

The Only California-Focused Hotel Investment Conference



THURSDAY • MARCH 10, 2022
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CONFERENCE AGENDA

Thursday, March 10, 2022

9:30 a.m. - 9:45 a.m. - Opening Remarks - **Craig Sullivan**, Conference Chair (Page 2)

9:45 a.m. - 10:15 a.m. - Keynote Address - **Bruce Ford**, *Lodging Econometrics* (Page 4)

10:20 a.m. - 11:10 a.m.

HOTEL BRAND PANEL

Moderator: **Jenny Redlin**, *Partner ESI* (Page 5)

- **Gabe Borquez**, *Choice Hotels* (Page 6)
- **Nirav Shah**, *Hyatt* (Page 7)
- **Kevin Schramm**, *IHG® Hotels & Resorts* (Page 8)
- **Adrienne Jubb**, *Marriott* (Page 9)

- **Matt Hostetler**, *Red Roof* (Page 10)
- **Michael Marquez**, *Wyndham* (Page 11)
- **Bill Hall**, *Radisson* (Page 12)
- **Mike Castro**, *Sonesta* (Page 13)
- **Sean Tan**, *Best Western* (Page 14)

11:15 a.m. - 12:00 p.m.

OVERVIEW OF THE CALIFORNIA HOTEL MARKET

Moderator: **Jackie Collins**, *A.J. Gallagher & Co.* (Page 15)

- **Mark LeBlanc**, *Aimbridge Hospitality* (Page 16)
- **Kristin Smiley**, *HVS* (Page 17)
- **Mark Crisci**, *Azul Hospitality Group* (Page 18)

- **Alan Reay**, *Atlas Hospitality Group* (Page 19)
- **Rick Marenic**, *JCI Architecture* (Page 20)
- **Emmy Hise**, *CoStar* (Page 21)

12:00 p.m. - 1:30 p.m. - LUNCH & NETWORKING

1:35 p.m. - 2:20 p.m.

HOTEL DEVELOPMENT ROUND TABLE: THE AGONY AND THE ECSTASY

Moderator: **Craig Sullivan**, *[CLIC]* (Page 2) & **Glenn Haussman**, *No Vacancy News* (Page 22)

- **Allie Hope & Vanessa Mange**, *Virgin Hotels* (Pages 23, 24)
- **Ajesh Patel, Swati Patel & Ron Kim**, *Prospera Hotels* (Pages 25, 26)
- **Kay Lang**, *Kay Lang & Associates* (Page 27)
- **David Sudeck**, *JMBM* (Page 28)

2:25 p.m. - 3:00 p.m.

HOTEL LENDING PANEL

Moderator: **Stephen O'Connor**, *RobertDouglas Hotel Capital Advisors* (Page 29)

- **Robert Lo**, *East West Bank* (Page 30)
- **Peter Steigleder**, *Fidelity Mortgage Lenders* (Page 31)
- **Keegan Bisch**, *Stonehill Capital* (Page 32)
- **Ryan Mazelli**, *Ygrene Energy Fund* (Page 33)

3:00 p.m. - 3:10 p.m. - NETWORKING BREAK

3:15 p.m. - 3:55 p.m.

HOTEL INVESTMENT: OPPORTUNITY NOW

Moderator: **Glenn Haussman**, *No Vacancy News* (Page 22)

- **Pamela Greacen**, *SMHG* (Page 34)
- **Jim Butler**, *JMBM* (Page 35)
- **Steve Van**, *Prism Hotels & Resorts* (Page 36)
- **Bijal Patel**, *CH&LA* (Page 37)
- **Gary Gray**, *Twenty Four Seven Hotels* (Page 38)
- **Suzanne Mellen**, *HVS* (Page 39)
- **Vinay Patel**, *AAHOA* (Page 40)
- **Lynette Montoya**, *President & CEO Latino Hotel Association* (Page 41)

4:00 p.m. - 4:35 p.m. Closing Remarks & Deal of The Year and Lifetime Achievement Award

4:40 p.m. - 5:30 p.m. Networking Mixer - After Party

*Agenda is subject to change without notice.

** All health and safety protocols from the City, County, State and CDC will be adhered to including and not limited to temperature checks, Proof of Vaccination or a Negative COVID-19 test result within 48 to 72 hours prior to the conference.

Craig Sullivan

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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* and in 2020 the show was relaunched as *Check Out California* featuring Hotels, Restaurants, and Sports & Entertainment Venues across California. Along with launching [CLIC] Connect an online interview show featuring leaders in the hospitality, travel, and tourism industries. The show's engaging format asks one guest three questions in less than ten minutes, and films on location across the state. Also launched in 2019 Akira HG a hotel consulting and investment group and in 2020 Glenn Haussman & Craig created the hotelREBOOT® Podference series and they created and launched Friday Night Audit in 2021 a lighthearted conversation with Guests streaming live weekly YouTube, LinkedIn & Facebook.

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 & Manager of North American Title Company's Hotel Group that he created. Craig has helped underwrite and close nearly 25 billion dollars in hotel 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, IHI, CREW-OC, AAHOA, CLIA, ILLA, BLLA, and CHLA. Named one of the Top 50 Hospitality Leaders 2021 by the International Hospitality Institute.

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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 Southern California and Northern California 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". During the pandemic the All Star Group has been holding the events virtually and introduced the Commercial Real Estate Summit Online and will continue to hold that event going forward. In April 2022 the All Star Group will introduce "FOCUS NETWORKING" where attendees will network with presenters and other attendees based on their area of interest in a roundtable format.

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 Ford

Senior Vice President – Director of Global Business Development

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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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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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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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Nirav Shah

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Nirav joined Hyatt in 2010 and currently serves as Regional Vice President of Development. He is responsible for the expansion of Hyatt's Select Service brands in California, Oregon, Washington, Hawaii, Alaska, Idaho, Montana, Wyoming, N. Dakota, S. Dakota and Nebraska. Prior to his role in Development, Nirav lead the Asset Management and Development Finance teams at Hyatt.

Nirav worked with Extended Stay Hotels, PricewaterHouse Coopers (Hospitality & Leisure Advisory), Starwood hotels and Morgan Stanley prior to joining Hyatt.

Nirav holds a bachelor's degree in Economics from University of Rochester and a Master of Management in Hospitality from the School of Hotel Administration at Cornell University. He lives with his wife and 2 daughters in Oakland, CA.



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NIRAV SHAH
ATTENDING 2021 CLIC

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Kevin Schramm is the Senior Vice President of Mainstream Brand Development for IHG® Hotels & Resorts. 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 for Marriott International's Select Brands. She is responsible for franchise and managed growth of Courtyard, Four Points by Sheraton, SpringHill Suites, Fairfield, 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 focused on managed development on the west coast and Hawaii. Her experience includes iconic hotels such as the Kyo-ya Portfolio in Hawaii and W Hotels in Bellevue and Aspen.

Prior to joining Starwood, 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 at the Four Seasons Aviara pool in Carlsbad, California and Bacara Resort & Spa's rooms division in Santa Barbara, California.

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 with her partner and two young sons.

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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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Began my hospitality career in 1992 as a Director of Franchise Development at Hospitality Franchise Systems (HFS). In late 1994 I moved to Choice Hotels for a similar position and then on to the launch of Candlewood Suites in late 1999 under the leadership and tutelage of the legendary Jack DeBoer. I returned to Choice in sales management role in 2002 and stayed there until 2015. Since 2015 I have held short term roles with Jack DeBoer a second time launching WaterWalk Hotel Apartments, Red Roof and Red Lion Hotels, and am currently Regional Vice President of Franchise Development for the Western United States at Wyndham Hotels and Resorts where I have been for the last 2 years.

I have been on numerous panels over the years at ALIS, AAHOA, and have had the pleasure of being a special guest two times on CLIC Connect with Craig Sullivan.

Third generation native of the great state of Colorado. Attended the University of Colorado, Boulder where I received my Bachelor's Degree in Business in 1988. I was also a running back on the football team from 1983-1987 and a coach on the 1990 National Championship team. Married 30 years to Cindi with 3 very successful children (21, 26 and 29).

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Bill Hall serves as Senior Vice President, Development, Americas for Radisson Hotel Group Americas. Hall is responsible for the development of Radisson Hotel Group brands in the Western region of the U.S. and Canada. He reports to Phil Hugh, Chief Development Officer, Americas.

Hall comes to Radisson Hotel Group Americas with more than 25 years of experience in the hospitality industry in senior positions. Most recently, he served as Senior Vice President of Franchise Operations for Red Roof. In this role, he oversaw all franchise operations for the brand, helping the company achieve financial goals and business objectives, while supporting new initiatives, and rollouts. Prior to that, Hall was the Chief Business Development Officer for InnFocus Hospitality Solutions, where he negotiated investment and third-party management contracts and provided oversight of hotel specific operations, sales, and marketing plans. He also spent 17 years with Wyndham Worldwide Corporation as a Senior Vice President, providing executive oversight of six brands, setting strategic direction, and managing financial and operating results while driving development.

Hall is a graduate of Fairleigh Dickinson University where he earned an MS from the International School of Hotel, Restaurant & Tourism Management. He received his undergraduate degree from Messiah College with a BA in History & Business Management.



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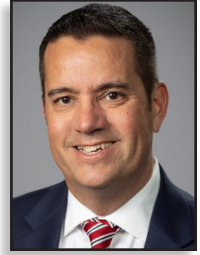
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Mike Castro is the Senior Vice President of Franchise Development for 7 Select Service Brands in the United States and Canada. His role is to lead the company's Select Service sales team and brand growth through franchising. With more than 34 years of experience in hospitality, Castro has an extensive background in franchise sales for both conversion and new construction hotels, in hotel management and franchise services. Previously he was with Choice Hotels where he was the Regional Vice President Franchise Development for the companies Signature Brands spanning the West/Pacific Northwest and through the Dakotas. Castro has a history with the Red Lion family of brands with more than 24 years in various leadership and management positions - most recently as Vice President Franchise Development for Western US and Canada, where he led the growth of RLH's Upscale Brands including the first Red Lion franchise in Canada. Castro also led the Brand Services, Quality Assurance and Hospitality Services Team with RLH as the Vice President of Brand Services.



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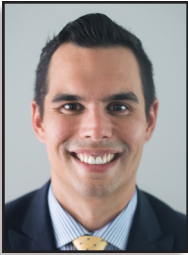
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Sean Tan is Managing Director of North American Development for Best Western Hotels & Resorts. It is the job of the North American Development team to grow membership within Best Western Hotels & Resorts by identifying and executing on new construction and conversion opportunities in the Economy-Upscale, Boutique, and Extended Stay segments. In this role, Sean manages the Regional Directors of Development for the Pacific, Intermountain, and Western Canadian Region. Sean earned his bachelor's degree in Hospitality and Tourism from Cal State University East Bay in Hayward, CA and started his career in the hospitality industry with a top-producing brokerage firm in California. He has a thorough background in hotel brokerage, land site acquisition, new construction development, and conversion development.



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Jackie C. Collins, CIC, CRM, CPIW

Senior Director/Vice President

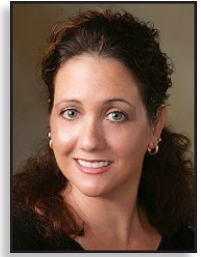
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Jackie Collins is the Senior Director of Arthur J. Gallagher's Real Estate and Hospitality division. Her office is located in Houston, TX. This office is the hub of Gallagher's Hospitality group and services more than \$125,000,000 in annual Hospitality 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, Development and Acquisitions, with over four decades of experience in all facets of hospitality financing, acquisitions and operations. Mark held this role with Interstate Hotels & Resorts prior to the merger with Aimbridge Hospitality in October 2019.

He also manages client relationships for the expanded Aimbridge Recovery Services (ARS) platform, drawing on the organization's collective experience of over 200 previous distressed assignments to focus on stabilizing hotels with distressed debt and recovering lost value due to the ongoing challenges in the hospitality industry. Mark serves as the primary contact on the ARS team assisting lenders, servicers, and hotel owners with their non-performing hotel loans going through foreclosure, bankruptcy, workouts, and receivership.

A veteran of the industry, Mark has a strong track record of sound leadership. 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.

Mark's experience extends to numerous industry organizations, including the California Hotel Lodging Association, for which he 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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Kirsten Smiley is a Vice President with the HVS consulting and valuation office in Los Angeles, California. Since joining HVS in 2014, Kirsten has worked with the HVS St. Louis and Portland offices before relocating to Los Angeles in 2018. Fluent in Mandarin, Cantonese, and English, Kirsten has worked at full-service hotels in the U.S. and abroad. Kirsten's international background, including her time at the Dong Fang Hotel in Guangzhou, China, and understanding of both Asian and U.S. markets have allowed her to assist her domestic clients and their international partners. Kirsten's experience with all hotel asset classes, including luxury coastal resorts and high-profile assets in urban markets, provides her with a unique perspective on the industry. Kirsten graduated with a BS in Hotel Management from the Business School of Sun Yat Sen University in Guangzhou and a BS in Hospitality Administration from Oklahoma State University.



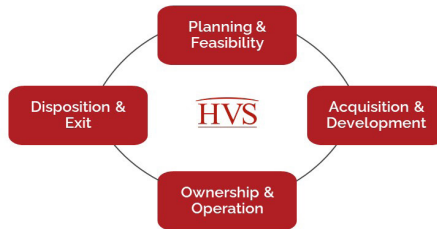
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Mark Crisci has a strong track record within the hospitality industry of creating organizational scale and driving portfolio growth. He has been actively involved in all levels of hospitality investment activity from multiple perspectives, including 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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Alan X. Reay

President

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Alan X. Reay is the president and founder of Atlas Hospitality Group (Atlas). Atlas has closed over \$4.5 billion in California hotel sales and is considered the “expert” on the California hotel market.

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

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

Atlas has received coverage from numerous publications, including the Wall Street Journal, Bloomberg Businessweek, Forbes, Los Angeles Times, The Orange County Register, The San Francisco Chronicle and The San Diego Union-Tribune.

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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Since joining JCJ Architecture in November of 2014, Rick has been actively engaged in developing and expanding JCJ's successful business presence in regional and national markets. As a leading designer for hotels, restaurants, casinos and aviation F & B, Rick is currently working on the new Crystal Lagoons Island Resort in Glendale, a DraftKings at Casino Queen in East St. Louis, Agua Caliente Resort and Spa in Palm Springs and Table Mountain Casino and Hotel in Fresno. Recent awards include a USA Today Readers Choice 10 Best Airport Bars and a 2018 FAB Award for Airport Bar of the year for SSP's LOLO American Kitchen at MSP.

Over the last two years Rick and JCJ have been featured in several articles, including the 2019 Wall Street Journal "Updating the Menu at the Airport," 2020 Hotel News Now, "What to Expect from Hotel F & B Design," and 2020 Forbes Magazine; Hospitality Architects Outline Emerging Hotel Design Trends.

From 1988-2014 Rick worked with Daroff Design in Philadelphia where he created innovative design solutions for clients such as Comcast, Marriott, Loews/Universal, Disney and the Smithsonian Institution NMNH.

Rick's furniture designs have been featured in Philadelphia Magazine 1990, ICFF 1996, The Vitra Design Museum 1997, Design Philadelphia 2009 and Herman Miller's Eames Modern Classic Chair Competition in 2014. Rick is also the first place winner in the 2016 Sandler Venice Seating competition.

A large graphic for JCJ Architecture. The top half shows a modern, curved high-rise building at dusk. The bottom left shows a contemporary interior lounge with blue sofas and large windows. The bottom right shows an outdoor terrace with a glass railing and a modern, rounded outdoor seating pod. The text "EXPERIENCE DRIVEN DESIGN" is overlaid in large white letters across the middle. At the bottom, the JCJ ARCHITECTURE logo is displayed in large white letters, with "JCJ.COM" to its right. Below the logo, a list of office locations is shown: BOSTON HARTFORD LAS VEGAS NEW YORK PHOENIX SAN DIEGO TULSA.

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Emmy Hise is the Director of Hospitality Analytics for the Western U.S. for CoStar. She covers hotel performance and investment trends and shares them with clients through presentations at industry events, market reports, and videos.

Previous to her current role, she was in the Consulting and Analytics division for STR and provided custom data solutions to clients using STR's extensive database. STR provides clients from multiple market sectors with premium, global data benchmarking, analytics, and marketplace insights. STR was acquired in October 2019 by CoStar Group, Inc., the leading provider of commercial real estate information, analytics, and online marketplaces.

Emmy has over 15 years of experience in the lodging sector. Ms. Hise spent the first few years of her career working in operations. From there, she transitioned to a business development role for nearly eight years. She worked on the disposition side for CBRE Hotels and then transitioned to the acquisition and management contract side for a hotel management company. She focused on numerous analytic lodging and real estate projects during this time, including market studies, due diligence, single asset and portfolio transactions, valuations, underwriting, and amenity and facility offerings analysis.



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Glenn Haussman loves the hospitality business. That's why he hosts the No Vacancy Live video podcast with cohost and Travel Channel personality Anthony Melchiorri, publishes the novacancynews.com industry news site, and educates and empowers people about this incredible industry as a professional speaker, host and moderator.

Glenn also hosts No Vacancy News Today, a news and analysis program focused on hospitality headlines, Friday Night Audit, a comedy focused show capturing the energy of the post conference bar scene cohosted by CLIC founder Craig Sullivan, and offers up travel commentary on the weekly sports focused show BT Talks Baseball.

His first book, which he cowrote, is called The Adaptors, focuses on capturing real unplugged conversations with top innovative business leaders, that are uncovering unbridled opportunity. It arrived March 2021.

Glenn is also an in-demand public speaker, educator, custom content creator and consultant for major hotel brands, leading industry influencers and suppliers.

Before the pandemic, Glenn traveled 125 plus nights yearly, enjoying the worlds of hospitality and travel as observer, educator and customer. As a frequent moderator and speaker, he motivates audiences with actionable insights and getting 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, Forbes, 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.

Find Glenn at novacancynews.com and @TravelingGlenn. Follow him on the No Vacancy pages on LinkedIn and Facebook.



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Allie is responsible for setting and implementing Virgin Hotels' global growth strategy. Allie's primary responsibilities include identifying properties in key markets, and structuring transactions that work for Virgin Hotels and our Owner/Developer partners.

Prior to joining Virgin, Allie worked on acquisitions, dispositions and asset management at Sunstone Hotel Investors where she was on a team that completed over \$1 billion of hotel transactions. Allie was previously a partner at HMR Analytics, a hospitality asset management firm based in California, and a consultant with PKF Consulting, one of the top advisory services firms in the hospitality industry. Other experiences include hotel operations with Interstate Hotels and Resorts and spa development at Starwood Hotels & Resorts.

Allie is a graduate of Cornell's School of Hotel Administration where she received the Dean's Baccalaureate Service Award, is a guest lecturer at Cornell Hotel School Pillsbury Institute for Hospitality Entrepreneurship, Columbia University and NYU, was named Southern California Real Estate "Woman of Influence" in 2007, and is the co-chair of the Dean's Young Advisory Board for Cornell Hotel School.

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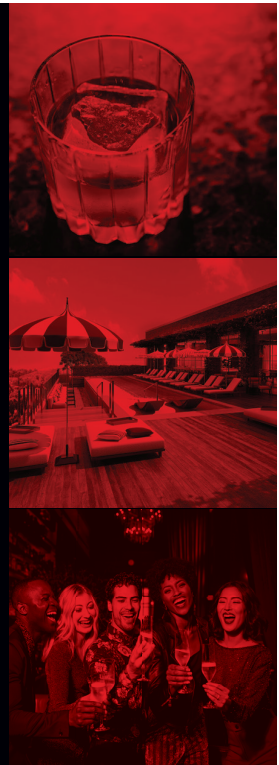
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Vanessa is responsible for implementing Virgin Hotels’ growth strategy across the West Coast and Latin America. Her primary responsibilities include sourcing and acquiring properties in key gateway cities, and structuring transactions that work for Virgin Hotels and our Owner/Developer partners. Prior to joining Virgin Hotels, Vanessa worked on acquisitions, dispositions and asset management at Kimpton Hotels and Restaurants where she was instrumental in establishing a brand footprint in Mexico and supported growth across Europe, Greater China, and AMEA. A graduate of Cornell University, Vanessa holds a Bachelor of Science from the School of Hotel Administration and a Minor in Real Estate Finance. She has lived in Turkey, Israel, Switzerland, Ethiopia and Spain, and speaks English, French and Spanish.

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For Ajesh Patel, the hospitality industry represents an ideal culmination of his background in finance and business operations. As President and CEO, he is responsible for driving the vision and strategy for Prospera Hotels, Inc. He is dedicated to developing Prospera's corporate culture as well as fostering relationships with equity and debt partners.

Prior to forming Prospera, Ajesh worked as an investment banker in Donaldson, Lufkin and Jenrette's Los Angeles office, where he focused on buy-side and sell-side mergers and acquisition transactions, debt and equity financings, and leveraged buyouts across a variety of industry sectors. As director of business development for a tech start up, Ajesh assumed significant responsibility in helping secure the company's second round of funding and establishing the company's European and Asian operations.

Ajesh is dedicated to facilitating relationships within the firm and amongst their long-standing partners. He believes that one of the keys to Prospera's success has been its trusted partners and dedicated team. He leads by example, supporting the communities where he works and lives; he is the 2020 Chairman of Visit Anaheim and is an active member of the Young Presidents Organization (YPO). He also encourages a company-wide philosophy of giving back, which aims to make a difference in local neighborhoods through partnerships with organizations such as Illumination Foundation, CASA and Orangewood Foundation.

In his free time, Ajesh is a devoted Lakers fan. He enjoys reading, traveling, scuba diving and spending time with his family.

Ajesh received his bachelor's degree in business administration from the Walter A. Haas School of Business at University of California, Berkeley.

Swati A. Valbh-Patel

Senior Vice President of Development and Design

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Swati A. Valbh-Patel is Senior Vice President of Development and Design for Prospera Hotels, Inc. In her role as Senior Vice President, she oversees the development, design and architectural aspects of the firm's hotels and leads both the development, design and construction teams. She also spearheads the pre-opening process, which includes leading the integration of the construction and operations teams through a hotel's opening. Additionally, she serves as the brand liaison with the hotel brands. Her creativity is a vital component in the company's focus on integrating a local community's nuances into every project.

Prior to joining Prospera, Swati practiced at a real estate boutique law firm. Her experience in legal, IT, and business management is key to supporting Prospera's long-term strategy and growth. Over the course of her time at Prospera, many of Prospera's properties have received notable industry awards for their design and service.

Swati oversees much of Prospera's continued dedication to charitable work and contribution. In order to continue their tradition of giving back, Prospera makes charitable contributions to Ronald McDonald House, Illumination Foundation, MUZEO, Akshay Patra, Sahara, Orangewood Foundation, Project Lighthouse, CASA, and Pratham. Additionally, she dedicates her personal time to several of these organizations as a volunteer, member, and board member. Outside of her work at Prospera and various volunteer organizations, Swati enjoys reading, traveling, and cooking for her friends and family.

Swati holds a Bachelor's of Science in Business Finance and Bachelor's of Arts in Criminology from the University of Florida. She received her Juris Doctor from the University of Miami.

Ron Kim

Chief Operating Officer

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As Chief Operating Officer for Prospera Hotels Inc., Ron Kim is responsible for portfolio operations and asset management; corporate strategy; business development and company growth, as well as business operations and asset management. He is also instrumental in fostering the firm's culture of work-life balance. Ron consistently promotes a family-friendly diligent work environment. When he's not working, Ron enjoys traveling with his family and is an avid tennis player.

Ron joined Prospera in 2013 as the Senior Vice President of Real Estate. Prior to joining Prospera, he worked as the Vice President of Business Development for Davidson Hotels, where he was responsible for hotel acquisitions and management contracts primarily in the western U.S. Before his position at Davidson, Ron worked at Hilton Hotels Corporation in Managed Development and Project Finance. While at Hilton, he was responsible for over \$2 Billion in debt and equity transactions. Ron's experience also includes work at Yarmouth, a boutique real estate & investment firm, where he oversaw asset management for several West Coast hotel assets. Ron began his career in public accounting at Arthur Andersen LLP, where he earned his CPA designation.



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. Together with O'Connell Hotels, we are excited for the recent opening of our JW Marriott Anaheim Resort. This luxury hotel features 466 lavish guest rooms, over 43,000 square feet of indoor and outdoor function space, a rooftop bar and lounge with nightly firework views and the outdoor JW Gardens, which features art installations using augmented reality technology.

Prospera is proud to be a part of (CLIC) 2021 and we congratulate Craig Sullivan and his team for this essential conference to celebrate Anaheim's economic recovery.

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President and CEO

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Kay Lang, President & CEO of Kay Lang + Associates, has specialized in the field of hospitality and high-end residential design for over 30 years. Her projects span the globe from Four & Five-Star destination hotels & resort properties to full-service, mixed-use residential and luxury high-rises and intimate boutique properties.

As Principal in Charge, Kay leads her team in all facets of interior design with a hands-on approach from the inception of every project.

In 2006, she was inducted into the prestigious "Platinum Circle" by Hospitality Design Magazine. Her firm is listed in TOP Design Firms of Hotel Management Magazine in 2020, Top 100 Interior Design Giants and amongst the "Rising Stars" in Interior Design Magazine in 2019. She is currently featured in Interior Design Magazine 2020 – Women in Design.

Her firm has been recognized for such outstanding 4 & 5 Star hospitality and specialty themed properties as: JW Marriott, Anaheim Resort, CA, JW Marriott Orlando Bonnet Creek Resort & Spa, Orlando, FL, The Higgins Hotel & Conference Center in New Orleans, The Pasea Hotel & Spa in Huntington Beach, CA, The Balboa Bay Resort & Members Club, Newport Beach, CA, The Inn at the Mission, San Juan Capistrano, CA, The Mandarin Oriental Hotel & Residences at CityCenter in Las Vegas, Nevada, Four Seasons Biltmore Resort in Santa Barbara, CA, and The Ritz-Carlton - Bacara Resort & Spa in Santa Barbara, CA amongst many others.

Her firm's services include every aspect of Hospitality Interior Design: Conceptual Design, Schematic Design, Design Development, and Construction Documentation, Hand Sketching, 3D Renderings, Furnishings & Fixtures Specifications including FF&E Budgeting, Art & Artifact Selections and Specifications, LEED Interior Documentation, CAD & Revit Interior Documentation to final Installation Coordination. She prides herself on attending to each project's critical details.



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David Sudeck is a partner at JMBM and 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 clients in the purchase and sale, development, construction, financing, leasing, and sale-leaseback of properties, and advises them on their operations and management agreements. David has particular expertise in the negotiation and drafting of hotel management agreements.

David has significant experience in real estate finance, including traditional construction and permanent financing, PACE financing, EB-5 financing, and mezzanine/preferred equity financing. A number of these financings involved the structuring and implementing of Opportunity Zone Funds. Additionally, David counsels real estate owners, tenants and management companies with respect to Americans With Disabilities Act (ADA) compliance, policies and procedures.

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

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Mr. O'Connor is a Principal & Managing Director of RobertDouglas with 16 years of investment banking and capital markets experience. Prior to joining the firm as a principal, he held senior positions at Sonnenblick Goldman and Cushman & Wakefield. During his career, Mr. O'Connor has advised clients on an excess of \$5 billion of transactions, located throughout North America, representing a variety of structures that include dispositions, debt financings, and equity recapitalizations for both single asset and portfolio transactions.

Mr. O'Connor served as the graduate teaching assistant to both the graduate and undergraduate Financial Economics courses at Cornell's School of Hotel Administration and has returned to guest lecture on real estate finance topics and case studies. He is a member of the national chapter of the Cornell Hotel Society and is a regular speaker at industry events, including the American Lodging Investment Summit, the Meet the Money Conference, and the Hotel Asset Managers Association annual meeting. He has contributed articles to the Real Estate Finance Journal and co-authored the "Art of the Capital Structure" chapter within the Hotel Asset Management Principles & Practices, Third Edition book.

Mr. O'Connor holds a Bachelor of Arts degree from Dartmouth College and a Master of Management in Hospitality degree from Cornell University.

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Robert Lo is the Executive Vice President and Head of Commercial Real Estate Banking at East West Bank. With over 25 years of banking experience, 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.

At East West Bank, Robert oversees a loan portfolio exceeding 3,300 properties and \$8.2BB in loan commitments, and a deposit portfolio of \$4.0BB. With a presence in San Francisco, Pleasanton, Pasadena, Boston, New York, and Atlanta, Robert and his team consistently deepen and grow profitable, sustainable, and expandable relationships with experienced Commercial Real Estate Owners, Operators, and Developers. He graduated from the University of Southern California with his Graduate Banking Degree earned from University of Washington. Robert enjoys skiing with his wife, two kids, and Roxy, their Pyredoodle (a Great Pyrenees and Poodle mix).

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Peter Steigleder, Chief Operating Officer of Fidelity Mortgage Lenders, Inc., and Co-Founder of Hudson Commercial Partners, Inc. brings with him 27 years of finance, commercial real estate and economic development experience.

Born in Germany, Peter immigrated to the United States in 1985. After studying real estate and finance at Cal State Northridge, Peter served as Director of Economic Development for the German Consulate General in Los Angeles. In 1999, Peter began his real estate career at Beitler Commercial where he earned the prestigious recognition of "Rookie of the Year" and soon thereafter earned the title of Senior Vice President. In 2006, Peter joined Lee & Associates where his consistent status as one of the company's top producers quickly elevated him to Principal status. In 2009, he joined Delphi Business Properties as a partner before founding Hudson Commercial Partners. Peter has completed over 700 sales, leasing and development transactions during his career.

Peter actively gives back to his community. He is the current President of The Guardians of the Los Angeles Jewish Home for the Aging.

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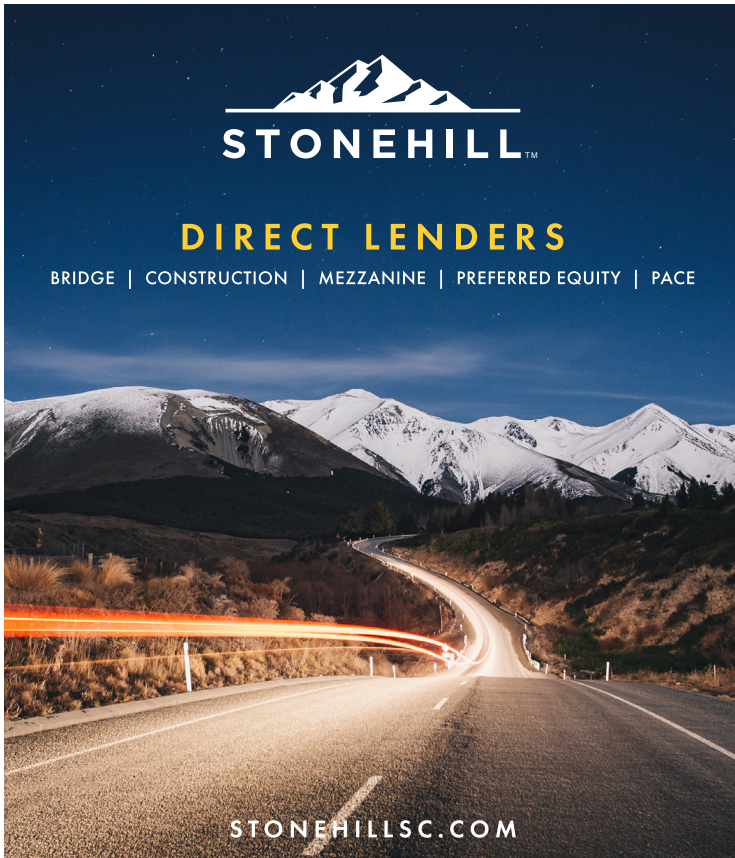
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Keegan is Vice President of Originations for Stonehill Strategic Capital responsible for sourcing and structuring new hotel debt and preferred equity opportunities throughout the western United States. With 15 years in the industry and over \$1 billion 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.



Ryan Mazelli
Managing Director of Commercial
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Ryan Mazelli is the Managing Director of Commercial for Ygrene Energy Fund. He has been with Ygrene for 6 years building a C-PACE (Commercial Property Assessed Clean Energy) financing platform for small, midsize, and large projects ranging from \$20,000 to \$50MM+. These projects include financing of energy efficiency, water conservation, renewable energy and resiliency measures for new and existing buildings. To date, the program has funded in excess of 1,500 commercial projects for over \$200MM. This is over half of the C-PACE projects funded nationwide to date. Ryan has extensive knowledge in building financing platforms in the renewable energy space and previously developed commercial and industrial solar projects for Independent Power Providers across the US. He is passionate about sustainable energy and transportation, job creation, and healthcare. He loves to travel the world searching for the best food and skiing in the next snow storm.



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Pamela Greacen

Founder & President

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Pamela Greacen is the founder and president of SMHG. Ms. Greacen has extensive experience in asset management as well as economic, financial and operational analysis for the hospitality and real estate industries. Her experience also includes the areas of management contract negotiations, litigation support, valuation services and financial due diligence.

In addition to her hospitality expertise, Ms. Greacen is a Certified Public Accountant. She is a member of the American Institute of Certified Public Accountants and is past president of the Hospitality Asset Managers Association. She is a contributor to Hotel Asset Management Principles and Practices.

SMHG is a boutique hospitality advisory firm created to assist developers, owners and investors of hospitality assets in maximizing value through asset management, management/franchise contract negotiation, development project management, re-capitalization, repositioning and risk assessment. SMHG offers a full-service platform that encompasses acquisitions to asset management.

Branded hotel experience covers all price points and includes such luxury brands as Four Seasons, Auberge, Belmond, and Capella; upper upscale brands like Fairmont and upscale brands, including Marriott. Our experience is considerable and includes independent luxury properties in numerous geographic markets.

Having played an integral role in the asset management of over \$2.0 billion dollars of hotel, resort and spa and projects in California, Florida, Hawaii, Massachusetts, New York, Mexico and Costa Rica, SMHG specializes in resorts, mixed-use and adaptive re-use projects.



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Jim Butler is a founding partner of Jeffer Mangels Butler & Mitchell LLP, and founder and chairman of the Firm's Global Hospitality Group®. One of the top hotel lawyers in the world, he devotes 100% of his practice to hospitality, providing unmatched hotel business experience and practical legal advice.

Jim and his team represent lenders, owners, developers, independent management companies and capital providers on their hotel projects worldwide. The Group brings more than 30 years' of hotel experience with more than 4,500 hospitality properties located around the globe valued at more than \$112 billion. They have worked on more than 2,600 hotel management and franchise agreements and more than 100 hotel mixed-use developments. The Group has worked on many hundreds or even thousands of acquisitions, sales, developments, brandings, repositionings, financings, and other hotel business transactions as well as complex hotel litigation under Common Law and Civil Law legal systems. They have handled more than 2,000 hotel receiverships and bankruptcies and even more workouts for distressed assets.

How do they work anywhere in the world? Location is not an issue on any significant project because most of their work is done by telephone, virtual meetings, and email. This enables Jim and the Group to provide their services across all time zones, making physical office location immaterial. They often work with regional advisors for handling local law permits or regulatory issues.

Jim is frequently quoted as an expert on hotel issues by national and industry publications such as The New York Times, The Wall Street Journal, Los Angeles Times, Forbes, BusinessWeek, Hotel Business, Thomson Reuters, and Bloomberg News. He is also the author of www.HotelLawBlog.com, and serves as an expert witness in hospitality matters.



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Contact Jim Butler at 310.201.3526 or jbutler@jmbm.com.

Steve Van

President

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Steve Van, President of Prism Hotels & Resorts, founded the Dallas-based company in 1983. Under his leadership, Prism has become an award-winning full-service hotel management, investment and advisory services company.

A prominent speaker and sought-after expert in the hospitality industry, Steve was recognized by Hotel Business Magazine as one of the trade's "People of 2012." In the past few years Steve has focused his teams' efforts on going from Good to Great with the primary focus on operational excellence.

Prism remains one of the most experienced managers of hotels and resorts nationally and has managed brands that include Marriott, Hilton, Doubletree, Sheraton, Embassy Suites, Holiday Inn, Preferred Hotel Group, Radisson, and numerous independents. Since the company was founded, Prism has managed over 300 hotels across the nation.

Steve's foray into hotels began as an Executive Vice President of Criswell Development Company. While there he developed the Hyatt Regency Austin, Hyatt Regency Denver Tech Center and the Hyatt West Houston. His first independent purchase was The Melrose Hotel in Dallas, which his Prism team turned into the first Omni franchise.

Steve currently serves on a number of industry boards including the Hilton Doubletree Hotel Owner's Advisory Council and served on the Starwood Hotels Owner's Advisory Council for creation of Aloft Hotels. Steve earned his bachelor's degree from The University of Texas and also attended The University of Texas Law School and was admitted to the State Bar of Texas. He has served as the Assistant Attorney General of Texas and as a Director of the Texas Turnpike Authority. Since 2008 he has been a Founding Director of AHMSA, a nonprofit based in Bogota, Columbia, to teach internal refugees entrepreneurial skills to lift their families out of poverty. AHMSA is now supported by the Bill and Melinda Gates Foundation along with the United Nations. Steve was also the youngest Director of NATO's US Arm, the Atlantic Treaty Assembly. Steve is also the co-founder of the Texas Lyceum Association.



Bijal Patel, CHA
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Bijal is past Chairman of CHLA and CEO of Coast Redwood Hospitality, a 44 year old company based in Northern California that owns and operates a portfolio of hotels and other real estate.

He was the youngest Chairman in CHLA's 129-year history and was the first person to serve two consecutive terms in that role. CHLA is the largest state hospitality group in the U.S., whose members operate almost a quarter million rooms at properties that range in size from small inns to hotels with 3,000 rooms.

During the past five years, Bijal has held leadership roles in AAHOA (Asian American Hotel Owners Association), notably as a member of the Young Professional Hoteliers Committee and as an Ambassador in the North Pacific Region.

Bijal is a third-generation hotelier who signed his first hotel franchise agreement when he was 18. He was named by Hotel Management to its prestigious "30 Under 30" list of the hotel industry's top rising stars for 2019. He is especially committed to exposing more young people, especially second and third-generation South Asian Americans, to the sophistication – and legacy rewards – of managing a generational family hotel business.

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As Twenty Four Seven Hotels' Chief Investment Officer, Gary spearheads the company's growth in pursuing hotel acquisitions, management services and new build opportunities. With over 25 years of hospitality experience, Gary's background includes ground up development, acquisitions and repositioning of value add projects, financing, dispositions, asset management and management contract negotiation.

He began his career in hotel development for a west coast based hotel developer and led the development and acquisition efforts to position the company as the largest owner and operator of Embassy Suites Hotels in the country at the time.

Prior to joining Twenty Four Seven Hotels, Gary most recently dedicated seven years with TPG Hotels & Resorts in sourcing, underwriting and closing hotel transactions ranging from new construction of California's first AC Hotel, to over 20 hotel acquisitions and hotel management Agreements collectively valued in the hundreds of millions of dollars.

Gary earned his B.S and M.B.A. from the University of California, Los Angeles.

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Suzanne Mellen

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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.



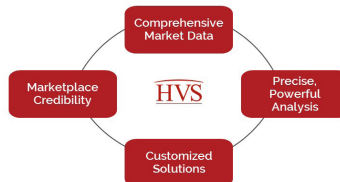
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Vinay Patel

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Vinay Patel serves as the Vice Chair of AAHOA. He 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.

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.

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, is the president of the Herndon Hospitality Association, and serves on the Medallia Hospitality Ideas Community in Collaboration with Cornell University's Center for Hospitality Research. Vinay previously served on the boards of directors of AHLA and the Loudoun (VA) Convention Visitors Bureau.



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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 hotel 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 President. 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. Ms. Montoya is on the founding board of directors of www.TourismDiversityMatters.org Tourism Diversity Matters (TDM), is the collaborative leader of Diversity, Equity and Inclusion (DEI) initiatives and concepts that can address the blind spots of ethnic disparities and provide decision-makers in the tourism and events industry access, resources, and tactics to develop more effective Diversity & Inclusion strategies that will engage and retain a diverse workforce.

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 youth, battered women, and other vulnerable populations. 2020 to present, Lynette began to work with Castell@College - Castell Project. As a panelist she has presented to several colleges and will be moderator for a panel in 2022.



Antonio Pullano, MBA
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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 the; Marriott, Airbnb, Fritz Duda Company, LOCALE, Great Maple, Cinopolis, 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, the California Lodging and Investment Conference, and as a note speaker for Vital Link - motivating high school students across Orange County, CA to explore career paths in Digital Media Arts.

Antonio has donated his time and talents to the UCI Minds Dementia Foundation, The Orange County Breast Cancer Foundation, Orange Coast College, and CASA of Orange County.

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Chris Daly was born into the hospitality industry and has been with Daly Gray since 1996, taking over the company in 2010. During his tenure with the company, he has participated in the launch of more than a dozen hotel brands, company repositioning efforts and corporate launches. He has advised some of the largest and most well-respected companies in the hospitality industry, including Hilton Worldwide, Interstate Hotels & Resorts, Hospitality Ventures Management Group, Chatham Lodging Trust, Island Hospitality Management and others. Chris is one of the leading experts on hotel crisis communications and is a frequent speaker on the subject. He received his Bachelor of Arts degree in English from Loyola University-Chicago.

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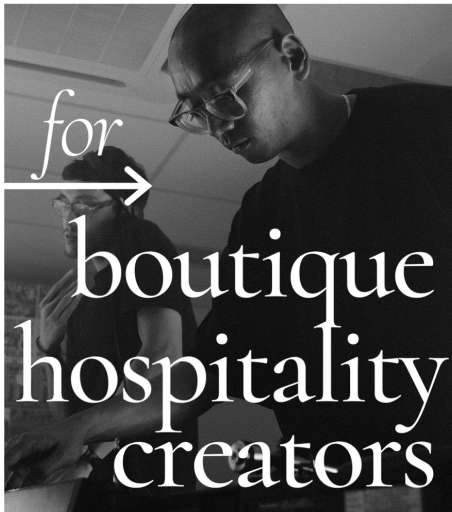
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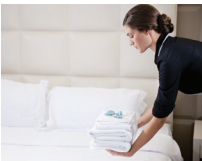
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