



June 1, 2009

**AUGUST 18 & 19, 2009**

The Metropolitan Memphis Hotel & Lodging Association and Pinkowski & Company cordially invite you to participate in the **Southern Lodging Summit @ Memphis** (formerly Memphis Lodging Industry Summit), offering an excellent program you definitely should not miss.

On Tuesday evening, August 18<sup>th</sup> Mr. Doug Browne, General Manager of the Peabody Hotel, has asked Master Chef Andreas Kisler and his very creative staff to prepare an unforgettable dining experience beginning at 6:00 pm in the magnificent Peabody Skyway. This will be an evening you will long remember. The event also will help support the Metropolitan Memphis Hotel & Lodging Association Political Action Committee. Our reservations for this dinner will be on a first come, first reserved basis. Make your reservation early!

Wednesday morning will begin at 7:30am with a continental breakfast at the Memphis Cook Convention Center in downtown Memphis. The program will begin with Mr. Roger Dow, President/CEO of the US Travel Association. Our industry today is experiencing dynamics not seen in the last 20 years. Randy Smith from Smith Travel Research will follow providing insight to the challenges of these unprecedented market conditions.

The next presentation will be our **"Presidents' Panel."** Isaac Collazo, Vice President of Performance Strategy and Planning for InterContinental Hotels will creatively challenge our dynamic group of hotel company presidents on numerous contemporary issues of significant importance in this tumultuous period of plummeting revenues and profit margins, and the freeze on development funding as they affect ownership, development, and operation of hotels across the nation. The insight, experiences, and advice discussed will offer valuable information for anyone invested in the ownership and operation of hotels.

The next session will be **"Operations – How has the World Changed?"** Joel Hiser, CEO of Horwath Hospitality & Leisure LLC will lead the members of this panel in a spirited discussion of the issues affecting successful operations and dealing with the current operational challenges. This group of experienced hoteliers represents asset management, ownership, brand affiliation, and property operations.

Our last session of the morning, **"Finance – How has the World Changed?"**, brings together two financial institution executives lending to the hotel industry, and two owner/operator/developers who are seeking the funds for company growth and expansion. Liam Brown, Executive Vice President, Lodging Development for Marriott International is preparing to guide our panelists through numerous contemporary issues in this tumultuous period of ownership, development, and financing of hotels across the nation.

Our luncheon presents Laurence Geller, President & CEO of Strategic Hotels & Resorts. A creative, astute visionary who makes a great company work, Mr. Geller has extensive experience in domestic and international hotel, corporate and real estate development, and financing. His tenure of over 35 years in our industry has proven his resiliency and success. The luncheon will conclude with a \$1,000 cash giveaway sponsored by Elvis Presley Enterprises.

Included with this invitation is the agenda and registration form for the **Southern Lodging Summit @ Memphis**. Please do not delay in sending in your registration for this event.

# **SOUTHERN LODGING SUMMIT @ MEMPHIS**

*Founded in 2003*

**Presented by:  
Metropolitan Memphis Hotel & Lodging Association  
and  
Pinkowski & Company**

**TUESDAY & WEDNESDAY - AUGUST 18 & 19, 2009**

**TUESDAY 8/18 - THE PEABODY HOTEL**

6:00PM MMH&LA PAC COCKTAIL RECEPTION AND DINNER

**WEDNESDAY 8/19- MEMPHIS COOK CONVENTION CENTER**

7:30AM REGISTRATION & CONTINENTAL BREAKFAST

8:00AM INTRODUCTION & WELCOME  
Mary Calorio – General Manager, EP Heartbreak Hotel and President MMHLA

8:05AM NATIONAL LODGING & TRAVEL OUTLOOK  
8:50AM Joe Martin – Chairman, AHLA, Washington, DC and  
Owner, Stillwater Hospitality, Stillwater, OK  
Roger Dow – President & CEO, U.S. Travel Association, Washington, DC

8:50AM STR PRESENTATION OF INDUSTRY TRENDS  
9:20AM Randy Smith – CEO, Smith Travel Research, Hendersonville, TN

9:20AM PRESIDENTS' PANEL  
10:20AM Moderator – Isaac Collazo – Vice President of Performance Strategy and Planning,  
InterContinental Hotels Group, Atlanta, GA

Panelists - Jim Abrahamson – President, The Americas, IHG, Atlanta, GA  
Steve Joyce – CEO / President Choice Hotels International,  
Silver Spring, MD  
Jay H. Shah – CEO, Hersha Hospitality Trust, Philadelphia, PA  
Paul Whetsell – President & CEO, CapStar Hotel Company,  
Arlington, VA

10:20AM COFFEE BREAK  
10:45AM

- 10:45 AM FINANCE – HOW HAS THE WORLD CHANGED  
11:45 AM Moderator – Liam Brown – Executive Vice President Lodging Development,  
Marriott International, Inc. - Washington, DC
- Panelists – Kay Anderson – Senior Vice President, Mountain 1<sup>st</sup> Bank & Trust,  
St. Petersburg, FL  
John Belden – President, Davidson Hotel Company, Memphis, TN  
Billy Frank – Senior Vice President, SunTrust Bank, Memphis, TN  
Al (Amit) Patel – Principal, Baywood Hotels, Greenbelt, MD
- 11:45 AM OPERATIONS – HOW HAS THE WORLD CHANGED  
12:45PM Moderator - Joel Hiser – CEO, Horwath Hospitality & Leisure LLC,  
San Rafael, CA
- Panelists Bill Duncan – Global Head, Brand Management, Homewood Suites by  
Hilton and Home2 Suites by Hilton, Memphis, TN  
Craig Lambert – Senior VP - Asset Management, Inland American  
Lodging Advisors Inc., Orlando, FL  
Tom Negri – General Manager, Loews Vanderbilt Hotel, Nashville, TN  
Mark Ricketts – Vice President – Hotel Asset Management, Archon  
Hospitality, Dallas, TX
- 12:50PM LUNCHEON  
1:20PM
- 1:20PM KEYNOTE SPEAKER  
Introduction by Craig Mance, Senior Vice President-Franchise Development-  
North America, Hilton Hotels Corporation
- Laurence Geller – President & CEO, Strategic Hotels & Resorts, Chicago, IL
- 1:50PM WRAP UP, CASH GIVEAWAY AND CLOSING REMARKS  
Cash Giveaway - Elvis Presley Enterprises, Memphis, TN  
Mary Calorio – General Manager, EP Heartbreak Hotel and President MMHLA
- ADJOURN

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## REGISTRATION FORM

Presented by:

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and  
Pinkowski & Company

**JULY 15 – AUGUST 15 – OnLine Auction – visit [www.mmhla.com](http://www.mmhla.com)**

**TUESDAY, 8/18/09 – 6:00 pm at the Peabody Hotel's Skyway**

1. Cocktail Reception and Gourmet Dinner to benefit the MHLA Political Action Committee

**WEDNESDAY, 8/19/09– 7:30 am at the Memphis Cook Convention Center**

2. Lodging Industry Summit Conference and Lunch

Breakfast	7:30 am
Program	8:00 am
Lunch	12:40 pm
Adjourn	1:45 pm

		<u># Attending</u>	<u>\$</u>
1. Dinner	\$139	_____	_____
2. Conference w/Lunch*	<u>\$169</u>	_____	_____
Total Amount:	<u>\$308</u>		\$ _____

**\*LATE CONFERENCE REGISTRATION IS \$245 AFTER AUGUST 1, 2009**

### PARTICIPANT(s):

o Company \_\_\_\_\_

o Names of Attendees \_\_\_\_\_

Address \_\_\_\_\_

Phone # \_\_\_\_\_ FAX # \_\_\_\_\_

Email(s): \_\_\_\_\_

### FORM OF PAYMENT:

o Please note the type of funds you will be using to pay with - corporate funds, personal funds, or partnership (LLC, LP, etc) funds, please be sure to note this. **TYPE OF FUNDS:** \_\_\_\_\_

o Check payable to Hospitality Education Fund – mail to: 7730 Goshawk Cove, Cordova, TN 38016

o Credit Card

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ CVC \_\_\_\_\_

Signature \_\_\_\_\_

Name on Card (please print) \_\_\_\_\_

Send Registration to: Peggy Callahan @ FAX - 901/752-0743 or email: [memphishla@earthlink.net](mailto:memphishla@earthlink.net)

QUESTIONS TO: Peggy Callahan – 901/752-9902

- Hotel Conference Rates are available at: Holiday Inn Select Downtown for \$139 (901-525-5491), The Madison \$180 for a one bedroom suite (901-333-1200), Memphis Marriott Downtown for \$119 (800-228-9290), Peabody Hotel for \$145 (1-800-PEABODY #2), Springhill Suites by Marriott Downtown for \$139 (901-522-2100); Westin Memphis \$149 (901-334-5900)

Kick Off the

**SOUTHERN LODGING SUMMIT @ MEMPHIS**

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With

**“Lunch With the Speakers”**

At the Famous Rendezvous Restaurant

Tuesday, August 18, 2009

Beginning at Noon

Cost \$35 per person CASH or PERSONAL CHECK

All proceeds will benefit the

MMHLA PAC

RSVP

Fax – 901-752-0743 or [memphishla@earthlink.net](mailto:memphishla@earthlink.net)

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Name: \_\_\_\_\_

Company: \_\_\_\_\_

# in your party: \_\_\_\_\_