



**ISHC 2018 Conference Program**  
"Celebrating the Past, Charting the Future: The 30th Anniversary Conference"

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**Wednesday, October 10th**

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- 8:00 am - 9:45 am **Board of Directors Meeting**
- 9:00 am - 5:00 pm **Registration**
- 10:15 am - 12:15 pm **Membership Meeting (ISHC members only)**
- 12:15 pm - 1:00 pm **Lunch**
- 1:15 pm - 1:30 pm **No Turning Back: Conference Opening**  
Conference Matt Arrants, ISHC, Executive Vice President, Pinnacle Advisory Group  
Chair:
- 1:30 pm - 2:15 pm **Welcome to Miami Beach**  
Presenter: Dan Gelber, Mayor, Miami Beach
- History of Miami: From Mafia to Art Deco...and Everything in Between Including the Epic Hotels**  
Presenter: George Neary, Cultural Tourism Director, Greater Miami Convention and Visitors Bureau
- 2:15 pm - 3:00 pm **Forward Thinking: The Leaders Panel**  
Moderator: Jeff Higley, Editorial Director/VP, Digital Media & Communications, Hotel News Now/STR  
Panelists: Javier Coll, Executive Vice President & Chief Strategy Officer, Apple Leisure Group  
Juan Corvinos, Vice President Development Latin America & Caribbean, Hilton  
Xavier Mufraggi, President and CEO, Club Med North America and Caribbean
- 3:00 pm - 3:30 pm **Networking Break**
- 3:30 pm - 3:45 pm **Meeting of the Minds: Network with your assigned table**
- 3:45 pm - 4:00 pm **Shaping our future: Are you ready for Generation Z?**  
Presenter: Judy Z. King, ISHC, Founder & Principal, Quality Management Services, LLC
- 4:00 pm - 4:15 pm **Imminent Implications: Intro to Block Chain**  
Presenter: David Atkins, Principal, DNA Infusion, LLC
- 4:15 pm - 5:00 pm **The Future of Consulting: The Evolving Hospitality Landscape and the Impact on Consulting**  
Discussion Brian Ferguson, ISHC, Partner, Level60 Consulting  
Leader:
- 6:30 pm - 9:00 pm **Welcome Reception**

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**Thursday, October 11th**

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- 10:45 am - 12:00 pm **Optional Tour for Guests/Spouses of The Bass Museum followed by lunch**  
*\* Casual Attire - appropriate for walking outdoors*
- 7:30 am - 5:00 pm **Registration**
- 7:30 am - 8:30 am **Breakfast**
- 8:30 am - 8:45 am **And We're Back...To The Future**  
Conference Matt Arrants, ISHC, Executive Vice President, Pinnacle Advisory Group  
Chair:
- 8:45 am - 9:30 am **Outlook of Lodging Demand: Dissecting the Economic and Demographic Drivers**  
Presenter: Isaac Collazo, Vice President, Performance Strategy & Planning, InterContinental Hotels Group
- 9:30 am - 10:15 am **Hot Topic**
- 10:15 am - 10:45 am **Networking Break**
- 10:45 am - 10:55 am **Food for Thought: The Rise of F&B as a Revenue Generator**  
Presenter: Rory Crawford, Founder & CEO, BevSpot
- 10:55 am - 11:25 am **The Future of our Planet: The Implications of Climate Change on Our Industry**  
Interviewer: Suzanne Mellen, ISHC, Senior Managing Director - Practice Leader, HVS  
Presenter: Elizabeth Wheaton, Director, Environment & Sustainability Department, Miami Beach
- 11:25 am - 12:10 pm **Paving a Brighter Future for Women in Leadership: Castell Project**  
Moderator: Peggy Berg, Director, Castell Project  
Panelists: Chad Crandell, ISHC, CEO & Managing Director, CHMWarnick

Kristie Dickinson, ISHC, Executive Vice President, CHMWarnick  
David Neff, ISHC, Partner, Perkins Coie, LLP

- 12:10 pm - 1:00 pm **Lunch**
- 1:00 pm - 1:15 pm **Meeting of the Minds: Network with your assigned table**
- 1:15 pm - 2:00 pm **Perspectives on Boutique Lifestyle Hotels: Now and in the Future**  
Moderator: Tim Dick, ISHC, Director, National Hospitality Advisory Services Group, Real Estate Advisory Group  
Panelists: Sara Masterson, Vice President, Hotel Management, The Olympia Companies  
Roger Hill, ISHC, Chairman/CEO, The Gettys Group  
Jenna Hackett, Global Head, Tapestry Collection by Hilton, Hilton
- 2:00 pm - 2:45 pm **Full Steam Ahead: What We Can Learn from Cruise Lines**  
Interviewer: Scott Berman, ISHC, Principal and Industry Leader, Hospitality & Leisure, PwC  
Interviewee: Adam Goldstein, Vice Chairman, Royal Caribbean Cruises Ltd
- 2:45 pm - 3:15 pm **Networking Break**
- 3:15 pm - 3:45 pm **Globalization: Mergers & Acquisitions**  
Presenter: Tony Ryan, ISHC, Managing Director, Global Mergers & Acquisitions, Hotels & Hospitality Group, JLL
- 3:45 pm - 4:15 pm **The Future is Dope: Marijuana in Hotels, Now and in the Future**  
Presenter: Marshall Johnston, Vice President Asset Management-Hospitality, McWhinney Real Estate Services
- 4:15 pm - 5:00 pm **Too Much of a Good Thing: Over-Tourism**  
Presenter: Richie Karaburun, Clinical Assistant Professor, NYU School of Professional Studies, Jonathan M. Tisch Center for Hospitality and Tourism
- 5:30 pm - 9:30 pm **Optional Little Havana Tour**  
*\* Casual Attire - appropriate for walking outdoors*

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**Friday, October 12th**

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- 7:30 am - 12:30 pm **Registration**
- 7:30 am - 8:30 am **Breakfast**
- 8:30 am - 8:45 am **History Tends to Repeat Itself: Welcome Back**  
Conference Chair: Matt Arrants, ISHC, Executive Vice President, Pinnacle Advisory Group
- 8:45 am - 9:45 am **The Making of a Modern Elder**  
Presenter: Chip Conley, Strategic Advisor for Hospitality and Leadership, Airbnb  
Interviewer: Sean Hennessey, ISHC, CEO, Lodging Advisors LLC
- 9:45 am - 10:30 am **Your Passport to the Future: Key Challenges Facing our Industry Around the World**  
Moderator: Tea Ros, ISHC, Managing Director, Strategic Hotel Consulting  
Panelists: Roger Allen, ISHC, Group CEO, Resources for Leisure Assets  
Benjamin Hirasawa, ISHC, Partner, Clyde & Co.  
John McCarthy, ISHC, Executive Chairman, Leisure Partners
- 10:30 am - 10:45 am **The Key to Longevity: The Business of Wellness**  
Presenter: Jennifer Findlay, ISHC, Founder, Core Essence
- 10:45 am - 11:05 am **Networking Break**
- 11:05 am - 11:20 am **Meeting of the Minds: Network with your assigned table**
- 11:20 am - 12:15 pm **The Foreseeable Future: STR Update**  
Presenters: Amanda Hite, ISHC, President & CEO, STR  
Elizabeth Winkle, ISHC, Chief Strategy Officer, STR
- 12:15 pm - 12:30 pm **Rewind: Closing Remarks**  
Conference Chair: Matt Arrants, ISHC, Executive Vice President, Pinnacle Advisory Group
- 2:00 pm - 4:00 pm **South Beach Team Scavenger Hunt**  
*\* Casual Attire - appropriate for walking outdoors*
- 6:30 pm - 10:00 pm **30th Anniversary Celebration Gala**  
*\*Cocktail Attire*

\*Attire for all sessions is Business Casual unless otherwise indicated in this program