



International Society of Hotel Associations

2019 Summer Conference
June 10 – 12, 2019
The Jefferson Hotel
101 W. Franklin Street
Richmond, VA

Monday, June 10, 2019

9:30 am – 12:00 pm

ISHA Board Meeting

12:30pm

Registration

1:00 pm – 1:30 pm

All Attendees

Enhancing Hospitality Industry Education for Today & Tomorrow

Speaker: AAHOA

Education continues to drive member engagement within associations. Discover the importance of enhancing educational offerings for your members and how to be their first stop for hospitality industry knowledge.

Participate in audience polling to determine the demand for digital educational offerings in your association and if AAHOA can help satisfy those demands.

1:30 pm – 4:30 pm

Meetings & Events

AAHOA Education Think Tank

Facilitator: Kat Mohammed, AAHOA

Join us for an education-based Think Tank session to brainstorm educational offerings, the most effective mediums of delivering and the best way to get current and future members engaged with your educational programming.

We will take a deeper dive into understanding members' needs and how to best meet them. Participants will learn how to identify current trends, extract and interpret data for future event planning, and explore ways AAHOA can help meet your members' educational and professional development needs.

1:30 pm – 2:15 pm

Government Affairs

ISSUES FORUM: Hotel Taxes & Fees

Panelists:

Solomon Keene, Hotel Association of Washington, DC

Scott Joslove, Texas Hotel & Lodging Association

2:30 pm – 3:15 pm
Government Affairs

AH&LA Update from Chip Rogers, President & CEO, AH&LA

3:15 pm – 4:30 pm
Lodging Assns/Brands

States & Brands

This session is open to state lodging associations and the brands.

Issues discussed will include transformative ideas on partnering with the brands.

5:45 pm

Meet in Lobby to depart for Opening Reception

Virginia State Capitol
1000 Bank Street
Richmond, VA

6:00 pm – 7:30 pm

Opening Reception

Join us for a welcome reception at the Virginia State Capitol.

Designed by Thomas Jefferson, the design of the neoclassical Virginia State Capitol has influenced public buildings in America since 1788.

7:30 pm

Transportation returns to hotel

Tuesday, June 11, 2019

7:30 am – 8:30 am

Breakfast – Network with the Partners

8:30 – 9:15 am

All Attendees

AH&L EI Update

Speaker: Sherman Brown, EVP, Training & Certification and Janet Benoit, VP, Learning & Development, National Restaurant Association

In this session, ISHA members will learn about the status of AH&L EI and the plans that the National Restaurant Association has moving forward.

9:15 am - 10:15 am

Meetings & Events

How to Develop a Learning Strategy That Delivers Performance Improvement

Speaker: John Nawn, The Perfect Meeting

According to research going back decades, the top two reasons people attend meetings or events are for the educational programs or the networking; all other reasons pale in comparison. In the language of learning professionals, educational programs and networking are called formal and informal learning, respectively. This session will describe how to design formal and informal learning opportunities that guarantee your attendees will get the most out of your meetings or events.

9:15 am – 10:15 am
Government Affairs

ISSUES FORUM: Human trafficking

Hotels often stand as a quiet watch-guard for this difficult societal problem. Join our panelists for a discussion on what to watch for, resources for training members and support for victims. Please be ready to share what is happening in your state to combat human trafficking and related legislation

Panelists:

Mar Brettmann, Best Alliance

Chris Hardman, Georgia Hotel & Lodging Association

Troy Flanagan, American Hotel & Lodging Association

10:15 am – 10:30 am

Break

10:30 am - 11:45 am
Meetings & Events

Hybrid Events for Members (*tentative*)

10:30 am – 11:15 am
Government Affairs

ISSUES FORUM: Short Term Rentals/1099 Tax Legislation

In this forum, we'll regroup on legislative action related to short-term rentals and 1099 Tax Legislation. Hear about updates at the state level and get a picture of the broader landscape. Get updates on the Federal Level and how it impacts the state level legislation. And learn about the overlap of 1099 Tax Legislation.

Panelists:

Troy Flanagan, American Hotel & Lodging Association

Travis Cutler, Marriott Hotels & Resorts

Scott Nowak, Hilton Hotels & Resorts

11:15 am – 11:45 am
Government Affairs

Short Term Rentals from a Legislators Perspective

Speaker: Senate Majority Leader Tommy Normant

Senator Normant carried SB1578 in 2017. This was the first successful effort to address the short-term rental issue.

11:45 am – 12:15 pm
All attendees

Enhancing Hospitality Industry Education for Today & Tomorrow

Speaker: AAHOA

Join us for this session as we recap results of the polling from yesterday and the think tank sessions that have taken place over the last two days.

12:15pm – 1:30pm
All attendees

Lunch

2:00 pm – 2:45 pm
Government Affairs

Best Practices: PAC Fundraising & Government Relations Communications

Panelists:

Michael Jacobsen, Illinois Hotel & Lodging Association

Chris Burgoyne, American Hotel & Lodging Association

Lynn Mohrfeld, California Hotel & Lodging Association

2:45 pm – 4:15 pm
Government Affairs

Best Practices Roundtables
Moderated by: Bob Ramsey

- Wage & hour regulations
- Mandates for housekeeping staff panic buttons
- Mandatory Sick Leave
- Predictive Scheduling

5:30 pm

Depart hotel for evening reception
Richmond Raceway
600 E. Laburnum Avenue
Richmond, VA

6:00 pm
All Attendees

Evening Reception at Richmond Raceway

Richmond Raceway, known as America's Premier Short Track, is one of the most popular facilities among drivers and fans in all of motorsports. At this evening's reception the Richmond Raceway's most exclusive hospitality area, the Victory Lane Club, will provide ISHA attendees with unprecedented access and action in the infield. Take a ride on the track with an experienced driver before enjoying the reception and networking with your peers.

9:00 pm

Transportation returns to hotel

Wednesday, June 12, 2019

8:00 am – 9:00 am

Breakfast

9:00 am – 10:00 am
Government Affairs

ISSUES FORUM: State Roundup of Other Issues/Best Practices

Join colleagues and peers to discuss various issues state associations face each day. Together, share and create best practices to address challenges and execute strategies.

Bring materials/bill language with them to share during this best practice session

Moderated by: Bob Ramsey

10:00 am – 11:30 am
CEOs only

CEO SESSION: Lodging Association Execs Only

11:45 am

ISHA Summer Meeting Concludes

Save the Date!
ISHA Winter Conference
December 4 – 6, 2019
Hotel Van Zandt, Austin, TX