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CONFERENCE AGENDA

Thursday, March 8, 2018

9:15 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 Address** - **Alan Reay**, *Founder & President, Atlas Hospitality Group*

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

Hotel Investment & Due Diligence Panel

Moderator: **Glenn Haussman**, *Rouse Media (No Vacancy)*

- **Jenny Redlin**, *REPA, Partner Engineering and Science, Inc.*
- **David Sudeck**, *JMBM*
- **Bob Rauch**, *RAR Hospitality*
- **Steve Senft**, *CRU RE Group*
- **Ned DeLorme**, *Nebo Hotel Finance*

12:00 a.m. - 1:15 p.m. - Lunch Sponsored by Wyndham Hotel Group

12:55 p.m. - 1:15 p.m.

HOTEL BRAND SPOTLIGHT

- Wyndham - **Chris Leiser & Scott Andrews**
- Best Western - **Sean Tan**
- Choice Hotels - **Anthony Goldstein**
- Red Roof - **Joe Luck**
- Intercontinental Hotels Group - **Rich Carlson**

1:15 p.m. - 1:30 p.m. **Special Presentation** - **Bruce Ford**, *Lodging Econometrics*

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

Construction, Adaptive Re-Use & PIP's

Moderator: **Raad Ghantous**, *Raad Ghantous & Associates*

- **Ed LaCivita**, *Parkwest General Contractors*
- **Bob Gdowski**, *JCJ Architecture*
- **Joseph Fan**, *Brighton Management*
- **Mark Skolnick**, *Lodging Finance*

2:15 p.m. - 3:00 p.m.

Hospitality Lending Panel

Moderator: **Jeffrey Hudson**, *Sr. VP/Managing Director, Walker & Dunlop*

- **Tim Edgar**, *Hotel Investor*
- **Robert Lo**, *East West Bank*
- **Chuck Hershson**, *President, Fidelity Mortgage Lenders*
- **Don Sonsma**, *Pacific Premier Bank*

3:00 p.m. - 3:15 p.m. **Networking Break**

3:15 p.m. - 4:00 p.m.

Overview of California Hotel Market

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

- **Larry Broughton**, *Broughton Hotels*
- **Alan Reay**, *Atlas Hospitality*
- **Mark LeBlanc**, *Interstate Hotels & Resorts*
- **Tarun Patel**, *Aqpire*
- **Mark Crisci**, *Azul Hospitality Group*

4:00 p.m. - 4:15 p.m. Closing Remarks

4:15 p.m. - 6:30 p.m. **Networking Mixer** - After party & Drawings

Craig Sullivan

Executive Vice President

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Sullivan joined Parkwest in 2013, transitioning from a very successful career spanning over 40 years in the commercial real estate industry and hospitality, having closed over \$22 Billion in hospitality transactions over the nearly 25 years. As Executive Vice President of Business Development, Craig leverages his multitude of long-standing hotel industry relationships to head up the development and growth of the company. Previous positions held by Craig include Chief Development Officer at broughtonHOTELS, Vice President at 24/7 Seven Hotels and Vice President at National Hospitality Group, which he pioneered through North American Title Company, directing the marketing of the real estate transaction products and services exclusively to the Lodging industry nationwide. Craig has Co-Chaired the Income Property Lending Conferences/Commercial Real Estate & Lending Conference in California, with three conferences annually in Los Angeles, San Diego and San Francisco. In 2017, Craig launched the California Lodging Investment Conference or [CLIC]. This California focused one-day hotel conference sold out its inaugural year. He also launched a radio show "Check Out California" that he Co-Hosts & Co-Produces on the California Hotel, Tourism & Travel markets and what a vibrant part of the State's economy they are. Craig's tremendous success in building client 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.

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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 is an active member of the Southland Regional Association of Realtors and was honored as the association's Affiliate of the Year in 2014 and Commercial Member of the Year for 4 years in a row. He is past 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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Alan X. Reay is the president and founder of Atlas Hospitality Group (Atlas). Atlas has closed over \$3 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 a monthly newsletter.

Atlas has been featured in numerous publications, including the Wall Street Journal, Bloomberg Businessweek, Forbes, USA Today, Los Angeles Times, The Orange County Register, The San Francisco Chronicle and The San Diego Union-Tribune. Reay 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, CWCcapital and Helios AMC.



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For further inquiries and investment opportunities, please contact:

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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.

Find Glenn on Twitter @TravelingGlenn or via email glenn@rouse.media.



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Ms. Redlin has almost 20 years of experience in the environmental, engineering and energy 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, engineering and energy consulting firm completing projects throughout North America and Europe. We specialize in evaluating properties in connection with real estate transactions, development or management.

At Partner, we understand the impact of our services on our clients' business and bottom line. Our clients rely on us not only to provide trusted, objective services but also to provide solutions. Because of this, we are your Partner.

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David Sudeck is a senior member of JMBM's Global Hospitality Group® and JMBM's real estate department. His practice primarily involves the complex issues associated with hotels, resorts, vacation ownership properties (including shared ownership, destination clubs, timeshares, fractionals and private residence clubs), restaurants (including chef consulting agreements), golf courses and spas.

A seasoned real estate attorney, David has extensive legal experience involving all types of residential and commercial properties. He represents owners – including hospitality clients – in the purchase and sale, development, construction, financing, leasing, and sale-leaseback of properties, and advises them on their operations and management agreements, including hotel management agreements.

David has significant experience in real estate finance and represents several financial institutions as special counsel relating to their hospitality interests. He also advises developers in the use of EB-5 financing as part of the capital stack for new development.

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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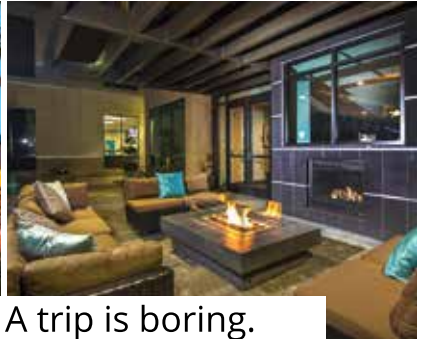
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Bob serves as CEO of RAR Hospitality. He is an internationally recognized hotelier with over 40 years of hospitality-related management experience. Recognized by his “hotel guru,” moniker, Bob shares insights and industry trends at www.hotelguru.com. 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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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 OTA's. 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 a 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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Ned Delorme is the founding principal of Nebo Hotel Finance. Mr. DeLorme has been arranging real estate financing as an intermediary for developers and investors since 1980. Prior to joining Nebo Capital, Ned was a principal at Presidio Hotel Group from 2000-2014. At Presidio, he oversaw the ground-up construction and/or deep renovation of 15 hotels throughout the United States while simultaneously providing debt and equity for new development and acquisitions.

He began his career working for the Bank of Boston in New York and London. In 1984, Ned co-founded Belgravia Capital Corporation, which ultimately embarked on a venture with Heller Financial, creating the first nationwide conduit lender for mobile home parks and self-storage facilities. In 1995 he formed Bridge Capital, a provider of debt and equity funding for opportunistic real estate transactions. Ned has been in the hotel ownership and development business for 17 years and has been involved in the ground up construction, re-branding, and renovation of hotels throughout the US. Ned has also owned other types of commercial real estate including office buildings and multifamily properties. He is currently developing a 5-acre neighborhood shopping center in central California.

Mr. Delorme holds a Bachelor's degree in Economics and International Relations from Colgate University in Hamilton, NY. He is a licensed pilot with instrument, multi-engine and seaplane ratings boasting over 3,000 hours of flight time. He and his wife, Usha, have four adult children and reside in Yolo County, California. CA license #811505



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Nebo Hotel finance obtains acquisition and refinancing/restructuring equity and debt for hotel properties anywhere in the United States. Hotel developers and owners deserve a hotel focused financial intermediary to guide in sourcing and securing the best debt and equity capital possible; Nebo Hotel Finance is that advisor. Our team has the critical experience and knowledge to find and secure debt and equity based on your firm's specific capital requirements.

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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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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 21 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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Sean Tan is based out of Orange County, CA and serves as the Regional Director for Best Western Hotels & Resorts in AZ, CA, HI, NV & UT. He has worked in the hospitality industry for 15 years in varying capacities. Best Western® Hotels & Resorts is headquartered in Phoenix, Arizona. It is a privately held hotel brand with a global network of 4,200 hotels in more than 100 countries and territories worldwide. Best Western offers 11 hotel brands to suit the needs of developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, Vib®, GLō®, Executive Residency by Best Western®, BW Premier Collection®, and BW Signature Collection by Best Western; as well as its recently launched franchise offerings: SureStay® Hotel by Best Western, SureStay Plus® Hotel by Best Western and SureStay Collection by Best Western.

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Joe Luck serves as the Regional Vice President of Franchise Sales & Development covering the West Coast. He arrived at Red Roof from Hotel Equities, a hotel management company where he served as VP of Development. Previously, he held multiple Vice President roles at Wyndham Hotel Group from 2003 to 2016 where he delivered impressive sales results year after year, transforming sales teams into deal-closing machines. As VP of New Construction Franchise Sales & Development, he led the construction and development of more than 100 new hotels, totaling nearly 10,000 rooms across 24 states.



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Rich Carlson is Regional Director of Development for IHG’s Nevada and Southern California region. He is a hotel industry veteran with experience in hotel real estate, development, finance and franchising, in corporate, owner/franchisee and intermediary roles. Prior to joining IHG in 2012, he served as Senior Vice President Lodging Development at Red Lion Hotels, Vice President Lodging Development at Marriott International, Managing Director at Insignia ESG Hotel Partners, and Director of Development at Forte Hotels/Chartwell Leisure.



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Bruce is a recognized expert in lodging market intelligence and development trends, with in-depth knowledge of global markets and brands. Since 1995 he has collaborated with most of LE's global client base and has helped them develop sales strategies and market penetration programs necessary for their success.

Bruce identifies new construction and product replacement opportunities for vendors looking to increase their product distribution in the lodging industry and new construction and potential brand conversion opportunities for franchise companies looking to accelerate their brand growth.

Bruce is a featured speaker on global real estate trends at several industry conferences worldwide, including the Annual Lodging Conference in Phoenix, AZ, the International Hotel Investment Forum in Berlin, Germany, and the NYU Investment Conference in New York. In the past year alone he has appeared as an industry expert on six different development and real estate panels, in four different regions of the world. In addition, he has served on the Allied Member Executive Committee within the American Hotel & Lodging Association (AH&LA) and is a member of America's Lodging Investment Summit (ALIS) committee where he plays a role in the selection of the "Development Project of the Year" award singling out the most outstanding achievement in hotel construction and design in the country.

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Raad Ghantous is the Principal of Raad Ghantous & Associates (RG&A) a Southern California based company that he founded in 2003 after gaining extensive experience working for design industry giant Hirsch Bedner & Associates (HBA), and architectural icon Wimberly, Allison, Tong & Goo (WAT&G).

While at HBA and WAT&G, Ghantous had opportunities to work on projects in diverse global locations; From California to Cabo San Lucas, Bermuda, Spain, Japan, China, Taipei, the nation island of Mauritius, and The United Arab Emirates.

Along with a degree in design, Ghantous has a background in business, holding a degree in Economics from The American College of Switzerland and at the age of 20, attended the Peter F. Drucker graduate school of business at Claremont Graduate University in Claremont, California to obtain an MBA in Marketing.

Given the nature of this international work and personal global experience Raad was able to marry his creativity in design to his acumen to marketing and business into a unique holistic vertically integrated approach to develop defensible, sustainable and branded experiential destinations designed to succeed!

Today, Raad Ghantous & Associates/ RG&A is highly respected in the hospitality fields of branded interiors, spa & wellness, and food & beverage /restaurant design, for the high standards of quality, beauty and detail of their projects. The company now also offers a whole range of complimentary services from concept development, funding packages, operational, retail and programming consulting to training and interim onsite management.

Raad is also an authority on 'Aging in Place', an educator on Hospitality & Spa Design at the Art Institute, the host of his own weekly Boomer focused radio show called 'The Raad Life' on OTalkRadio.net and a co-host along with Craig Sullivan of the 'Check Out California - Your key to California Hospitality' bi-monthly show on the same station.

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As one of the Owners of Parkwest, Ed's daily responsibilities include Managing the day-to-day operations of the company, Project Management, Estimating, and Development. With over 30 years of experience in construction and the construction management field, he has managed and completed projects of all sizes from the very small to greater than \$6 million. For the past 12 years, Ed's focus has been in the Hospitality world, and he has renovated the Interior/Exterior of almost all Major branded & Boutique hotels. With a strong background in management, Ed understands the daily operations of hotels and the need to keep them in operation. He works with Hotel Management to keep guest and employee's safe while a hotel is under renovation.

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Robert J. Gdowski is a Design Principal and Managing Director at JCJ Architecture. Bob is a design-oriented Architect and Master Planner who excels within the cross-functional environments of the Luxury Hospitality, Casino Gaming, and Mixed-Use Development industries. He is a guest experience-driven designer with a rich appreciation and understanding of the relationship between a destination's brand, program, design, and the importance of leveraging synergies in macro and micro environments.

Prior to joining JCJ, Bob spent the previous six years living and working in Shanghai where he focused on the unparalleled growth of the hotel market in China. Prior to this Bob was practicing in Las Vegas where his hospitality focus and passion originated. Throughout his career he has collaborated with a diverse range of international hotel and casino operators including: Four Seasons, Starwood, Marriott, Hilton, Carlson, Wyndham, sbe Entertainment, Atlantis and Caesar's Entertainment. A seasoned design leader who possesses a strong team-building mentality, Bob has recognized leadership skills, international experience, and a passion for collective success.

From integrated resorts, to mixed-use developments, to standalone hotels to brand development, Bob's appetite for experiential design is complemented by his commitment to making these bespoke guest experiences monetizable.

Bob is a graduate of the University of Southern California where he received his Bachelor of Architecture and Master of Planning. Keeping his focus on outcomes that promote growth and understanding for both the client and project team, Bob is continuously developing customized design solutions that are tangible, sustainable and captivating.

About JCJ Architecture

Founded in 1936, JCJ Architecture provides comprehensive architecture, planning and interior design services from 9 offices across the nation, including 2 locations in California (Los Angeles and San Diego) where our roots date back to 1947. The firm specializes in hospitality and has built a robust portfolio comprised of both independent and flagged properties. As an employee-owned firm, the JCJ team celebrates shared success and takes personal ownership for performance. Beyond creative, innovative design, JCJ is recognized for relentless commitment to client service, meticulous attention to detail and effective project delivery.

The advertisement is a composite image. The top left shows a modern, glass-clad skyscraper with a unique, angular design, set against a city skyline. The bottom left shows a rustic, wooden cabin nestled in a mountainous landscape. The right side of the ad features a large, high-quality photograph of a modern hotel interior, specifically a bedroom with a large bed, a seating area, and a large window with a view of a city. Overlaid on the right side of the image is the text "Guest Experience-Driven Design" in a large, white, serif font. Below this, the JCJ ARCHITECTURE logo is displayed in a bold, sans-serif font, followed by the tagline "AN EMPLOYEE OWNED COMPANY". To the right of the logo, a list of office locations is provided: ATLANTA, BOSTON, HARTFORD, NEW YORK, LAS VEGAS, LOS ANGELES, PHOENIX, SAN DIEGO, and TULSA. The JCJ.COM website address is also listed.

Joseph Fan
President
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Joseph Fan is the Founder and President of Brighton Management. With over thirty years of experience in the hospitality and real estate industry, Joseph has expertly developed a unique management style which effectively challenges each of his properties to build its bottom line efficiently. His expertise includes targeting and analyzing high potential properties, skillful strategizing, and streamlining management and growth.

Joseph received his bachelor's degree in Business Management from University of Southern California and his master's degree in Management in Hospitality from Cornell University.

Joseph has fostered strong relationships with brands from InterContinental Hotels Group, Marriott International, Hilton Worldwide, Wyndham Worldwide, to Hyatt Hotels Corporation. He takes great pride in building a philanthropic foundation to his business and has been a dedicated supporter and sponsor for many non-profit organizations. He also serves as a Board member of the American Hotel & Lodging Association, Director of California Lodging Industry Association, and former Chairman & current Board member of the Taiwan Hotel and Motel Owners Association of Southern California.



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Mark Skolnick

President

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Mark Skolnick has been arranging loans for hospitality properties since 1993. He has placed debt on most types of hotels, from full-service national franchises to independent luxury, middle market, and economy properties. He is the President of Lodging Finance, a boutique mortgage brokerage acting as an intermediary in debt placement for hotels nationwide. Throughout his career, Mark has sought first to understand his client's needs with respect to their ownership and investment objectives for the hotel asset, and then recommend the appropriate types of financing instruments to help them meet those goals.

As an intermediary, Mark accesses the full range of the hotel finance marketplace to advise his clients of the best lending options available. Loan products Mark utilizes include:

- SBA 7A & 504, USDA and CalCap for Owner-Operator properties
- CMBS Non-Recourse financing for mid tier(+) franchises and destination properties
- Private Bridge Loans for transitional properties, reflagging with significant PIP's, etc.
- Life Insurance companies for permanent financing (fixed rates for 15-20 years)
- Construction Loans from Institutional (full & partial recourse) and Private (non & limited recourse) lenders
- Conventional Bank Loans for good locations, lower leverage, and financially strong borrowers

Mark is licensed by the California BRE. He closely interacts with Property Owners, Developers, Management Companies, and finance industry participants including bankers, fund managers, and underwriters. He leads the Lodging Finance team in all aspects of arranging financing for the hospitality industry.

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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.

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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.



Hotel Innvestor is a hotel-investment banking platform utilizing an equity-crowdfunding model to raise debt and equity capital for quality hotel projects nationwide.

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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 \$6.5BB and manages offices in San Francisco, Pleasanton, Southern California, Boston, New York, and Atlanta and manage a deposit portfolio of \$2BB. His team's goal is to consistently deepen and expand profitable, sustainable, and expandable relationships with experienced Commercial Real Estate Owners, Operators, and Developers. He is a 25+ year banking veteran and a graduate of USC with his Graduate Banking Degree earned from the University of Washington.

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Charles "Chuck" Hershsen, 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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Don Sonsma has been in the commercial lending arena for 40 years. During those 40 years he has worked at local regional and national banks. Banks such as Fidelity Federal, AmericanWest Bank, ABNAMRO Bank, LaSalle Bank and Impac Commercial Capital. Over those 40 years he estimates over \$50B in closed commercial transactions. Currently at Pacific Premier specializing in structured debt financing for a full menu of commercial loans including Hospitality. Pacific Premier the leader in small hospitality SBA 7A loans nationwide closing in as fast as 41 days start to finish. Purchase and rehab hospitality loans for Bank clients.

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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 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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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), a leader in the boutique hotel industry; and yoggozi.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 his newest book, *VICTORY: 7 Revolutionary Strategies for Entrepreneurs to Launch Your Business, Elevate Your Impact and Transform Your Life*, and *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, and CBS News has called Larry "the nation's foremost expert on leadership and entrepreneurship."

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 and www.yoggozi.com.

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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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Mr. Tarun S. Patel, CHA is Founder and Chief Financial Officer of Pracrea, Inc. a Silicon Valley based software company that has a lead generation and marketing tool for commercial real estate and businesses as (www.AQQIRE.com) formerly The Hotel Inventory.

He is also President of Pacific Hospitality Company (www.pachospitality.com), a family-owned, full-service real estate services company specializing in management, development, and investments in the hospitality industry where he has been involved in over \$500M in hospitality development and transactions.

Tarun serves on the Board of Governors of Northcott Hospitality and is a Charter member of The Indus Entrepreneur (TiE) Silicon Valley. He previously served on the Board of Directors of the US Travel Association (www.ustravel.org) and as Chairman of Board of Asian American Hotels Owners Association (AAHOA) in 2009 – 2010.

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Mark Crisci has a strong track record within the hospitality industry of creating organizational scale and driving portfolio growth. He has been actively involved in all levels of hospitality investment activity from multiple perspectives, including ownership through new construction and acquisition projects, joint venture partnerships, third party management growth initiatives and investment banking/lending platforms. He has an extensive hospitality contact network and extensive experience in both the debt and equity marketplace with direct relationships with many of the most active debt and equity providers in the current hospitality landscape. Crisci has been directly involved in over \$1 billion worth of commercial real estate projects during his 25 year career in the hospitality industry, which has included tenures of service with K Partners Hospitality Group, Rockbridge Capital, GMAC Commercial Mortgage-Asset Backed Lending, Holiday Inn Worldwide, and US Franchise Systems.

Crisci is a graduate of the University of San Diego with a BBA in Business Administration with a concentration in finance.

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Founder and President

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Barbara Morrison, a Bay Area business and civic leader, is the Founder and President of TMC Financing, a Certified Development Company that provides SBA 504 commercial real estate financing. Since inception, TMC has provided U.S. Small Business Administration funding for real estate projects totaling more than \$9 billion in California and Nevada, benefiting nearly 5,000 businesses. TMC is the largest SBA 504 lender in Northern California and Southern Nevada and the largest SBA 504 hotel lender in the nation. Morrison has been widely recognized for her outstanding leadership and advocacy for women and small business owners. In 2016, she was inducted into the YWCA San Francisco and Marin's Marin Women's Hall of Fame. The San Francisco Business Times has named her 'Forever Influential' on the list of the Most Influential Women in the Bay Area. She has also been named 'Financial Woman of the Year' by the Financial Women's Association of San Francisco and the SF Business Times and law firm Allen Matkins honored Morrison as one of their first Northern California Real Estate Women of Influence.



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Specializing in single asset hospitality investment financing, Mr. Chiotis has successfully arranged financing for dozens of hotels throughout the western US totaling in excess of \$2.5 billion.

With more than 20 years of focused experience in hospitality real estate, he has held positions with several of the nations leading hospitality advisory firms. Prior to establishing Pacifica Capital & Brokerage, Mr. Chiotis spent several years with New York based Insignia/ESG Hotel Partners in their Newport Beach, CA office.

Before entering the brokerage arena, Mr. Chiotis was an associate with Landauer Associates, Inc. in Los Angeles, where he provided development consulting for proposed hotel, resort and convention center projects; appraisal and valuation analyses for hotel, resorts and land; acquisition due diligence for various entities; and portfolio investment analysis. Additionally, Mr. Chiotis was a consultant with PKF Consulting in Los Angeles, and held an operations position at the Four Seasons Hotel in Beverly Hills. Mr. Chiotis is a graduate of California State Polytechnic University Pomona's Collins School of Hospitality Management, with an emphasis in Real Estate and Finance.



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Lynette Montoya

President and CEO, LHA

LATINO HOTEL ASSOCIATION

1466 Miracerros Loop, N • Santa Fe, NM 87505

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Lynette Montoya, CEO of the Latino Hotel Association since 2015, has been actively involved in the hotel industry for 20 years, working as a broker for properties throughout the United States. Ms. Montoya is the founder of the Santa Fe, New Mexico, Hispanic Chamber of Commerce and served as its founding executive director. She is also a board member of Architecture 2030, a non-profit think tank tackling climate change through the design of the built environment. As director of economic development for the City of Santa Fe, Ms. Montoya was instrumental in the development and construction of a new convention center.

Lynette serves on the Advisory Council of the California State University Hospitality and Tourism Management Education Alliance and volunteers extensively in her community, where she has been a key member of charities serving homeless use, battered women, and other vulnerable populations. She is currently a member of the Big Brothers Big Sisters gala committee.

Please reach out to Lynette to learn more about hotel ownership.



Timesh Patel

Director

AAHOA

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During the past 15 years, Timesh Patel has worked and excelled in every facet of the hotel industry. He is Operations Director and Co-founder of Ohm Culture Hospitality, a tech-forward firm managing operations at three hotels in Los Angeles. Patel is also the co-founder of HotelMarket.Place, a b2b Software company connecting hotel-industry buyers and sellers online. Patel currently sits on the board of directors for AAHOA where he serves as the South Pacific Regional Director and is responsible to represent his members and put together local industry events throughout the year.

A promotional graphic for the AAHOA Convention & Trade Show. The left side features a dark blue vertical banner with the text '#AAHOACON '18' in large white letters, with the '18' inside a red and white bullseye. Below this, it says 'GAYLORD NATIONAL RESORT & CONVENTION CENTER NATIONAL HARBOR, MD' in white and yellow. At the bottom of the banner is the AAHOA logo. The right side has a light grey background with a faint image of the US Capitol building. It lists key features: '26 HOURS OF PROFESSIONAL DEVELOPMENT', '400+ EXHIBITORS YOU KNOW & TRUST', '14 CEOs FROM TOP HOTEL BRANDS ON THE MAIN STAGE', and '100% DESIGNED WITH HOTEL OWNERS IN MIND'. At the bottom, it says 'CONVENTION & TRADE SHOW MARCH 27-30, 2018' and provides the website 'www.aahoa.com/convention' on a red background.

#AAHOACON '18

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MARCH 27-30, 2018

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Bobbie Singh-Allen, J.D.

Executive Vice President

CALIFORNIA LODGING INDUSTRY ASSOCIATION

1017 L Street • Suite 527 • Sacramento, CA 95814

916.925.2915

bsinghallen@clia.org



Bobbie Singh-Allen serves as the Executive Vice President and Chief Operating Officer for the California Lodging Industry Association (CLIA) since March 2010. Under her leadership, CLIA has nearly doubled its membership and created new partnerships with leaders in tourism and hospitality industry.

In 2011, Singh-Allen collaborated to create a new national association modeled after CLIA. The Independent Lodging Industry Association (ILIA) launched in March 2011 and has over 5,000 members nationally. Singh-Allen currently also serves as ILIA's Executive Director.

Both CLIA and ILIA are the only lodging associations dedicated to representing small and independent hotels, hotel owners, and operators. Singh-Allen is a leader in the tourism and hospitality industry.

Prior to leading CLIA and ILIA, she served as Vice President of Government & Legal Relations for another lodging association. Her professional experience also included serving as a government and community relations consultant for over 10 years and Government Relations Director for The Nehemiah Corporation of America.

Singh-Allen received her J.D. from Lincoln Law School of Sacramento and earned her B.A. in Government from California State University, Sacramento. She also completed her course work for a M.A. in Government. She has more than 20 years of experience on housing, real estate, land use, affordable housing, community development and environmental issues. Bobbie Singh-Allen was appointed to the Elk Grove Unified School District Board of Trustees on August 16, 2012 and later elected to serve a four year term in 2014. She served as Board President for 2 years. She has helped lead the fifth largest school district to strong financial reserves, programs and curriculum to meet the needs of all students, higher graduation rates than other districts, improved relationship with bargaining units, and much more.

Singh-Allen is a native of India and a wife and mother of two children. She has lived in Elk Grove for more than 20 years. She has served on: Elk Grove Teen Center Board of Directors, Elk Grove First, Elk Grove Food Bank Board of Directors and was an active member of the Rotary Club of Laguna Sunrise. She also serves as a member of the Sacramento Regional Coalition for Tolerance, Indus Valley American Chamber of Commerce, founding member of the Sacramento Area Women's Chamber of Commerce, and Commissioner for Visit California. Her civic and community engagement earned several awards and recognitions. In 2015, she was selected as "Woman of the Year" for Assembly District 9 and recognized for her many achievements in front of the California Legislature.



**CALIFORNIA
LODGING
INDUSTRY
ASSOCIATION**

Ryan Huntsman

Vice President

CHICAGO TITLE COMPANY

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Ryan Huntsman serves as a Vice President of Sales for Chicago Title Company's National Commercial Sales division in Southern California. He joined the company as a result of the recent acquisition of the TransAmerican Escrow Company in Newport Beach.

Ryan started his career in commercial real estate in 2002, working in Escrow. Since then, he has excelled in various positions within the Title Insurance and Escrow industries. He is always a perpetual student of our economy, and holds Series 6, 7, 63, 65, 66 Securities licenses along with Life, Health and Title Insurance sales licenses. Currently licensed in real estate sales, Ryan is well versed in both commercial and residential contracts. After successfully helping a multi-million dollar start-up company flourish, he eventually negotiated the acquisition of his company.

Ryan enjoyed all of the great golf and surf that San Diego had to offer while earning Dean's List honors upon graduation from The University of San Diego. He currently serves on the Board of Directors for Boys Hope Girls Hope, and is very proud of his twelve years of service to this very worthy cause. As a result of being a certified non-profit manager, he has financially assisted with the finances of this tax-exempt organization, and is responsible for raising approximately \$3.6 million in donations since 2002.

He currently lives in Newport Beach with his wife Amanda and son Luke and is an avid golfer, surfer, and musician.

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Please contact your Chicago Title sales executive for more information about the National Hospitality Division.

Stacy Stemen

2018 President

CREW-OC

2050 Main Street • Suite 650 • Irvine, CA 92614

949.263.7912

sstemen@passco.com



As Vice President of Corporate Marketing for Passco Companies, Mrs. Stemen oversees all aspects of marketing, public relations, special events, conferences and business development. With over 10 years of marketing experience, she strives to increase the company branding and awareness across the nation.

Prior to working for Passco Companies, Mrs. Stemen gained her experience working as the Director of Events in the Commercial Real Estate Industry. She was the Corporate Director for the Sports Club/LA (Irvine), Senior Catering Manager for Hyatt Hotels and was the District Consultant for the American Red Cross for Orange County.

Mrs. Stemen is a graduate of California State University, Fullerton, and is an active member of the International Council of Shopping Centers (ICSC), sits on the Conference Planning Committee for the Alternative and Direct Investment Securities Association (ADISA) and is currently President for Commercial Real Estate Women (CREW). In 2016, Ms. Stemen was nominated by the Orange County Business Journal as a "Woman in Business" and recognized as a "Woman of Influence" by Real Estate Forum.



Casey Preston

President

GTK ANALYTICS, INC.

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Casey Preston has been in the Digital Marketing/Web Design industry for over 15 years. Casey recently orchestrated a merger between his Westlake Village, CA based company Stratosphere Marketing Solutions, Inc. and Irvine, CA based GTKonnect, Inc. (global trade software company) to form GTK Analytics, Inc. a world class digital marketing and product development company. Casey serves as the President (Co-Founder) of the newly founded GTK Analytics, Inc. Casey's role includes day to day operations for 25 plus employees, product/service development for over 1000 clients, business development, client experience and much more. Prior to co-founding Stratosphere Marketing and GTK Analytics, Casey began his career at Realtor.com as a Regional Sales Manager, managing the largest book of business in the company and running online marketing strategies for Realtors and Brokers throughout the country. After his role with Realtor.com, Casey served as a Major Digital Media Consultant for Fox Interactive Media/Myspace.com providing advertising campaigns and solutions to Fortune 500 companies. Most recently prior to Stratosphere and GTK Analytics, Casey was the Regional Sales Director for Listingbook LLC a client servicing software application for Realtors and Brokers. Casey managed the entire Western States including Broker Sales, MLS Acquisitions, Company Partnerships and Business Development.

In his spare time Casey enjoys playing golf, coaching, watching football and spending time with his family. Casey is married to Ambyr Preston and they have three young children; son Everett, 8, daughter Dylann, 6 and daughter Ella, 4. The Prestons reside in Southern California.



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Patti Chaffee

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Patti Chaffee is a licensed Title Insurance Marketing Agent with First American Title, Commercial Direct Services, and Los Angeles County Sales Manager. She is dedicated to offering very personalized and professional service to her commercial real estate clients. A consistent high performer and award winning sales professional, Patti brings more than 24 years of sales experience, beginning her career in real estate in 1992 as a mortgage broker after graduating from WMU with a degree in Finance and Investment Analysis. An impressive background in Corporate America as well as the experience of starting several thriving companies from the ground up, Patti's entrepreneurial background serves her customers well. She is a six sigma certified sales and marketing strategist with a passion for personal branding and social media marketing. This, coupled with extensive experience in the real estate industry, makes her well suited to help her commercial real estate clients to grow their business with the Title Technology and insurance products available from First American Title.

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Samson Lov

Co-Founder/CTO

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Samson began his career in commercial real estate in 1994 as a commercial mortgage broker for Koss Financial Corp. in Los Angeles, CA. In 2010, Samson and industry veteran Michael Koss founded Koss Resource, an online commercial real estate financing and information resource.

Samson is responsible for the growth of the platform (the only "CRE-only" database/network) which now has over 100,000 professional profiles from more than 11,000 CRE companies. Koss Resource provides detailed information about thousands of financing programs for all U.S. markets and every property type.

A trusted authority on leveraging technology to gain competitive advantage in the commercial real estate industry, Samson regularly advises companies, and speaks at conferences about the digital CRE paradigm.

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NOTES

This image shows a full page of blank, lined paper. It features approximately 20 evenly spaced horizontal grey lines across its entire width, providing a guide for handwriting or typing. The paper itself is a clean, off-white color. There are no margins, text, or other markings present on the page.

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