

# 22ND ANNUAL MEET THE MONEY<sup>®</sup> CONFERENCE

## PROGRAM SCHEDULE

### Monday, May 7, 2012

7:00 pm Winebar mixer for early arrivals - Century Foyer

### Tuesday, May 8, 2012

7:00 am Registration, Networking and Breakfast - Grand Ballroom Foyer

7:45 am Welcome by Jim Butler

8:00 am State of the Industry Alerts

Smith Travel Research

U.S. Lodging Industry - What lies ahead?

Vail Brown

PKF Hospitality Research

"PKF Hotel Horizons—Lodging Industry Outlook?"

Bruce Baltin

Jones Lang LaSalle Hotels

"Capital Markets Update: Transactions, Financing and Market Value"

Gregory Hartmann

9:00 am Panel 1: **Big Deals - Big Capital. Who says there is no capital available in hospitality?**

Moderator: Kris Hudson, Wall Street Journal

Panelists: Michael Bluhm, Morgan Stanley  
Kevin Colket, Starwood Capital Group  
Jonathan Falik, Cantor Fitzgerald  
Benjamin Leahy, Goldman Sachs  
Kevin Semon, Midland Loan Services

9:55 am Coffee Break

*Jim Butler*

JEFFER MANGELS BUTLER & MITCHELL LLP

1900 Avenue of the Stars, 7<sup>th</sup> Floor, Los Angeles, CA 90067 ♦ (310) 201-3526 ♦ (310) 712-8526 fax ♦ jbutler@jmbm.com ♦ www.HotelLawBlog.com

10:10 am    Panel 2        **How to get the most out of your brand and operator and other tips for driving profits**  
**Moderator:** Jack Westergom, Manhattan Hospitality Advisors  
**Panelists:** William Doak, CIM Group  
                  Ali Kasikci, Orient Express Hotels  
                  Chip Ohlsson, Starwood Hotels & Resorts Worldwide  
                  Cormac O'Modhrain, Sunstone Hotel Investors  
                  Angelo Stambules, Marriott International

11:05 am    **BREAKOUT SESSIONS**

**Grand Salon A**

**Breakout 3A: Tips, Traps & Tricks for dealing with Troubled Assets**

**Moderator:** Alan Tantleff, FTI Consulting

**Panelists:** Frank Anderson, Anderson Hospitality Consultants  
                  Robert Kline, R.W. Kline Companies  
                  Jeffrey Kolessar, GF Management  
                  Patrick O'Neal, PNC Bank  
                  Matthew Schwab, Karlin Real Estate  
                  Curt Spaugh, Helios AMC

**Gateway Salon**

**Breakout 3B: ADA Compliance & Claims Prevention - The new rules. You can pay me now or pay me later**

**Moderator:** David Sudeck, JMBM

**Panelists:** Kim Blackseth, Kim Blackseth Interests  
                  Kimberly Carter, Montage Hotels & Resorts  
                  John Farrow, Farrow Commercial Construction  
                  Marty Orlick, JMBM

**Grand Salon F**

**Breakout 3C: Alternative Financing for New Development.**

**Accessing Overseas Capital with EB-5 Financing**

**Moderator:** Catherine Holmes, JMBM

**Panelists:** Louis Katsos, New York Immigration Fund  
                  Joe McCarthy, American Dream Fund  
                  Brian Su, Artisan Business Group  
                  Kevin Wright, WrightJohnson

12:00 pm    Buffet Lunch  
**California Ballroom**

*Jim Butler*

JEFFER MANGELS BUTLER & MITCHELL LLP

12:30 pm **Special Presentations**

Andrew Ingraham, NABHOOD

Angela Gonzalez-Rowe, LH&RA

Morris Lasky, The Lodging Conference 2012

1:00 pm. **Are the Nightmares Behind Us?**

David Goerz, High Mark Capital Management

1:40 pm Return to General Session

1:45 pm Panel 4 **Views from the Executive Suite. Where are we now?  
Where are we going?**

**Moderator:** Tom Engel, TR ENGEL Group

**Panelists:** Mark Elliott, Hodges Ward Elliott

Tom Fisher, Pebblebrook Hotel Trust

Jim Merkel, RockBridge

Gregory Mount, Richfield Hospitality, Inc.

John Murray, Hospitality Property Trust

Craig Wrench, Washington Real Estate Holdings

2:40 pm BREAKOUT SESSIONS

**Grand Salon A**

**Breakout 5A: Value Add with Repositioning**

**Moderator:** Chuck Bedsole, Alvarez & Marsal

**Panelists:** Larry Broughton, Broughton Hotels

Doug Dreher, The Hotel Group

Stephen Kallagher, Wyndham Hotels Group

Michael Mohr, MetWest Ventures, LLC

**Gateway Salon**

**Breakout 5B: Great Partners make Great Projects - Joint Ventures  
and other options**

**Moderator:** Guy Maisnik, JMBM

**Panelists:** Mark Burden, Rim Hospitality

Rick Frank, Behringer Harvard

Renny Goldstein, HVS Capital

Jonathan Martin, AEW Capital Management

Lamont Meek, Circa Capital

*Jim Butler*

JEFFER MANGELS BUTLER & MITCHELL LLP

## Grand Salon F

### Breakout 5C: Profitable Non-Branded Management Strategies

**Moderator:** Jack Westergon, Manhattan Hospitality Advisors

**Panelists:** Peter Connolly, Hostmark Hospitality  
Thomas Geshay, Davidson Hotels  
Charles Harris, Luxe Hotel on Sunset  
Bill Linehan, Sceptre Hospitality  
Brian Quinn, Driftwood Hospitality Management

- 3:35 pm      Panel 6      **That was then - This is now. Debt Financing is back!**  
**Moderator:** Rob Stiles, Cushman & Wakefield Sonnenblick Goldman  
**Panelists:** Alan Flatt, Bank of America Merrill Lynch  
Ronnie Gul, MesaWest  
Reginald Heard, BankOne Capital  
Todd Pollack, UBS AG  
Adrian Watkins, Archon Capital, a Goldman Sachs Company
- 4:30 pm      Panel 7      **Creating & Preserving Asset Value. The PIP challenge and beyond.**  
**Moderator:** Steve Van, Prism Hotels & Resorts  
**Panelists:** John Beazley, Trigild, Inc.  
Carlos Rodriguez, Driftwood Hospitality  
Jerome Cataldo, Hostmark Hospitality  
Rich Clark, Gallagher Real Estate & Hospitality Services  
Neil Freeman, Aries Capital
- 5:30 pm      **Grand Welcome Reception - Poolside**

## Wednesday, May 9, 2012

- 7:00 am Registration, Networking and Breakfast - Grand Ballroom Foyer
- 8:00 am Welcome Back - Jim Butler - Grand Ballroom
- 8:05 am Special Presentations
- Hotel Values and CAP Rates  
Suzanne Mellen, HVS
- 8:20 am LIIC Top Ten  
Michael Cahill, HREC
- 8:35 am California Hotel Perspective  
Alan Reay, Atlas Hospitality
- 8:50 am Panel 8 - Secret Sauce of Buying Hotels Today. How are deals being sourced? Who is doing them? What makes a successful purchase or sale?  
Moderator: Tom Morone, Warnick+Company  
Panelists: Kate Henriksen, RLJ Development  
Kevin Mallory, CB Richard Ellis  
Christopher Pfohl, Pyramid Hotel Group  
Samuel Reynolds, Apple REIT  
William Sipple, HVS Capital Corp
- 9:45 am Panel 9 Meet the Lenders 2012!  
Moderator: Geoffrey Davis, HREC  
Panelists: Peter Berk, PMZ Finance  
Warren DeHaan, Starwood Property Trust  
Patrick Feltes, GE Franchise Finance  
Anne Hampton, Wells Fargo Bank  
David Schwartz, Natixis Real Estate Capital
- 10:45 am Break
- 11:00 am Panel 10 Hotel Development is Back! Success stories from the field.  
Moderator: Guy Maisnik, JMBM  
Panelists: William Canepa, Wave Crest Resorts  
Les Howell, Pacifica Companies  
Kevin Mahoney, Stonebridge Companies  
Tom Prins, Gemstone Hotels & Resorts  
William Swank, Twenty4Seven Hotels

*Jim Butler*

JEFFER MANGELS BUTLER & MITCHELL LLP

1900 Avenue of the Stars, 7<sup>th</sup> Floor, Los Angeles, CA 90067 ♦ (310) 201-3526 ♦ (310) 712-8526 fax ♦ jbutler@jmbm.com ♦ www.HotelLawBlog.com

12:00 pm, Buffet Lunch - California Ballroom

1:00 pm Panel 11 **Picking the Right Brand & Operator.**  
**Your bottom line is at stake.**

**Moderator:** Robert Braun, JMBM

**Panelists:** Patrick Bajdek, Carlson Rezidor Hotel Group  
Craig Mance, Hilton Hotels  
Rich Musgrove, HotelAVE  
Larry Somma, Hyatt Hotels  
Sam Winterbottom, Grubb & Ellis

2:00 pm ADJOURN

*Jim Butler*

JEFFER MANGELS BUTLER & MITCHELL LLP

1900 Avenue of the Stars, 7<sup>th</sup> Floor, Los Angeles, CA 90067 ♦ (310) 201-3526 ♦ (310) 712-8526 fax ♦ jbutler@jmbm.com ♦ www.HotelLawBlog.com