

SOUTHERN LODGING SUMMIT @ MEMPHIS

Founded in 2003

Southern Lodging Summit @ Memphis

August 17 & 18, 2010

Presented by

Metropolitan Memphis Hotel & Lodging Association

Pinkowski & Company

The Peabody Hotel

Memphis Cook Convention Center



Metropolitan Memphis Hotel & Lodging Association

August 18, 2010

Good morning and welcome to the 8th Annual Southern Lodging Summit @ Memphis, featuring a line-up of hospitality's top professionals. This is one of the great benefits of MMHLA membership, and you will see today why you should mark your calendar every year to make this an annual event, because you don't want to miss it. Did I say you don't want to miss it? Let me add, you shouldn't want to miss it!

The information and experience the speakers and panelists have to offer is vital to anyone wanting to keep abreast and up-to-date with travel industry trends and innovations. These people have walked the walk and talked the talk; but just as important, this is the chance to rub elbows, hob-knob and converse with others who do what you do: keep the wheels of the Mid-South hospitality industry rolling. This isn't just a top notch, informative industry event; it's a community event – and, who knows, you might learn something that would give you an edge on market trends as well as make your work easier, or even . . . increase profits! With these thoughts in mind, enjoy the vast array of talent here today.

I would like to thank the Board members and Summit Committee for sponsoring and coordinating this great event. Thank you especially to Chuck Pinkowski, Gloria McCollum, David Pear, and Marty Boscaccy of Pinkowski & Company. Many thanks also to MMHLA's Executive Director, Peggy Callahan. They all do a great job every year with the Summit Committee planning, organizing, and working the Summit. Many hours go into the preparation for this event, and I believe no one in the country could do a better job! Please be sure to respond to the Summit Survey, which should be coming to you in a week or so. Your input helps insure the quality of our program, and gives us guidance for improvements for next year's Summit.

Finally, please stay for the luncheon that follows the Summit. This year's luncheon speaker is one of the industry's true movers and shakers, Jack DeBoer, founder of Residence Inn and Chairman of ValuePlace. Besides, this year's Summit has a new informative session to follow the luncheon—an excellent panel discussion on the impact and effect of social media and e-commerce on the travel industry, something that is affecting all of us. So, one more time, enjoy the fellowship and learn, and thank you for being here and helping make the 8th Annual Southern Lodging Summit @ Memphis a great success!

Mary E. Calorio,

MMHLA President,
Elvis Presley's Heartbreak Hotel, GM



August 18, 2010

WELCOME TO ALL OUR FRIENDS OF THE SUMMIT!

Pinkowski & Company is delighted you are able to join us for our 8th Annual Southern Lodging Summit @ Memphis. Each year we hope to bring to you an opportunity to mingle with professionals representing many distinctive areas of expertise in the most exciting industry to be a part of - HOSPITALITY!

Finally, 2009 is behind us - we are past the trough and on the "UP SIDE OF THE CURVE"! Now we need to figure out how to get back to a new level of success. We hope you learn something new that you can take away, implement in your business and improve your level of success. Please take the opportunity to ask questions during the sessions. The collective knowledge of those on our program today is incredible - take advantage of this opportunity.

Be sure to respond to the Summit Survey you will receive in the next week or so. We want to include your input for next year's Summit. We will let you know our dates for next year at that time. Today - be ready to listen and learn from the best folks in our industry.

Thanks for being here and helping to make our Summit a success!

Chuck Pinkowski

Gloria McCollum

David Pear

Marty Boscacay

**METROPOLITAN MEMPHIS HOTEL & LODGING ASSOCIATION
and
PINKOWSKI & COMPANY**

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LODGING INDUSTRY SUMMIT SURVEY

Thank you for attending the Southern Lodging Summit @ Memphis. It is our hope you find it to be an interesting, informative, useful, thought-provoking, cutting-edge and - did we say useful? - even entertaining experience. It is also our fervent wish to, every year, make our presentation better.

To that end, we need your input.

Please look for the Lodging Industry Summit Survey which will be e-mailed to you shortly after this conference, and please take the time to fill it out and return it. We promise to use your comments, suggestions and observations to make the Southern Lodging Summit @ Memphis better and better every year!

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PLANNING COMMITTEE MEMBERS

Chairman

Chuck Pinkowski
Owner
Pinkowski & Company

MMHLA President

Mary Calorio
General Manager
Elvis Presley's Heartbreak Hotel

Marty Boscaccy

Consultant
Pinkowski & Company

Doug Browne

General Manager
Peabody Hotel

Peggy Callahan

Executive Director
Metropolitan Memphis Hotel & Lodging Association

Chris Daly

Senior Vice President
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William Edmundson

President & CEO
Abby Office Centers

Anne-Marie Famalette

General Manager
Courtyard by Marriott Collierville

Tony Goebel

General Manager
Memphis Marriott Downtown

Jeff Higley

Editor
HotelNewsNow/STR Global

Yvonne Joiner

Director of Event Services
Memphis Cook Convention Center

Pierre Landaiche

General Manager
Memphis Cook Convention Center

Mike Lee

Technician
Nolan Audio Visual Solution

Gloria McCollum

Consultant
Pinkowski & Company

David Pear

Consultant
Pinkowski & Company

John Rucker

Owner & Publisher
Key Magazine

Wayne Tabor

General Manager
Holiday Inn Select Downtown

Carrie Turner

Director of Sales & Marketing
Nolan's AudioVisual Solution

Terry Umbreit

Director & IHG Chair of Excellence
Kemmons Wilson School of Hospitality & Resort
Management

Rick Zurburg

Director
L'Ecole Culinaire, Memphis

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TUESDAY & WEDNESDAY - AUGUST 17 & 18, 2010

TUESDAY 8/17 - RENDEZVOUS & PEABODY HOTEL

12:00 PM LUNCH WITH THE SPEAKERS AT THE RENDEZVOUS
2:00PM HOSPITALITY SUITE – PEABODY
5:00PM MARCH OF THE DUCKS- PEABODY, SPECIAL GUEST DUCK MASTER
6:00PM MMH&LA PAC COCKTAIL RECEPTION AND DINNER AT THE PEABODY

WEDNESDAY 8/18- 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 AHLA UPDATE
David Kong – Chairman, AHLA, Washington, DC & CEO, Best Western International, Phoenix, AZ
Marlene Colucci – Executive Vice President for Public Policy, AH&LA, Washington, DC
8:45AM STR PRESENTATION OF INDUSTRY TRENDS
9:15AM Jan Freitag – Vice President of Global Development Smith Travel Research, Hendersonville, TN
9:15AM PRESIDENTS' PANEL
Moderator – Isaac Collazo – Vice President of Performance Strategy & Planning,
InterContinental Hotels Group, Atlanta, GA
Panelists – Wayne Goldberg – President, LaQuinta Inns & Suites Irving, TX
David Kong – CEO, Best Western International, Phoenix, AZ
Adrian Kurre – Global Head Hilton Garden Inns, Hilton Hotels, Memphis, TN
Bharat Patel – CEO, Sun Companies, Indianapolis, IN
Mitesh Shah – CEO, Noble Investments, Atlanta, GA
10:15AM COFFEE BREAK
10:40 AM PREPARING FOR THE RECOVERY
Moderator – William Edmundson – President & CEO, Abby Office Centers, Houston, TX
Panelists – Jonathan Bogatay – President, North Central Group, Middleton, WI
Karl Fischer – Chief Human Resource Officer, Marriott International, Washington, D.C.
Terry Umbreit – Director & IHG Chair of Excellence,
Kemmons Wilson School of Hotel & Resort Management, Memphis, TN
Jason Wagonknecht – President, PRI Enterprises, Kirkwood, MO
11:50AM LUNCHEON
12:35PM KEYNOTE SPEAKER
Jack DeBoer – Founder, Residence Inn, Chairman, ValuePlace, Wichita, KS
Introduction by Craig Mance, Senior Vice President-Franchise Development-
North America, Hilton Hotels Corporation, Southbury, CT
1:10 PM SOCIAL MEDIA/eCOMMERCE
Moderator – Jeff Higley – Editor, HotelNewsNow/STR Global, Westlake, OH
Panelists – John Fareed – CEO, Fareed Zapala Koepke, Orlando, FL
Corey Trautvetter – Brand Management, Hotel Systems Pro, Atlanta, GA
Kerry Crawford Tisdale – Electronic Media, MCVB, Memphis, TN
Michelle Lapierre – Senior Director, Customer Relationship Marketing, Marriott International, Inc.,
Washington, D.C.
2:25PM WRAP UP, CASH GIVEAWAY AND CLOSING REMARKS
Cash Giveaway - Elvis Presley Enterprises, Memphis, TN
Mary Calorio – General Manager, EP Heartbreak Hotel and President MMHLA
2:30PM ADJOURN

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The Peabody Hotel



Memphis Marriott Downtown



Thank You!

To Our Hotel Partners

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Doubletree Memphis Downtown

Hampton Inn & Suites @ Beale Street

Holiday Inn Select Downtown

Madison Hotel

Memphis Marriott Downtown

Peabody Hotel

Residence Inn Downtown

River Inn of Harbor Town

SPEAKERS, MODERATORS & PANELISTS

AH&LA Update

David Kong

*Chairman, AHLA, Washington, DC
CEO, Best Western International, Phoenix, AZ*



David Kong is a hospitality industry leader and innovator with a distinguished 39-year career. Since 2004, he has served as president and CEO of Best Western International, the World's Largest Hotel Chain®. As CEO, he has enhanced the brand's image through a focus on customer care and by spearheading a descriptor strategy and launching the Best Western Plus™ and Best Western Premier® descriptors worldwide.

Kong's strong background in international development has helped make Best Western one of the largest, fastest-growing and most respected international hotel brands in Asia. With 160 hotels under construction and in operation in Asia, Best Western was recognized as the best mid-scale hotel chain by TTG Asia in 2007, 2008 and 2009, and a Top 10 International Hotel Management Group by the China Tourist Hotels Association.

In 2010, Kong received two notable industry awards: the Award of Excellence presented by the Asian American Hotel Owners Association and the J. Patrick Leahy Lifetime Achievement Award presented by the Illinois Hotel and Lodging Association.

Kong is the 2010 chairman of the American Hotel & Lodging Association.

Kong completed the Executive Development Program at the Kellogg Graduate School of Management from Northwestern University and has a bachelor's degree in Business Administration in Travel Industry Management from the University of Hawaii.

SPEAKERS, MODERATORS & PANELISTS

AH&LA Update

Marlene Colucci

Executive Vice President for Public Policy, AHLA, Washington, DC



Marlene M. Colucci serves as executive vice president of public policy for the American Hotel & Lodging Association (AH&LA). Ms. Colucci is responsible for setting the policy agenda and implementing the lobbying efforts of the association, providing guidance on all legislative and regulatory matters impacting AH&LA members, and directing the association's political activity. In addition, she will work directly with Members of Congress and the administration to promote travel and tourism as an industry.

Ms. 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.

A native of California, Ms. Colucci holds a bachelor's degree from the University of California, Los Angeles (UCLA); and a law degree from the Georgetown University Law Center in Washington, D.C. She is a member of the California and the District of Columbia Bar Associations. Ms. Colucci enjoys art, music, and travel. She also spends time working with an organization she founded to promote women in public policy.

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SPEAKERS, MODERATORS & PANELISTS

STR Presentation of Industry Trends

Jan Freitag

Vice President of Global Development, Smith Travel Research, Hendersonville, TN



Mr. Jan Freitag is the Vice President, Global Development at Smith Travel Research (STR), the recognized leader in lodging industry benchmarking services. In his capacity Mr. Freitag is a frequent public speaker and is quoted in trade publications and the general news media such as The Wall Street Journal, New York Times, Associated Press, Reuters, Forbes, etc. He also writes a monthly column for Lodging Magazine, the official magazine of the AH&LA.

At STR he oversees a variety of projects, all charged with the accumulation and interpretation of global lodging data.

Prior to joining STR, Mr. Freitag was the Director of Content Integrity at hotelreports.com in upstate New York and a hospitality consultant with Ernst & Young in Phoenix.

Mr. Freitag holds a Bachelor Degree, with distinction, from the School of Hotel Administration, Cornell University, and received his Executive MBA, with honors, from Vanderbilt University. Mr. Freitag resides in Nashville, TN.

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SPEAKERS, MODERATORS & PANELISTS

President's Panel

Moderator

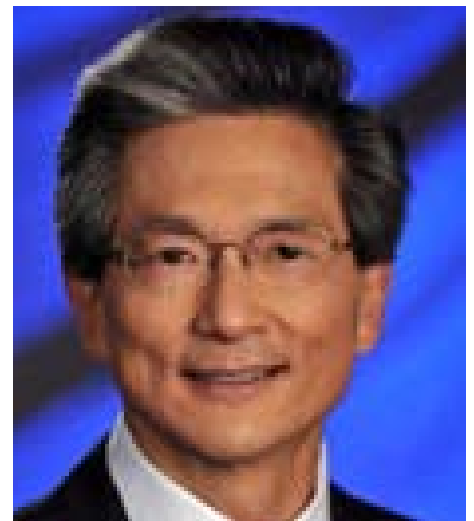


Isaac Collazo
Moderator

*Vice President, Performance Strategy & Planning, IHG,
Atlanta, GA*



Wayne Goldberg
*President, La Quinta Inns & Suites
Irving, TX*



David Kong
*CEO, Best Western International,
Phoenix, AZ*



Adrian Kurre
*Global Head, Hilton Garden Inns,
Hilton Hotels, Memphis, TN*



Mitesh Shah
*CEO, Noble Investments,
Atlanta, GA*



Bharat Patel
*CEO, Sun Companies,
Indianapolis, IN*

SPEAKERS, MODERATORS & PANELISTS

President's Panel

Moderator

Isaac Collazo

Vice President, Performance Strategy & Planning, IHG, Atlanta, GA



Isaac J. Collazo is vice president, performance strategy & planning for InterContinental Hotels Group PLC of the United Kingdom (LON: IHG; NYSE: IHG [ADRs]), the world's largest and most global hotel company. Mr. Collazo is responsible for centralizing brand reporting and business analysis for each of the brands globally as well as assisting in the formulation of the company's overall strategy. Previously, Mr. Collazo served as vice president, operations strategy & planning in the Americas where he was instrumental in establishing divisional and company objectives, developing long-range and strategic plans, and creating industry-based performance benchmarks for the company.

Before joining InterContinental Hotels Group in April 2002, Mr. Collazo was vice president, strategic brand knowledge with Marriott International where he led their guest satisfaction program and competitive analysis group. Prior to his tenure at Marriott International, he served with Promus Hotel Corporation, responsible for the administration and management of market and customer tracking systems and the development and communication of strategic briefs. Mr. Collazo began his hospitality career in 1987 with La Quinta Inns where he held several senior management positions. He holds a bachelor's degree in business administration and radio, television & film from Trinity University and a master's of business administration from the University of Texas at Austin.

InterContinental Hotels Group (IHG) [LON:IHG, NYSE:IHG (ADRs)] is the world's largest hotel group by number of rooms. IHG franchises, leases, manages or owns, through various subsidiaries, over 4,400 hotels and more than 650,000 guest rooms in 100 countries and territories around the world. The Group owns a portfolio of well recognized and respected hotel brands including InterContinental® Hotels & Resorts, Hotel Indigo®, Crowne Plaza® Hotels & Resorts, Holiday Inn® Hotels and Resorts, Holiday Inn Express®, Staybridge Suites® and Candlewood Suites® and also manages the world's largest hotel loyalty program, Priority Club® Rewards with 48 million members worldwide.

IHG has 1,300 hotels in its development pipeline, which will create 160,000 jobs worldwide over the next few years.

InterContinental Hotels Group PLC, the Group's holding company, is incorporated in Great Britain and registered in England and Wales. IHG offers information and online reservations for all its hotel brands at www.ihg.com and information for the Priority Club Rewards program at www.priorityclub.com. For the latest news from IHG, visit our online Press Office at www.ihg.com/media.

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SPEAKERS, MODERATORS & PANELISTS

President's Panel

David Kong

CEO, Best Western International, Phoenix, AZ



David Kong is a hospitality industry leader and innovator with a distinguished 39-year career. Since 2004, he has served as president and CEO of Best Western International, the World's Largest Hotel Chain®. As CEO, he has enhanced the brand's image through a focus on customer care and by spearheading a descriptor strategy and launching the Best Western Plus™ and Best Western Premier® descriptors worldwide.

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SPEAKERS, MODERATORS & PANELISTS

President's Panel

Adrian Kurre

Global Head Hilton Garden Inns, Hilton Hotels, Memphis, TN



Adrian Kurre is Global Head—Hilton Garden Inn. In this role, he is responsible for the oversight of all facets of the brand, from product improvement to franchise relationships. Since joining HGI in 1996, his team has grown the brand to a portfolio of more than 500 hotels in 11 countries worldwide.

With more than three decades of hospitality experience, Kurre began his career at SAGA Corporation in the Pacific Northwest. While there, he held a variety of increasingly important managerial positions at Stuart Anderson's Black Angus Restaurants in Washington and California. Following that, he joined Marriott Hotels Corporation and worked with the Courtyard by Marriott and Marriott Hotel brands as hotel general manager, regional food & beverage director and area manager. He then joined Hilton Hotels Corporation as vice president of operations for Hilton Garden Inn.

Under his leadership, Hilton Garden Inn was re-launched in 1996. In April 2010, Hilton Garden Inn celebrated the opening of its 500th hotel.

For more information about the Hilton Garden Inn brand, please visit www.hiltongardeninn.com.

SPEAKERS, MODERATORS & PANELISTS

President's Panel

Bharat Patel

CEO, Sun Companies, Indianapolis, IN



Mr. Bharat Patel is co-founder, chairman and chief executive officer of Sun Development & Management Corporation, Indianapolis, Indiana. His reputation, experience and knowledge of the hospitality business are well known to industry insiders, national franchise companies, hotel and construction lenders. A recognized expert in design, value engineering, hotel development, construction operations, franchising and financial deal structuring. Mr. Patel's opinions and advice are highly regarded and widely sought by trade publications, business editors, lenders and franchisors.

Recently the recipient of AAHCA's Excellence in Lodging Award, Mr. Patel regularly appears as a featured speaker and panelist at some of the industry's most prestigious annual gatherings – the ALIS, Hotel World, Hotel Investment and Lodging Conferences. Notably Mr. Patel's Sun Development & Management Corporation is frequently listed among:

- Top Hotel Companies (*Hotel & Motel Management*)
- Top 100 Hotel Owners & Developers (*Hotel Business*)
- Top Hotel Multi-Unit Owners & Developers (*Hotel & Motel Management*)
- Top 25 IndUS Hotel Management Companies (*Hotel & Motel Management*)

Due in large measure to Mr. Patel's strong but steady leadership, Sun Development has grown to over 32 hotels. As one who is no stranger to success in whatever he sets out to do, Mr. Patel has been able to impress upon his maturing organization the importance of "controlled growth, being market savvy, and working diligently every day to make the company the very best it can be." Through aggressive and intelligent land acquisitions in high-barrier-to-entry markets, Sun is successfully transitioning its portfolio mix to the more upscale families of brands of Hilton and Marriott as a strategy to ensure the long-term value and competitiveness of its core assets.

At age 19, Bharat Patel emigrated from India to the U.S., where he attended the University of Southern Mississippi, Rutgers University, and New Jersey Medical School, earning Bachelor's Degrees in microbiology and biochemistry, and a Master's Degree in microbiology. Mr. Patel is married, has two sons, and enjoys sports (Indianapolis Colts), competitive volleyball, history, and architecture.

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SPEAKERS, MODERATORS & PANELISTS

President's Panel

Mitesh Shah

CEO, Noble Investments, Atlanta, GA



Mr. Shah founded Noble Investment Group in 1993. Noble sponsors a series of private equity real estate funds and is an integrated operating and development organization that specializes in making value-added investments in hotels and resorts throughout North America. Noble has realized superior risk-adjusted returns while investing approximately \$2 billion in lodging and hospitality assets. The organization's current discretionary private equity fund represents \$310 million of equity commitments.

Noble Management is an award-winning operator of more than 9,000 hotel and resort guest rooms, convention and conference centers with approximately one million square feet of meeting space, day and resort spa's, and upscale restaurants located throughout the United States. Noble is also a franchisee of Starbucks retail coffee stores. Noble Development's project management team has led the planning, programming, construction management, and realization of urban, resort and mixed-use hospitality re-developments, renovations, and conversions throughout North America.

Mr. Shah is president of the owner's advisory board for Marriott International in North America, a board member of IREFAC, an executive committee member of Atlanta's Midtown Alliance, a board member for the Metro Atlanta Chamber, and as appointed by Georgia Governor Sonny Perdue, a director of the state's Tourism Foundation board. Mr. Shah is an active supporter of educational objectives as an executive committee member of the board of trustees for Wake Forest University, an executive committee member of Woodward Academy's governing board, and a member of the United Way Tocqueville Society.

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SPEAKERS, MODERATORS & PANELISTS

Preparing For The Recovery



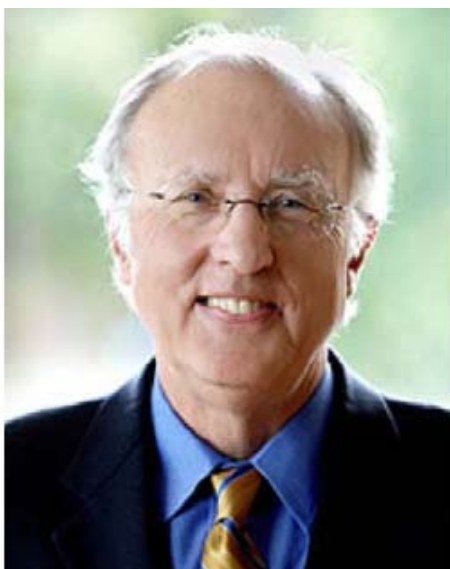
Jonathan Bogatay
*President, North Central Group,
Middleton, WI*



Karl Fischer
*Chief Human Resource Officer,
Marriott International, Washing-
ton, D.C.*



Moderator
William Edmundson
*President & CEO, Abby Office
Centers, Houston, TX*



Terry Umbreit
*Director & IHG Chair of Excellence,
Kemmons Wilson School of Hotel &
Resort Management, Memphis, TN*



Jason Wagonknecht
*President, PRI Enterprises,
Kirkwood, MO*

SPEAKERS, MODERATORS & PANELISTS

Preparing For The Recovery

Moderator

William Edmundson

President & CEO, Abby Office Centers, Houston, TX



William Edmundson is president and chief executive officer of Abby Office Centers, a chain of Executive Suites, headquartered in Houston, Texas. Edmundson is heading-up the company's expansion plans that target annualized growth of 10 to 15 percent over the next three to five years

Edmundson is the former president of Cambria Suites, where he was responsible for establishing and managing the brand's strategic direction, including product, positioning, pricing and performance.

Through his service culture based on proactivity, employee empowerment and an unconditional guarantee Cambria earned numerous awards, top rankings in Trip Advisor and some of the highest guest satisfaction scores in the industry. Edmundson's use of innovative sales and marketing to drive top line revenue to the hotels earned both brand and individual accolades

Previously, Edmundson was vice president, brand performance and support for Hampton Inn, a Hilton Worldwide brand. While at Hampton, he played a leadership role in the strategic planning and roll-out of the highly successful "Make It Hampton" initiative that significantly upgraded and re-positioned the brand.

Edmundson has served in management positions for the Embassy Suites, Holiday Inn, Homewood Suites, Hampton and Cambria Suites brands, and was selected as one of the Top 40 Business People under 40 by Memphis Business Journal in 2003 and one of the Top 25 Most Extraordinary Minds in Sales & Marketing by Hotel Sales & Marketing Association International in 2009. Edmundson is currently a Board Member for Hospitality Federal Credit Union.

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SPEAKERS, MODERATORS & PANELISTS

Preparing For The Recovery

Jonathan Bogatay

President, North Central Group, Middleton, WI



Jonathan Bogatay serves as the President and Chief Operating Officer of The North Central Group. He is a key stakeholder in setting the strategic and tactical direction for the company's long-term growth. In addition, he is responsible for overseeing the successful performance of the management company and growing portfolio of hotels.

Prior to joining The North Central Group, Jonathan held several senior management positions with various lodging owners, operators and developers, as well as having worked as a Regional Director with the Promus Hotel Corporation, now a part of Hilton Hotels Corporation. He holds a BS in Business Administration with a minor in Marketing from Christopher Newport College. Jonathan brings with him over 25 years of hospitality experience and a unique insight into the world of hotel operations and organizational growth and development.

Jonathan is currently serving on the Board of Directors for both The Spirit of Greater Madison and the Hilton Garden Inn Franchise Advisory Council. He is also a past board member of the Greater Madison Convention and Visitor's Bureau and the AH & LA Council of Inn & Suites, and a former ad hoc member of Hampton Inn Hotels' "Make It Hampton" Brand Strategy and Operations Committee.

His philosophies on life and business are shared not only by his NCG family, but also by his wife, Lonnie, of 20 years and his two teenage children, Jacob and Rachel.

SPEAKERS, MODERATORS & PANELISTS

Preparing For The Recovery

Terry Umbreit

Director & IHG Chair of Excellence, Kemmons Wilson School of Hotel & Resort Management, Memphis, TN



W. Terry Umbreit, Ph.D., is Director and Intercontinental Hotels Group Chair of Excellence, Kemmons Wilson School of Hospitality and Resort Management at the University of Memphis. He received his Ph.D. in Higher Education and Administration from Washington State University. His M.S. Degree is from Northern Illinois University in business management. Dr. Umbreit's undergraduate work includes receiving a B.S. Degree from Michigan State University in Hotel, Restaurant, and Institutional Management, and B.A. from DePauw University in History.

His background encompasses close to 40 years of both academic administration and hospitality industry experience. He has authored numerous publications in prominent hospitality industry journals. His recent co-authored research appeared in such prestigious journals as the *International Journal of Hospitality Management*, and *Journal of Hospitality & Tourism Research*. Dr. Umbreit's research focuses on human resource and hospitality education issues. He received a co-authored Best Paper Award from ICHRIE in 2005 and Euro-CHRIE in 2003.

His body of work and academic achievements has resulted in many honors and recognitions. Dr. Umbreit received in 2008, Michigan State University's The School of Hospitality Business Alumni Association Lifetime Academic Achievement Award. He received the International Hospitality Education Vision and Leadership Award from the International College of Hospitality Administration, Brig, Switzerland, in 2005. International CHRIE recognized his lifetime contributions and outstanding service to hospitality education by presenting him with the Howard B. Meek Award in 2001. he also received the ICHRIE Achievement Award in 1992, in recognition of contributing innovative ideas, methods and programs that advance teaching, learning and practice in the field of hospitality education.

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Preparing For The Recovery

Jason Wagonknecht

President, PRI Enterprises, Kirkwood, MO



Jason Wagenknecht, owner of PRI Enterprises, has been recruiting in the hotel industry for 14 years. While still in college, he started working at the Ritz-Carlton as a Valet and later as an Intern in the sales department. After graduating from Missouri State University with a Degree in Communications Management he was hired by Marriott Residence Inn as a Sales Manager where he worked in St. Louis, Chicago and Memphis. Jason has worked with and successfully placed hundreds of people with Marriott, Hilton, IHG, Choice Hotels and countless management companies across the United States. He specializes in Operations and Sales placing General Managers, Director of Sales, Regional Managers, VP's and other executives.

Jason lives in Kirkwood, Missouri with his wife, Amy, and their three children.

SPEAKERS, MODERATORS & PANELISTS

Preparing For The Recovery

Karl Fischer

Chief Human Resource Officer, Marriott International, Washington, D.C.



Karl Fischer is the Chief Human Resources Officer of the America's for Marriott International, Inc.. Mr. Fischer's responsibilities include, Talent Acquisition, Performance Development, Total Compensation, and Associate/Labor Relations for over 3,000 hotels with 105,000 associates across North, Central and South America. Primary hotel and resort brands include: Ritz-Carlton, Edition, J.W. Marriott, Marriott, Renaissance, Autograph, Courtyard, Residence Inn, Spring Hill Suites, TownePlace Suites, Fairfield Inn, and Marriott Vacation Club International.

Prior to his current role, Mr. Fischer was the Senior Vice President of Human Resources for North America and Vice President of Human Resources for the Eastern Region.

Mr. Fischer has held a number of other Corporate Human Resources roles to include Senior Vice President of Compensation, Communications, and Work Environment for Marriott International where is was responsible for the design, communication, and administration of management and hourly base pay, incentive and recognition programs, EEO and Affirmative Action Programs, Human Resources Communications, Employee Engagement Programs, and Human Resources Service Teams.

Prior to joining Marriott International, he was Director of Total Compensation for Nextel Communications Inc where he had responsibility for all Compensation and Benefits programs for this wireless cellular phone service provider. Mr. Fischer had previously worked for Marriott as Director of Compensation and Benefits (Lodging Division) and BDM International, Inc (a division of TRW) in various other compensation and benefits leadership roles.

Mr. Fischer received his BS in Human Resources and Political Science from the American University in Washington, D.C. He is a certified Senior Human Resources Professional (SPHR) from the Society for Human Resources Management. He has provided content for articles in the following publications: The Economist, Fortune, Investor's Business Daily, Workforce Magazine, and the Wall Street Journal.

SOUTHERN LODGING SUMMIT @MEMPHIS

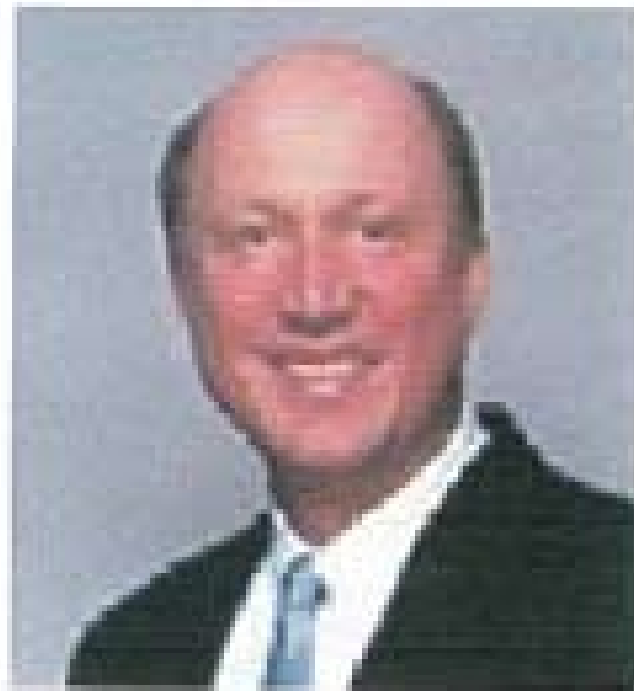
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SPEAKERS, MODERATORS & PANELISTS

Introduction Of Keynote Speaker

Craig Mance

Senior Vice President-Franchise Development-North America, Hilton Hotels Corporation, Southbury, CT



Craig A. Mance currently serves as the Senior Vice President, Franchise Development, North America, for Hilton Hotels Corporation.

Craig's preceding roles with Hilton Hotels Corporation were served as Vice President, Franchise Development, Canada and Northeast U.S., from 2006 until 2008; Vice President, Brand Performance and Franchise Development, from 2004 until 2006; Vice President, Franchise Development of Doubletree Hotel Systems and Promus Hotels, Inc. from 1999 until 2004.

He has held numerous other development and operational positions within Hilton Hotels Corporation since joining the company in 1979.

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SPEAKERS, MODERATORS & PANELISTS

Keynote Speaker

Jack DeBoer

Founder, Residence Inn, Chairman, ValuePlace, Wichita, KS



Jack DeBoer, Chairman of Consolidated Holdings, Inc. and current Chairman of Value Place, is known in the hospitality industry as the originator of extended-stay lodging, and founder of Residence Inn, Summerfield Suites, Candlewood Suites and Value Place. He began his career selling real estate during the summer while in high school in Kalamazoo, Michigan, and later teamed up with his father to build homes in Southern Michigan. In

1966, DeBoer began building apartments, and by 1973 his company had built more than 16,000 apartments in 30 cities across 25 states. *National Real Estate Investor* recognized DeBoer as the “second-largest multi-family developer in the United States.”

DeBoer made his foray into the lodging business, starting Residence Inn in 1975. After Residence Inn was sold to Marriott in 1987, DeBoer, who has never worked for anyone, and his wife, Marilyn (the couple has been married for 57 years), left on a four-month trip throughout the world in his Gulfstream II. Always in the minority because they are white, Christian and free, they visited 39 countries.

Among the stops the DeBoers made was Burma. It was, as it is today, an oppressed and difficult country where 50 percent of the deaths are children under 5 years old, dying from dysentery and malaria, diseases which we Americans can cure at the local Walgreens. The DeBoers were in country when the riots of 1988 began, but they were able to leave safely.

The conditions inspired the DeBoers, through their DeBoer Family Foundation, to join forces with World Vision, the world’s largest humanitarian organization, to help the Burmese children. No global non-governmental

organizations (NGO’s) were operating in the country, and the goal was to prove to other NGOs that you can work in Burma and make a difference for the people. Now, 20 years later, 50 NGOs work in country and World Vision has 700 employees - up from 5 at the beginning. The work of World Vision has affected the lives of more than 2.5 million Burmese. “World Vision has been an extraordinary partner in proving that it is possible to make a

difference for people living hand-to-mouth and without hope,” DeBoer said.

“One of the joys of having success, if not the major joy of watching ValuePlace succeed, is to be able transfer that success to people throughout the world who have no hope unless you show up,” DeBoer said. “We are committed to working through effective organizations to make a difference for the children. That is what drives me to make money, so that we can give it away.”

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SPEAKERS, MODERATORS & PANELISTS

Social Media/eCommerce



John Fareed
*CEO, Fareed Zapala Koepke,
Orlando, FL*



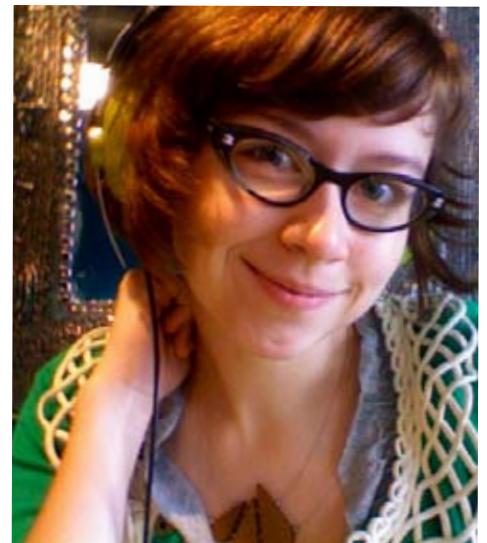
Corey Trautvetter
*Brand Management, Hotel Sys-
tems Pro, Atlanta, GA*



Moderator
Jeff Higley
*Editor, HotelNewsNow/STR Glob-
al, Westlake, OH*



Michelle Lapierre
*Senior Director, Customer Re-
lationship Marketing, Marriott
International, Inc., Washington,
D.C.*



Kerry Crawford Tisdale
*Electronic Media, MCVB, Memphis,
TN*

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SPEAKERS, MODERATORS & PANELISTS

Social Media/eCommerce

Moderator
Jeff Higley

Editor, HotelNewsNow/STR Global, Westlake, OH



Jeff Higley is a 25-year journalism veteran who has specialized in the hotel industry for the past dozen years. Prior to joining HotelNewsNow.com and Smith Travel Research in March 2008, Higley served in various leadership positions for Questex Media Group's Hotel & Motel Management. Higley was instrumental in the company's launch of Hotel Design, Luxury Hotelier and The Hotel Times magazines.

Higley began his career in the newspaper industry and worked as a sportswriter for several medium-sized Midwest newspapers, covering everything from high school basketball to the World Series.

Higley and his wife, Cheryl, have three children: Sarah, Emily and Isabella. They reside in Avon Lake, Ohio.

SOUTHERN LODGING SUMMIT @MEMPHIS

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SPEAKERS, MODERATORS & PANELISTS

Social Media/eCommerce

John Fareed

CEO, Fareed Zapala Koepke, Orlando, FL



John Fareed, managing partner of Fareed Zapala Koepke, is an internationally recognized authority in the field of hospitality marketing. He has spoken on the topic at industry events in Brazil, France, Germany, Ireland, Italy, Egypt, Mexico, and across the US, Canada and Caribbean. He has appeared as an expert on national television programs including ABC News, CNN and Fox News Network, in publications such as USA Today and the New York Times, and has had articles published in numerous trade journals. Fareed holds a post-graduate from the Dublin Institute of Technology's School of Hospitality Management and Tourism in Dublin, Ireland, as well as professional designations from the Hospitality Sales and Marketing Association International (HSMIAI) and the International Society of Hospitality Consultants. HSMIAI recently recognized Fareed as one of The 'Top 25 Extraordinary Minds in Sales and Marketing', and he currently serves on the Board of Directors for HSMIAI's International Foundation.

Before his career in hospitality marketing, Fareed spent fifteen years as a professional magician performing on cruise ships, in casinos and at private clubs such as the famed Magic Castle in Hollywood, California. He also served six years in the US Marine Corps Reserve, from 1981 until he was honorably discharged in 1986.

SPEAKERS, MODERATORS & PANELISTS

Social Media/eCommerce

Corey Trautvetter

Brand Management, Hotel Systems Pro, Atlanta, GA



Corey Trautvetter is Senior Director, eMarketing and eSales Systems for Hotel SystemsPro, a technology company that develops enterprise and property solutions providing better asset management, increased sales, reduced operating expenses, higher quality guest experience and more accessible internet marketing programs.

Mr. Trautvetter has over twenty years experience in the hospitality industry, mainly in the area of special projects. He was with IHG's Raleigh office for four years, where he developed their call center's visually-impaired training program. While at Hilton Worldwide's Dallas office, Mr. Trautvetter also developed their call center's visually-impaired training program. In addition, he planned, implemented, and directed the opening of a new Sales and Reservations office in Dubai, United Arab Emirates. Upon his return from Dubai, Mr. Trautvetter joined the e-commerce marketing team, developing internet strategies for the brands and properties of Hilton Worldwide.

Mr. Trautvetter has a Bachelor's Degree in Business Administration from the University of Oklahoma and a Juris Doctorate from the University of North Carolina at Chapel Hill. He lives in Dallas where he works with abused dogs...when he's not trying to sneak in some skiing at the family cabin in Colorado, or some diving wherever he can.

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SPEAKERS, MODERATORS & PANELISTS

Social Media/eCommerce

Kerry Crawford Tisdale

Electronic Media, MCVB, Memphis, TN



Few people love Memphis more than Kerry Crawford. As social media specialist at the Memphis Convention and Visitor's Bureau, she's the force behind the I Love Memphis blog, where she chronicles the best of Memphis food, music, events and culture. When she's not blogging, she spends her time helping tourists and locals alike via 10 social networks. Prior to working at the MCVB, Kerry was the audience development specialist at the Memphis *Commercial Appeal*. She has a degree in public relations and journalism from Ball State University.

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SPEAKERS, MODERATORS & PANELISTS

Social Media/eCommerce

Michelle Lapierre

Senior Director, Customer Relationship Marketing, Marriott International, Inc. Washington, D.C.



Michelle leads a **multi-generational** team tasked with enabling Marriott's relationship with its Marriott Rewards® elite members across multiple marketing channels around the world.

She has traveled the world as a speaker and educator on a wide range of topics including **Generation Wise**, and her work in this area has been cited in publications including *Fast Company*.

A **cross-over between Boomers and X**, Michelle has spent the last 20+ years holding various field and corporate positions in sales and marketing at Marriott – both working for, and managing – **Matures, Boomers, Gen X and Gen Ys**.

She also gets on-the-job training and customized instruction from her **Gen Y** daughter.

Michelle received her undergraduate degree from Michigan State University with a dual major in psychology and sociology, and her graduate degree in management at the University of Redlands.