



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

**Wednesday, October 10th**

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8:00 am - 10:00 am	<b>Board of Directors Meeting</b>
9:00 am - 5:00 pm	<b>Registration</b>
10:30 am - 12:15 pm	<b>Membership Meeting</b> ( <i>ISHC members only</i> )
12:15 pm - 1:00 pm	<b>Lunch</b> Sponsored by Access Point
1:15 pm - 1:30 pm	<b>No Turning Back: Conference Opening</b> Conference Chair: Matt Arrants, ISHC, Executive Vice President, Pinnacle Advisory Group
1:30 pm - 2:15 pm	<b>Welcome to Miami Beach</b> Presenter: Dan Gelber, Mayor, Miami Beach
	<b>History of Miami: From Mafia to Art Deco...and Everything in Between Including the Epic Hotels</b> Presenter: George Neary, Cultural Tourism Director, Greater Miami Convention and Visitors Bureau
2:15 pm - 3:00 pm	<b>Forward Thinking: The Leaders Panel</b> 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	<b>Networking Break</b>
3:30 pm - 3:45 pm	<b>Meeting of the Minds: Network with your assigned table</b>
3:45 pm - 4:00 pm	<b>Shaping our future: Are you ready for Generation Z?</b> Presenter: Judy Z. King, ISHC, Founder & Principal, Quality Management Services, LLC
4:00 pm - 4:25 pm	<b>Imminent Implications: Intro to Block Chain</b> Presenter: David Atkins, Principal, Digital DNA Infusion, LLC
4:25 pm - 5:00 pm	<b>The Future of Consulting: The Evolving Hospitality Landscape and the Impact on Consulting</b> Discussion Leader: Brian Ferguson, ISHC, Partner, Level60 Consulting
6:30 pm - 9:00 pm	<b>Welcome Reception</b> Sponsored by Hilton

**Thursday, October 11th**

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10:45 am - 12:00 pm	<b>Optional Tour for Guests/Spouses of The Bass Museum followed by lunch</b> <i>* Casual Attire - appropriate for walking outdoors</i>
7:30 am - 5:00 pm	<b>Registration</b>
7:30 am - 8:30 am	<b>Breakfast</b> Sponsored by IHG
7:30 am - 8:15 am	<b>Bonus Session-HNN/Castell Think Tank: Now Is The Time To Prepare For The Next Downturn</b> Moderator: Jeff Higley, Editorial Director/VP, Digital Media & Communications, Hotel News Now/STR Panelists: Amanda Chivers, ISHC, Managing Principal, Crown Hospitality Jennifer Findlay, ISHC, Founder, Core Essence

Deborah Friedland, ISHC, Managing Director, EisnerAmper LLP  
Cecilia T. Gordon, ISHC, Director, Goulston & Storrs  
Judy Z. King, ISHC, Founder & Principal, Quality Management Services, LLC  
Suzanne Mellen, ISHC, Senior Managing Director - Practice Leader, HVS  
Tea Ros, ISHC, Managing Director, Strategic Hotel Consulting

- 8:30 am - 8:45 am **And We're Back...To The Future**  
Conference Chair: Matt Arrants, ISHC, Executive Vice President, Pinnacle Advisory Group
- 8:45 am - 9:20 am **Outlook of Lodging Demand: Dissecting the Economic and Demographic Drivers**  
Presenter: Isaac Collazo, Vice President, Performance Strategy & Planning, InterContinental Hotels Group
- 9:20 am - 9:45 am **You Can't Know Where You're Going Unless You Know Where You've Been: 1988 to 2018 and Beyond**  
Presenter: Steve Hennis, ISHC, Hotelogy
- 9:45 am - 9:55 am **Food for Thought: The Rise of F&B as a Revenue Generator**  
Presenter: Rory Crawford, Founder & CEO, BevSpot
- 9:55 am - 10:10 am **F&B Future at Stake: Five Things Hotels Should Do Now to Increase Profitability & Value**  
Presenter: Jeff Dover, ISHC, Principal, fsSTRATEGY Inc.
- 10:10 am - 10:35 am **Networking Break**
- 10:35 am - 11:05 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: Flavia Tonioli, Sustainability Manager, Environment & Sustainability Department, Miami Beach
- 11:05 am - 11:50 am **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
- 11:50 am - 12:05 pm **First Look at the Findings: ISHC CapEx 2018**  
Presenters: Alan Benjamin, ISHC, President, Benjamin West, LLLP  
Chad Sorensen, ISHC, Principal, CHMWarnick
- 12:05 pm - 1:00 pm **Lunch**  
Sponsored by BevSpot
- 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 The Cruise Industry**  
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 - 4:00 pm **Too Much of a Good Thing: Over-Tourism**  
Moderator: Herbert Mascha, ISHC, Partner, MRP hotels  
Presenters: Richie Karaburun, Clinical Assistant Professor, NYU School of Professional Studies, Jonathan M. Tisch Center for Hospitality and Tourism  
Jonathan Tourtellot, CEO, Destination Stewardship Center

- 4:00 pm - 4:10 pm      **Hot Topic: Labor Issues Today and Tomorrow**  
 Presenter:            Peter Fischer, ISHC, Partner, Baker Hostetler
- 4:10 pm - 4:40 pm      **The Future is Dope: Marijuana in Hotels, Now and in the Future**  
 Interviewer:        Peter Fischer, ISHC, Partner, Baker Hostetler  
 Interviewee:        Marshall Johnston, Vice President Asset Management-Hospitality, McWhinney Real Estate Services
- 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**  
 Sponsored by The Olympia Companies
- 8:30 am - 8:45 am      **History Tends to Repeat Itself: Welcome Back**  
 Conference        Matt Arrants, ISHC, Executive Vice President, Pinnacle Advisory Group  
 Chair:
- 8:45 am - 9:45 am      **The Making of a Modern Elder**  
 Interviewer:        Chip Conley, Strategic Advisor for Hospitality and Leadership, Airbnb  
 Interviewee:        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**  
 Presenter:         Elizabeth Winkle, ISHC, Chief Strategy Officer, STR
- 12:15 pm - 12:30 pm      **Rewind: Closing Remarks**  
 Conference        Matt Arrants, ISHC, Executive Vice President, Pinnacle Advisory Group  
 Chair:
- 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**  
 Sponsored by Choice Hotels *\*Cocktail Attire*

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