking opportunities via its International Hotel Investment Forum (IHIF) Berlin, IHIF Asia Pacific, Russia & CIS Hotel Investment Conference, IHIF Summit Series, Track Days, Central Asia and Turkey Hotel Investment Conference (CATHIC) and transform.

A 20-plus year hospitality-publishing veteran, Silver has a long track record of creating successful print; online products and events for the hospitality industry. She is a leader in multiple industry fund-raising activities for charitable organizations and is a charter member of the International Society of Hospitality Purchasers among a number of other industry organizations. Silver also is a frequent speaker at major industry events. She holds a Bachelor’s degree from SUNY Oneonta.

**G. CHRISTOPHER SMITH**

**PRESIDENT**

**OHANA REAL ESTATE INVESTORS**

G. Christopher Smith is the President of Ohana Real Estate Investors (OREI), the real estate investment organization for a prominent U.S. Family. He is responsible for oversight of all company related activities including the financial performance of owned operating properties, development of current and future projects, acquisitions and dispositions and residential real estate sales. The current portfolio consists of operating properties in Laguna Beach, CA, Beverly Hills, CA, and Deer Valley, UT. The development pipeline includes projects in Cabo San Lucas, Kauai and Northern CA. Smith oversees a team at OREI that comprised of experienced real estate professionals in development, construction, architecture and design, residential sales and marketing, asset management/operations, finance and acquisitions.

Smith is a member of Young Presidents’ Organization, Urban Land Institute, a Chartered Alternative Investment Analyst (CAIA), a director at Brightdoor Systems and involved in Special Olympics as a coach and volunteer. Smith graduated with a B.A. from Amherst College.

**RICHARD A. SMITH**

**PRESIDENT AND CHIEF EXECUTIVE OFFICER**

**FELCOR LODGING TRUST**

Richard A. Smith is the President and Chief Executive Officer of FelCor Lodging Trust. Since his appointment to President in February 2006, Smith has led the Company's successful repositioning program, developed a new asset management approach and executed a comprehensive capital spending and redevelopment program. Smith joined FelCor in 2004 as Executive Vice President and Chief Financial Officer.

Prior to joining FelCor, Smith was most recently with Wyndham International as Executive Vice President and Chief Financial Officer. He was responsible for the company's financial strategy and operations. Smith joined Wyndham International in September 1999 as Senior Vice President and Treasurer. Smith also previously worked with Starwood Hotels & Resorts, Worldwide, Inc., where he was Vice President of Corporate Finance. Previously, he worked for Atlantic Richfield Company and Coopers & Lybrand.

Smith is a certified public accountant. He graduated from the University of Tennessee, where he received a Bachelor of Science degree in Accounting and Business Law.
Arne M. Sorenson is President and Chief Operating Officer of Marriott International, Inc., with responsibility for the performance and growth of all of Marriott’s worldwide brands and businesses. He also co-chairs Marriott’s Green Council, whose mission is to integrate environmental sustainability into the company’s business strategy.

In his previous role as Executive Vice President, Chief Financial Officer, and President, Continental European Lodging, Sorenson was responsible for lodging operations and development in the continental European region, as well as the company’s finance, treasury and financial planning and analysis functions. Prior to joining Marriott in 1996, Sorenson was a partner with the law firm Latham & Watkins in Washington, D.C., where he specialized in mergers and acquisitions litigation.

In addition to his responsibilities with Marriott, Sorenson serves on the Board of Directors of Wal-Mart Stores, Inc. In 2008, he launched Marriott’s rainforest preservation partnership with the Amazonas Sustainable Foundation in Brazil. Sorenson is a graduate of the University of Minnesota Law School and of Luther College in Decorah, Iowa.

Robert Stiles is an Executive Vice President and Principal of Cushman & Wakefield Sonnenblick-Goldman and co-leader of the national lodging platform. His responsibilities include the originating, marketing and structuring of equity, debt and hotel sale transactions. Stiles joined Sonnenblick-Goldman as a Managing Director and Principal in early 1999 and with the opening of offices in Tokyo, Hong Kong, Shanghai and Sydney, played a critical role in establishing the firm as an international leader in capital transactions. Since 1999, he has completed many of the largest and most complex asset sale, financing and development transactions internationally.

In mid-2007, Stiles and his five partners collectively orchestrated the sale of their ownership of Sonnenblick-Goldman to Cushman & Wakefield Inc and today operate as Cushman & Wakefield Sonnenblick-Goldman. Prior to his tenure with Sonnenblick-Goldman, he was a founding partner and Group Managing Director of Horwath Asia Pacific, where he was responsible for advising both U.S. and Asian clients on over US$5 billion in development, finance and investment transactions since 1986.

With more than 25 years of experience in development, finance and transaction advisory services, Stiles is a frequent speaker at leading hotel finance and investment events around the world. He also authors a blog for HOTELS magazine, has guest lectured at several universities and is a co-founder of Asia’s premiere hotel investment conferences (HICAPconference.com) and is a Co-Chairman of the International Lodging Finance Council (ILFC). Stiles received a Bachelor of Science degree with a focus in Development and Finance from Cornell University’s School of Hotel Administration.

Chuck Sullivan is the Senior Vice President of Global Online Services. Sullivan has global responsibility for the design, development and management of Hilton’s branded and hotel direct websites, and for online advertising, mobile marketing, search and social media. His team manages Hilton eCommerce, online campaign activity & targeting and web analytics worldwide.

Sullivan joined Hilton from Chrysler, where he was Head of Marketing – Delivery. At Chrysler he led media planning and buying, online marketing and campaign measurement. Prior to Chrysler, Chuck was Executive Director of Engagement Management at Organic, Inc., a leading digital marketing services agency and division of Omnicom Group, Inc. Previously, Sullivan held management positions with Ford Motor Company, Andersen Consulting Strategic Services and Caterpillar Overseas S.A.

Sullivan serves on the board of directors of Hospitality Sales & Marketing Association International (HSMAI), is a member of the AdCraft Club and has previously served on the Board of Advisors of the Marketing Sciences Institute (MSI), a nonprofit institution that brings together corporate executives and leading universities to provide academic research and practical application of leading-edge marketing knowledge. Sullivan earned an M.B.A. in Marketing and Finance from the University of Pennsylvania’s Wharton School of Business and a B.A. degree from Michigan State University.

Michael J. Sullivan is the Co-Chair of Greenberg Traurig's Hotels, Resorts and Clubs Practice Group. Sullivan specializes in the representation of real estate developers, national hotel chains, lenders and owners in the purchase, development, finance, leasing, operation, management and licensing of hotels, condominiums, and resorts. He has extensive experience in the negotiation of both public and private hotel management contracts and has negotiated public/private ventures on behalf of hotel companies and owners with local governments and publicly owned convention centers. He has extensive experience in hotel insolvency proceedings including loan work-outs, foreclosures and bankruptcies. In addition, Sullivan’s practice includes development of complex mixed use real estate developments and the purchase, sale and financing of medical office buildings and senior living communities. Sullivan received his Juris Doctor degree, with Honors, from
ADAM D. TIHANY

President
Tihany Design

Adam D. Tihany is widely regarded as the preeminent hospitality designer in the world today. After studying at the Politecnico di Milano in Italy, he moved to New York City to become Design Director of the firm Unigram. Two years later he established his own multidisciplinary studio, Tihany Design. Tihany Design’s international portfolio and reputation is attributed to his 30-year history of creating highly successful, innovative, and timeless hospitality concepts, combining attention to detail with an in-depth knowledge of the industry, and the ability to customize each project to fit site-specific demographics. Tihany has created signature restaurants for Chef Heston Blumenthal, Thomas Keller, Daniel Boulud, Charlie Palmer, Pierre Gagnaire and Jean-Georges Vongerichten, to name a few. Among his hotel designs, the recent renovation of the One&Only Ocean Club’s Crescent Wing in the Bahamas, the Westin Chosun in Seoul, Korea and The Joule, an independently owned hotel in Dallas. Two significant projects opened in 2009: the One&Only Cape Town resort in South Africa and the Mandarin Oriental Las Vegas. Opening in spring 2011, is the newly renovated King David Hotel in Jerusalem.

Tihany’s outstanding contribution to the world of design has been recognized with numerous honors and awards including an Honorary Doctorate from the New York School of Interior Design. He was named Bon Appetit’s Designer of the Year in 2001, and inducted into the Interior Design Hall of Fame in 1991. His monograph, Tihany Design, was published by Monacelli Press and his second book, Tihany Style, was published by Mondadori Electa.

STEPHEN G. TOMLINSON

Partner
Kirkland & Ellis LLP

As the Senior Partner in Kirkland & Ellis’ Real Estate Practice Group, Stephen G. Tomlinson’s practice focuses on business transactions in the real estate and hospitality industries for real estate private equity sponsors, real estate investment trusts (“REITs”), institutional investors and real estate operating companies engaged in acquisitions and dispositions, operating company and multi-investor fund formations and investments, and restructurings relating to each. Tomlinson is resident in the Firm’s New York office and also maintains an active practice in Chicago. He has been repeatedly selected as one of America’s Leading Lawyers for Business in Real Estate by Chambers USA. Under his leadership, Kirkland’s real estate practice was named 2010’s “North America Law Firm of the Year [Transactions]” by the readers of PERE magazine. Tomlinson received a B.A. from the University of Michigan and a J.D. from the University of Michigan Law School.

CHRISTOPHER TOMPKINS

Corporate Vice President, Brand Marketing
B Hotels and Resorts

Christopher Tompkins, Corporate Vice President - Brand Marketing for B Hotels and Resorts, is an innovative marketing professional possessing diversified experiences spanning virtually every segment of the travel, hospitality and entertainment industries. Tompkins began his career as a professional dancer/choreographer which led him into the hospitality industry, where he embarked on a new career path with Sitmar/Princess Cruise Lines. After seven years of extensive travels to more than 55 countries, Tompkins accepted his first property-level position in hotel sales and marketing with Carlson Hotels.

Over the past 22 years, Tompkins has evolved into a notably accomplished hotel sales, marketing and public relations executive, having held positions with Hilton, Starwood, Hard Rock, Carlson, The Procaccianti Group and Hotel Investors. Career highlights include the grand openings of Hard Rock Hotel & Casino, Gallery One, the largest-ever new-build W hotel, and the March 2011 grand opening gala for his company’s first hotel, B Ocean Fort Lauderdale.

RAJIV TRIVEDI

Executive Vice President and Chief Development Officer
La Quinta Management LLC

Rajiv Trivedi is a senior hotel and franchising executive with 25 years of experience in the hospitality industry who is known for his active, dynamic management style. He is responsible for all facets of franchising, including sales, services and administration and also has significant experience in franchising and development outside the hotel industry, with a number of leading consumer brands. He has spearheaded the growth of the system to 400 franchised properties in his tenure – an unprecedented growth rate in the hotel industry, and beyond.

In November 2000, Trivedi joined La Quinta as VP/Franchise Operations, where he was responsible for designing and implementing the company’s franchising program, managing franchise sales, services, administration and training. He was promoted to Senior Franchise Development Officer in 2004 and, upon the acquisition of La Quinta by an affiliate of the Blackstone Group, was promoted to his current position as Executive Vice President. In February 2009, he was also named Chief Development Officer. Trivedi graduated from the University of Illinois with a B.S. and a M.S. in Mathematics.
HOMI VAZIFDAR
MANAGING DIRECTOR
CANYON EQUITY LLC

Homi Vazifdar is Chief Executive Officer and Managing Director of the Canyon Group. The Canyon Group owns and/or develops ultra-luxury resorts in exotic destinations around the world. The Company currently owns assets in Europe, North America, Latin America and the South Pacific. The Company is currently in the process of developing new resorts in Costa Rica and California. Canyon’s resorts are managed by marquis brands such as Amanresorts and Auberge Resorts.

Vazifdar is extremely passionate about the wonderful world of lodging and over the years has touched almost every aspect of the industry, and worked with some of the stalwarts in the business. He is a frequent speaker at lodging and tourism conferences around the world and has over 25 years of multi-faceted lodging and hospitality experience. Before founding Canyon Equity in 2005, he was the Co-Head of Lodging with some of the stalwarts in the business. He is a frequent speaker at lodging and tourism conferences around the world and has over 25 years of multi-faceted lodging and hospitality experience. Before founding Canyon Equity in 2005, he was the Co-Head of Lodging at BANC of America Securities in San Francisco from 1998 to 2003 where he was involved in numerous high profile M&A and equity transactions. Prior to that, from 1993 to 1997 Vazifdar was Chief Executive Officer of Bent Severin Associates. From 1983 to 1992 Vazifdar was the Chief Operating Officer of Feiler Bros. International. After receiving a Bachelor’s degree in Economics from Loyola College in Madras, India, Vazifdar went to Berkley, California in 1972, where he received an M.B.A.

SIMON TURNER
PRESIDENT, GLOBAL DEVELOPMENT
STARWOOD HOTELS & RESORTS WORLDWIDE, INC.

Simon Turner is President, Global Development, Starwood Hotels & Resorts Worldwide, Inc. Turner is responsible for the company’s global development activities including property acquisitions and dispositions, franchise and management pipeline expansion and real estate investment management.

Prior to joining Starwood, Turner spent more than 12 years as a Principal of Hotel Capital Advisers, Inc., a hotel investment advisory and asset management firm. In that position, he led a number of high-profile hotel projects including the acquisition, financing and repositioning of the Hotel George V in Paris and the Copley Plaza Hotel in Boston. Turner previously served on the board of directors of Four Seasons Hotels, Inc., and was also a member of the board of Fairmont Raffles Hotels International. Earlier in his career, Turner held positions at Salomon Brothers, based in both New York and London; Pannell Kerr Forster, and Gustar Hoteliers. Turner received his Bachelor of Science in Hotel Administration from Cornell University.

KIP W. VREELAND
VICE PRESIDENT OF AUTOGRAPH COLLECTION
MARRIOTT INTERNATIONAL, INC.

Kip W. Vreeland is the Brand Vice President of Autograph Collection for Marriott International, Inc. Vreeland is responsible for leading the expansion of the Collection as well as demonstrating the revenue and profit lift that hotels in the Collection receive.

Through his leadership, Vreeland will ensure that all of the Corporate resources are aligned to assist any new hotel that joins the collection through all areas of the hotel strategy (Sales and Marketing, eCommerce, Customer Satisfaction, Brand Standards etc.). In his role, Vreeland also has responsibility to work with the development team to identify the best hotels that are candidates for the Collection and assist in the development process.

Vreeland joined Marriott in 1983 and held operational management positions in various Marriott hotels before moving into the Revenue Management discipline in 1989. In 1997, he was promoted to Regional Director of Revenue Management for the Southeast Region. In September 2000, he was promoted to Regional Vice President of the Southeast Region, and in July 2005 assumed the role as Vice President, Revenue Strategy for the Central Region. In March of 2008, he was promoted to Regional Vice President, Market Strategy in the Eastern region. He assumed his current role in April 2010. Vreeland is a graduate of Fairleigh Dickinson University and holds a B.S. degree in Hotel and Restaurant Management as well as a Master of Business Administration from the Terry College of Business at the University of Georgia.

KIMBERLY A. WACHEN
PARTNER
AREN'T FOX LLP

Kimberly A. Wachen is the Hospitality Industry Practice Group for the law firm of Arent Fox LLP. She handles a wide variety of commercial real estate and corporate transactions on a national and local level for hospitality companies and specializes in large and/or complex transactions. Wachen has led numerous commercial real estate transactions ranging from the purchase and sale of individual properties to multi-million-dollar bulk purchases and sales of real estate and loan portfolios. She has particular experience in the negotiation of purchase, sale, development, management and financing agreements for hotel and resort properties.

Wachen served as lead outside counsel on one of Real Estate Forum’s “Deals of the Year” the 1,000 room JW Marriott San Antonio Hill Country Resort and Spa with two 18-hole championship golf courses managed by the PGA Tour. She has significant experience in equity participations and debt financing arrangements for hospitality projects, including construction loans, mezzanine loans, take-out financing, sale-leaseback transactions, preferred equity arrangements, joint ventures and other equity infusion structures. She represents borrowers, lenders and other loan participants in loan modifications,
payment deferrals, forbearance arrangements, recapitalizations, entity restructuring and other workout arrangements. Wachen was selected by the Legal Times (December 2008) as Washington’s “Leading Real Estate Lawyer” and has been recognized as one of the leading real estate lawyers in Washington, DC by Chambers USA (June 2010).

JOHN WALLIS
GLOBAL HEAD OF MARKETING AND BRAND STRATEGY
HYATT HOTELS CORPORATION

John Wallis has served as Global Head of Marketing and Brand Strategy since November 2008. Wallis’ career with Hyatt began in 1981. Prior to his current role, he served as Senior Vice President, Product and Brand Development since August 2007. From 2004 through 2007, Wallis served as Senior Vice President, Global Asset Management, where he was responsible for the management of more than 40 Hyatt-owned properties across North America, Latin America, Europe and Asia. He has also served in a variety of other management positions, including Senior Vice President - Product and Brand Development, Senior Vice President of Marketing and Sales, and Vice President of Marketing for Hyatt International Corporation, General Manager and Regional Vice President-Gulf States for Hyatt Regency Dubai, Executive Assistant Manager Food and Beverage for Hyatt Regency Fiji and Hyatt Kingsgate Sydney and various other food and beverage management positions. Wallis was educated at Ecole hôtelière de Lausanne School in Switzerland.

EDWARD B. WATKINS
EDITOR
LODGING HOSPITALITY

Ed Watkins has been covering the lodging industry since 1974, when he joined Lodging Hospitality, a Penton Media magazine, as an assistant editor. He was named Managing Editor in 1976 and Editor in 1980. A graduate of Ohio University, Watkins worked in newspapers before joining Lodging Hospitality. Under his leadership, Lodging Hospitality has won a number of regional and national publishing honors, including Sigma Delta Chi Excellence in Journalism Awards and American Society of Business Press Editors Editorial Awards.

Watkins is a member of the National Association of Real Estate Editors. He also serves as a member of several advisory committees including the Niagara University College of Hospitality Administration, the National Association of Condo Hotel Owners (NACHO) board of directors, and the NeoCon Program Advisory Committee. He often speaks at hotel industry events, including most recently The Lodging Conference, the Timeshare & Resort Investment Conference, AAHOA National Conference, Hospitality Operations & Technology Conference and the Hotel Asset Managers Association Conference.

WILLIAM A. WEBER
PARTNER
HUGHES HUBBARD & REED LLP

William A. Weber has been a Partner at Hughes Hubbard & Reed since 1988. His area of practice includes real estate development and finance, public/private partnerships, and hospitality/resort development. He is a member of the American College of Real Estate Lawyers and a Fellow of the American Bar Association. Weber has worked extensively in real estate development and finance since 1976 and most recently in hotel and resort development, including public/private partnerships, direct investment in U.S. real estate through offshore fund structures. He also advises on restructurings, workouts and recapitalization of distressed hotel & resort assets. Weber received his B.A. degree from Stetson University and a Juris Doctor from the University of Florida School Of Law where he was editor-in-chief of the University of Florida Law Review. He was admitted to practice in the State of Florida in 1976.

ADAM F. WEISSENBERG
VICE CHAIRMAN, U.S. TOURISM, HOSPITALITY AND LEISURE
DELOITTE & TOUCHE LLP

Adam F. Weissenberg is Vice Chairman and U.S. Leader of the Tourism, Hospitality & Leisure (“THL”) sector at Deloitte & Touche LLP. Weissenberg specializes in serving the THL industry, where he provides business advisory services such as audits, due diligence, operational analysis, vendor selections and internal control analysis for various segments of the industry including: world class hotels, ski resorts, restaurants and foodservice companies. In his leadership role, Weissenberg regularly exchanges ideas and discusses emerging issues with client service teams serving large, complex companies. Prior to this role, Weissenberg served as the National Managing Partner of the THL sector for the Consumer Business industry practice. He continues to serve as the lead client service partner for three of the largest hotel companies in the United States.

Weissenberg is widely published and speaks frequently at national industry conferences and summits, including the New York University International Hospitality Industry Investment Conference. Weissenberg is sought after by the media to discuss his insights on industry trends and issues. Weissenberg is quoted regularly in national publications including: Forbes.com, The New York Times, Travel & Leisure, The Wall Street Journal and USA Today. He has appeared as a guest on Fox Business News, Bloomberg and CNBC. Weissenberg received a Bachelor of Science in Hotel & Restaurant Administration and a Master of Business Administration in Accounting and Finance from Columbia University.
DAVID J. WEYMER
MANAGING PRINCIPAL, CAPITAL MARKETS, GENERAL COUNSEL AND ASSET MANAGEMENT
NOBLE INVESTMENT GROUP

David J. Weymer is a Managing Principal and Noble’s General Counsel with responsibility for overseeing capital markets, investor relations and legal affairs. Weymer has a broad and diverse background in real estate finance, acquisitions and dispositions, and legal matters.

Prior to joining Noble as a partner at the formation of the Noble Hospitality Fund in early 2007, Weymer was a Managing Director at Thayer Lodging where he was responsible for securing approximately $1.8 billion in debt placements, closing $1.7 billion in acquisitions and leading the successful sale of over $1.8 billion in assets. Previously, he served as Assistant General Counsel for Prime Retail, a publicly traded outlet mall developer and senior counsel for United States Fidelity & Guaranty Company, with responsibility for legal matters on a diversified $1 billion real estate portfolio.

Weymer began his career as a real estate attorney for Piper & Marbury with emphasis on national real estate finance and development transactions. He has affiliations with the American Bar Association, Urban Land Institute, PREA, AHLA Multi Unit Operator Council Committee, Parents’ Council Wake Forest University and is a Board Member of the Maryland AAP and the Chicago Title Advisory Board. Weymer graduated magna cum laude at Wake Forest University with a B.A. in History and received a J.D., summa cum laude, from University of Baltimore.

PAUL M. WHYTE
MANAGING DIRECTOR, HEAD OF REAL ESTATE INVESTMENT BANKING, U.S. CREDIT SUISSE SECURITIES (USA) LLC

Paul M. Whyte is Managing Director and Head of Real Estate Investment Banking for the U.S. at Credit Suisse and is based in New York. Whyte joined Credit Suisse in 2010 from Deutsche Bank, where he was the Co-Head of Real Estate, Lodging and Gaming in the Americas. His client focus includes both public and private real estate, lodging and gaming companies where he provides strategic advice and capital raising ideas. During his 18 years in investment banking he has participated in over $80bn of M&A transactions and raised over $100bn of capital for notable clients such as Blackstone ($27bn Hilton LBO and $39bn EOP LBOs), Harrah’s ($26bn LBO and $9.5bn acquisition of Caesars), MGM Mirage ($9bn Mandalay Bay and $6bn Mirage acquisitions), Starwood Hotels ($4.2bn portfolio sale) and Wynn Resorts ($450m IPO). Whyte holds a B.S. from Purdue University and an M.B.A. from The University of North Carolina.

BRAD WILSON
CHIEF OPERATING OFFICER
DENIHan HOSPITALITY GROUP

Formerly CEO of The James Hotel Group, Brad Wilson joined DHG in early 2008 when The James hotel brand was acquired and assimilated into the DHG portfolio. At DHG, Wilson leads the operations team for all three of DHG’s hotel brands, as well as its individual properties. In this position, Wilson focuses on brand portfolio design and development, and ensures the authentic delivery of all brand standards at both the corporate and property level. He also works directly with the acquisition and development team to identify new markets and opportunities to expand the DHG brands, and orchestrates the integration of all departments to bring new properties online.

Prior to joining The James, Wilson was Vice President of Operations for W Hotels Worldwide where he was one of the founding team. His direct areas of control included site selection, new property development planning and opening, hotel operations, revenue management, sales, and field marketing. Brad created the original operating standards and training for W. He was with W hotels from 1998 when he opened the first W hotel until his departure in 2005, when he was directly overseeing 20 hotels with 10 under development.

Wilson has been involved in the hospitality industry for more than 20 years and has held almost every hotel position from elevator operator to controller. Before joining W Hotels, he opened the Hotel Nikko at Beverly Hills, where he managed a 320 room, four-star, four-diamond hotel. He has also worked with Park Hyatt, Hilton International and Westin, gaining extensive experience in luxury operations and finance. Wilson began his management career in the hospitality industry as a Food and Beverage Manager at the Plaza Hotel in New York.

ROBERT WINCHESTER
PRESIDENT AND CHIEF OPERATING OFFICER
WATERFORD HOTEL GROUP INC.

Robert Winchester has more than 30 years of experience in the hospitality industry, including an extensive background in operations, finance, development, acquisition, and asset management. Winchester is responsible for all aspects of on-going operations for the company. Winchester joined Waterford Hotel Group in 1990 and has served in numerous capacities since that time. He holds a Bachelor of Science degree in Accounting from the University of Connecticut.
Larry Brian Wolfe is a Senior Managing Director and Partner with Eastdil Secured where he has international responsibility for the firm's lodging investment banking and brokerage businesses. In his 23 year career at Eastdil Secured, Wolfe has completed over 400 hotel and resort transactions totaling over $100 billion in proceeds. The firm continues to focus on advising public and private owners of resorts and hotels on debt and equity recapitalization options. In addition to property sales, mortgage brokerage, and sub-debt sales, Eastdil Secured (through Wells Fargo Securities) was a book-runner on 2010's major lodging follow-on offerings and IPO's.

Eastdil Secured is a full service real estate investment bank formed by the merger of Eastdil Realty and Secured Capital, with principle offices in New York and Los Angeles. The firm's resources now include the real estate investment banking platform of the former Wachovia Securities. Since it's founding in 1967, Eastdil Secured has remained true to its mission: the financing, disposition, merger and acquisition of real estate properties and companies. Eastdil Secured provides its clients with creative solutions, sound strategic advice, financial counsel and timely execution and placement. Wolfe is a graduate of The Johns Hopkins University where he holds Economics and Engineering degrees and the University of Chicago where he holds an M.B.A. in Finance.

Dr. David A. Wyss is Chief Economist at Standard & Poor's, based in New York. In this position, he is responsible for S&P's economic forecasts and publications, and co-authors the monthly Equity Insight and the weekly Financial Notes. Wyss joined Data Resources, Inc. in 1979 as an economist in the European Economic Service in London, which was acquired by McGraw-Hill. He came back to the United States in 1983 as Chief Financial Economist for DRI/McGraw-Hill, became Chief Economist for Standard & Poor’s DRI in 1992, and Chief Economist for Standard & Poor’s in 1999. Before joining DRI, Wyss was a Senior Staff Economist with the President’s Council of Economic Advisers, Senior Economist at the Federal Reserve Board, and Economic Advisor to the Bank of England.

Wys is quoted regularly in the press and has appeared on many major television program. He has written many articles for popular and professional publications. Wyss is on the advisory boards for FINRA, SIFMA, and Harvard University’s Joint Center for Housing Studies. He was named of the “100 most influential people in finance” by Treasury and Risk Magazine in 2009. Wyss holds a B.S. from the Massachusetts Institute of Technology and a Ph.D. in economics from Harvard University.

As Senior Vice President of Development for Portman Holdings, Roger Zampell currently directs the company’s domestic development efforts. Zampell identifies and executes new real estate development opportunities with a focus on mixed-use development of hotel, office, residential, and retail centers. Since 1983, Zampell has been responsible for the programming, design, construction and development of multiple domestic and international Portman Holdings projects. He has worked extensively with project owners throughout Asia and specifically in China. Zampell successfully directed Portman's efforts in being selected as the developer of the Westin Charlotte Convention Center Hotel, a public/private partnership with the City of Charlotte, and the new 1,200 room Hilton San Diego Bayfront Hotel and parking garage in collaboration with the Port of San Diego.

Zampell’s broad range of experience, from design to project management to business administration, imparts a unique perspective to project development. He holds a B.S. degree in architecture from the Georgia Institute of Technology and a Master's degree in Architecture from the University of Colorado. He earned an M.B.A. from Emory University. A member of Urban Land Institute, Zampell is also a licensed architect in Georgia and California.
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Due to space and sustainability, speaker bios have been edited for brevity. Please consider the environment before printing this document.