

KEYNOTE SPEAKERS



Chip Conley
Author and Joie de Vivre Founder

No hotel executive in the world has overseen the development and creation of more boutique hotels than Chip Conley, founder of Joie de Vivre, America's second largest boutique hotelier. At the age of 26 with no industry experience, Chip transformed a seedy 1950's "no-tell motel" into the world-renowned Phoenix Hotel, a

legendary rock 'n roll hotel that catered to the likes of David Bowie, Linda Ronstadt and Nirvana. Inspired by the French expression for "joy of life," Chip created Joie de Vivre with the intention of developing what USA Today called "the most delightfully schizophrenic collection of hotels in America." During his time as CEO, Joie de Vivre grew to nearly 40 award-winning hotels with over 3,000 employees and annual revenues approaching \$250 million.



Roger Thomas
Executive Vice President/Design
Wynn Design & Development

Roger Thomas is executive vice president design for Wynn Design and Development. He created the interiors of Wynn Las Vegas and Encore at Wynn Las Vegas. He led the interior design of Wynn Macau, which opened to the public September 5, 2006, and designed Encore Macau which opened April 2010. Mr. Thomas is currently developing designs for Wynn Cotai scheduled to break ground in 2012.

Mr. Thomas was senior vice president and director of interior design for Atlandia Design, a wholly owned subsidiary of Mirage Resorts Incorporated. For 20 years, he designed the interiors of the company's many properties, including the Golden Nugget hotels in Las Vegas and Laughlin, and the most important properties on the Las Vegas Strip, the Mirage, Treasure Island and the world-famous Bellagio Resort.

OWNERS' ROUNDTABLE PARTICIPANTS



"NEWH/HD Owners' Roundtable" — A face to face, quick-pace roundtable discussion in a small group format. Owners and brand executives answer questions from conference attendees regarding the state of hospitality design. This successful business format is presented by NEWH and Hospitality Design Magazine.



Gregory Alden
President/CEO Woodside Hotels

Greg Alden is President and CEO of Woodside Hotels, an owner and operator of upscale independent hotels, restaurants and spas in the greater Bay Area. Greg is responsible for the operations, strategic direction and asset management of the company. Prior to joining Woodside as President, Greg was Vice President

of HG Capital, LLC, a real estate private equity fund. While at HG Capital, Greg was responsible for underwriting new equity investments and managing the existing portfolio investments. Before HG Capital, Greg served as Vice President of Woodside, where he was responsible for new business development and overseeing all capital and renovation projects for the company, including the development of three spa businesses.



Larry Broughton
Founder/CEO Broughton Hotels

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

He is the Founder & CEO of Broughton Hotels (www.BroughtonHotels.com) & Bandera Hospitality, operating hotels throughout California and in Chicago; as well as Co-Founder & CEO of Broughton Advisory (www.BroughtonAdvisory.com), a strategic vision, elite team building, and transformational leadership training company. Larry has received several business awards, including Ernst & Young's Entrepreneur of the Year®, the National Veteran-Owned Business Association's Vetpreneur® of the Year, Coastline Foundation's Visionary of the Year, and Entrepreneur Magazine included his firm on their Hot 500 List of Fastest Growing Private Companies.

Larry has authored several articles and books on leadership, team building and entrepreneurial significance. His upbeat, creative approach to business and life has been featured in newspaper and magazine articles across the country and he's been a guest on news and TV programs on every major network, including multiple appearances on CNBC's The Big Idea with Donny Deutsch.

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

ROUNDTABLE PARTICIPANTS



Tim Dixon
Principal
Dixon Development LLC

For more than 20 years, Dixon Development has transformed urban and rural environments into renewed mixed-used developments and exciting hospitality destinations. Delivering a vision, comprehensive planning and properties designed for profitability are the firm's hallmarks.

As principal, Tim's background in construction, historic restoration and complete site development are evident in his projects. As the owner and developer of The Iron Horse Hotel, Dixon has put Milwaukee on the map. Ranked #10 in the U.S. on Condé Nast Traveler's 2011 Gold List and on the magazines "Hot List" of new Hotels in 2009. Named Boutique Hotel of the Year in 2010 and 2011 by BLLA. On the National Geographic Traveler Magazine "Stay List" 2009 and featured in the top 10 in all of the Americas by Tablet Hotels. The AAA Four Diamond Award winning Hotel ranked #11 of all U.S. Hotels on TripAdvisor.com in 2010 and ranks #1 in Wisconsin on the influential guest review website.



Beth Gordon
Vice President/Procurement & Installation
Wyndham Vacation Ownership

Beth Reitzel-Gordon is the Vice President of Procurement and Installation at Wyndham Worldwide Corporation, recently celebrating 10 years of tenure. Her responsibilities include the due diligence, budgeting, planning, sourcing procurement

and overall project management of the FF&E and OS&E for each of the Wyndham business units, including Wyndham hotel and resort brands, Wyndham Vacation Ownership and corporate facilities. She manages teams in the Orlando, FL and Parsippany, NJ offices specializing in sourcing, procurement and installation.



Sonia Greenlee
Senior Vice President
Jones Lang LaSalle

Sonia Greenlee is a Senior Vice President with Jones Lang LaSalle in San Francisco. Ms. Greenlee is currently heading up the hospitality team in the Northwest Region.

She is working with national accounts such as Host Hotels & Resorts, and local clients such as San Francisco Travel Association on multiple capital improvement projects for several San Francisco Bay Area properties. Beth was recently awarded the 2010 Supplier Diversity Excellence Award from Wyndham Worldwide, along with her team award 2010 Buyer of the Year Award from FMSDC.

Ms. Greenlee has worked for JLL since 2006; she has managed the completion of over \$150M in hospitality capital improvement projects.



Ted Hunter
Senior Vice President
Development Planning & Construction, Wyndham Worldwide

Ted Hunter is an architect and experienced real estate developer who brings over 28 years of hospitality planning, programming, design, development and project management experience for a range of hotel, resort and vacation ownership market tiers.

Ted is Senior Vice President, Development Planning and Construction for Wyndham Worldwide, one of the world's largest hospitality companies, with more than 55 brands, which include Wyndham Hotels and Resorts, TRYP by Wyndham, Hawthorn Suites by Wyndham, Ramada, Days Inn, Super 8, and Wyndham Vacation Resorts timeshare. He is responsible for creating development tools and resources to support recently acquired or licensed hotel brands such as TRYP by Wyndham and Planet Hollywood Hotels. He coordinates hotel brand design and project management services in the US as well overseas with teams in London and Hong Kong developing hotels in EMEA, LATAM and APAC markets.



Alan Kerslake
Director of Interior Design
Fairmont Hotels & Resorts

Alan has been working in the hospitality industry for over 20 years both in Design management as well as Operations. For the past 8 years, he has worked for Fairmont Hotels & Resorts as Director Interior Design.

His responsibilities include the direction and oversight of all interior design projects for renovations and new construction for Fairmont Hotels & Resorts throughout North America and Europe. He is responsible to ensure that each project is completed in accordance with the Brand's design standards, pricing guidelines and adherence to the Brand pillars — particularly Authentically Local — to ensure the look and feel for design elements and details reflect the locale.



Ron Kollar
Chief Design Officer
Tishman Hotel Corporation

Ron Kollar is Chief Design Officer for Tishman Hotel Corporation. With over 30 years of experience in the hotel industry, he is responsible for managing the architectural and interior design efforts of Tishman's development projects as well as ongoing projects for its owned portfolio. He coordinated the design

development of the Westin Rio Mar Beach Resort as well as the Westin New York Times Square. His latest project is the 600 room InterContinental Hotel Times Square in New York which opened the summer of 2010. Prior to joining Tishman, Mr. Kollar was Assistant Vice President, Planning and Design for Class Residence by Hyatt and Director of Planning for Hyatt Hotels Corporation.

ROUNDTABLE PARTICIPANTS



Bruce Hraba
President, Waterford Hotels

Bruce Hraba began his Hotel career over forty years ago, immediately following his graduation from college. He spent 14 successful years in various managerial positions with Hyatt Hotels Corporation. Bruce was one of the original group of managers responsible for the dynamic growth and development of this industry leader. He was recruited by West

Coast based Amfac Hotel Corporation in 1981, serving as its President from 1983 to 1987. Bruce brings a wealth of knowledge and experience in the field of hotel development, finance, ownership, management and marketing to Waterford Hotels & Inns. Starting as a management trainee in Hyatt's infancy, Bruce quickly rose to become General Manager of the Seattle Hyatt, the Hyatt Regency Monterey, and the 1,100 room airport-convention Hyatt Regency O'Hare in Chicago.



Mark LeBlanc
Senior Vice President of Development
Rim Hospitality

Originally from Wisconsin, Mark LeBlanc is a senior development executive with nearly four decades of experience in all facets of hospitality financing, acquisitions and operations. Mark's well-rounded knowledge creates a unique perspective from which he directs Business Development for The Rim Corporation.

Since joining Rim in 1994, Mark has advanced through the ranks from Hotel Manager to Regional General Manager to Division Vice President. As Senior Vice President of Development, his tenacity in pursuing deals has contributed dramatically to the company's growth – from just seven hotels in 1994 to a diverse international portfolio today. Rim currently has over 90 hotels ranging from 30 rooms to over 500 rooms.



Scott Lee, AIA, LEED SP
President and Principal
SB Architects

Scott Lee, President and Principal of SB Architects, leads the firm's international design practice. From its offices in San Francisco, California and Miami, Florida, the firm provides full design services for projects in every part of the world, and has built a reputation as a global leader in the design of luxury hotels, resorts

and resort communities, multi-family residential and urban mixed-use projects.

With over 25 years of design experience, Scott provides the firm with senior leadership and design talent, and plays a key role in determining the firm's long-term mission, direction and goals. Scott's leadership has been a driving force behind the company's success and its emergence as a leading force in the hospitality design industry.



Yvonne Lemdi Detert
CEO, Personality Hotels

With endless passion for the hotel industry, Yvonne Lembi-Detert is the visionary behind Personality Hotels. A true pioneer of boutique chic, Yvonne made her mark by opening San Francisco's first boutique hotel. Fresh out of the Rudolph Shaffer School of Design and while attending San Francisco State University in the 1980s,

her talents were enlisted to remodel and convert a prewar hotel building into the Hotel Union Square, which still today remains a premier property.

Since then, Personality Hotels has grown into a collection of five hotels in California that consist of four in San Francisco: Hotel Diva, Kensington Park Hotel, Hotel Union Square and Steinhart Hotel, plus the Mariposa Inn & Suites in Monterrey, the recent addition under her management company Engage Hospitality.



Tim Levin, LEED AP
Corporate Vice President/
Architecture & Design
Marriott Vacations Worldwide

Tim has been in the hospitality industry since 1980 and holds a California Architectural and General Contractor's license. As a practicing Architect he was instrumental in the design and construction of more than 15 Embassy Suite Hotels and 12 restaurants. He

was then responsible for all the design of Sunterra's timeshare product until 1999. Tim then joined Tarsadia Hotels Inc. as the Senior VP - Design & Construction and led the renovation and additions to their franchise of hotels. In 2001 he joined MVW as the Regional VP – Project Management and was in charge of all MVW construction on the West Coast. In 2003 he was promoted to Corporate VP - Architecture & Design, and is now the design conscience responsible for all MVW design both nationally and internationally.



Joe Motely
Program Mgr/Resort Design Mgt. and
Renovations, Facility Asset Mgt., Walt
Disney World Resort

Joe Motley has been with Walt Disney World Resort's Facility Asset Management organization for nearly 20 years, the Project Management arm of the worldwide Facilities and Operating Services. Joe has served in several roles within Parks and Resorts but the major-

ity as Program Manager responsible for the strategic planning, project development, and implementation of Hotel Interior Renovation and Resort Design Management. Joe graduated from Texas A&M University and was formerly a licensed architect and interior design professional with 3D/International, CRSS, and a partner in their own design firm prior to joining Disney.



Cindy Murphy
Senior Director Autograph
Collection, Marriott International

Cindy Murphy is Senior Director Autograph Collection. Ms. Murphy is an accomplished hospitality industry professional and brings over 25 years of hospitality leadership experience to her role. In recent years, Ms. Murphy has focused on new brand development. She has been instrumental in the develop-

ment and unprecedented growth of Autograph Collection, Marriott's soft brand. Prior to joining Marriott, she was Senior Director Brand Management and Strategy for Cambria Suites, Choice International's new-build upscale brand. As Vice President Hotel Indigo, Ms. Murphy was instrumental in the early success of one of the industry's first branded boutique concepts. She also served as Vice President Holiday Inn Operations and Senior Director Holiday Inn Brand Management.



Jay M. Pecotte
Director/Project Development
Hard Rock Hotels & Casinos

Jay Michael Pecotte serves as the Director of Project Development — Hotels, where he oversees the design and development of new and existing Hard Rock Hotels and Casinos. His responsibilities include oversight on the development of hotel architecture, interior design, art, memorabilia, signage, graphics, landscape design and the integration of branded elements. He likes creating immersive guest environments and experiences that bring in his past talents in theatrical environments and design. Completed projects include: HRH Cancun, HRH Vallarta, HRH Panama Megapolis, HRH Macau, HRH San Diego, HRH Punta Cana, HRH Biloxi, HRH Chicago, and Hard Rock Park.

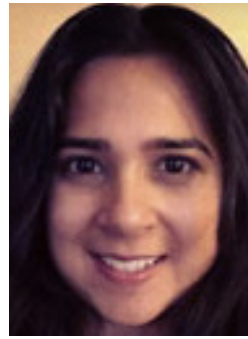
Prior to Hard Rock, he started the design firm 'GREEN IGUANA design group' where he worked all over the globe on theme park attractions and master planning, commercial architecture, hotels, nightclubs and residential projects. Including the large DestiNY USA project in Syracuse, New York.



Stacy Rauen
Executive Editor
Hospitality Design Magazine

Stacy Shoemaker Rauen is a well-respected and talented editor and writer, and currently serves as executive editor for Hospitality Design magazine, the leading publication for the industry. Rauen is a noted speaker at industry events, and as an avid tracker of trends, places, projects, and people, she puts together

panels at HD's conferences, and has been quoted in various respected media outlets including CNBC and the Washington Post. She is also the founder of CitySCENE, a next-generation networking event series held in metropolitan areas throughout the U.S. and in London, meant to connect design professionals in each market. She holds two degrees from Northwestern University's Medill School of Journalism, including a master's in journalism, and is involved with NEWH—the Hospitality Industry Network.



Sangeetha Ramkumar
Director, Innovation & Design
HG

As Director of Innovation and Design for Intercontinental Hotels Group, Sangeetha is tasked with exploring new hotel design concepts and guest experiences for application across IHG's brands. Her past projects include design management for EVEN Hotels and Hub at Holiday Inn. She has a B.S.

in Architecture and an M.B.A. from the Georgia Institute of Technology.



Ryan Schoen
Vice President/Development
Metwest Terra

As Vice President of Development, Mr. Schoen works closely with owners, architects, contractors, project teams and strategic partners focusing on repositioning, new construction and rebranding efforts for existing and proposed MetWest Terra properties. From project budgeting and market selection,

to product positioning and property differentiation Mr. Schoen plays an integral role in determining how to maximize value on hospitality asset performance.

Mr. Schoen served a key role in developing the Hotel Terra concept from the ground up as well as the repositioning of The Casa Madrona Hotel and Spa where he also served as the General Manager. Schoen started his career working in restaurants at well known establishments such as The French Laundry and Gary Danko before working in operations for Four Seasons Hotels and Resorts.



Jeanne Starling
Director of Design Development
MGM Resorts International

Jeanne Starling is the Director of Design Development for MGM Resorts International Design. Working collectively with her team of designers, she facilitates and manages the design services provided by the in-house studio to the MGM Resorts properties. She has direct accountability for generating excellence in the design of each project.

Before joining MGM Resorts (MGM MIRAGE Design Group) in 2005, Jeanne was the Director of Interior Design and Managing Director for the Orlando, Florida office of Wimberly Allison Tong and Goo, a firm specializing in resort architecture and design, with locations across the globe. Her role was to oversee the daily operations and contribute to the business development for the Orlando practice, as well as guide the design team in casting the creative direction for the interiors of domestic and international destination resort projects.



Christian Strobel
Founder + General Manager
Basecamp Hotels

Tom is cofounder and President of ISG, and has combined his 30 years of experience and efforts to providing asset solutions on a global scale to ISG's customers for warehousing logistics and installation of FF&E for the hospitality, construction, design, and healthcare industries.

In 2002, Mr. Murray developed a global consulting group specializing in domestic and international resources in manufacturing, logistics development and distribution systems. This provided hands on experience in the global expansion and development for such clients as Iomega, Alfa Romeo, Universal Studios, Hard Rock Café, Walt Disney World, Planet Hollywood-All Star Café, The NBA, and Orlando Magic.



Sam Suleman
Vice President/Development & Operations
Equinox Hospitality

Sam Suleman serves as Vice President of Development & Operations for Equinox Hospitality. He has extensive experience in a number of areas of hospitality including new hotel development, new brand development, repositioning & renovation of existing hotel properties,

hospitality technology, hotel operations, and food & beverage operations and concept development. Sam has also served on committees with a number of global hotel companies on the development of various new hotel brands as well as on panels at various conferences with other professionals in hospitality, design, and architecture.



Ingrid Summerfield
Founder + President
Ingrid Summerfield Hospitality

With over 25 years experience in every facet of the hospitality industry - in April 2012 Ingrid created Ingrid Summerfield Hospitality, a new type of Asset Management and Hospitality Services Company. Ingrid and her team are able to provide owners and other professionals guidance in all

aspects of opening, repositioning and ongoing management of existing independent, boutique and lifestyle hotels.

Most recently Ingrid Summerfield spent the past four years as President for Joie de Vivre Hotels, and in her role had oversight of sales, revenue management, marketing, technology, human resources and all aspects of hotel operations, F&B and spas. She personally opened over 25 boutique hotels for JDV and had oversight over 37 hotels, 19 restaurants and 5 spas.



Thomas Trout
Vice President of Architecture and Planning
Carlson Hotels Worldwide

Trout, who has more than 25 years experience in planning, budgeting, design and construction in the hospitality industry, is responsible for managing the Technical Services department which oversees the design and construction standards for Radisson,

Country Inn and Suites and Park Inn hotels, as well as managing the company's project planning and design processes for its owned and managed portfolio.

Before joining Carlson, Trout was vice president of design and construction for Promus Hotel Corporation in Memphis, Tenn. He was responsible for the coordination of capital expenditure programs for 275 managed hotels and resorts. He also oversaw the planning, design and execution of million in conversion renovations and technical service projects for new building hotels.

Prior to joining Promus Hotel Corp., Trout was vice president of design and construction for Doubletree Hotels in Phoenix, AZ He also worked as a project director for Hyatt Hotels in Chicago, IL, and was principal of his own architectural firm for six years, specializing in restaurant design.

Trout graduated from the Illinois Institute of Technology with a bachelor's degree in architecture and is a registered architect in the states of Ohio, Arizona and Minnesota. He also is registered with NCARB.



Joyen Vakil
Vice President/Design + Development
MGM Resorts International

Joyen M. Vakil, Vice President of Design and Development for MGM Resorts International, is responsible for overseeing the organization and operation of the Design department; while leading design direction on all capital projects through the development process.

In addition, Joyen is also responsible for consultant selections, fee evaluation and contract negotiations with design consultants.

Joyen works with a team of three directors and a staff of approximately 35, which includes administrative support and a number of licensed professionals. Under his leadership, the team sets the direction of various projects in gaming, hospitality, F&B, retail and entertainment.

GUEST SPEAKERS



Barbara Best-Santos
Senior Assoc./Hospitality Practice
Gensler

Barbara directs the hospitality practice for Gensler in the Northwest region, bringing over 20 years of experience with boutique and large-scale hotels, spas, restaurants, and resorts. In addition to being actively involved in business development, Barbara leads her project teams through all stages of a project for such prominent brands as The Four Seasons, Hyatt Hotels, the Marriott, and the Westin, designing projects that elegantly suit the demands of both the client and their guests. Prior to Gensler, Barbara was the Owner of Best-Santos Studio, where created award-winning interiors for Kimpton, Woodside Hotels & Resorts, and Larkspur Hotels & Restaurants; along with development of a number high profile restaurant concepts including Bing Crosby's, Joe DiMaggio's and Carlos Santana's Maria Maria Cantina. Prior to Best-Santos Studio, her work included the Hotel Bel-Air, the Claremont Resort and Spa and many large scale projects around the world as a designer for Bent Severin and Associates.



Clark Brockman
Principal
SERA Architects

Clark is SERA Architects' Principal dedicated to Sustainability and is a champion for energy-efficient, climate-responsive design throughout the built environment. Since joining SERA in 2002, Clark has helped his colleagues embed sustainability practices into all aspects of the firm. As

Co-founder of SERA's Sustainability Resources Group (SuRG), Clark is a passionate advocate and facilitator who has led the firm's continuing evolution in the fast-growing arena of high performance buildings and district scale systems.

He is the past Chair of the Cascadia Region Green Building Council, a founding and current board member of the International Living Future Institute, Co-Chair of Portland's EcoDistricts Technical Advisory Committee and a faculty member for the 2012 EcoDistricts Institute.



Jacob Cross
Marketing + Public Relations
Director
Puccini Group

With his extensive experience in the marketing and PR world, blended with his love of hospitality, Jacob brings a palate of passion and enthusiasm to the Puccini Group team.

Jacob began his career at Fuse Restaurant in Dallas, Texas, where he led the restaurant's marketing and sales. After two successful years with one of the top fine-dining establishments in Dallas, he became the Marketing Manager at House of Blues and Live Nation. He worked on marketing and promotions for three of the entertainment company's venues and provided oversight for regional marketing initiatives.

In January 2008, Jacob became the Marketing & Public Relations Director at TONI&GUY North America. During his time with TONI&GUY, he directed the marketing for 65 locations, three divisions of the company and managed the national in-house marketing department.



Andrew Freeman
President
Andrew Freeman & Company

For many, the Bar Mitzvah marks the coming of age, for Andrew it marked the start of a long path in marketing and public relations. He grew up in New Jersey (exit 153A) and graduated from Montclair State University with a Marketing Degree, paying his way through school by working at a travel agency and performing in just about every community theater musical in the area. Name a show, he will sing the score for you. Making people happy and bringing enjoyment into their lives is Andrew's driving force.

Along the way he has worked with some of the finest restaurants, hotels, personalities and products in the world, and has loved every minute of it! He counts eating out every night and staying at wonderful hotels as part of his job duties and dedicates himself to doing a great job. (On a side note, the Stairmaster and yoga are his very close friends.) "I was born with a fork in my mouth."



Reed Fry
Interior Design Magazine

Based in Irvine, California, Reed heads Interior Design's Western U.S. office. For more than 80 years, the group's magazine has celebrated the industry's finest work. Now recognized as the authority in design connection, Interior Design Media is also known for their digital programs, curated events and extensive proprietary research.

Prior to joining Interior Design, Reed founded Fry Communications, a full-service marketing agency specializing exclusively in the bath, kitchen and hospitality industries. For 16 years, the agency worked nationally and internationally with emerging brands, designers and showrooms.



Greg Gillard
President & Co-Founder
Thin Pig Media

Greg Gillard is the President of Thin Pig Media. The company focuses on Social, Digital and Traditional media marketing primarily for the hospitality industry.

Prior to TPM, Greg co-founded event management and site selection company, SH Worldwide. The firm manages corporate and association events and provides site selection services all over the world, employing 40 full-time professionals and 125 part-time seasonal event staff.

In 2003, Greg was an honoree of the Puget Sound Business Journal's 40 under 40 award and is active in the Seattle hospitality community. He was also a recent member of the Pacific Northwest Chapter of the Young President's Organization. (YPO).



Beatrice Girelli
Architect & Design Director
Indidesign

Beatrice Girelli is the principal designer and the design spirit of Indidesign. She received her Master Degree in Architecture at the University of Rome, La Sapienza, with a specialization in Historic Preservation/Restoration, she is NCIDQ certified, a member of ASID, IIDA and has retained her professional

Architectural license in Italy and United Kingdom. She has almost two decades of experience in the field of commercial interior architecture and design with a special emphasis on luxury hotel design.

Beatrice founded Indidesign just over a decade ago and she successfully completed high profile projects in the domestic USA and overseas for major hotel corporations, as well as private owners.



Jim Hamilton
Creative Director
Graven Images

Jim is Creative Director with Graven Images a design consultancy based in Glasgow, Scotland. He has extensive experience in a wide range of projects across the hotel, leisure, retail, corporate and exhibition sectors. He has travelled extensively and worked on projects all over Europe, in the

Middle East, and in America.

He has been working very closely with The Carlson Rezidor Hotel Group to develop the Radisson Blu brand throughout America including The RADISSON BLU AQUA HOTEL CHICAGO - The first of this new breed of hotels in America which has opened to international acclaim. The second RADISSON BLU hotel in The States that he has been involved in is due for completion in Spring 2013 adjacent to the Mall Of America in Minneapolis.



Glenn Haussman
Editor-in-Chief
Hotel Interactive Network

Glenn Haussman is Hotel Interactive's Editor-In-Chief, where he manages all editorial content for the hotel industry's leading online information resource. In addition to publishing the daily magazine, he hosts a series of on demand radio shows and handles educational content for the

company's webinars.

With more than a dozen years with Hotel Interactive, Glenn enjoys the world of hospitality and traveler as an observer of trends, educator and guest. He is known for his lightning rod viewpoints on controversial lodging industry issues. As a frequent moderator and speaker at leading events he uses a unique motivational style and viewpoint to get people to rethink what's considered conventional thinking.

At New York University, he is an adjunct professor in the Tisch School teaching classes in Consumer Behavior.



Jeff Higley
Vice President, Digital Media & Communications
STR Global

Jeff Higley is the former editorial director for Hotel & Motel Management magazine and has specialized in hotel industry journalism for many years. He oversees all aspects of the HotelNewsNow.com (HNN) digital platform, including the

HNN website and daily newsletter. Jeff also leads the HNN team's efforts with corporate public relations and press releases. He frequently writes articles on the lodging industry.



Roger G. Hill II
Chairman & CEO
Gettys

Roger G. Hill II is Chairman and CEO of Gettys, a leading hospitality design, procurement, branding, and development firm he helped to co-found in 1988. His role as CEO includes the strategy and analysis of Gettys' development efforts, including the acquisition and repositioning of

assets throughout the United States. A respected hospitality industry veteran, his expertise and influence have helped place Gettys amongst the most recognized and published firms in the hospitality design industry.

A vanguard of the philosophy "beautiful design is good business," a mantra commonly heard in this particular field, Roger has led Gettys through nearly three decades of growth by continually raising the bar in his endeavors as Chief Executive Officer. Specifically, he revolutionized the standard business model for a hospitality design firm by first adding an in-house procurement department at Gettys and later creating an internal property development arm.



Ted Hunter
Senior Vice President
Development Planning & Construction
Wyndham Worldwide

Ted Hunter is an architect and experienced real estate developer who bring over 28 years of hospitality planning, programming, design, development and project management experience for a range of hotel, resort

and vacation ownership market tiers.

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Lindsay Kenny
EFT Master and Life Coach
ProgressiveEFT.com

For over 35 years Lindsay has been helping people lose weight, improve their health, increase their self esteem, find their ideal partners and become more effective in life.

Teaching her clients and workshop students innovative tapping processes helps people deal with life's many challenges. Lindsay feels that being able to help people in this way has been one of the most fulfilling and rewarding accomplishments of her life.

In 2003, Lindsay established the National Alliance for Emotional Health to provide a place for people to find resources for their emotional challenges. It is now transforming into the EFT Institute where visitors can easily find practitioners, workshops, teleclasses and much more...worldwide.

She also brings a lifetime of experience, having owned or ran several different business. That experience along with thousands of hours of coaching and training gives her a unique perspective into the challenges of others.



Alicia D. Keshishian
A+ / Carpets of Imagination

Alicia D. Keshishian is an award winning designer with more than thirty years of professional design experience. She has been an art director, graphic designer, surface designer, illustrator, and color consultant based in New York and the Bay Area. Alicia spent two years as an artist-in-residence at the Penland School furthering her skills in surface

design and continually explores new mediums and techniques. Alicia has studied with Leatrice Eiseman, executive director of the Pantone Color Institute, and continues to increase her knowledge of color through her association with the Color Marketing Group. Currently, Alicia produces a line of custom, hand-made-to-order carpets and is a presenter on color and rug production.



Jennifer Korge
Project Architect
Hyatt Hotels

Jennifer Korge has over 12 years of experience as an architect with a focus on historic renovations, upgrades, and tenant improvements for the hospitality industry. Since joining Gensler in 2004, Jennifer has successfully completed projects for brands such as Hyatt Hotels, Hilton

Hotels & Resorts, and the Marriot during which she developed strong relationships with a number of local hotel operators and developers. Jennifer is member of the AIA California Council, a LEED Accredited Professional, and actively serves as a panelist for the California Supplemental Exam.



Tom Lent
Director
Healthy Building Network

Tom Lent has over thirty years of experience with energy and environmental issues primarily focused on the health and environmental impact of buildings, materials, and energy. He helped coordinate development of the Green Guidelines for Health Care

(GGHC), LEED™ for Healthcare and the Sustainable Bioplastic Guidelines with a focus on material toxicity issues and sits on a variety of other standards setting committees for indoor air quality, green chemistry and healthy building design. Tom has co-authored a wide range of studies of the comparative health and environmental impact of floorings, plastics and other building materials.

Tom currently is responsible for the development of hazard assessment resources and rating criteria for the Healthy Building Network's Pharos Project, an online tool for assessing the health and environmental impact of building materials, including a Chemical and Material Library that aggregates authoritative hazard listings for over 20,000 substances.



Mark Lion
Creative Director
Lion Associates

For 15 years, Mark has been delivering potent creative work focused on both print and interactive disciplines. He is a leader in the integration of design and technology, working with all sizes of businesses to maximize their return from advertising and technology.

As the Creative Director for Lion Associates, Mark has led hundreds of projects focusing on all aspects of interactive marketing, and has received awards and recognition for his work. Mark brings real world ideas to the table, focusing on long-term strategies and goal-oriented campaigns that achieve a high return on the investment and often lower overhead costs. Mark increasingly focuses on internet-based multidisciplinary projects that leverage his branding skills, guerilla marketing sensibilities, and his eye for design and usability. He has also had considerable experience building websites for galleries, photographers and artists.



Cindy Murphy
Senior Director Autograph Collection
Marriott International

Cindy Murphy is Senior Director Autograph Collection. Ms. Murphy is an accomplished hospitality industry professional and brings over 25 years of hospitality leadership experience to her role. In recent years, Ms. Murphy has focused on new brand development. She

has been instrumental in the development and unprecedented growth of Autograph Collection, Marriott's soft brand. Prior to joining Marriott, she was Senior Director Brand Management and Strategy for Cambria Suites, Choice International's new-build upscale brand. As Vice President Hotel Indigo, Ms. Murphy was instrumental in the early success of one of the industry's first branded boutique concepts. She also served as Vice President Holiday Inn Operations and Senior Director Holiday Inn Brand Management.



Benjamin H. O'Connor
President
HPG International

Ben joined HPG, LLC in 1999 after a six-year tenure with American of Martinsville, a leading manufacturer of casegoods and upholstered furniture products. Ben held various roles at American of Martinsville, prior to his final role as Vice President of Sales & Marketing and has extensive experience

with furniture, textile, appliance manufacturers and global sourcing of product, including China. Since his employment with HPG International, Ben has held positions of Vice President of Operations, Vice President of Sales & Marketing and currently the role of President of the company. Ben is involved with the overall project set-up for HPGL, LLC Projects, which includes timeline development, specification review, bidders list development, price negotiations, design documentation review and supplier selection.

Ben is a graduate of St. Olaf College in Minnesota. Ben resides in Lafayette, California with his wife Amy and his four children, Julia, Clara, Emma and Henry.



Robert Polacek
Partner + Chief Creative Officer
Puccini Group

With a diploma in architecture from Catholic University of America of Architecture, Robert Polacek, Chief Creative Officer and Partner, heads up the concept development and design side of the company. He has helped the firm create countless sophisticated, chef-tailored, noteworthy restaurants

across the globe for clients such as Jumeirah, Kimpton, Fairmont and Four Seasons among others. His success stems not only from his passion for the industry, but also his knowledge of the business side of restaurants, allowing the group's market driven concepts to not only look great, but function well on every level.



Bob Puccini
President + CEO
Puccini Group

Bob Puccini knows what makes social spaces and restaurants successful. Companies such as Fairmont, Kimpton Hotels & Restaurants, Ritz Carlton, and Strategic Hotels and Resorts come to Bob because they know he understands the business from every perspective. His unsurpassed ability to survey a market, appreciate a client's

goals and translate his perceptions into a winning concept has earned Bob a stellar reputation and many longtime clients.

In 2005, Bob Puccini was inducted into the World Travel and Tourism Council and has been a member of Foodservice Consultants Society International and currently a member of the International Society of Hospitality Consultants. In 2002, he was named the Anti-Defamation League's Food and Wine Industry Person of the year and he won the prestigious Platinum Circle award from Hospitality Design in 2006. Bob particularly relishes his role as a leader in the restaurant industry and its community, and has served on the Board of Directors of the California Restaurant Association and the Board of Advisors at University of San Francisco's Hospitality Management program. He holds a BA in Political Science and Economics from San Diego State University and spent 1969 in Brazil with the Peace Corps.



Jennifer Ramsey
Principal
Ramsey Purchasing

Jennifer Ramsey is the founding principal of Ramsey Purchasing, furniture, fixtures and equipment (FF&E) purchasing firm formed in 1987.

A hospitality industry veteran, she has worked in the related fields of purchasing and custom furnishings her entire career. Ramsey has an extensive

background in customized FF&E projects with a commitment to exceeding client goals, both fiscal and aesthetic. The mid-sized firm focuses on providing personalized, hands-on service by senior, experienced project managers to complement its cost-saving sourcing and pricing.

Ramsey Purchasing primarily supplies FF&E purchasing services for renovation and new construction, upscale, luxury, boutique, and mid-market properties with food and beverage facilities.



Thomas Trout
Vice President/Planning & Design
Carlson Hotels The Americas

Thomas Trout is vice president of architecture and planning for Carlson Hotels the Americas, a division of Carlson Hotels Worldwide.

Trout, who has more than 25 years experience in planning, budgeting,

design and construction in the hospitality industry, is responsible for managing the Technical Services for the owned and managed hotels for Carlson. He oversees the design and construction standards for Radisson Blu and Radisson, as well as managing the company's project planning and design processes for its owned and managed portfolio.

Before joining Carlson, Trout was vice president of design and construction for Promus Hotel Corporation in Memphis, Tenn. He was responsible for the coordination of capital expenditure programs for 275 managed hotels and resorts. He also oversaw the planning, design and execution of \$40 million in conversion renovations and technical service projects for new building hotels.

Prior to joining Promus Hotel Corp., Trout was vice president of design and construction for Doubletree Hotels in Phoenix, Ariz. He also worked as a project director for Hyatt Hotels in Chicago, Ill., and was principal of his own architectural firm for six years, specializing in restaurant design.