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**MARCH 9, 2017 • HILTON IRVINE/OCA**

*The Only California-Focused Hotel Investment Conference*



# CONFERENCE AGENDA

**Thursday, March 9, 2017**

**9:30 a.m. - 10:00 a.m.** - Registration

**10:00 a.m. - 10:15 a.m.** - Opening Remarks - **Craig Sullivan**, Conference Chair

**10:15 a.m. - 11:00 a.m.** - **Keynote Larry Broughton**, *Founder & President Broughton Hotels*

**11:05 a.m. - 11:50 a.m.**

## **Hotel Investment Panel (Ownership, Debt & Equity)**

Moderator: **Glenn Haussman**, *Rouse Media & Editor Hotel Management Magazine*

- **Tim Edgar**, *Principal, Hotel Investor*
- **Bob Rauch**, *Founder & Principal, RAR Hospitality*
- **Stephen Medel**, *VP, Pacifica Hotels Ownership*
- **Rob Plomgren**, *Alexander Kingston Private Equity Fund*

**11:55 a.m. - 12:00 p.m.** - Lunch Welcome by Wyndham - **Chris Leiser & Scott Andrews**, *Development Directors*

**12:00 p.m. - 1:30 p.m.**

**Lunch Keynote Alan Reay**, *Founder & President, Atlas Hospitality Group*

**1:30 p.m. - 2:15 p.m.**

## **Conventional Hospitality Lending Panel**

Moderator: **Steve Patel**, *Broker, CRU Real Estate Advisors*

- **Robert Lo**, *Executive VP, East West Bank*
- **Mike Lovata**, *Principal, KDM Capital*
- **Jeffrey Hudson**, *Sr. VP/Managing Director, Walker & Dunlop*
- **Alice Gao**, *SVP, Industrial & Commercial Bank of China*

**2:20 p.m. - 3:05 p.m.**

## **Alternative Hospitality Lending Panel**

Moderator: **Jenny Redlin**, *Partner Engineering & Science*

- **Chuck Hershson**, *President, Fidelity Mtg. Lenders Hard Money*
- **Tim Edgar**, *Principal, Hotel Investor crowd funding for hotels.*
- **Dixit Patel**, *Principal, Long Sight Financial SBA Lender*
- **Nathan Whigham**, *Sr. Dir of Bus. Dev, CleanFund Commercial Capital*
- **David Sudeck**, *Partner, JMBM EB-5 Financing*

**3:05 p.m. - 3:20 p.m.** **Networking Break**

**3:20 p.m. - 3:30 p.m.**

## **HOTEL BRAND SPOTLIGHT**

- Red Roof - **Anthony Goldstein**, *Regional VP Franchise Sales & Dev.*
- Best Western - **Bob Clasby**, *Managing Director, Western U.S./North American Development*
- Choice Hotels - **Robert Uyeno**, *Director of Development*

**3:30 p.m. - 4:15 p.m.**

## **Overview of the CA Hotel Market**

Moderator: **Jackie Collins**, *AJ Gallagher*

- **Larry Broughton**, *Founder & President, Broughton Hotels*
- **Alan Reay**, *President, Atlas Hospitality*
- **Steve Senft**, *Principal, CRU RE Group*
- **Mark LeBlanc**, *Exec. VP, Interstate Hotels*

**4:15 p.m. - 6:30 p.m.** Closing Remarks followed by Networking Mixer - No Host Bar.

**Craig Sullivan**

Sr. VP

**PARKWEST GC**

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Craig joined Parkwest GC in 2013 transitioning from a very successful career spanning 40 years in the commercial real estate industry, having closed over \$22 Billion in hospitality transactions over the past 20 plus years including \$2.2 billion of hotel transactions in a single year. As Sr. Vice President of Business Development, Craig leverages his multitude of long-standing hospitality and commercial real estate relationships along with establishing new clients to help grow Parkwest GC. In his previous position as Vice President of Twenty Four Seven Hotels, and with a National Hospitality Group which he pioneered at North American Title Company, Craig directed the marketing of their real estate transaction products and services exclusively to the Lodging industry nationwide.

Craig has Co-Chaired the Commercial Real Estate & Lending Conference in California, with two conferences annually in Los Angeles and San Francisco. Along with being a moderator and panelist at The Lodging Conference, Meet the Money, Hotel Developers Conference, AAHOA and ALIS. As well as publishing a hospitality newsletter "The Hotel Report" with a peak circulation of 60,000 hotel professional and creating the Parkwest Blog, redesign of the website along with launching Parkwest's social media. Craig's tremendous success in building customer trust and loyalty is a direct result of his "client first" philosophy. He is very well known and respected in the hotel industry, and brings a tireless enthusiasm to his role. Craig thoroughly embodies Parkwest's commitment to the highest standard of integrity, transparency and responsiveness. Craig is also a managing partner in our investment arm Westpark Investments, LLC heading up the Acquisitions & Development Team.

Our mission is simple; Parkwest General Contractors is committed to fulfilling our client's needs. Regardless of size or scope of a project, you get our commitment, expertise and experience on every job. Budget constraints, schedules and time allowances are of the utmost importance and are carefully scrutinized before, during and upon completion of every job. Parkwest General Contractors, can help your company by providing services for Remodeling, Renovations, PIP's Design Build, Project Management, Development, Due Diligence and Acquisition. We value the long lasting and sound relationships we have built. We hope that we can add your company to our list of satisfied clients.



**Arnie Garfinkel**

President

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Arnie formed All Star Group, Inc. in September, 1995 to educate, originate and network Commercial Real Estate throughout California and the Nation. All Star Group has produced hundreds of events since its inception, including today's California Lodging Investment Conference. They have been producing the Commercial Real Estate and Lending Conference (CRELC), formally the Income Property Lending Conference in Los Angeles and San Francisco annually. In 2011 the All Star Group came up with the concept of the LoanMakers Forum™ where Commercial Real Estate Lenders compete for loans LIVE at the CRELC events. The concept was trademarked in 2014 and has been a highlight of the events. In 2013 the LoanMakers Forum™ Luncheon and Expo became annual events in San Diego and San Jose. Arnie has been a consultant and featured speaker for many other Commercial Real Estate events nationwide. All Star Group and Arnie Garfinkel have produced events for other organizations including the Southland Regional Association of Realtors and the Long Beach Commercial Real Estate Council.

The company has been a leader in Commercial Real Estate Lending originations through its Income Property Lending division, closing hundreds of commercial real estate transactions nationwide from \$500,000 to \$100,000,000.

Mr. Garfinkel has been a featured speaker for various organizations, including - California Association of Mortgage Brokers, National Association of Mortgage Brokers, California Mortgage Bankers Association, Building Industry Association, American Industrial Realtors Association, R.I.A.O.C., Crittenden and RealShare to name a few.

Arnie was president of the Tarzana Chapter of Toastmasters International and served as a Board of Director and Vice President of the Southern California Chapter of the Florida State University Alumni Association.

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## Larry Broughton

Founder & President

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Larry Broughton is an award-winning entrepreneur and CEO, bestselling author, serial entrepreneur, keynote speaker, and former Special Forces Operator. As a former US Army Staff Sergeant, serving 8 years on Special Forces A-Teams (commonly known as the Green Berets), Larry has parlayed the lessons learned from his time in service to his country and applied them to the business arena attaining extraordinary success.

He is the Founder & CEO of broughtonHOTELS ([www.broughtonHOTELS.com](http://www.broughtonHOTELS.com)), a leader in the boutique hotel industry; BROUGHTONadvisory ([www.BROUGHTONadvisory.com](http://www.BROUGHTONadvisory.com)), a strategic vision, elite team building, and transformational leadership training company; as well as yooagozi.com, an inspirational online learning forum for leaders and high achievers. Larry has received several business awards, including Ernst & Young's Entrepreneur of the Year®; the National Veteran-Owned Business Association's Vetpreneur® of the Year; Coastline Foundation's Visionary of the Year; Passkeys Foundation's National Leader of Integrity; and Entrepreneur Magazine included his firm on their Hot 500 List of Fastest Growing Private Companies.

Larry has authored several articles and books on leadership, team building and entrepreneurial significance, including VICTORY: 7 Entrepreneurial Success Strategies for Veterans and his most recent FLASHPOINTS for Achievers. His upbeat, creative approach to business and life has been featured in newspaper and magazine articles across the country and he's been a guest on news and TV programs on every major network, including multiple appearances on CNBC's The Big Idea with Donny Deutsch, MSNBC's Your Business with JJ Ramberg, and Travel Channel's hit show, Hotel Impossible.

Larry has presented to, coached, and mentored thousands of current and aspiring leaders and entrepreneurs across the country. He has delivered keynote addresses and training programs on topics including entrepreneurship, leadership, and overcoming fear and failure to Fortune 100 firms, universities, non-profits, medical facilities, and even the Pentagon's Office of the Chairman of the Joint Chiefs of Staff.

Larry has attended the Executive Program at prestigious Stanford University; studied Russian at the world-renowned Defense Language Institute; and Political Science at University of California, Santa Barbara and College of San Mateo.

For more information on Larry, please visit [www.LarryBroughton.me](http://www.LarryBroughton.me)

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Glenn Haussman, President of Rouse Media, and Editor at Large at Hotel Management magazine, is a featured keynote speaker and event moderator, lodging industry trends expert, columnist and writer. He's also the host of the popular 'No Vacancy' podcast.

Glenn is the consummate traveler, enjoying the worlds of hospitality and travel as observer, educator and guest. As a frequent moderator and speaker, his unique motivational style and viewpoint gets people rethinking conventional thinking in a way designed to promote career and business empowerment. The No vacancy podcast attracts the biggest names in hospitality, and was chosen by USA Today to as best podcast to listen to while traveling.

Glenn is regularly quoted in leading publications such as the New York Times, USA Today, Washington Post, MSNBC.com, CNN.com, Chicago Tribune and tours the country as a featured event speaker. Glenn has previously served as adjunct professor at New York University, teaching classes in Public Relations & Advertising, and Consumer Behavior, at the Tisch Center for Hospitality, Tourism, and Sports Management.



**Tim L. Edgar**

Founder & President

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Tim L. Edgar is the Founder and President of Hotel Innvestor, the first web-based, hotel specific investment banking platform in the country.

Mr. Edgar started his career in hotels in 1991 working at the Beverly Hilton while studying at the University of Southern California. After graduating from USC, Edgar went into hotel property brokerage, where he underwrote hundreds of hotel projects and personally consummated over \$1.1 billion in hotel property sales. Tim is also currently an active officer in a 200-room hotel in San Francisco, California.

Tim is a recognized industry expert in crowdsourcing for hotels and has been quoted in publications such as the Orange County Business Journal, the New England Real Estate Journal, Hotel Business, Boston Hospitality Review, Hotel News Now, Hotel Management and Real Estate Fund Manager. Edgar has also been a featured speaker on the subject at various conferences including the North American Tourism & Hospitality Investment Conference (NATHIC) in Chicago, Hotel Equities and Lender Perspectives Conference (HELP) in Boston, Meet the Money Conference (MTM) in Los Angeles, The Lodging Conference (TLC) in Phoenix, NATHIC Miami, Alternative Investing Summit (AIS) in Laguna Beach, the Hunter Hotel Conference (HHC) in Atlanta and the Americas Lodging Industry Summit (ALIS) in Los Angeles.



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*\* As of printing*

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**Robert A. Rauch, CHA**

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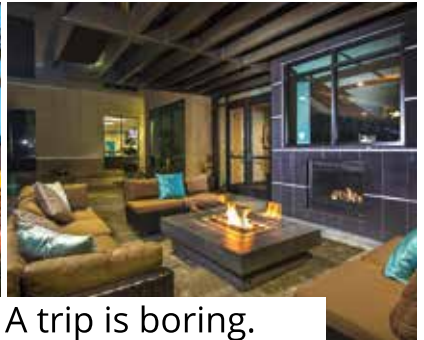
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www.rarhospitality.com



Bob serves as CEO of RAR Hospitality. He is an internationally recognized hotelier with over 40 years of hospitality-related management experience. Recognized by his “hotel guru,” moniker, Bob shares insights and industry trends at [www.hotelguru.com](http://www.hotelguru.com). He has held nearly every position in the hotel business including General Manager of full-service four Diamond hotels for Hilton and Embassy Suites. His education includes a bachelor’s degree in Hotel Administration from Western International University and a master’s degree in Tourism Administration from Arizona State University. He is a Certified Hotel Administrator and has served as chairman of numerous tourism organizations nationally and locally (San Diego and Phoenix) and is editorial advisor and board member for CCR-Magazine and Destination Elite.

Bob has been directly involved in developing several hotels including the Del Mar Marriott, Hilton Hotel Gaslamp Plaza, Hilton Garden Inn Carlsbad, Hilton Hotel Santa Clara and several Marriott resort hotels. In addition to being the “Hotel Guru” he publishes Hospitality Insights, an electronic newsletter and is a Faculty Associate at Arizona State University where he teaches Hospitality Entrepreneurship.



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## Stephen Medel

Vice President of Business Development

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Mr. Medel is directly responsible for the strategic expansion of The Wayfarer hotel brand, in addition to the acquisition of third party management agreements of unique assets throughout the West Coast. With more than 15 years in the industry, his knowledge, contacts, and experience in owner relations and contract negotiation make him a welcome addition to the Pacifica Hotels family.

Stephen Medel serves as the Vice President of Business Development for Pacifica Hotels, and its parent company Invest West Financial. During his career, Stephen has been involved with the acquisition and/or third-party management of over \$500 Million in hotels. He is a Southern California native and passionate about the hotel industry.

Stephen is directly responsible for the strategic expansion of The Wayfarer and Kinney hotel brands, in addition to the acquisition of third-party management agreements of unique assets throughout the West Coast. With more than 15 years in the industry, his knowledge, contacts, and experience in owner relations and contract negotiation make him an invaluable asset to the Pacifica family.

Stephen has been an active speaker on relevant hospitality panels ranging from design, boutique trends, third-party management, and owner related issues.



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**Rob Plomgren**

Managing Director

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Rob Plomgren has been a leader in the financial services arena since 1982 and is now Managing Director of the Alexander Kingston Private Equity Fund. This fund is geared toward equity participation in commercial real estate projects and is primarily focused in the hospitality sector. He is also a director of Cost Segregation Initiatives, a premier cost segregation firm. Rob's primary responsibilities entail interfacing with clients, financial and tax professionals. Previously, Rob was Managing Director of Galen Capital Group, LLC, a health care merchant bank, from 2002 through 2004.

Rob served as a Managing Director of Venture Banking with ColumbusNewport from 1998 to 2001. His primary role was co-managing the origination, structure and placement of the firm's equity transactions.

Prior to joining ColumbusNewport, Rob operated as an interim executive specializing in strategic planning and operational management for closely held companies.

Previously, Rob spent 16 years in the investment and securities industry and developed an expertise in the formation and marketing of private placements and public offerings for middle market companies. He co-managed total placements in excess of \$800 million in such diverse industries as mortgage servicing, cable television, environmental services, medical technologies and manufacturing.

As a partner in the financial advisory firm of Stout, Plomgren and Waner, located in Southern California, Rob designed and implemented investment management, tax, retirement and estate planning strategies for corporate executives and high net worth individuals.

He attained his CFP designation in 1987 and has held series 24 and 7 securities licenses. Rob received his BA and MS from the University of Redlands.



**Alan X. Reay**

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Alan X. Reay is the president and founder of Atlas Hospitality Group (Atlas). Atlas has closed over \$2.5 billion in California hotel sales and is considered the “expert” on the California hotel market.

Reay has an extensive hotel industry background, including serving as the director of sales with London-based ABC International Hotel Guide. In that position, Reay established contacts from all over the world.

Reay has tracked the hotel market for decades and is quoted extensively within the hotel trade and general press. He publishes biannual reports covering California hotel sales and development, along with two monthly newsletters, one geared toward hotel owners and the other for lenders.

Atlas has received coverage from numerous publications, including the Wall Street Journal, Bloomberg Businessweek, Forbes, Los Angeles Times, The Orange County Register, The San Francisco Chronicle and The San Diego Union-Tribune. He has also appeared on KCBS Radio, KTLA Channel 5 News and National Public Radio.

A regular guest speaker at numerous trade events as well as the Southern California Appraisal Institute, Reay is often retained as an expert witness for important hotel-related legal cases.

Reay has represented major clients such as Wells Fargo Bank, Pacific Western Bank, Corporex, Sunstone Hotels and Tarsadia. He has also closed transactions with some of the largest special servicers in the country, including LNR, CWCapital and Helios AMC.



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For further inquiries and investment opportunities, please contact:

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## Steve Patel

Senior Vice President – Hospitality Brokerage

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Steve was recruited by CRU Real Estate Advisors, to focus on the firm's Investment Brokerage activities for the Hospitality & Lodging Industry, particularly representing investors in the hotel and motel Real Estate Investment, Property Repositioning and Management Consulting. Steve's hands-on knowledge and experience, both operationally and as a broker, will provide the highest level of advisory services and transactional support for those clients buying, selling or investing in the Hospitality industry.

Steve's mission statement for his clients is to provide a competitive advantage through superior industry knowledge, product specialization, and pro-active brokerage services.

Since 1979, Steve has been an active participant in the Hotel/Motel industry as an Owner, Operator, Developer, and Director of Franchising for a nationwide hotel company, Commercial Sales & Leasing Agent for a Los Angeles-Westside brokerage firm and a top performing commercial real estate broker. Steve was Vice President of CB Richard Ellis-Hotel Group and was Executive Vice President of Coldwell Banker Commercial where he helped create and manage the CBC-Hospitality Group. As the groups Managing Director of Western Region, Steve provides his clients with a national network of over 700 commercial investment sales specialists in 100 regional offices who ended 2003 with record sales of over \$15 Billion.

Steve's career experiences include: Western Regional Director of National Hospitality Group of Coldwell Banker Commercial, Associate Broker with Marcus & Millichap, Senior Associate with Kent Realtors, Sales & Leasing agent with Sommer-Broida, Vice President of Marketing with Overland Technology Inc., Management Consultant with George S. May Consulting Inc., and Director of Business Development for SEMIO Software, LLC.

Steve is a graduate of the University of Southern California with a degree in Business Administration and excelled in its Entrepreneur Program. Steve is the recipient of USC's prestigious "Best Business Plan of the Year Award", he was Kent Realtors Rookie of the Year and was recipient of their Top 5 Sales Agent Award. Other past achievements include: elected Council Member and President of Northridge, QE Merit Award for Leadership from Queen Elizabeth II, past President of his college fraternity, served as Treasurer for the USC Sailing Club and Student Body Vice President.

Recently, Steve was re-elected to Northridge East Neighborhood Council and currently serves as the President of the Board of Directors and past Treasurer.



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### About Us

CRU REA Hotels is the premier, client-centric full-service hotel real estate brokerage, finance and consulting firm based in Southern California. Our team has completed more than \$3 billion in hospitality transactions and consulting work. Our dedicated hospitality team of professionals possesses expertise across the entire capital markets spectrum and all hotel product types located in the United States. With extensive experience and a successful track record in Hotel Real Estate Brokerage, CRU REA Hotels provides clients with proactive service to get the deals done.

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**Robert Lo**

Executive Vice President, Head of Coml. R/E Banking

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Robert Lo has been Executive Vice President and Head of Commercial Real Estate Banking at East West Bancorp, Inc., and East West Bank since 2012. With over 25 years of experience in Banking, he has successfully negotiated and personally closed hundreds of hotel transactions that amount to several billion in both ground up, repositioning, reflagging, exterior to interior conversions, and FF&E upgrade loans across the country from 1,000 room convention hotels to boutiques. Over the years, Robert has been a featured speaker on various hotel panels, and speaking conferences.

Hotels currently under construction include Virgin, Kimpton, Residence Inn by Marriott, Hampton, Homewood, and all other franchises/boutiques.

As an Executive Vice President at East West Bank, he oversees a loan portfolio in excess of 3,400 properties and \$5.4BB and manages offices in San Francisco, Pleasanton, Southern California, Boston, New York, and Atlanta and manages a deposit portfolio of \$1.7BB. His team's goal is to consistently deepen and expand profitable, sustainable, and expandable banking relationships with experienced Commercial Real Estate Owners, Operators, and Developers. He is a 25+ yr banking veteran and a graduate of USC with his Graduate Banking Degree earned from the University of Washington.

## Seize New Opportunities



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Managing Partner

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Michael Lovata is the founder and managing partner of KDM Capital, with offices located in Chandler, Arizona and Ewa Beach, Hawaii. KDM provides commercial real estate mortgage banking and loan correspondent services nationwide. The Company offers Conventional, SBA 7A, SBA 504 and USDA B&I loan programs to provide exceptional debt financing solutions to borrowers for new construction, acquisition, refinance, partner buy-out and PIP's. Past and present debt capital sources include: Bank of America, Bank of America Securities, Chase Bank, Wells Fargo, Navy Federal Credit Union, San Diego National Bank, Deutsche Bank, West LB and GE Capital, among many others.

Since 1987, Mr. Lovata has held senior level executive positions for both national and global commercial real estate lending, mortgage banking, mortgage brokerage and hospitality companies. Such companies include: Dial Corporation; Finova Capital Corporation; Starwood Hotels and Resorts Worldwide, Inc.; Grayhawk Capital Funding, LLC; and Northwest Federal Credit Union. Mr. Lovata's expertise within the hospitality industry includes: debt and equity origination; CRE credit underwriting; and CRE portfolio management.

In various capacities, Mr. Lovata has closed more than \$3 billion in debt and equity financing for hospitality properties throughout the world. Such properties include resorts, luxury hotels, gaming properties, full-service and limited service hotels, both branded and unbranded.

While at Starwood, Mr. Lovata created and directed Starwood's mezzanine debt-financing program for the development and construction of large new hotel and resort properties for the benefit of Starwood, its venture partners, and franchisees.

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**Jeffrey Hudson**

Senior Vice President/Managing Director

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Jeffrey Hudson, Senior Vice President and Managing Director, is responsible for new loan originations of multifamily and commercial properties nationwide. Mr. Hudson is based out of Walker & Dunlop's Los Angeles, CA office.

Prior to joining Walker & Dunlop, Mr. Hudson served as chief executive officer at George Elkins Mortgage Banking Company. Throughout his career, he has arranged more than \$10 billion in financing for property types including office, industrial, retail, apartment, hotel, mobile home park, and self-storage. Mr. Hudson has structured loans and equity throughout the country ranging from \$1 million to nearly \$350 million.

Mr. Hudson graduated from University of California at Santa Barbara where he received his bachelor's degree and subsequently attended Woodland School of Law, where he received his Doctorate of Jurisprudence. As a member of National Real Estate Forum (NREF) Hudson has been awarded the professional designation of certified real estate financier (CRF). Hudson also holds a California Real Estate Broker's license.

Beyond the company, Mr. Hudson serves on the board of directors of the Union Rescue Mission of Los Angeles, and is a member of the California State Bar, the California Mortgage Bankers Association, Mortgage Bankers Association of America, Commercial Real Estate Secondary Market and Securitization Association, and the Apartment Owners Association.

The advertisement features a background image of a modern, multi-story building with a blue and white facade and large glass windows. The text is overlaid on this image. At the top, "WALKER &amp; DUNLOP" is written in large, bold, blue letters, followed by "is a proud sponsor of the" in smaller blue text. Below this, "CALIFORNIA LODGING INVESTMENT CONFERENCE" is written in large, bold, brown letters. At the bottom, there is a dark blue banner with "WALKER &amp; DUNLOP" in white, followed by "FANNIE MAE | FREDDIE MAC | HUD | LIFE COMPANY | INVESTMENT SALES | BRIDGE" in white. Below that, "WalkerDunlop.com" is written in blue. At the very bottom, in small white text, it says "California loans will be made pursuant to Finance Lenders License #603H310 from the DBO."

**Alice Gao**

Senior Vice President

Head of Commercial Banking

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Alice Gao is Senior Vice President, Head of Commercial Banking for ICBC USA N.A., a subsidiary of Industrial and Commercial Bank of China, one of the world's largest banking and financial services organization. In this role, she is responsible for leading a multi-functional team to succeed on a global scale by achieving sales and profit targets.

A seasoned banker, compelling leader and mentor in the commercial banking sector, Alice inspires her team and clients with her passion for driving strong business results by helping ambitious business owners and organizations to find ways to grow their business.

Prior to joining ICBC USA in 2013, Alice spent 8 years with HSBC USA N.A., most recently as a Team Leader of the Business Credit Approver Team. Before HSBC, Alice held successive positions in financial institutions in the areas of Commercial Lending, International Trade finance, Branch operation, and Regional Administration.

Alice has received numerous honors in her banking career and has been active in business community and charitable organizations, such as China Enterprise Council, Los Angeles World Trade Center. In 2014, Alice was named the "Distinguished Alumna" by University of New Haven.

Alice holds M.B.A. degree in Business Administration, BS degree in Accounting and BA degree in Literature. She also completed an Advanced Executive Leadership Program in Stanford Graduate School of Business.

**ICBC**

**Jenny Redlin, REPA**

Principal

**PARTNER ENGINEERING AND SCIENCE, INC.**

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Ms. Redlin has more than 18 years of experience in the environmental consulting industry. She is one of the founders of Partner Engineering and Science, Inc. and is a Principal in the firm. Ms. Redlin has extensive experience in testing soil, soil gas, and groundwater in the context of a real estate transaction, as well as under the supervision of state and federal regulators. Her background in environmental science, in addition to her knowledge of current environmental regulations and the real estate industry, allows her to offer comprehensive environmental consulting services for real estate transactions. Ms. Redlin has extensive experience managing all aspects of due diligence- environmental, engineering, asbestos, lead based paint and radon surveys for nationwide and local clients such as developers, brokers, private equity funds and lenders including SBA, HUD, Fannie Mae, Freddie Mac, portfolio, and insurance lenders.

**About Partner Engineering and Science, Inc.**

Partner Engineering and Science, Inc. (Partner) is a full-service environmental and engineering consulting firm completing projects nationwide. We specialize in evaluating properties in connection with real estate transactions, development or management.

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Charles "Chuck" Hershson, president of Fidelity Mortgage Lenders, Inc., founded the company in 1971 after graduating from the University of Southern California (B.S. Real Estate and Finance) and working for several years as a licensed real estate broker.

A leading member of the California real estate community, Chuck has served as president of the California Mortgage Association (CMA), president of the Mortgage Association of California (MAC) and president of the California Independent Mortgage Brokers Association (CIMBA). He has also been a member of the Real Estate Finance Advisory Committee appointed by the Commissioner of the California Department of Real Estate.

In addition, Chuck is active in many community organizations, including serving on the board of the Cancer Support Community, the Guardians, The Jewish Home for the Aging, Friends of the Hebrew University and the American Israel Public Affairs Committee. He's also a supporter of the Real Estate and Construction Division of the Jewish Federation and is a member of the Board of Governors of Cedars-Sinai Hospital.

An automobile enthusiast, he enjoys a nice ride, some travel and reading adventure fiction.

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**Dixit Patel**

Principal

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Dixit Patel, the principal of Longsight Financial, is a California licensed Real Estate Broker with over 25 years of experience in the financing of commercial real estate. He has also been an owner, developer and consultant of many businesses including retail, hospitality, and manufacturing. He has worked with such corporations as Hilton Hotels, Wyndham, Varad Inc., Holiday Inn, Infinilux Corporation, Choice Hotels along with many others.

Prior to starting Longsight Financial, Dixit Patel was a principal and partner in Oaktree Financial for 18 years and still continues to work with his past partner. Mr. Patel's past real estate development highlights include Holiday Inn Express in Riverside, California and the Hampton Inn and Suites, in Hermosa Beach, California, Best Western, Lawton Oklahoma. Akshay Inc., a Hospitality Management company. Ocean View Lodging, a development Company. Currently he is a director at Infinilux Corporation and Varad, Inc., both of which are manufacturers of consumer and industrial LED lighting products.

**Skill list**

Cash flow analysis, Contract negotiations, Franchise negotiations, Site selections, Strategic Planning Sourcing Investments, Management, and Acquisitions.

The goal of Longsight Financial is to develop a long term working relationship with established commercial lenders that are looking to do transactions both locally and across the US. Our goal is to place clients into the best loans for their project and work with clients that are also looking to build relationships based on trust, experience and reputation. It is very important to us that we work with lenders that understand the needs of our clients and also the broker relationships that we have.





**Nathan Whigham**

Senior Director of Business Development

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Nathan is responsible for business development in Southern California for CleanFund, focusing on the commercial real estate markets. Over his career he's gained experience in sales and business development in the real estate, renewable energy and energy efficiency industries. Most recently Nathan was Vice President of Business Development at Nebo Capital, a boutique commercial real estate mortgage brokerage firm, where he placed debt and equity for real estate developers and property owners in highly structured transactions across all product types and all pieces of the capital stack. Prior to Nebo he was a solar power developer where he developed over \$30M of solar projects in CA, NJ and Canada including a 3.5MW project with the Air Force. He holds an MBA from Marshall at USC and a BS in Systems Engineering from the University of Arizona.

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**David A. Sudeck**

Partner

**JMBM**

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DSudeck@jmbm.com



David Sudeck is a senior member of JMBM's Global Hospitality Group® and JMBM's real estate department. He is a seasoned real estate attorney with extensive legal experience involving all types of residential and commercial properties. He represents clients in the purchase and sale, development, construction, financing, leasing, and sale-leaseback of properties, and advises them on their operations, including management and ADA compliance issues. David's practice primarily involves the complex issues associated with hotels, resorts, vacation ownership properties (including clubs, timeshares, fractionals and private residence clubs), restaurants, golf courses and spas. He represents several financial institutions as special counsel relating to their hospitality interests. He advises real estate owners, tenants and management companies with respect to ADA policies and procedures.

David has a pragmatic approach to practicing law, and he adds value through his business experience and legal expertise, his finance, entitlement and development knowledge, and his extensive relationships with investors, lenders, brokers, developers, and service providers.

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- EB-5 financing structuring, including for the W Hollywood Hotel
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- Private residence club formation and registration, including Phase 2 of the Franz Klammer Lodge in Mountain Village/Telluride, Colorado
- Condominium and timeshare formation for several luxury Mexican resorts
- Sale-leaseback transaction involving multi-state industrial properties

If you would like to speak to David, please contact him at [DSudeck@jmbm.com](mailto:DSudeck@jmbm.com) or 310.201.3518. Also, watch for David's periodic articles under the **TIMESHARE** topic at [www.HotelLawBlog.com](http://www.HotelLawBlog.com).



**Anthony Goldstein**

Regional Vice President, Franchise Sales and Development

**RED ROOF FRANCHISING, LLC**

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Anthony has over 25 years in the hospitality industry within both the operations and franchising. Anthony joined Red Roof Hotels in 2015 as the Regional VP of Development and is responsible for the growth and development of the Red Roof Brand throughout the western half of the US.



## Bob Clasby

Managing Director, Western U.S. | North American Development

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Born and raised near Boston, MA, Bob Clasby has been in hotel development for more than twenty years. A graduate of the University of Notre Dame, he spent the first eight years of his professional life playing defensive end in the NFL, finishing his sports career playing five seasons with the Arizona Cardinals. A resident of Scottsdale since retiring from the NFL, Bob started his career in the lodging business with US Franchise Systems in 1995 selling Microtel Inns in the Western States. Since then he has specialized in new construction development and has helped to launch and grow several hotel brands with hotel companies that include Wyndham Hotel Group and La Quinta Inns & Suites. Bob has been with Best Western Hotels & Resorts since 2014 and, as Managing Director of Development, has assisted the launch of three new Best Western Brands; Vib, Glo and the Best Western Premier Collection.



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Chris Leiser is the Senior Sales Director, Pacific Region, for Wyndham Hotel Group. In this role, he is responsible for the regional development for full service properties including Ramada, Wyndham Garden, Wyndham Hotels and Resorts, TRYP and Wyndham Grand.

Chris joined Wyndham in 2011 and has served in multiple roles on the development team. Chris previously worked in brokerage before the hotel business and resides in Denver Colorado.

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**Robert Uyeno**  
Director of Development  
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**Jackie C. Collins, CIC, CRM, CPIW**  
Senior Director/Vice President  
**GALLAGHER REAL ESTATE AND HOSPITALITY SERVICES**  
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Jackie Collins is the Senior Director of Arthur J. Gallagher's Real Estate and Hospitality division. Her office is located in the Houston, TX. This office is the hub of Gallagher's Hospitality group and services more than \$125,000,000 in annual Hospitality premiums. She began her career in the Insurance industry in 1990 at Ross & Yerger, Inc. She joined Arthur J. Gallagher & Co. in 2003 in an effort to provide her clients additional resources and more comprehensive service through Gallagher's global network. As a licensed property & casualty broker, her primary duties include the production, management and marketing of accounts associated with the Real Estate and Hospitality industries. She specializes in designing risk management programs by way of traditional insurance mechanisms as well as alternative risk transfer options. She has in depth knowledge of designing layered property programs for mid to large size companies. Her passion is providing outstanding service and a high level of expertise to clients in the Hospitality industry especially in high hazard areas. Ms. Collins is very active in the Hospitality industry. She attends a number of Hotel Business Roundtables and industry conferences such as the Hospitality Lodging Conference, the Hotel Investment Conference, Meet the Money Conference, the Hospitality Law Conference and others. Ms. Collins has earned the following designations: Certified Insurance Counselor, Certified Risk Manager and Certified Professional Insurance Woman designations. Her most prized honor is being named Power Broker in 2015 by Risk & Insurance.



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Steven Senft serves as Principal of CRU Property Management, CRU Investments and leads the Commercial Advisory division at CRU Real Estate Advisors. With over 18 years experience in hotel ownership and operations, retail ownership, sourcing equity, debt placement and real estate transaction / advisory work valued at over \$2 billion. Steve's primary focus is to manage the day-to-day operations of the nationwide hotel portfolio, including the sales and marketing efforts, yield management and OTAs. Additionally, Steve represents hospitality investors on hospitality dispositions and acquisitions, advisory services and capital market services. Steven has worked with all major hotel franchises including; Starwood Hotels and Resorts, Hilton Hotels & Resorts, Marriott Hotel & Resorts, Hyatt Hotel & Resorts, Intercontinental Hotel Group, Choice Hotels, Wyndham Hotel & Resorts, Best Western as well as several boutique Hotel Companies.

Prior to joining CRU, Steve was Vice President of Capital Markets at Ethika Investments in Los Angeles, where he built and maintained global investor's relationships, provided investors access to a diversified portfolio of hospitality and office commercial real estate assets in while sourcing domestic and international equity with pension funds, family offices and High-Net Worth individuals. Prior to joining Ethika Investments, Steve was a Senior Broker at HREC Investment Advisors in Los Angeles, representing sellers and buyers of hotel assets primarily in the Pacific and Mountain states. At HREC, Steve held integral roles at every stage of the disposition marketing process, including property valuations, marketing, strategy, investor outreach, buyer selection, due diligence, and closings. And prior to HREC, Steve was President of 1st Link Financial where he performed real estate financial analysis to create investor wealth in both commercial and residential realty. As an entrepreneur, he co-founded, developed and successfully sold the Island Shades, Inc. retail operation with over 20 stores nationwide. Steve began his career with Hyatt Hotels and Hilton Hotels where he has over five years combined hotel sales operation experience.

Steve earned his Bachelor of Science in Hospitality Management from the Collins College of Hospitality Management and holds a Master of Business Administration from California State Polytechnic University, Pomona. He also earned his Certification in Real Estate, Development and Hotel Investment from the Cornell University School of Hotel Administration. He is a member of various professional and community organizations, including the founding President of the Collins Hospitality Society for The Collins College of Hospitality Management at Cal Poly Pomona and as an honorary Board of Advisor member of The Collins Hospitality Management at Cal Poly Pomona. Steve is a licensed Real Estate Salesperson in the state of California.



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### About Us

CRU REA Hotels is the premier, client-centric full-service hotel real estate brokerage, finance and consulting firm based in Southern California. Our team has completed more than \$3 billion in hospitality transactions and consulting work. Our dedicated hospitality team of professionals possesses expertise across the entire capital markets spectrum and all hotel product types located in the United States. With extensive expertise and a successful track record as Hotel Real Estate Brokerage, CRU REA Hotels provides clients with proactive service to get the deals done.

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**Mark LeBlanc**

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Mark LeBlanc is executive vice president of development and acquisitions for Interstate Hotels & Resorts. Originally from Wisconsin, Mark is a senior development executive with nearly four decades of experience in all facets of hospitality financing, acquisitions and operations.

Prior to joining Interstate, Mark directed business development for The Rim Corporation as senior vice president of development. He joined Rim in 1994, serving in hotel management and regional operations leadership positions to division vice president. As senior vice president of development for Rim, he contributed dramatically to the company's growth, from seven hotels in 1994 to a diverse international portfolio.

A veteran of the industry, Mark has a strong track record of sound leadership. His experience extends to numerous industry organizations, including the California Hotel Lodging Association, for which Mark has served as a board member since 2002, and the IHG Western Committee. Mark is also a member of ICSC since 2007 and AAHOA since 2008, and served as past president of the Sacramento Hotel Association.



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**Kala Maxym, CWAS**  
Founder  
**FIVE SENSES TASTINGS**  
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Kala Maxym is the Founder and CEO of Five Senses Tastings, an LA-based boutique special events company offering “music tastings.” Putting a twist on the traditional tasting concept, guests are invited to “taste” with their ears – and then with all five senses – as they are taken on a full-sensory storytelling journey that meticulously pairs live music (from a wide variety of genres, hence the term “tasting”) with wine, cheese, and chocolate.

Kala’s diverse professional background includes working as a Senior Program Analyst with the Criminal Division of the U.S. Department of Justice’s overseas law enforcement initiatives, as a gemologist, singing opera roles, recitals, and concerts (and the occasional impromptu performance for a President, including at the 2008 London Inaugural Ball for President Barack Obama) around the world, and as a Customer Success Manager for a busy tech start-up in the localization space. That’s all until she realized none of this was what she actually wanted to do!

So... she quit her “real” job and moved to LA all in the same week last April and is now dedicated fulltime to Five Senses Tastings. So far, Los Angeles has gifted Kala with one magical moment after another. From the moment she re-launched her company at Diane von Furstenberg, she has maintained a full event – and performance schedule. Kala graduated magna cum laude and Phi Beta Kappa from Barnard College and holds a Master of Music degree in Opera Performance from The Boston Conservatory. She is a certified Spanish-English translator, certified Grant Writer, and holds the California Wine Appellation Specialist title as well. Kala is the Secretary of the Board of the Ilda da Silva Foundation, a bone-marrow recruitment center and is herself a former bone marrow donor. Learn more about Five Senses Tastings: [www.fivesensetastings.com](http://www.fivesensetastings.com)

The image shows a promotional card for Five Senses Tastings. At the top, the company name "FIVE SENSES TASTINGS" is displayed in a serif font, with a stylized musical note graphic above the word "TASTINGS". Below the name, a paragraph describes the experience: "Five Senses Tastings asks guests to 'taste' with their ears – and then with all five senses – as they are taken on a multi-sensory journey of music, wine, food, and chocolate." This is followed by a list of occasions where the tastings are perfect: "Corporate and client appreciation events", "Housewarmings", "Birthdays and anniversaries", "Rehearsal Dinners", "Luxury Brand and Product Releases", and "...and much more!". At the bottom, the phrase "Taste the music" is written in a cursive font. The card also includes the website "www.fivesensetastings.com" and an email address "info@fivesensetastings.com" separated by a circular logo containing the number "5".

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Scott Andrews is the Regional Vice President of Development, Pacific Region, for Wyndham Hotel Group. In this role, he is responsible for the regional development strategy for Wyndham Hotel Group's 15 brands across the Pacific Region.

Andrews joined Wyndham Hotel Group in 2006 and has served in multiple roles on the development team. Andrews joined the hospitality industry in 1997 in a front desk role and moved his way up to operational management of multiple properties. He brings a unique blend of operational experience and franchise knowledge to truly identify "best use" for any given project.

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The banner features a black header with the college's name in white. Below this is a green bar with the tagline in white. The main part of the banner is a photograph of a diverse group of ten professionals in business attire standing in front of a modern building. At the bottom, there is a yellow bar with italicized text and a black bar with white text for contact information and the college's name.





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