

**Monday, January 26, 2009**

- 8:00am - 8:30pm**      **REGISTRATION AND INFORMATION**
- 10:30am - 11:30am**      **THE ALIS NETWORKING CONNECTION PRESENTS - SPEED MEET**  
 Back by popular demand we present Speed Meet, the ALIS version of 'speed dating'. It is a great networking event for first time and veteran delegates alike. Participants will leave this unusual and energetic session with a pocket full of business cards of new acquaintances/friends/clients. *Participants should bring a lot of extra business cards to this session.*  
 Facilitators: **Kenneth "Ken" R. Greger**, *CEO & Managing Director*, Greger/Peterson Associates, Inc.  
**Cristina Lanao-Rossel**
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- 11:45am - 1:15pm**      **BUFFET LUNCH AND PRE-PROGRAM SESSIONS**  
 A new feature of ALIS, the Exhibit Hall will open earlier in 2009 and right after Speed Meet concludes. This will provide ALIS delegates even more networking time along with a sumptuous buffet lunch, and two special 'green' sessions in the new ALIS TV studios.
- 12:00pm - 12:35pm**      **PRE-PROGRAM**  
**GREEN HOTELS: PROVIDING A ROAD MAP TO A GREENER HOTEL INDUSTRY - STANDARDS, GUIDELINES, AND THE FUTURE**  
 Host: **Thomas J. Corcoran, Jr.**, *Chairman*, FelCor Lodging Trust  
 Guests: **Marc Heisterkamp**, *Director*, Commercial Real Estate, U.S. Green Building Council  
**Patrick W. Maher**, *Green Consultant*, American Hotel & Lodging Association and *Partner*, The Maher Group  
**Anna R. Stark**, *Program Manager*, ENERGY STAR Commercial Properties, U.S. Environmental Protection Agency
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- 12:45pm - 1:15pm**      **PRE-PROGRAM**  
**GREEN HOTELS: WHAT CAN HOTELS DO 'TODAY' TO BECOME MORE GREEN?**  
 Host: **Edward Watkins**, *Editor*, Lodging Hospitality  
 Guests: **Carmen Baker**, *Vice President*, Responsible Business, Carlson Hotels Worldwide  
**David M. Jerome**, *SVP Corporate Responsibility*, InterContinental Hotels Group  
**Daniel A. Welborn**, *Vice President/Principal*, Gettys
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- 1:30pm - 4:00pm**      **PLENARY SESSIONS**
- 1:30pm - 1:40pm**      **GRAND CONFERENCE OPENING – In The Grand Tradition Of ALIS, The Conference Will Begin With A Memorable And Lively Opening That You Won't Want To Miss**
- 1:40pm - 1:50pm**      **CHAIR'S OPENING REMARKS AND PROGRAM OVERVIEW**  
 Presenter: **James E. Burba**, *Chair*, ALIS and *President*, BHN
- 1:50pm - 1:55pm**      **CONFERENCE WELCOME**  
 Presenter: **Joseph A. McInerney**, *President & CEO*, American Hotel & Lodging Association
- 1:55pm - 2:15pm**      **ON THE HOT SEAT - THE AIRLINE INDUSTRY AND WHERE THINGS ARE HEADED**  
 Host: **Paul J. Brown**, *President*, Global Brands and Shared Services, Hilton Hotels Corporation  
 Guest: **Larry Kellner**, *Chairman and CEO*, Continental Airlines Inc.
- 2:15pm - 3:10pm**      **KEYNOTE ADDRESS - A FOCUS ON THE ECONOMY**  
 Introducer: **Jan A. deRoos**, *HVS International Professor of Hotel Finance & Real Estate*, Cornell University - Hotel School  
 Presenter: **Gene Sperling**, *Former White House National Economic Advisor and Former Director of the National Economic Council*
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**3:10pm - 4:00pm HOTEL PERFORMANCE, TRANSACTIONS, AND CAPITAL MARKETS OUTLOOK**

Moderator: **Paul J. Heney**, *Editorial Director, Hotel & Motel Management Magazine*

Panelists: **Arthur W. de Haast**, *Global CEO, Jones Lang LaSalle Hotels*

**Mark V. Lomanno**, *President, STR*

**Mark Woodworth**, *President, PKF Hospitality Research*

**4:00pm - 4:45pm NETWORKING BREAK**

**4:45pm - 6:00pm BREAKOUT SESSIONS**

SESSION 1

**HOW TO OPTIMIZE YOUR HOTEL ASSET – The Big Issues, Challenges, And Opportunities**

This special ALIS University session will feature several of the authors of key chapters of the new textbook by the American Hotel & Lodging Educational Institute, *Asset Management - Principles & Practices 2<sup>nd</sup> Edition*



Moderator: **Rick Swig**, *President, RSBA & Associates*

Professors: **Marlene Colucci**, *Executive Vice President for Public Policy, American Hotel & Lodging Association*

**Chad Crandell**, *President, Capital Hotel Management, LLC*

**Sean F. Hennessey**, *CEO, Lodging Advisors LLC*

**Dexter E. Wood, Jr.**, *SVP, Host Hotels & Resorts, Inc.*

SESSION 2

**MARKET DEMAND TRACK: THE HOTEL CUSTOMER SEGMENTS – What Can We Expect In The Next Year In The Key Traveling Segments Like Leisure, Business, And MICE? Have The Patterns And Expectations Changed?**

Moderator: **Bruce Baltin**, *Senior Vice President, PKF Consulting*

Panelists: **Henry H. Harteveltdt**, *Vice President & Principal Analyst, Forrester Research, Inc.*

**Bruce M. MacMillan**, *President & CEO, Meeting Professionals International*

**Joseph F. Wold**, *Director, Strategy & Business Development, American Express*

SESSION 3

**THE HOTEL LENDERS OUTLOOK – There Is No Question That 2008 Was One Of The Toughest Years Ever To Get Hotel Financing, But It's Behind Us Now! How Is 2009 Shaping Up, And What Can We Expect From Lenders?**

Moderator: **Robert B. Stiles**, *Executive VP & Principal, Cushman & Wakefield Sonnenblick Goldman*

Panelists: **Jim Holliman**, *Senior Vice President, San Diego National Bank*

**Douglas A. Kessler**, *COO & Head of Acquisitions, Ashford Hospitality Trust*

**Bruce Lowrey**, *Senior Vice President, Capmark Finance Inc.*

**Greg O'Stean**, *EVP & Managing Director, GE Real Estate*

**T. Anthony Premer**, *Senior Managing Director, Pacific Life Insurance Company*

SESSION 4

**THE GLOBAL EQUITY INVESTORS – With A World Of Opportunities Out There, What Are The Big Equity Players Seeing, And Where Are They Headed?**

Moderator: **John V. Arabia**, *Managing Director, Green Street Advisors*

Panelists: **James G. Alderman**, *Executive Vice President, Starwood Capital Group*

**Anthony Juliano**, *Managing Director, Dubai Investment Group*

**Jonathan A. Langer**, *Managing Director, Goldman Sachs*

**Michael T. Quinn**, *Managing Director, Morgan Stanley*

SESSION 5

**"FOR SALE" REAL ESTATE, CAN'T LIVE WITH IT AND CAN'T LIVE WITHOUT IT – Understanding The Problems Of The Past While Navigating The Need And Necessity Of Branded Residential, Condo-Hotel, And Fractional Components In Luxury Hotel And Resort Development**

Moderator: **Rick S. Kirkbride**, *Chair, Resort, Restaurant & Recreation Practice Group,*

*Paul, Hastings, Janofsky & Walker LLP*

Panelists: **Bruce F. Davidson**, *Managing Director, WestLB AG*

**Timothy J. Grisius**, *SVP, Mixed-Use Development, Marriott International, Inc.*

**Roy I. Lapidus**, *Managing Director, Goldman, Sachs & Co.*

**Bernie Siegel**, *Principal, KSL Capital Partners*

SESSION 6 **INTERNATIONAL TRACK: MEXICO...BIG, STRONG, AND STILL ATTRACTIVE – What Is Driving Investment Into The Second Largest Hotel Market In The Americas And Where Are The Opportunities?**

Moderator: **Jeff Lugosi**, *Senior VP*, PKF Consulting  
Panelists: **Shai N. Halbe**, *Partner*, Brownstein Hyatt Farber Schreck, LLP  
**Ricardo A. Montaudon**, *President/General Manager*, Group RCI  
**Gustavo Ripol**, *Principal*, Altavista Partners, S.A. de C.V.  
**Marco A. Roca**, *SVP, Development*, Wyndham Hotel Group  
**Francisco Zinser**, *Chief Operating Officer*, NH Hoteles

4:30pm - 5:10pm  
SESSION 7

**DEVELOPMENT TRACK: SITE ACQUISITION, ENTITLEMENTS, PLANNING, AND FEASIBILITY**

Leaders: **Ilan Marcoschamer**, *Manager*, PricewaterhouseCoopers LLP  
**Gregory B. Shean**, *Partner*, Farella Braun + Martel LLP  
**Roger J. Zampell**, *Senior V.P. - Development*, Portman Development



5:20pm - 6:00pm  
SESSION 8

**DEVELOPMENT TRACK: HOW TO SELECT AND NEGOTIATE THE MANAGEMENT AGREEMENT**

Leaders: **Daniel G.M. Marre**, *Partner*, Perkins Coie  
**Robert (Bob) J. Morse**, *Managing Principal & Chief Operating Officer*, Noble Investment Group  
**Anupam Narayan**, *President & Chief Executive Officer*, Red Lion Hotels Corporation



4:30pm - 5:10pm  
SESSION 9

**THE BOUTIQUE/LIFESTYLE SEGMENT: DAVID VS. GOLIATH - DAVID STRIKES FIRST**

Host: **Jon R. Simon**, *Senior Managing Director*, REH Capital Partners, LLC  
Guests: **Michael Depatie**, *CEO & President*, Kimpton Hotels & Restaurants  
**Fred J. Kleisner**, *CEO*, Morgans Hotel Group  
**John J. Russell**, *CEO*, NYLO Hotels



5:20pm - 6:00pm  
SESSION 10

**THE BOUTIQUE/LIFESTYLE SEGMENT: DAVID VS. GOLIATH - GOLIATH FIGHTS BACK**

Host: **Michael Fishbin**, *National Director, Hospitality & Leisure*, Ernst & Young  
Guests: **Ross A. Klein**, *Global Head, Luxury and Lifestyle Brands*, Hilton Hotels Corporation  
**Donald Semmler**, *EVP, Full Service Brand Management and Global Operations*, Marriott International  
**John R. Wallis**, *Global Head - Marketing & Brand Strategy*, Global Hyatt Corporation



6:00pm - 8:30pm

**GALA OPENING RECEPTION**

HOSTED BY: 

**7:00am - 9:00am CONTINENTAL BREAKFAST AND PROGRAM SESSIONS**

**7:30am - 8:05am**

SESSION 11

Host:

Guests:

**THE EXTENDED STAY SEGMENT**

**Peggy Berg**, *President*, The Highland Group

**Gary A. DeLapp**, *President & CEO*, Extended Stay Hotels

**Kevin J. Lewis**, *President*, *Extended Stay Brands*, Choice Hotels International

**Paul Sacco**, *SVP, Development*, Starwood Hotels & Resorts Worldwide



**8:15am - 8:50am**

SESSION 12

Host:

Guests:

**THE UPPER UPSCALE SEGMENT**

**Jeff Weinstein**, *Editor In Chief*, *HOTELS magazine*

**CA Anderson**, *Executive Vice President*, Interstate Hotels & Resorts

**David W. Johnson**, *CEO*, Aimbridge Hospitality

**Rick A. Smith**, *President & CEO*, FelCor Lodging Trust



**9:00am - 10:45am PLENARY SESSIONS**

**9:00am - 9:10am**

Presenter:

**WELCOME BACK**

**James E. Burba**, *Chair*, ALIS and *President*, BHN

**9:10am - 9:25am**

Presenter:

**THE GLOBAL TRAVEL AND TOURISM OUTLOOK WITH A FOCUS ON THE AMERICAS**

**Jean-Claude Baumgarten**, *President*, World Travel & Tourism Council

**9:25am - 10:45am**

Moderators:

Panelists:

**THE HOTEL LEADERS OUTLOOK - THE VIEW FROM AROUND THE GLOBE**

**Scott D. Berman**, *Principal - US Advisory Leader, Hospitality & Leisure Consulting*, PricewaterhouseCoopers LLP

**Suzanne R. Mellen**, *President & Managing Director*, HVS San Francisco

**Gabriele Burgio**, *Chairman & CEO*, NH Hoteles

**Andrew Cosslett**, *Chief Executive*, InterContinental Hotels Group

**Gerald Lawless**, *Executive Chairman*, Jumeirah Group

**Christopher J. Nassetta**, *President & Chief Executive Officer*, Hilton Hotels Corporation

**Gilles Christian Pélisson**, *CEO*, ACCOR

**Frits van Paasschen**, *President & CEO*, Starwood Hotels & Resorts Worldwide

**9:30am - 12:30pm**

Lenders:

**ATM (ALIS TALKS MONEY) APPOINTMENTS SESSION**

ALIS delegates can make appointments with ATM Lenders beginning at 11:30am on Monday.

**Ashford Hospitality Trust**

**CALYON**

**Capmark Finance Inc.**

**GE Real Estate**

**Hotel Financial Strategies**

**IFC (International Finance Corporation)**

**RockBridge Capital, LLC**

**Scotia Capital**

**Specialty Finance Group, LLC**



**10:45am - 11:30am**

**NETWORKING BREAK**

**11:30am - 12:45pm**

**BREAKOUT SESSIONS**

SESSION 13

Moderator:

Panelists:

**BRANDS & OWNERS – How To Make The Most Out Of The Marriage And Also Satisfy The Complex And Sometimes Competing Needs Of Shareholders, Management, Owners, And Customers**

**Adam F. Weissenberg**, *Partner/Vice Chairman*, Deloitte & Touche LLP

**Thomas J. Baltimore, Jr.**, *President*, RLJ Development, LLC

**Arthur L. Buser**, *President*, Sunstone Hotel Investors

**Steve Haggerty**, *Global Head - Real Estate & Development*, Global Hyatt Corporation

**Thomas W. Storey**, *President*, Fairmont Hotels & Resorts

**Simon M. Turner**, *President*, *Global Development*, Starwood Hotels & Resorts

- SESSION 14 **MARKET DEMAND TRACK: IN THIS WIRED, FAST MOVING, DIGITAL WORLD, HOW ARE HEADS GETTING INTO BEDS – Understanding The Traditional And The Rapidly Evolving Digital Distribution Options To Find Your Customers. What’s Hot, What’s Working, And Where Are Things Headed?**  
Moderator: **Scott A. Rosenberger**, *Principal*, Deloitte Consulting  
Panelists: **Brian P. Ferguson**, *VP Supply Strategy*, Expedia, Inc.  
**Trip Schneck**, *President & Co-Founder*, TIG Global  
**Ted H. Souder**, *Head of Industry, Travel*, Google
- SESSION 15 **THE TRANSACTIONS OUTLOOK – What Are The Leading Transaction Specialists Seeing And What Can We Expect In The New Year? Is There A Light At The End Of The Tunnel In 2009?**  
Moderator: **Jeffrey A. Horwitz**, *Partner*, Proskauer Rose LLP  
Panelists: **Arthur Adler**, *Managing Director & CEO*, Jones Lang LaSalle Hotels  
**William M. Hodges**, *President & CEO*, Hodges Ward Elliott  
**Robert T. Koger**, *President*, Molinaro Koger  
**Kevin E. Mallory**, *Senior Managing Director/Practice Leader*, CB Richard Ellis/CBRE Hotels  
**Steven L. McKenzie**, *Managing Director*, Eastdil Secured
- SESSION 16 **DIFFERENTIATING HOTELS BY DESIGN – Why Do Some Hotels Outperform Others? Because Catering To The Lifestyle Of Your Customer Matters!**  
Moderator: **Michelle Finn**, *Vice President*, Hospitality Design Group/Nielsen Business Media  
Panelists: **Richard Dusseau**, *CEO*, Spatality  
**Roger G. Hill II**, *Founder & CEO*, Gettys  
**Raul Leal**, *President*, Tecton Hospitality/Desires Hotels  
**Thom Ortiz**, *VP Brand Design*, Starwood Hotels & Resorts  
**Howard J. Wolff**, *Senior Vice President*, WATG
- SESSION 17 **VACATION OWNERSHIP UNITS IN THE MIXED-USE PROJECT, MAKING ONE PLUS ONE EQUAL THREE? – Learn Why Adding Timeshare And Fractional Ownership Units To The Mixed-Use Project Can Be Synergistic And Can Make Great Economic Sense**  
Moderator: **Bryan A. Ten Broek**, *Vice President, Western Region, Resort Sales and Service*, Interval International  
Panelists: **David S. Brown**, *Co-President*, Grand Pacific Resorts, Inc.  
**Isabelle Claver**, *Director, Hospitality Consulting Practice*, PricewaterhouseCoopers LLP  
**Stephen J. Cloobek**, *Chairman & CEO*, Diamond Resorts International  
**Richard F. Davis**, *Co-Chair*, Hotels, Resorts & Clubs, Greenberg Traurig  
**Jon Fredricks**, *President*, Welk Resorts
- SESSION 18 **INTERNATIONAL TRACK: CENTRAL AMERICA...EL NUEVO MERCADO MÁS ATRACTIVO DE LAS AMÉRICAS – As The Countries Of The Region Continue To Open Their Doors, Where Are The Opportunities, And How Are Deals Getting Done?**  
Moderator: **Rogério Basso**, *Practice Leader - Latin America*, Ernst & Young LLP  
Panelists: **Carl Bazarian**, *President*, Bazarian International Finance Assoc. LLC  
**Raul F. Calvet**, *President*, Calvet & Associates  
**Scott A. Preston**, *Partner, Resort and Hotel Group*, Ballard Spahr Andrews & Ingersoll, LLP  
**Damien Shiels**, *Senior Investment Promotion Officer*, FIAS/World Bank  
**Simón B. Suárez**, *Chief Development Representative - Central America*, Hilton Hotels Corporation

11:15am - 11:55am

SESSION 19

**DEVELOPMENT TRACK: HOW TO SELECT AND NEGOTIATE THE FRANCHISE AGREEMENT**

- Leaders: **Joel W. Hiser**, *President*, Horwath HTL  
**John S. Phillips**, *Chief Financial Officer*, Pacifica Companies  
**Rajiv K. Trivedi**, *EVP, Franchising*, La Quinta Inns & Suites



12:05pm - 12:45pm

SESSION 20

**DEVELOPMENT TRACK: HOW TO STRUCTURE THE DEAL AND GET THE MONEY**

- Leaders: **Peter Benudiz**, *Partner*, Milbank, Tweed, Hadley & McCloy LLP  
**Patrick J. Deming**, *Managing Director*, Eastdil Secured  
**Clark W. Hanrattie**, *CIO*, HEI Hotels & Resorts



11:15am - 11:55am

SESSION 21

Host:

Guests:

**THE SELECT SERVICE SEGMENT**

**Jay Schultz**, *Senior Vice President, Hotel Business*

**Jim Chu**, *Senior Vice President, Global Hyatt Corporation*

**William L. Edmundson**, *President, Cambria Suites, Choice Hotels International*

**Jay H. Shah**, *Chief Executive Officer, Hersha Hospitality Trust*



12:05pm - 12:45pm

SESSION 22

Host:

Guests:

**THE ECONOMY SEGMENT**

**David B. Mumford**, *Senior Principal, Mumford Company*

**Jim J. Amorosia**, *President & COO, Motel 6/Studio 6*

**Roger Bloss**, *President/CEO, Vantage Hospitality Group*

**Tim Muir**, *Senior Vice President, Microtel Inns & Suites and Hawthorn Suites, Wyndham Hotel Group*



1:00pm - 3:00pm

**LUNCHEON**

New to ALIS in 2009, the delegates will have two options for lunch.

Option A: The Main Stage Event - Will be a seated lunch and program where the coveted ALIS Awards will be presented along with a keynote address by Peter Greenberg.

Option B: Will be a more casual buffet lunch in the Exhibit Hall.

**LUNCH OPTION A – THE MAIN STAGE EVENT**

**THE ALIS AWARDS**

**DEVELOPMENT OF THE YEAR 2008**

Presenter: **Patrick H. Ford**, *President, Lodging Econometrics*

**SINGLE ASSET TRANSACTION OF THE YEAR 2008**

Presenter: **John R. Karver**, *SVP, CB Richard Ellis Hotels*

**MERGER & ACQUISITION OF THE YEAR 2008**

Presenter: **Peter C. Krause**, *Managing Director, Greenhill & Co., LLC*

**JACK A. SHAFFER FINANCIAL ADVISOR OF THE YEAR 2008**

Presenter: **Philip F. Maritz**, *Managing Director, Broadreach Capital Partners*

**LIFETIME ACHIEVEMENT AWARD**

Introducer: **James E. Burba**, *Chair, ALIS and President, BHN*

Recipient: **Horst Schulze**, *Former President and COO, Charter Member, The Ritz-Carlton Hotel Company*

**KEYNOTE ADDRESS**

Introducer: **Robert L. Steele, III**, *President & COO, American Hotel & Lodging Educational Institute*

Presenter: **Peter Greenberg**, *Travel Editor, NBC's TODAY show and Bestselling Author, The New York Times*



1:00pm - 3:00pm

**LUNCH OPTION B - BUFFET LUNCH IN THE EXHIBIT HALL**

3:00pm - 3:45pm

**NETWORKING BREAK**

3:45pm - 5:00pm

**BREAKOUT SESSIONS**

SESSION 23

**BRANDS & OWNERS – How To Make The Most Out Of The Franchisee/Franchisor Relationship And Also Satisfy The Complex And Sometimes Competing Needs Of Shareholders, Owners, And Customers**

Moderator: **Chuck Pinkowski**, *Owner, Pinkowski & Company*

Panelists: **Ash Israni**, *President/CEO, Pacifica Companies*

**David Kong**, *President & CEO, Best Western International*

**David A. Pepper**, *President, Upscale & Extended Stay Brands, and SVP, Franchise Development, Choice Hotels International*

**Peter Strebel**, *President, Wyndham Hotels & Resorts*

**Gary D. Tharaldson**, *CEO, Tharaldson Executive Management*

- SESSION 24 **MARKET DEMAND TRACK: THE CUSTOMER OF 2019 – What Will The Customer Of The Future Demand, And How Are Hoteliers Planning And Preparing For The Future?**  
 Moderator: **Bill Carroll**, Senior Lecturer, Marketing and Tourism, Cornell University School of Hotel Administration  
 Panelists: **Lyndall De Marco**, Former Executive Director, International Tourism Partnership  
**Anthony S. Marino**, Managing Partner, Virgin Group  
**Greg J. Pesik**, President & CEO, Passkey
- SESSION 25 **THE WALL STREET OUTLOOK – 2008 Was “Annus Horribilis”, Will 2009 Be “Annus Mirabilis”?**  
 Moderator: **Guy A. Langford**, *Principal*, Deloitte  
 Panelists: **Jeffrey D. Horowitz**, Head of Americas, Real Estate, Merrill Lynch & Co.  
**Michael P. Levy**, *Managing Director*, Morgan Stanley  
**John Putrino**, *Managing Director*, Credit Suisse  
**Paul M. Whyte**, *Managing Director*, Deutsche Bank
- SESSION 26 **EXECUTING ACQUISITIONS AFTER THE CAPITAL MARKETS MELTDOWN – The Legal, Financial, And Business Challenges In Doing Deals Today. How Are Deals Getting Done?**  
 Moderator: **Michael G. Desiato**, *VP & Group Publisher*, Incisive Media - Real Estate Group  
 Panelists: **Michael P. Everett**, *Executive Vice President*, Lowe Hospitality Group  
**Robert Kline**, *President & Co-Founder*, The Chartres Lodging Group, LLC  
**Michael S. Kosmas**, *Partner*, Squire, Sanders & Dempsey LLP  
**Joseph Long**, *EVP, Acquisitions & Development*, Kimpton Hotels & Restaurants  
**Dan Weede**, *Partner*, Alston & Bird LLP
- SESSION 27 **THE HUMAN RESOURCE TIME BOMB: WHAT EVERY CEO NEEDS TO KNOW – With Demographics Working Against Us, How To Best Find, Train, And Keep Our Most Valuable Resource, Our People**  
 Moderator: **Kenneth “Ken” R. Greger**, *CEO & Managing Director*, Greger/Peterson Associates, Inc.  
 Panelists: **Molly McKenzie-Swartz**, *Executive Vice President, Human Resources & Diversity*, Hilton Hotels Corporation  
**Horst Schulze**, *Former President and COO, Charter Member*, The Ritz-Carlton Hotel Company and *President and CEO*, The West Paces Hotel Group  
**Arch Y. Stokes**, *President & CEO*, Shea Stokes Roberts & Wagner  
**Ursula M. Zopp**, *Vice President of Human Resources*, Auberge Resorts
- SESSION 28 **INTERNATIONAL TRACK: BRAZIL...BIG, BOLD, AND BOOMING! – What’s Driving The Growth In The Biggest Country In South America And Where Are The Opportunities?**  
 Moderator: **Jose Ernesto Marino Neto**, *President*, BSH International  
 Panelists: **Gabriel Espana**, *Senior Investment Officer*, International Finance Corporation  
**Edwin “Ed” D. Fuller**, *President & Managing Director*, Marriott International, Inc.  
**Nancy Johnson**, *Executive Vice President and Chief Development Officer*, Carlson Hotels Americas  
**Alberto J. Morales**, *Of Counsel*, Greenberg Traurig, P.A.

3:30pm - 4:10pm

SESSION 29

**DEVELOPMENT TRACK: HOW TO STRUCTURE THE MIXED-USE AGREEMENTS? – Aligning The Complex And Competing Interests Of Investors, Developers, Brands, And The Consumer**

Leaders: **Sandra Y. Kellman**, *Co-Chair Global Hospitality Group*, DLA Piper LLP (US)  
**John McCarthy**, *CEO*, Altavista Partners, S.A. de C.V.  
**William “Bill” G. Sipple**, *Principal*, Index Consulting Group, LLC



4:20pm - 5:00pm

SESSION 30

**DEVELOPMENT TRACK: HOW TO PROGRAM AND DESIGN THE MIXED-USE DEVELOPMENT? – Creating The Mixed-Use Project With An Eye Towards Optimum Performance From Each Of The ‘Uses’**

Leaders: **Bryan K. Algeo**, *Vice President*, WATG  
**David A. Berins**, *Managing Partner*, Berins & Co., LLC  
**Mark T. Harmon**, *CEO*, Auberge Resorts



3:30pm - 4:10pm

SESSION 31

Host:

Guests:

**THE RESORT SEGMENT**

**Lori E. Raleigh**, *Executive Director*, International Society of Hospitality Consultants (ISHC)

**Andy Dolce**, *Chairman*, Dolce Hotels and Resorts

**Douglas W. Henry**, *Senior Vice President*, Acquisitions, Host Hotels & Resorts

**Jeffrey W. Jones**, *Senior Executive Vice President & Head of Strategic and Lodging Development*, Vail Resorts, Inc., and RockResorts



4:20pm - 5:00pm

SESSION 32

Host:

Guests:

**THE LUXURY SEGMENT**

**Rick Besse**, *Senior Managing Director*, Horwath HTL

**John M. Scott III**, *President & CEO*, Rosewood Hotels & Resorts

**Homi Vazifdar**, *Managing Director*, Canyon Group

**Scott J. Woroch**, *Executive V.P.*, *Worldwide Development*, Four Seasons Hotels & Resorts



5:00pm - 7:00 pm

**NETWORKING RECEPTION**

**Wednesday, January 28, 2009**

7:00am - 8:45am

**CONTINENTAL BREAKFAST AND PROGRAM SESSION**

7:55am - 8:35am

SESSION 33

Host:

Guests:

**THE BRANDED LUXURY RESIDENTIAL SEGMENT**

**Rick Ross**, *Chairman*, *Hotels & Resorts - Global Practice Group*, Sonnenschein Nath & Rosenthal LLP

**Marty Collins**, *CEO*, Gatehouse Capital

**Matt Avril**, *President*, *Hotel Group*, Starwood Hotels & Resorts Worldwide

**Richard A. Warnick**, *President*, Warnick + Company LLC



8:45am - 11:30am

**PLENARY SESSIONS**

8:45am - 8:55am

Presenter:

**WELCOME BACK AND AN UPDATE FROM THE AMERICAN HOTEL & LODGING ASSOCIATION**

**Joe Martin**, *Chairman*, American Hotel & Lodging Association and *Owner/Operator*, Stillwater Hospitality, LLC

8:55am - 9:15am

**CEO FACE OFF**

**CEOs From The Past, The Present, And The Future Will Face Off In This Exciting Hotel Game Show. CEO FACE OFF Will Showcase Once And For All, What Is The Brightest And Best Our Industry Has To Offer? The Past, The Present, Or The Future?**

Host:

**James E. Burba**, *Chair*, ALIS and *President*, BHN

Contestants:

**RETIRED CEOs**

**Thomas J. Corcoran, Jr.**, *Former CEO and Current Chairman*, FelCor Lodging Trust

**Donald J. Landry**, *Former Chief Executive Officer and Vice Chairman*, Sunburst Hospitality Inc. and *Owner*, Top Ten

**CURRENT CEOs**

**David Kong**, *President & CEO*, Best Western International

**Mitesh Shah**, *Senior Managing Principal & CEO*, Noble Investment Group

**FUTURE CEOs**

**Jim Anhut**, *SVP*, *Franchise Development*, IHG

**Nancy Johnson**, *Executive Vice President and Chief Development Officer*, Carlson Hotels Americas

9:15am - 9:40am

Presenters:

Recipient:

**THE ISHC PIONEER AWARD**

**Angelos M. Loizou**, *President*, ISHC and *Partner*, PricewaterhouseCoopers

**Thomas F. Morone**, *Chair*, ISHC and *Principal*, Warnick + Company (California), LLC

**J.W. Marriott, Jr.**, *Chairman and Chief Executive Officer*, Marriott International, Inc.



- 9:40am - 10:25am**     **A NEW YEAR, A NEW GOVERNMENT, AND WINDS OF CHANGE IN WASHINGTON D.C. – What Do The Results Of The Recent Historic Election Mean For The World, The Country, And For The Hotel Industry?**
- Host: **Kathleen Matthews**, *EVP, Global Communications & Public Affairs, Marriott International, Inc. and Former Co-Anchor, ABC News 7, Washington D.C., and Co-Host, Capital Sunday*
- Guests: **Marlene Colucci**, *Executive Vice President for Public Policy, American Hotel & Lodging Association*  
**Kellyanne E. Conway**, *President and CEO, the polling company, inc./WomanTrend*  
**Celinda Lake**, *President, Lake Research Partners*
- 10:25am - 11:25am**     **IREFAC TELLS IT LIKE IT IS! – At This Special Closing Session Of ALIS, We Will Hear From The World’s Leading Hotel Real Estate And Capital Markets Experts About Where They Think We Are Headed In 2009 And Beyond. Is There A Light At The End Of The Tunnel?**
- Moderators: **Michael Murphy**, *Executive Vice President, First Fidelity Companies*  
**Arne M. Sorenson**, *EVP, CFO and President, Continental European Lodging, Marriott International, Inc.*
- Panelists: **Monty J. Bennett**, *President & CEO, Ashford Hospitality Trust*  
**Mark W. Elliott**, *Senior Managing Director, Hodges Ward Elliott*  
**Laurence S. Geller**, *President & CEO, Strategic Hotels & Resorts*  
**Steven R. Goldman**, *President - Global Real Estate and Development, Hilton Hotels Corporation*  
**Charles S. Henry**, *President, Hotel Capital Advisers, Inc.*  
**Jackson Hsieh**, *Managing Director and Global Head of Real Estate, Lodging & Leisure, UBS*  
**Michael S. Shannon**, *Managing Director, KSL Capital Partners*  
**Richard L. Solomons**, *CFO, InterContinental Hotels Group*
- 11:25am - 11:30am**     **CHAIR’S CLOSING REMARKS**
- Presenter: **James E. Burba**, *Chair, ALIS and President, BHN*