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CONFERENCE AGENDA

Wednesday, March 1, 2023

6:00 p.m. - 8:30 p.m. - Networking Mixer - Sponsored by our Hotel Brands

Thursday, March 2, 2023

9:00 a.m. - 9:30 a.m.

Registration

9:30 a.m. - 9:40 a.m.

Opening Remarks

Craig Sullivan, Conference Chairman (pg. 2)

9:40 a.m. - 10:10 a.m.

Annual Hotel State of the Market

Bruce Ford, Lodging Econometrics (pg. 4)

10:15 a.m. - 11:00 a.m.

HOTEL Labor

Moderator **Steve Van**, Prism Hotels & Resort (pg. 5)

Panelists:

Scott Arnim, A.J. Gallagher & Company (pg. 6)

Travis Gemoets, JMBM (pg. 7)

Kirsten Smiley, HVS (pg. 8)

Bijal Patel, CH & LA (pg. 9)

Kyle Allison, Reading Hospitality Mgmt. & Hospitality MD (pg. 10)

Pat Mitchell, Hogan Hospitality (pg. 11)

KP Patel, AAHOA (pg. 12)

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

NETWORKING BREAK

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

Hotel Refuel: Up Your F&B Game

Moderator **Glenn Haussman**, No Vacancy News (pg. 13)

Panelists:

Mark Crisci, Azul Hospitality Group (pg. 14)

Jorge Luhan, Consultant & Restaurateur (pg. 15)

Nima Fazeli, Consultant Hotel Development and F&B (pg. 16)

Tom Bergerson, AO (pg. 17)

Jeanne M. Muscolino, JCJ (pg. 18)

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

LUNCH & NETWORKING – Sponsored by **Partner, ESI**

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

Hotel Transactions Panel

Moderator **Emmy Hise**, CoStar (pg. 19)

Panelists:

Keegan Bisch, Stonehill (pg. 20)

Neal Patel, AAHOA (pg. 21)

Joseph Fan, Brighton Hospitality (pg. 22)

Peter Steigleder, Fidelity Mortgage Lenders (pg. 23)

Guy Maisnik, JMBM (pg. 24)

Alan X. Reay, Atlas Hospitality (pg. 25)

Jenny Redlin, Partner ESI (pg. 26)

Ryan Huntsman, Chicago Title NCS CA (pg. 27)

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

NETWORKING BREAK

2:30 p.m. - 3:15 p.m.

Hotel Development Roundtable

Development Deal of the Year 2023

Moderators **Craig Sullivan**, [CLIC] (pg. 2)

Bruce Ford, Lodging Econometrics (pg. 4)

Glenn Haussman, No Vacancy News (pg. 13)

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

CLOSING REMARKS

3:30 p.m. - 6:00 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

President

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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 Garfinkel

President

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Arnie formed Income Property Lending (IPL) in September, 1995 as a division of the All Star Group, Inc. He serves as President of IPL and is a corporate officer of All Star Group.

Prior to employment with IPL, Arnie was Vice President of Commercial Real Estate Lending for Pacific Thrift and Loan, and he was a principal of United Commercial Credit Industries (UCCI). Previously he held the position of Vice President/Sales Manager and assisted in the training and development of the marketing staff while employed with Foothill Thrift & Loan / Foothill Capital Corporation for 9 years.

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., and Crittenden to name a few. Arnie produces many events for other organizations including the Southland Regional Association of Realtors, Long Beach Commercial Real Estate Council, RenTV Conferences and the California Lodging Investment Conference [CLIC].

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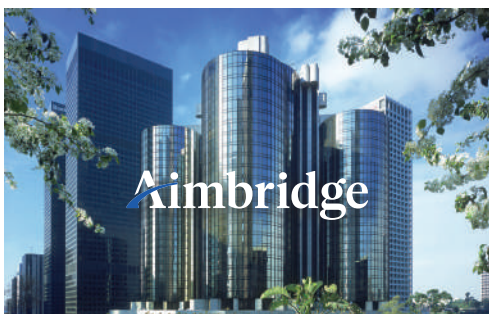
Steve Van, President of Prism Hotels & Resorts, founded the Dallas-based company in 1983. Under his leadership, Prism has become an award-winning full-service hotel management, investment and advisory services company.

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.



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Scott Arnim joined the Gallagher Houston office in 2003, immediately after college graduation. Scott began his career in the industry as a member of the account management staff and devoted his time in that role learning to cultivate client relationships and developing an understanding of their needs so he can proactively address them. After ten years in an account management capacity, Scott shifted his role and his primary responsibilities now include new business acquisition and working with his team towards maintaining a high-level standard for service.

As a Senior Benefits Consultant, Scott leverages his experiences and knowledge to collaborate with current and prospective clients to help them maximize the value and cost effectiveness of their benefit programs. Additionally, he is responsible for advising and assisting his clients with financial planning, cost projections, annual budgeting, plan performance and developing strategies to improve human capital recruiting and retention.

Scott's clients, as well as his team members, have come to rely heavily on his reputation for being detailed oriented and focused on specifics. His demand for quality and accuracy contribute strongly to Gallagher's position as a leader in the benefits consulting world. Scott holds a Bachelor of Science in Finance and Marketing from Texas A&M University.



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As an experienced trial attorney, Travis Gemoets represents management in all facets of labor and employment law, including wage/hour class actions, claims of discrimination, harassment, wrongful termination, trade secrets and unfair competition, union/management relations and workplace violence.

He is a member of JMBM's Global Hospitality Group®, in which capacity he negotiates union contracts and resolves labor disputes throughout the country, defends class action claims, develops strategies for the mass onboarding and separation of employees, and recommends proactive changes to employers' policies and practices in order to minimize potential liability risks.

Travis advises employers nationwide on these areas as well as on disability and religious accommodation, protected absences, personnel policies and handbooks, employee discipline and discharge, and labor relations. He lectures and consults in these areas and on other employment-related matters.

Travis has appeared before federal courts in California, Minnesota, Texas, and Illinois; state appellate courts and the Ninth Circuit, United States Court of Appeals.

He also has extensive experience with administrative agencies such as the Division of Labor Standards Enforcement, the Department of Fair Employment and Housing, the Equal Employment Opportunity Commission, the National Labor Relations Board, and the United States Department of Labor.

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Kirsten Smiley is a Senior 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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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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Kyle Allison has been committed to the hospitality Industry for nearly his whole life. As the son of a career flight attendant, he was exposed to the world of travel and hotels at an early age and remembers turning his childhood home into a “hotel” where he and his brother offered daily housekeeping service and in-room dining to their mom and dad.

Since then, he has turned that spirit into a hotel management career spanning 10 Hotels in 5 States throughout the Country in properties ranging from 146 rooms to 1,190 rooms.

He currently works as the General Manager of the Reading Country Club as he works to turn around the once dormant club into a regional destination.

Aside from his work in hotels and clubs, Kyle hosts the HospitalityMD Podcast extracting thoughtful and meaningful conversations from hospitalitarians at all levels of the industry with the goal to inspire and grow people.

His most notable work with HospitalityMD includes directing the Company’s Award Winning, debut documentary film, “Follow Me and I Will Be Behind You”



Pat Mitchell

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Pat Mitchell joined the Company in 2005, bringing 23 years of hotel and travel industry experience. Throughout the years, Pat held positions as revenue manager, regional manager, and group vice president, honing her expertise in the areas of hotel sales, marketing and revenue management.

Her hospitality career began in 1982 with a Hilton management training and development program. From there she quickly climbed the ranks, eventually serving as director of sales and marketing and general manager of several hotels. Her previous roles also include vice president of a meeting planning company. In her current role as president, Pat oversees operations for Hogan Hospitality's portfolio of hotels, restaurants, and spas. She attended the University of Rome, La Sapienza and McNeese State University, and is fluent in three languages including Italian and Spanish.

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Kamalesh (KP) Patel

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Kamalesh (KP) Patel serves as the Secretary of AAHOA. Patel is the CEO of Aarav Hospitality, LLC, and AKS Hospitality, LLC. Growing up in the hotel industry with his parents, he learned what it takes to persevere. Working with his wife, Krishna, in Santa Cruz, he kept the family atmosphere strong while working hard as the North Pacific Regional Director.

KP helped the North Pacific Region become the top-ranked region. He served five years as an ambassador, three of those as a Premier Ambassador.

He's also served on multiple industry-related committees, to ensure the betterment and advancement of our hotels.

He makes time for his kids by coaching baseball and taking them to charitable events. Following in his dad's footsteps, he is a second-generation North Pacific Regional director.

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Glenn Haussman is the hospitality industry's most well-known advocate, commentator, educator, and consultant. In 2022 he was recognized as one of the top 100 Most Power People in Global Hospitality, the #1 Global Social Media Influencer in Hospitality and his show, No Vacancy Live, was named the #1 podcast in hospitality. Additionally, in May 2022 he received the Leadership Excellence Award from SKAL USA for his tireless work bringing the hotel industry together during the Covid crisis and the podcast was given a Davey Award as well.

Glenn publishes the novacancynews.com industry news site, educates and empowers people about this incredible industry as a professional keynote speaker, event host and moderator, creates custom content for companies and operates as a hospitality consultant and speaker/media trainer.

Additionally, he 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 and more.

His first book, which he helped create, is called The Adaptors, which focuses on capturing real unplugged conversations with top innovative business leaders that are uncovering unbridled opportunity in a rapidly changing hospitality and business landscape. It arrived March 2021.

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 for nearly 10 years as an adjunct professor at New York University, teaching classes in Public Relations & Advertising, and Consumer Behavior.

Find Glenn at Glenn@novacancynews.com and @TravelingGlenn on social.





Mark Crisci

Principal & Chief Investment Officer

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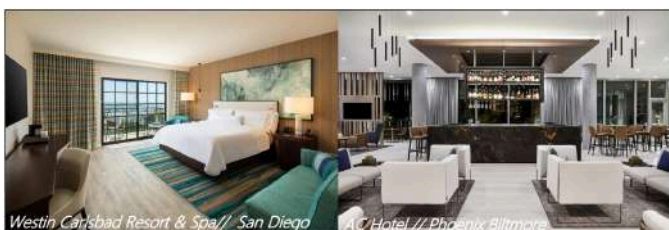
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Mark Crisci has a strong track record within the hospitality industry of creating organizational scale and driving portfolio growth. He has been actively involved in all levels of hospitality investment activity from multiple perspectives, including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



AZUL APPROACH

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Jorge Luhan II
Founder
TABLE 1 RESTAURANT HOLDINGS
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Jorge Luhan holds a bachelor's degree in business administration from the University of San Diego as well as an MBA from Chapman University. Restaurant background included owner/operator of various restaurant concepts including What's Cooking Bistro, Luciana's Ristorante, Club BBG, Express Cuisine Catering as well as principal owner of Paradigm Restaurant Group, Luhan Corporation Inc and most recently Table 1 Restaurant Holdings, an acquisition and management consulting Company. Having spent the last 32 years serving the Orange County food scene, my understanding of the independent restaurant market, current trends, technologies, and food culture has led to numerous awards and accolades. Luciana's Ristorante having been award the Southern California Restaurant Writers gold Medal, Award of Wine Distinction, California Restaurant Writers, Zagat survey's America's 1000 Top Italian Restaurant, Italian Trade Commission's Award of Distinction, Dana Point Times People Choice Award, Best of Orange County, Open Table People Choice Award, not to mention numerous articles and publications. Current member of Pinnadlife Cycling Team, past Orange County Team Leader for Polar Electronic Triathlon Team, 2009 State Cycling Champion and a multiple Ironman and marathon finisher. I live by the motto "aspirando et perseverando" to aspire and preserve in all that I do.

TABLE 1



RESTAURANT HOLDINGS



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Nima Fazeli has 15+ years of experience in the real estate industry, working across several different sectors, from strategic advisory and asset management, to private equity and development. He was most recently the EVP of Real Estate and Development for SBE, where he oversaw all leases, transactions, and development activities for the firm. Prior to that he was Director of Real Estate for PINN Investments, a real estate investment and development firm headquartered out of Newport Beach, CA, where he had most recently lead the acquisition, ground-up development, and sale of a 174-room Marriott hotel. Prior roles include overseeing the real estate portfolio for Tarsadia Investments, working for JLL's Hotels Team in their San Francisco office, and working as an Associate out of Barclay's Global Investors' London Office.

Nima graduated from American University in Washington, DC, and holds a Masters in International Relations from the London School of Economics, and an MBA in Real Estate Finance from Cornell University.

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Tom Bergerson offers 35 years of comprehensive architectural services and development management experience. He is a team builder that seeks innovative solutions to strategically ensure the client's development goals are fully addressed. Tom has a proven reputation leading project teams and acting as the client's advocate, successfully navigating complicated development hurdles. He is passionately driven to provide the hands-on service necessary to achieve successful results. Tom is responsible for a wide range of key project and development activities from project feasibility studies through construction administration on a variety of developments including, Hospitality, Retail, Residential, Commercial and Mixed-Use projects.

His current projects include Roadhouse Hotel, Anaheim; Bay Shores Peninsula Hotel, Newport Beach; The Inns at Buena Vista Creek, Oceanside; Hilton Garden Inn, San Jose; Springhill Suites, Downey; Europa Village, Temecula; Marriott Dual Brand (Residence Inn & Courtyard), Orange; Element Hotel, Reno; Crowne Plaza & Staybridge Suites, Lancaster; & Fairfield Inn & Suites, Arroyo Grande

AO Hospitality is a highly accomplished, award-winning studio. With Tom's leadership and experience, AO Hospitality continues to be at the forefront of innovation and design-forward solutions within the industry and is committed to providing clients with the best value, creative design, collaborative partnership, and quality service.

Established in Orange, CA in 1974, AO has over 45 years of experience providing full-service architecture, design, and planning for hospitality, landscape, mixed-use, retail, restaurant, office, parking, multifamily, and industrial environments. Our diverse projects range from destination resort hotel properties, custom retail, and restaurant experiences to large-scale urban mixed-use developments.





Jeanne M. Muscolino, NCIDQ, LEED AP

Principal

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Jeanne M. Muscolino, NCIDQ, LEED AP possesses a unique background which straddles both business and design, which serves as an asset in her role as Hospitality Sector Leader at JCJ. Promoted to Principal in 2022, Jeanne's role includes guiding JCJ's outreach and growth strategy – cultivating key client relationships and extending the firm's well-established reach across the hotel, resort, gaming and entertainment markets. Through her collaborative efforts with firm leadership, JCJ has achieved top ranking status among numerous hospitality and design trade organizations such as BD&C, ENR, Hotel Business and Interior Design.

Jeanne's experience includes serving as an Interior Designer and Project Manager for Clear Group International, a yacht interior design firm that specializes in the refit of super yachts, including notable projects for Mari Cha III and Hyperion. Prior, Jeanne served as Design Associate for a luxury hospitality interior design firm where she led projects for 4 & 5 star properties including the Turks & Caicos Sporting Club and The Greenbrier Hotel & Sporting Club. Jeanne started her career as a Business and Product Development Analyst for the Associated Press in New York City where she worked on the expansion of news products into new markets and the development of the award-winning podcasts AP NewsBeat and NewsPulse.

Jeanne holds a Bachelor of Science Degree from Fairfield University's Dolan School of Business. Her continued education has included studies at New York University, the Fuld Gilad Herring Academy of Competitive Intelligence, and the Interior Design Program at Fairfield University, through which she obtained a Professional Certificate in Interior Design and where she teaches a course on the 'Business of Design.' Jeanne is a LEED Accredited Professional, an avid runner and is passionate about the movement to create spaces that nurture and promote human health and well-being.



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Emmy Hise is the Senior Director of Hospitality Analytics for CoStar and covers the Western US. Previously, Emmy spent a few years with Consulting and Analytics division for STR, a CoStar affiliate. STR was acquired in October 2019 by CoStar Group, Inc. (NASDAQ: CSGP), 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 5 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. During that time, she focused on numerous analytic lodging and real estate projects including market studies, due diligence, single asset and portfolio transactions, valuations, underwriting, and amenity and facility offerings analysis. Her position prior to joining STR, was Director of Performance Optimization where she acted as an in-house consultant that utilized internal and external data to provide analysis that facilitated decisions impacting performance.



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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 nearly 20 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.



Nishant (Neal) Patel, CHO, CHIA

Chairman

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Neal Patel serves as the Chairman of AAHOA, the voice of nearly 20,000 hotel owners who own 60% of the hotels in the U.S., which translates to more than 34,000 properties.

He became an AAHOA Member in 2012 and soon volunteered as an Ambassador. Neal joined AAHOA's board of directors in 2016 after being elected as the Young Professional Director Western Division, a position he held for three years. Neal is the youngest Chairman in AAHOA's history.

Patel is a second-generation hotelier who grew up in the industry wearing many hats as he helped his family run their first 20-room independent property. He began his hospitality career in Texas and owns and operates branded and independent hotels in several states.

Neal is inspired to give back to the hospitality industry through service. He has served on a franchise advisory council, he currently serves on the HITEC Advisory Council, and promotes organ donor awareness through his volunteer work with Samaj Saves Lives.

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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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When Peter Steigleder stepped into his job at Fidelity Mortgage Lenders, Inc., he had big shoes to fill. He is the first to hold the role of President since Charles “Chuck” Hershson founded the company more than 50 years ago, and he’s charged with preserving Fidelity’s legacy while preparing it for the next 50 years.

It’s a huge responsibility, but Peter is already leaving quite a footprint. He has expanded the sales and servicing staff, added markets in Colorado, Idaho, Montana, Oregon, Utah, Texas, and Washington state, in addition to California and Nevada, and installed a capital markets group to capture new business opportunities. He’s built an online business platform, including the introduction of an electronic loan application; launched a social media platform for top-of-funnel marketing; and recast direct mail and other print marketing materials.

With his lending expertise and extensive prior background in commercial real estate, Peter is frequently invited to speak at industry conferences and trade shows, and he is often featured in regional and national publications. (One such publication referred to him as a “private lending titan”!)

With his affable manner, Peter has no trouble balancing his responsibilities as President with his love of the deal. He is personally responsible for 22% of all loan originations at the company.

He joined Fidelity as Chief Operating Officer and was elevated to the position of President in March 2022. Before that, he had been a co-founder and Principal of Hudson Commercial Partners, a boutique real estate brokerage specializing in hotel, self-storage, and mixed-use development projects. There, he built the brokerage from its three founding members to include 12 brokers.

Peter began his real estate career in 1999 at Beitler Commercial as an industrial real estate specialist. He then joined Lee & Associates, where he was quickly elevated to Principal in recognition of his productivity. In 2009, arguably the most challenging time for commercial real estate in recent memory, he was recruited by Delphi Business Partners where he served as Partner and guided investors and property owners through foreclosures and debt restructuring as well as the sale and leasing of commercial properties.

He began his professional career as director of economic development for the German Consulate General in Los Angeles after attending California State University, Northridge, where he studied real estate and finance.

Peter’s dedication to giving back makes him a longtime, active supporter of many professional organizations and charitable causes. He currently serves on the board of the Guardians of Los Angeles Jewish Health (formerly the Los Angeles Jewish Home for the Aging) where he was selected to be the organization’s first non-Jewish President in its 85-year history.

He is Vice Chair of the Ethics Committee for the National Private Lenders Association (NPLA), and he serves on the events committee of the California Mortgage Association (CMA). He is a founding member of the Real Estate Executives, and a member of the National Association for Industrial and Office Parks (NAIOP), the Real Estate Group of the Jewish Federation, the California Association of Mortgage Brokers (CAMB), and the Jonathan Club, as well as an affiliate member of the Society of Industrial and Office Realtors (SIOR) and the CCIM Institute.

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Guy Maisnik has over four decades of commercial real estate transactions with a strong expertise in hotels and finance. A partner and Vice Chair of the JMBM Global Hospitality Group®, Guy is a senior member of the JMBM Chinese Investment Group, and a partner in the JMBM Real Estate Department.

Guy advises clients on hospitality transactions, with both a practical business and legal focus, representing buyers, sellers, lenders, opportunity funds, special servicers, REITs and developers in hotel transactions, joint ventures, hotel management agreements and franchise agreements, buying, selling and ground leasing of hotels, hotel management companies, and complex mixed used development, fractional and timeshare structuring. He assists lenders and mezzanine lenders with the structuring of their hotel lending programs and the workout of their problem loans and portfolios. Guy also has significant experience in structuring capital raises through Chinese, EB-5 and other foreign investment vehicles, and structuring workable condo hotel and resort trust solutions for domestic and foreign buyers and investors.

Guy has been recognized in *The Best Lawyers in America*®, *California Real Estate Journal's Best Real Estate Lawyers*, *Los Angeles* magazine's Top Southern California Lawyers, as well as a Top Real Estate Lawyer in *Real Estate Southern California* magazine, and selected as a top 100 lawyer in Los Angeles by the Los Angeles Business Journal.

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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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Ms. Redlin brings unique expertise and experience as an almost 20-year veteran of the environmental and engineering consulting industry.

With her strong background in environmental science, coupled with a deep understanding of the commercial real estate business process, Ms. Redlin has become the leading expert in all things relating to commercial real estate due diligence. She has gained valuable knowledge and know-how from having been personally involved in the details of thousands of real estate transactions for various client types, and therefore understands the specific needs and scopes of work required for all parties involved in a transaction. Ms. Redlin's due diligence resume includes advising lenders and real estate investors on a wide gamut of due diligence. This knowledge allows her to offer the most efficient and cost-effective solutions for a wide array of commercial real estate transactions.

Ms. Redlin has extensive experience managing all aspects of due diligence for nationwide and local clients. Real estate investors, redevelopment agencies, financial institutions, insurance lenders, and real estate equity funds have come to rely on her advice and judgment to help them with their real estate business decisions. Ms. Redlin is a dedicated professional who takes pride and pleasure in meeting her client's needs and spearheading and assembling the team with the expertise to handle any issue that may come up during the transaction.

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Ryan Huntsman is a Vice President at Chicago Title Company out of the National Commercial Services office in Newport Beach, CA. With a demonstrated history of experience in multiple asset classes, the Huntsman Team specializes in complex, high-liability commercial transactions nationwide.

As the 3rd generation of settlement service providers in Southern California, Ryan has an impressive network of the industry's top owners across the country. Ryan came back to Chicago Title Company in 2015 after Fidelity National Title acquired his escrow company. Ryan greatly enjoys the large national footprint and ancillary services available to his clients. Ryan's success has helped him grow a team to further enhance his client support and network. Jaclyn Estabrook comes to the team with 15 years in the real estate industry and extensive experience in CRE marketing.

Ryan received a bachelor's degree from the University of San Diego in global communications with a minor in non-profit business management. Ryan has served on the board of directors of Boys Hope Girls Hope of Southern California, a faith-based organization dedicated to foster care and scholastic achievement, for the last 21 years and currently serves as the Chairman of the Board.

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



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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 led 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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Matt Hostetler

Senior Vice President, Franchise Sales & Development

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Matthew Hostetler is currently serving as the Chief Development Officer; Franchise Sales and Development, USA 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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Born and raised in Denver, CO Michael Marquez is the Western United States Regional Vice President of Development for Wyndham Hotels & Resorts overseeing the development of Wyndham's Iconic Brands. Michael has been in the Hospitality Industry and more specifically franchise sales for 30 years. Michael started his career in as a franchise sales director in 1992 with Hospitality Franchise Systems. In 1994, he accepted a similar position at Choice Hotels International where he spent nearly 18 years in both franchise sales and sales management. With brief stops at Candlewood, Red Roof, and Red Lion, Michael has unique perspectives from several major hotel franchising organizations. He earned a Business degree from University of Colorado in 1988.

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Area Vice President, Lodging Development – Roseville, CA (2007-Present)

Responsible for strategically growing, via franchising and company-managed, Marriott's 10 select-service/extended stay brands in California and Hawaii

Director, Development Planning & Feasibility - Newport Beach, CA (2006-07)

Prepared market feasibility studies/pro formas and completed impact analyses for franchise and company-managed projects (new-builds, adaptive-reuses, conversions, and asset management ROI)

INTERCONTINENTAL HOTELS GROUP, Atlanta, GA (10 Years)

Associate Director, Asset Management

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Systems Specialist, Westin San Francisco Airport Hotel

Night Manager, Westin St. Francis Hotel

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PROFESSIONAL MEMBERSHIPS: ULI, ICSC, FIIRE

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Nick Hayes is currently serving as Director of Franchise Development with G6 Hospitality covering Southern California, Arizona, and Nevada. It is the job of the Franchise Developer to identify and execute on conversion opportunities for Motel 6, Studio 6, and Studio 6 Suites. Prior to G6, Nick spent time with Wyndham Hotels and Resorts as well as Best Western Hotels and Resorts.

Nick is a graduate of California State Polytechnic University where he earned his bachelor's degree from The Collins College of Hospitality Management.

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Kevin Schramm is the Senior Vice President of Mainstream Brand Development for the IHG® Hotels & Resorts ("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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With over 30 years experience in the hospitality industry, Mike has focused on developing and implementing strategic growth plans for some of the industry's powerhouse brands – Sonesta, IHG, Choice, and Best Western. Mike has led franchise and management contract growth across a broad spectrum of property types – from luxury to upper upscale to boutique to extended stay to upscale to lifestyle to apartment/hotels to upper midscale to midscale to economy. While promoting the maximization of each brand's distribution, driving earnings and fee income, and increasing shareholder value, always advocating on behalf of the investor whose capital is being employed in the development of lodging facilities.

Aside from the all-consuming exploits of a hospitality-based career, Mike relies on one thing to keep him centered with both feet on the ground and that is "family". Music isn't far behind.



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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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LovinLife Multimedia was founded in 2009 by MBA Finance graduate Antonio Pullano.

His photography work in the hospitality industry includes the production of interior, exterior, and lifestyle marketing collateral and has featured properties including; Lennar, Marriott, Airbnb, Fritz Duda,, Great Maple, Cinepolis, Regency, Tavern + Bowl, Saddle Ranch, and hotels such as the Andaz, Rancho Valencia, Hard Rock, and Grand Del Mar hotels.

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 stunning photography & video assets for the makers of G-Shock, Protrek, and Edifice 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 (CLIC), and as a keynote speaker for Vital Link - motivating high school students across Orange County, CA to explore a career path 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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