

# *The Only California-Focused Hotel Investment Conference*



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**THURSDAY • MARCH 5, 2020  
WESTIN SOUTH COAST PLAZA**

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# CONFERENCE AGENDA

**Thursday, March 5, 2020**

**9:00 a.m. - 9:45 a.m.** - Registration

**9:45 a.m. - 10:00 a.m.** - Opening Remarks - **Craig Sullivan**, Conference Chair (Page 2)

**10:00 a.m. - 10:30 a.m.** - **Keynote Address - Bruce Ford**, *Lodging Econometrics* (Page 4)

**10:35 a.m. - 11:10 a.m.**

## **Hotel Investment/Opportunity Zone Panel**

- Moderator: **Glenn Haussman**, *Rouse Media (No Vacancy)* (Page 5)
- **Joseph Fan**, *Brighton Management* (Page 7)
  - **Jenny Redlin**, *REPA, Partner Engineering and Science, Inc.* (Page 9)
  - **Brad Cohen**, *JMBM* (Page 6)
  - **Tarun Patel**, *Aquire* (Page 8)

**11:10 a.m. - 11:50 a.m.**

## **HOTEL BRAND PANEL**

- Moderator: **Mark Crisci**, *Azul Hospitality Group* (Page 10)
- Choice Hotels - **Gabe Borquez** (Page 12)
  - Hyatt - **Mark Younadam** (Page 14)
  - Marriott - **Adrienne Jubb** (Page 16)
  - Wyndham - **Travis Leiser** (Page 18)
  - Best Western - **Amy Hulbert** (Page 11)
  - Hilton - **Patrick Speer** (Page 13)
  - Intercontinental Hotels Group - **Kevin Schramm** (Page 15)
  - Red Roof - **Matt Hostetler** (Page 17)

**11:55 p.m. - 12:10 p.m.** - **NETWORKING BREAK**

**12:10 p.m. - 1:20 p.m.** - **Lunch Sponsored by Wyndham Hotel Group**

**Luncheon Speaker - Alan Reay**, *Founder & President, Atlas Hospitality Group* (Page 19)

**1:20 p.m. - 1:30 p.m.** - **NETWORKING BREAK**

**1:30 p.m. - 2:00 p.m.**

## **Hotel Due Diligence Panel**

- Moderator: **Luigi Major**, *HVS* (Page 20)
- **Jenny Redlin**, *REPA, Partner Engineering and Science, Inc.* (Page 9)
  - **Gary L. Cohen**, *MAI, Global Lodging Consultants* (Page 22)
  - **Jeff Myers**, *Global Hospitality Group, JMBM* (Page 24)
  - **Bob Gdowski**, *JCI Architecture* (Page 21)
  - **Ryan Huntsman**, *Chicago Title Company* (Page 23)
  - **Vinay Patel**, *AAHOA* (Page 25)

**2:00 p.m. - 2:40 p.m.**

## **Hotel Lending Panel**

- Moderator: **Rob Stiles**, *Robert Douglas Hotel Capital Advisors* (Page 26)
- **Herb Nunez**, *Fidelity Mortgage Lenders* (Page 28)
  - **Keegan Bisch**, *Stonehill Capital* (Page 30)
  - **Robert Lo**, *East West Bank* (Page 27)
  - **Peter Hui**, *First Choice Bank* (Page 29)
  - **Tim Edgar**, *Hotel Investor* (Page 31)

**2:40 p.m. - 3:20 p.m.** - **Leadership@Work With Greg Aden**, *Aden Leadership* (Page 32)

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

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

## **Overview of California Hotel Market**

- Moderator: **Jackie Collins**, *AJ Gallagher* (Page 33)
- **Mark LeBlanc**, *Aimbridge Hospitality* (Page 34)
  - **Ronald Kim**, *Propera Hotels, Inc.* (Page 36)
  - **Bobbie Singh-Allen**, *CLIA & ILLA* (Page 37)
  - **Suzanne Mellen**, *HVS* (Page 35)
  - **Alan Reay**, *Atlas Hospitality* (Page 19)
  - **Mitra Van**, *Prism Hotels & Resorts* (Page 38)

**4:05 p.m. - 4:30 p.m.** Closing Remarks/Raffle & Happy Hour (Beer & Wine)

**4:30 p.m. - 5:30 p.m.** Networking Mixer - After party

**Craig Sullivan****CALIFORNIA LODGING INVESTMENT CONFERENCE**

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Craig Sullivan is the Founder of the California Lodging Investment Conference [CLIC]. He launched [CLIC] in 2017 to create the only lodging conference focused exclusively on the California hotel market. Craig is recognized as an expert in California hospitality, lodging, investment, and in commercial real estate development. He is a popular speaker, panelist, and moderator at the leading national hospitality and investment conferences, and at local CA based CRE conferences.

Craig was the co-host and co-producer of 'Check Out California', the only California focused hospitality, travel, and tourism radio show, airing on OCTalkRadio. In 2019, Craig launched 'Check Out California 3x10', an online interview show featuring leaders in the hospitality, travel, and tourism industries. The show's engaging format asks one guest three questions in ten minutes, and films on location across the state. Also launched in 2019 Akira HG a hotel consulting and investment group.

Craig was also the publisher of The Hotel Report, a monthly hospitality newsletter that reached a circulation of 60,000 hotel professionals globally. Craig has served in executive positions and business development roles at EVP, Parkwest GC, CDO, Broughton Hotels, VP, 24/7 Hotels, and VP North American Title Company Hotel Group. Craig has helped underwrite and close nearly 25 billion dollars in transactions. His deals cover national and global hotel sales, refinancing, construction loans, and international assignments, including 2.2 billion dollars' worth of transactions in one year.

Craig is a connector and advisor, and passionate about giving back to the community. He mentors the next generation of hotel professionals, advocates for women's equality, and supports charitable causes. Craig's affiliations include Bracken's Kitchen, CREW-OC, AAOA, CLIA, ILLA, BLLA, CHLA and Sensory City.



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**Arnie Garfinkel**

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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 United States. All Star Group has produced hundreds of events since its inception. 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. Arnie has been the producer and co-founder of the California Lodging Investment Conference [CLIC] since its inception.

Arnie has been producing the Commercial Real Estate and Lending Conference (CRELC), formerly 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. In 2018 Arnie introduced a new concept in interactive events with The DealSavers™, where experts find solutions to problem transactions rather than lecturing “due diligence”.

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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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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Glenn Haussman hosts the No Vacancy podcast and is publisher of novacancynews.com and broadcasts live programming on LinkedIn. He also co-hosts Checking in with Anthony & Glenn, a podcast he cohosts with Travel Channel personality Anthony Melchiorri, as well as the Hotel Tech podcast, the Hotel Design Podcast and the Business of Hotels podcast. Glenn is also an in-demand public speaker, educator, custom content creator and consultant for major hotel brands, leading industry influencers and suppliers.

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 encourages people to rethink conventional thinking. The No Vacancy podcast attracts the biggest names in hospitality, including major public company CEOs and industry influencers. The show was chosen by USA Today as a "best podcast to listen to while traveling."

Glenn has been quoted in leading publications such as the New York Times, USA Today, Washington Post, MSNBC.com, CNN.com and Chicago Tribune. He's also been in the classroom, previously serving as adjunct professor at New York University, teaching classes in Public Relations & Advertising, and Consumer Behavior.



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Brad Cohen's practice emphasizes business planning related to complex corporate and partnership transactions, including mergers and acquisitions, financing and business succession planning, income tax planning, and estate tax planning, all on an integrated basis.

He is a member of JMBM's Trusts & Estates Group which is recognized by U.S. News & World Report / Best Law Firms® with a National First Tier ranking in Trusts & Estates Law.

Brad is best known for his business and tax advice related to the motion picture, television, music, emerging media and sports industries. One of the focuses of his practice is coordinating the relationships among the entertainment, advertising and nonprofit industries. In addition, he advises real estate industry clients in sale, acquisition, deferred exchanges and financing, including structuring of Qualified Opportunity Zone funds.

He has incorporated his personal commitment to philanthropy into a key element of his legal practice, providing multifaceted counsel to clients regarding their involvement in charitable endeavors, including developing strategic plans, outlining the associated tax benefits and identifying the appropriate corporate brands and sponsorships. Brad acted as principal counsel representing the lead donor who financed the acquisition, delivery and permanent exhibition of the Space Shuttle Endeavour located at the California Science Center in Los Angeles. He also advises clients on tax controversy, executive compensation (including deferred compensation) and tax aspects of marital settlement negotiations.

Brad was also a lobbyist before the United States Congress for the Tax Reform Research Group. He is also an Ironman Triathlon finisher.

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**Joseph Fan**

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In 1994, Joseph Fan started Brighton Management as a small hotel management and consulting business consisting of himself as the only employee. Brighton Management has now grown to over 3,800 employees across its portfolio of 59 properties and was ranked one of the Top-30 Hotel Management Companies in the United States by Hotel Management Magazine in 2017 & 2018.

Some of the recent awards Brighton Management has received include having the #1 Holiday Inn in North America, the #1 Ramada in North America, the #1 Sales Team for Hilton's DoubleTree hotel brand, IHG's prestigious Torchbearer and Kemmons Wilson Spirit of Family awards, Fairfield Inn & Suites awards for their top performing hotels, and Marriott awards including Full Service Hotel Renovation Excellence of the year and a first of its kind award for environmental and sustainable practices.

Joseph has taken great pride in building a philanthropic foundation to his business and has been a dedicated supporter and sponsor for many non-profit organizations including the Special Olympics, the Give Kids the World foundation, Ronald McDonald House Charities, the McKinley Children's Center, the CHP 11-99 Foundation, and the American Red Cross. Brighton Management currently contributes to over 50 charitable events on an annual basis.

In the 1990's, Joseph served as Board Director of the Taiwanese Hotel & Motel Association of Southern California. During his time as Director he founded the Young Adults of THMASC to cultivate and inspire youth into the hospitality industry. Joseph now serves as Board Member of the California Lodging Industry Association, Board Member of the American Hotel Association, Board Member of the Marriott Advisory Council, Board Member of the Cornell University Pillsbury Institute Advisory Board, and Board Member of the California State University Hospitality & Tourism Alliance Council which is currently developing and expanding their hospitality program within its 23 campuses.



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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](http://www.AQQIRE.com)) formerly The Hotel Inventory.

He is also President of Pacific Hospitality Company ([www.pachospitality.com](http://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](http://www.ustravel.org)) and as Chairman of Board of Asian American Hotels Owners Association (AAHOA) in 2009 – 2010.

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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.

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## Mark Crisci

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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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**Amy Hulbert**

Vice President of Boutique and Upscale Brands

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Amy Hulbert is vice president of boutique and upscale brands for Best Western® Hotels & Resorts. A 20-year veteran of the hospitality design industry, Hulbert joined the company in 2010 and now leads the brand team in helping promote the successful growth and performance of its upscale brands, as well as the construction and operation of Best Western's corporate-owned assets.

At the helm of the design department for Best Western Hotels & Resorts for nearly a decade, Hulbert was responsible for implementing the company's highly successful Design Excellence Program, which was introduced in 2015 and now offers exclusive design services to hoteliers as part of their Best Western membership. She also has led the design of two of Best Western's newest brands - Vib® and GLö® and rolled out various prototypes to contemporize the company's legacy brands - Best Western®, Best Western Plus®, Best Western Premier®. Helping catapult the company to the forefront of industry innovation through cutting-edge design, Hulbert is an industry thought leader and frequently shares her insight in forward-thinking articles and industry panels focused on hotel design trends.

Hulbert began her career in hospitality interior design at The Gettys Group, Inc. in Chicago, Illinois, specializing in hospitality interiors for the firm. In 1998, Hulbert joined Hilton Hotels Corporation and was an integral part of the design team at Hilton for 11 years, most recently covering the Latin America and Caribbean territory for all ten of Hilton's brands. Hulbert received her degree in Interior Design from Miami University in Oxford, Ohio.

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**Gabe Borquez, CHA, CHRM**

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Gabe Borquez is an Experienced and Passionate Hospitality Professional and Regional Vice President at Choice Hotels International with focus in Real Estate Development, Business Planning, New Construction, Conversions and Closings. He also has a strong and successful track record in Consulting, Operations, Training, Marketing and Analysis. During his career of more than 20 years, Gabe has worked with over 340 hotels affiliated with Choice Hotels, Blackstone, IHG and Marriott. He loves working with a great team and enjoys making dreams come true for investors!!



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Patrick Speer serves as the Vice President of Development in the Southwest region for Hilton. He is currently responsible for the development of Hilton, Curio Collection by Hilton, Canopy by Hilton, Doubletree by Hilton, Tapestry Collection by Hilton, Embassy Suites, by Hilton, Motto by Hilton, Tempo by Hilton, Hilton Garden Inn, Hampton by Hilton, Homewood Suites by Hilton, Home2 Suites by Hilton and Tru by Hilton.


Patrick joined Hilton in 2005 when Hilton's headquarters was based in Beverly Hills, CA. Patrick has served numerous roles within the organization over the last 15 years. He relocated to North County San Diego about 4 years ago. Patrick used to enjoy playing golf before parenthood that started about 11 years ago. He now helps coach all three kids with countless sports activities.

# Hilton


**Mark Younadam**  
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Mark Younadam has been with Hyatt since 2010 and currently serves as Regional Vice President of Development for Hyatt Place, Hyatt House and Caption by Hyatt hotels. Mark brings 20 years of industry experience to his current position where he focuses on expansion of Select Service brands in the Southwest Region of the U.S.



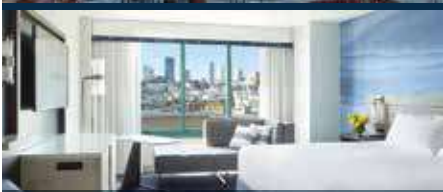
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**Kevin Schramm**

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Kevin Schramm is the Vice President of Mainstream Brand Development for the InterContinental Hotels Group (“IHG”). He has responsibility for all development activity for IHG’s Mainstream Brand Portfolio including: Holiday Inn, Holiday Inn Express, Staybridge Suites, Candlewood Suites, avid hotels, and Atwell Suites throughout the United States and Canada.

Prior to joining IHG, Mr. Schramm was the Vice President, Real Estate and Development, for the Hyatt Corporation. In this role, he oversaw real estate development and franchising for Hyatt’s select service and extended stay hotel brands in seventeen states and throughout Canada. Previously, Mr. Schramm served as Senior Director of Franchising for Wyndham Worldwide (formerly Cendant) where he was responsible for franchise development in the Western United States. Preceding his stint with Wyndham, he was involved in the food service industry as a single unit operator, multi-unit operator, and managing partner of a restaurant/bar concept in Houston, TX.

Mr. Schramm attended The University of Louisiana-Lafayette, where he played baseball and majored in Finance.

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Adrienne Jubb is Vice President of Development within the western region for Marriott International's Select Brands. She is responsible for franchise and managed growth of Courtyard, Four Points by Sheraton, SpringHill Suites, Fairfield Inn and Suites, AC by Marriott, Aloft, Moxy, Residence Inn, Element by Westin, and TownePlace Suites within southern California and southern Nevada.

Adrienne joined Marriott from Starwood Hotels and Resorts, where she previously focused on managed development on the west coast and Hawaii. Her experience includes iconic hotels such as the Kyo-ya Portfolio in Hawaii and the under-development W's in Bellevue, Downtown Los Angeles and Aspen.

Prior to joining Starwood in 2012, Adrienne was with HEI Hotels & Resorts, a privately held hotel real estate fund utilizing an owner/operator model. While at HEI, she held various corporate positions which included acquisitions and development and operational planning.

Adrienne's love of the hotel industry began during her first operational role at the Four Seasons Aviara pool in Carlsbad, California in 2003. From there she worked throughout the resort's food and beverage department and then to Bacara Resort & Spa's rooms division in Santa Barbara, California.

She now volunteers with the EGBOK Mission, which provides hospitality training for Cambodia's youth, and Cycle for Survival, raising funds for rare cancer research at Memorial Sloan Kettering.

Ms. Jubb earned her bachelor's degree from the University of California, Santa Barbara and her Master of Management in Hospitality from Cornell's Hotel School. She resides in her hometown of Carlsbad.

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Matthew Hostetler is currently serving as the Senior Vice President; Franchise Sales and Development, USA and Canada - for the leader of the economy lodging industry, Red Roof®. He brings extensive knowledge in hospitality and franchising to Red Roof and his role of expanding the brand through franchise development, operations support, and branding. Prior to joining Red Roof, Matt was intimately involved in the re-launch of the Germany based luxury real estate brand Engel & Völkers in the USA as a Senior Vice President –Eastern Region. Matt also worked with Coldwell Banker Residential & Commercial Real Estate leading the expansion efforts in North America. Matt honed in his skills in the hospitality industry with Wyndham Worldwide prior to joining the Red Roof team. Matt is a graduate of California University of Pennsylvania.



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Travis Leister 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 Wyndham Grand, Wyndham Garden, Wyndham Hotels and Resorts, Ramada, Trademark, Registry & TRYP.

Travis joined Wyndham in 2012 and has served in multiple roles on the development team. Travis previously worked in brokerage before the hotel business and resides in Los Angeles.

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Alan X. Reay is the president and founder of Atlas Hospitality Group (Atlas). Atlas has closed over \$3.7 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.

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 the Securities and Exchange Commission (SEC). 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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Managing Director Luigi Major, MAI, oversees the firm’s Southern California practice and is based in Los Angeles. Since 2007, Luigi has worked on consulting assignments for hundreds of hotels and resorts throughout the U.S. and Latin America, including several large-scale, international hotel portfolios and mixed-use resort-residential developments. He has experience with all hotel asset classes and specializes in proposed developments. Luigi graduated from the University of Houston’s Conrad N. Hilton College of Hotel and Restaurant Management. He joined the HVS Dallas office in 2007 and worked with the HVS Mexico City and the HVS Houston offices before relocating in 2018 to Los Angeles to oversee the firm’s California practice. In addition, Luigi has authored numerous articles on the performance trends and dynamics of hotel markets, including the annual U.S. Hotel Development Cost Survey. He is a Designated Member of the Appraisal Institute (MAI) and a state-certified general appraiser.



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**Robert J. Gdowski, AIA**

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Robert J. Gdowski is Principal and Director of Hospitality Design at JCJ Architecture. Bob is a design-oriented Architect and Master Planner who excels within the cross-functional environments of 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 to 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, Marriott, Hilton, Carlson, Wyndham, sbe Entertainment, Atlantis, MGM Resorts, Wynn Resorts 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 7 offices across the nation, including San Diego, where the firm's roots date back to 1947. JCJ specializes in hospitality design and has built a robust portfolio comprised of both independent and branded properties. As an employee-owned firm, the JCJ team celebrates the shared success of our clients, partners and colleagues. Beyond creative, innovative design, JCJ is recognized for relentless commitment to client service, meticulous attention to detail and effective project delivery.



**Gary L. Cohen, MAI**  
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Starting his real estate consulting career in 1983, Mr. Cohen has worked with a growing list of institutional clients. Among them are major law and accounting firms, banks and insurance companies, Wall Street investment firms and fund managers, developers and other investors with lodging interests in the United States. His assignments have included feasibility studies, due diligence investigations, appraisal, appraisal reviews, assessment appeals, and expert testimony across the United States.

Prior to his forming Global Lodging Consultants, Mr. Cohen was a founding partner in Bristol Realty Counselors with offices in Orange County, CA, San Francisco, CA and Boulder, CO. Bristol Realty Counselors was acquired in 1999 by GMAC Commercial Mortgage through its wholly owned subsidiary, Realty Services International, Inc. (RSI).

Mr. Cohen is a Member of the Appraisal Institute, and holds the MAI designation. He has been asked to speak on hotel and valuation issues at universities and other business and professional organizations and he has taught the Hotel/Motel Valuation Seminar held by the Appraisal Institute.

Mr. Cohen began his career in the real estate consulting practice of Arthur Andersen & Co., later joining, Pannell Kerr Forster (PKF), Laventhol & Horwath (L&H), and Robert L. Foreman & Associates. He holds a Bachelor of Science degree in Real Estate from California State University, Northridge





## Ryan Huntsman

Vice President

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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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**Jeff Myers**

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Jeff Myers is a partner in JMBM's Real Estate Department and Global Hospitality Group®. His practice focuses on the development, financing, acquisition, and operation of hotels, resorts and other hospitality properties both nationwide and internationally.

His clients include developers, capital providers, commercial lessors, and tenants. He is experienced in representing a full range of hospitality projects including hotels, resorts, casinos, restaurants, condo hotels, and mixed-use properties. Jeff assists his clients in negotiating management, franchise, licensing, and branding agreements. He also represents his clients in negotiating Product Improvement plans (PIPs), subordination and non-disturbance agreements (SNDAs), marketing and sales agreements, restaurant leases and celebrity chef agreements, and consulting agreements.



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**Vinay Patel**

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Vinay Patel was born in Malawi, Africa. At the age of 8, he and his family migrated to the United States, where he assisted at the family motel doing everything from housekeeping to working the front desk. Upon graduating from Virginia Commonwealth University with a B.S. in Marketing and B.A. in Business, Vinay continued the family business at a small 15-room motel in Richmond, VA.

Vinay and his father eventually bought a piece of property in Stafford, VA, however, no one would give them a franchise because of their lack of experience. After being turned down by numerous franchise companies, Carlson Companies gave them a chance to build the first Country Inn and Suites in Virginia. Since then, Vinay has built four additional properties and has several more in the pipeline. Presently, Vinay is the president of Fairbrook Hotels, which owns and operates 11 properties, including IHG, Hilton, Radisson, Choice, and Wyndham brands.

Vinay has been a passionate champion for hoteliers in the nation's capital. His leadership in advocacy includes testifying before the U.S. House of Representatives on regulatory issues affecting franchisees, hosting roundtable meetings with public officials to illustrate the importance of the lodging industry on the American economy and working with lawmakers on banking rules that affect small-business owners.

Vinay believes in giving back to the hotel industry through his service. In 1993, he became a member of AAHOA, the voice of America's hotel owners, and has served on its board since 2014. He was elected Secretary of the association in 2018. Vinay also serves on the Board of Directors for the Virginia Hospitality and Tourism Association and is the president of the Herndon Hospitality Association. Vinay previously served on the boards of directors of AHLA and the Loudoun (VA) Convention Visitors Bureau.

During his career, Vinay often has been recognized for his accomplishments. He has been honored with The Rising Pineapple Award by the Virginia Hospitality and Tourism Association, AAHOA's Future Hotelier of the Year Award, and the Presidential Award by Carlson for achieving the highest level of operational excellence.

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Rob Stiles is a founding Principal & Managing Director of the national hotel investment banking platform, RobertDouglas, based in California. Mr. Stiles specializes in structuring and executing capital solutions for investors and owners of hotel real estate and brand and management platforms.

Prior to his role at RobertDouglas, Rob was the Co-Head of the National Hospitality Group at Cushman & Wakefield Sonnenblick-Goldman. Before joining Sonnenblick Goldman, Rob was a founding partner and Group Managing Director of HorwathHTL in Hong Kong and Singapore, where he spent fifteen years responsible for advising both US and Asian clients on over US\$5 billion in development, finance and investment transactions across Asia.

Rob is a recipient of the Jack A. Shaffer National Financial Advisor of the Year Award, serves on the International Advisory Board of HOTELS Investment Outlook magazine and is the founder of HICAP ([HICAPconference.com](http://HICAPconference.com)) Asia's premiere hotel investment conference in Hong Kong. He is an Associate Degree graduate in Culinary Arts at Johnson & Wales University and a Bachelor of Science Degree graduate with a focus in development and finance from Cornell University's School of Hotel Administration.

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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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Herb has been involved in the mortgage industry since 1979. He was born in Havana, Cuba and came to the United States in 1968. He has been married for 33 years and is the father of two wonderful children. He is an avid golfer and a private pilot.

In 1979 Herb was one of the founders of Applied Business Software and through the 1980s specialized in the sales, installation and support of software and computer systems for the mortgage industry in California. ABS became the leader in automating the tasks of loan servicing and loan documentation for the hard money industry. He also conducted seminars and training classes for new brokers.

In 1989, Herb joined Fidelity Mortgage Lenders and originated institutional and hard money loans, and implemented a Spanish marketing campaign.

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Peter H. Hui has served as Founding Chairman of First Choice Bank since August 2005 and Chairman of First Choice Bancorp since September 2017. He has also been President of Hospitality Unlimited Investments, Inc. since 1986. He is an accomplished hotel and real estate broker in the city of Cerritos with 33 years of experience in the hospitality business as owner, developer, management company, operator, or general manager with Hilton, Holiday Inn, Ramada Inn, and Quality Inn, among others. He has been instrumental in directing many hotel property loans to the Bank. As a member of the Nominating and Compensation Committees Compensation, Nominating and Corporate Governance Committee, he brings his years of management experience to bear on selecting high quality candidates for the Board and Management.

Mr. Hui also has been prolific in finding new sources of deposits which provide liquidity to the Bank. As a member of the Nominating and Compensation Committees, he brings his years of management experience to bear on selecting high quality candidates for the Board and Management. Mr. Hui attained his BA degree from Southwest State University in Marshall, Minnesota and also graduated from UCLA's Executive Program in Los Angeles, California. He is also licensed as a real estate broker and is a former instructor on Hotel Management at California Poly University in Pomona, California, as well as a former member of both the Ramada Franchise Counsel and the Rotary Club.



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Keegan is Vice President of Originations for Stonehill Strategic Capital responsible for sourcing and structuring new hotel debt and preferred equity opportunities throughout the western United States. With 15 years in the industry and over \$1 billion in real estate transactions over his career, Keegan has extensive experience in bridge lending, construction financing, mezzanine and preferred equity transactions.

Prior to joining Stonehill, Keegan served as head of debt and structured finance for Lowe Enterprises Investors, a Los Angeles based institutional investment manager with over \$2 billion in assets under management. He led the firm's lending activities including sourcing and closing senior loan and structured investments of \$10 to \$75 million on behalf of state pension fund clients. He also previously served as an asset manager for Lowe's commercial real estate investments in commingled funds and separate accounts. Prior to Lowe, Keegan worked in CMBS loan origination for Goldman Sachs Commercial Mortgage Capital, L.P.

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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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Greg challenges leaders to be their authentic self in all walks of life. By giving leaders the skills and strategies to align with purpose and to live authentically into the leader we want to be. Beyond leading, he will provide the essential tools to be more productive and perform at levels never recognized before. He guides and leads in a way that builds confidence and ability.

Greg will ask you to commit to your role as a leader with courage, integrity and humility by serving others before yourself. While working with Aden Leadership, you will be empowered to build relationships that produce exceptional results for your team and your organization. Greg will guide you to step out of your comfort zone to grow as an empowered leader.

Greg works with leaders who are committed to leadership and dedicated to the development of human beings. Prior to creating Aden Leadership, Greg was widely recognized as one of the most prolific Franchise Sales and Development Directors in the hospitality sector. Greg also trains professionals and sales teams in the art of communication and serves organizations to use proven growth and development strategies to grow revenue and profit. He believes the secret is communicating at the highest level and focus on serving rather than selling. His results are irrefutable.

Outside of work, Greg enjoys life with his two boys, Brooks and Jackson, and just about everything the beautiful state of Colorado has to offer.



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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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Mark LeBlanc is executive vice president of development and acquisitions for Aimbridge Hospitality. 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 Aimbridge, 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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With her extensive history in the industry and keen understanding of the markets, Suzanne R. Mellen, MAI, CRE, FRICS, ISHC, sets new standards for hospitality and gaming valuation.

Suzanne is the Senior Managing Director – Practice Leader of HVS. She has unparalleled experience, having appraised thousands of hotels, gaming assets, and related real estate throughout the world over the past 40 years. She specializes in complex hotel and casino feasibility issues and is nationally recognized for her industry expertise. In 2012 and 2013, she led the valuation of several high-profile multibillion-dollar hotel portfolios. In that time, she also developed an expertise in the valuation of casinos for assessment purposes and recently testified as an expert witness in one of the nation's largest casino property tax cases.

Suzanne has developed innovative appraisal methodologies such as a mortgage-equity income capitalization formula for variable income properties, a refinancing model for hotel investments, and a methodology for valuing the real property component of casinos in Pennsylvania, where gaming has been newly established. As an in-demand presenter for conferences throughout the United States, Suzanne has spoken at numerous industry events and makes annual appearances at JMBM's Meet the Money and the Americas Lodging Investment Summit (ALIS).

Suzanne holds the following designations: MAI (Appraisal Institute), CRE (Counselor of Real Estate), FRICS (Fellow of the Royal Institution of Chartered Surveyors), and ISHC (International Society of Hospitality Consultants). Her professional experience includes consulting and appraisal positions with HVS New York, Morgan Guaranty Trust, Laventhol & Horwath, and Helmsley-Spear Hospitality Services, Inc. in New York City and Harley-Little Associates in Toronto, Canada. She gained her operational experience at the Plaza Hotel in New York. Suzanne earned her B.S. degree in Hotel Administration from Cornell University.



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Ronald Kim is the Chief Operating Officer for Prospera Hotels, Inc. His primary responsibilities are focused on corporate strategy, business development including real estate acquisitions and company growth, and asset management including strategic direction and oversight of the assets within the portfolio. Mr. Kim joined Prospera Hotels Inc. in 2013 as the Senior Vice President, Real Estate. Prior to joining Prospera, Mr. Kim worked as the Vice President Business Development for Davidson Hotels, where his primary responsibility was new acquisitions and management contracts for the west coast. Prior to Davidson, Mr. Kim worked at Hilton Hotels Corporation in both Managed Development and Project Finance, in which he was responsible for over \$2 billion in debt and equity transactions. Prior to Hilton, Mr. Kim worked at Lend Lease/Yarmouth, a boutique investment real estate firm, where he had asset management responsibilities for several west coast hotel assets. Mr. Kim earned his CPA designation while working at Arthur Anderson LLP as a Senior Auditor.

Mr. Kim holds his MBA from the Anderson Graduate School of Management at UCLA and a BA in Business Economics from UCLA.



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Prospera Hotels, Inc. is a fully integrated hotel, real estate and investment company based in Southern California with properties in California and Florida. Prospera provides expertise in development, operations, project management, acquisitions and construction for the hospitality and real estate industry. Our California portfolio includes six properties located in the Anaheim Resort and an upcoming development near San Diego's Gaslamp Quarter. In addition, we are excited for the upcoming opening of our JW Marriott, Anaheim Resort in March 2020. This luxury hotel features 466 lavish guest rooms, over 43,000 square feet of indoor and outdoor function space, a rooftop bar & lounge with nightly fireworks views and the outdoor JW Gardens, which features unique art installations using augmented reality technology.

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**Bobbie Singh-Allen, J.D.**

Executive Vice President

**CALIFORNIA LODGING INDUSTRY ASSOCIATION**

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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 and 2018. 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.



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Mitra has been with Prism for over 15 years in a variety of leadership roles. In addition to business development, Mitra manages the implementation and administration of all HR and Payroll systems for incoming hotels as well as oversee the on-boarding of new employees in the field. Additionally, she oversees Accounting and Wage and Hour Compliance audits.

Mitra was born and raised in Tehran, Iran. At 15 she entered the University of New Delhi, India and graduated two years later with a degree in Accounting and Finance. Due to political unrest in India, she was admitted to the United States as a political refugee and moved to Dallas, Texas. She started her hospitality career at Rosewood Hotels' Crescent Court and continued a 23 year hospitality career specializing in compensation and human resource systems. She enhanced her systems knowledge with a two year assignment with Intel/McAfee as global compensation director.

Mitra is fluent in Farsi, Hindi and English and is a proud member of the Iranian American Women's Foundation.

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**Antonio Pullano, MBA**  
Director of Photography  
**LOVINLIFE MULTIMEDIA**  
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LovinLife Multimedia was founded in 2009 by MBA Finance graduate Antonio Pullano.

His photography in the hospitality industry features properties including; Marriott, Airbnb, Fritz Duda, LOCALE, Great Maple, Cinepolis, Regency, Tavern + Bowl, Saddle Ranch, and the Andaz, Rancho Valencia, Hard Rock, and Grand Del Mar hotels.

Recently acclaimed by CASIO Electronics as “one of the best watch photographers in the world”, Antonio’s creativity has been utilized globally for over a decade to provide marketing collateral for the makers of G-Shock watches.

As an entertainment photographer to the Associated Press, Antonio has covered the Prime Time Emmy Awards for the Television Academy for six straight years.

Antonio has appeared as presenter for the Camera to Camera Expo in Las Vegas, and volunteer keynote speaker for Vital Link - motivating high school students across Orange County, CA to explore career paths in Digital Media Arts.

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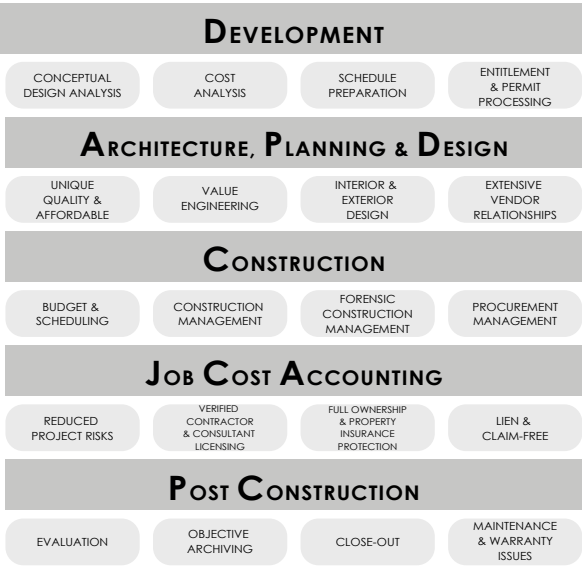
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