



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

ISHAE Board Meeting

12:30pm

Registration

1:00 pm – 1:30 pm

All Attendees

Enhancing Hospitality Industry Education for Today & Tomorrow

Speaker: Jagruti Panwala, 2019-2020 AAHOA Chairwoman

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 – 2:15 pm

Government Affairs

ISSUES FORUM: Hotel Taxes & Fees

The popularity of increasing hotel taxes and fees by state and local government is driven by the perception that the tax is paid almost exclusively by people outside of the area and that it has very little negative impact on the hotel industry. While these assumptions may be true, the issue is increasingly problematic for the lodging industry. In this Forum we'll discuss case studies in other communities.

Panelists:

Solomon Keene, Hotel Association of Washington, DC

Scott Joslove, Texas Hotel & Lodging Association

1:30 pm – 2:30 pm

*Meetings & Events
Education & Content*

The Rules of Engagement

Speaker: Sharon Fisher, Play with a Purpose

Adult learning habits are changing. Attention spans are shrinking. Smartphones are distracting at exponential rates. The "all about me" world is exploding. Information is everywhere. How do you compete?

Jump into the fray! Stop repeating the same time worn formula and expected patterns. It's time to put the attendees first with techniques that engage, make content more hands-on, increase idea-sharing and networking, and make your meetings more relevant. Experience for yourself how to recreate your meetings and add some attention-getting techniques into the agenda. Prepare to be engaged and join in the learning!

Learning Outcomes:

- Uncover ways to make meetings & learning more engaging
- Discover immediately useable ideas to get attendees interacting
- Explore techniques for driving ROI from your meetings

2:30 – 5:00 pm

*Meetings & Events
Education & Content*

AAHOA Education Think Tank

Facilitator: Kat Mohammed, Director of Education, 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.

2:30 pm – 3:15 pm

Government Affairs

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

Join us as we welcome Chip Rogers to his first ISHA meeting as President & CEO of the American Hotel & Lodging Association. Hear about AH&LA activities and plans.

3:15 pm – 4:45 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 - 10:30 am

*Meetings & Events
Education & Content*

Shake Up Your Education

Speaker: Sharon Fisher, Play with a Purpose

What if your attendees could forget, at least for a moment, that they are sitting in an educational session? What if they were so immersed in the learning, they even forgot they owned a phone? Ah....the dream of every person putting together educational sessions for their organization! In a world of constant distractions, it's critical to understand how to plan education that works. We'll take a look at fresh new concepts that will not only engage the audience, but will save you money, make your job easier, increase registrations AND actually be meaningful. Get ready to re-think everything you know about learning.

Learning Outcomes:

- Understand the trends in learning, and how to incorporate them into your education offerings
- Experience a session that exemplifies all the trends, for a deeper understanding
- Take home fresh ideas for designing immersive, drop your phone learning

9:15 am – 10:30 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, Business Ending Slavery and Trafficking Alliance

Chris Hardman, Georgia Hotel & Lodging Association

Troy Flanagan, American Hotel & Lodging Association

Peter Clerkin, AAHOA

10:30 am – 10:45 am

Break

10:45 am – 11:15 pm

All attendees

Enhancing Hospitality Industry Education for Today & Tomorrow

Speaker: Kat Mohammed, Director of Education, 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.

11:15 am – 12:00 pm
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

12:00 pm – 12:30 pm
Government Affairs

Short Term Rentals from a Legislators Perspective

Speaker: Senate Majority Leader Tommy Norment

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

12:30 pm – 2:00 pm
All attendees

Lunch

Sponsored by AAHOA

Musical Performance Presented by BMI

2:15 pm – 3:00 pm
Government Affairs

Best Practices: PAC Fundraising

PAC fundraising and communicating advocacy efforts are an important part of a lodging association's success. In this Forum we'll discuss ways to be more successful in fundraising and communications efforts.

Panelists:

Michael Jacobsen, Illinois Hotel & Lodging Association

Chris Burgoyne, American Hotel & Lodging Association

Lynn Mohrfeld, California Hotel & Lodging Association

Peter Clerkin, AAHOA

Dan Ekstein, Sagac Public Affairs

3:00 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
- Single Use Plastic Toiletries

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

ISHAE Summer Meeting Concludes

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