



International Society
of Hotel Associations

2019 ISHA WINTER CONFERENCE

December 4 – 6, 2019

Hotel Van Zandt

Austin, Texas

Wednesday, December 4, 2019

10:00 am – 12:30pm **ISHA Board Meeting**

Open to CEO's. Please RSVP to Chris Pappas at cpappas@isha.biz in advance.

12:00 pm – 1:00 pm **Registration**

1:00 pm – 2:15 pm **General Session: Don't Become Extinct....Join the Association Evolution!**

Speaker: Shawna Suckow, CSP, CMP

Who should attend? All Attendees

There's been more change in how consumers think and buy in the past five years, compared to the previous 100! Your members are consumers, and it's become more difficult than ever to reach them, get them to pay attention, and understand what they need to stay committed to your association.

The traditional association model is dying. What can you do to ensure yours stays relevant and robust well into the future.

In this session you will:

- Learn which trends will impact your association in 2020 and how you can prepare and adapt.
- Uncover new methods to grow your membership in a time when other associations are struggling.
- Discover what's not working anymore, so you can repurpose valuable resources.

2:15 pm – 2:30 pm **AAHOA Update**

Who should attend? All Attendees

2:45 pm – 3:00 pm **Break**

3:00 pm – 4:15 pm **Breaking Issues Round Table**

Who should attend? CEO's, Brands and Partners working on advocacy issues in 2020

Come to this session ready to discuss breaking issues in your state, learn from the brands and share thoughts and ideas on other issues that are discussed

3:00 pm – 4:15 pm **Membership Best Practices 1 - Recruitment**

Who should attend? Membership

Come to this session ready to brainstorm, learn, and share thoughts and ideas on challenges membership teams are faced with.

4:15 pm – 5:15 pm **Apprentice Program 101**

Speaker: Shelly Weir, Senior Vice-President of Career Development

Who should attend? All Attendees

6:00 pm – 7:30 pm **Opening Reception**

Who should attend? All Attendees

Join us for a networking reception with peers and partners at the Hotel Van Zandt. The hotel is in close proximity to Austin nightlife, consider heading out on the town afterwards! Enjoy a performance by Texas Music Project.

Thursday, December 5, 2019

7:30 am – 8:30 am **Networking Breakfast with Partners**

Support our partners at a casual breakfast designed to engage and network.

8:15 am – 8:45 am **AH&L EI Update**

Speakers: Sherman Brown, Executive Vice President, Training & Certification, National Restaurant Association & Janet Benoit, Vice President, Learning & Development, National Restaurant Association

Who should attend? All Attendees

Learn about new products and services being offered from AH&L EI.

8:45 am – 9:45 am **STR Legislation – Best Practice and Pitfalls**

Who should attend? CEO's

In this session, learn how the Short Term Rental Legislation transpired in Texas, what stopped it from being a bad bill, lessons learned, pitfalls avoided and more.

8:45 am – 9:45 am **Memberships & Partnerships – Non-Hotel Members**

Who should attend? Membership

In this session, discuss ways to attract businesses that are not hotels to your membership. Learn about benefits that may be of interest to them and how to integrate them into your association.

9:45 am – 10:30 am **AH&LA Update**

Speakers: Chip Rogers, President & CEO
Troy Flanagan, Vice President Government Affairs & Industry Relations

Who should attend? All Attendees

Listen to updates from AH&LA - hot topics and legislation, as well as an update on the AH&LA Education Foundation.

10:30 am – 10:45 am **Break**

10:45 am – 12:15 am **The 7 Deadly Sins of Associations (and What Yours Can do to Stay Relevant)**

Speaker: Shawna Suckow

Who should attend? Membership

The traditional association model, including membership recruitment and retention strategies, are becoming outdated, and we have to evolve. It's a struggle to keep current members happy, while changing things up to attract new members. What's a Membership Manager to do?

Join Shawna Suckow, CSP, CMP and founder of SPIN, a 2,500 member association of meeting planners with \$6B in annual spend. She'll share seven things your association should avoid if you want to not only keep current members, but continue to grow (while other associations continue to lag behind and lose members)

You'll go back to your office with a renewed sense of purpose and forward thinking ideas on recruitment and retention, which will help move your association forward into 2020 and beyond.

Participant Outcomes:

- Discover what the association model of the future looks like
- Learn what younger generations look for in associations and how to attract them to yours
- Participate in a candid discussion with peers: what they've tried and what's working well for their associations

10:45 am – 11:45 am **CVBs Under Attack**

Speaker: Scott Joslove, THLA; John Lambeth, CIVITAS
Who should attend? CEO's

CVB's continue to be under attack. In this session learn how to respond, get ahead, strategies and how state lodging associations can help set up Tourism Improvement Districts.

12:00 pm – 1:15 pm **Awards of Excellence Luncheon & ISHA Business Meeting**

Honor peers and colleagues for their accomplishments and efforts throughout the year. Winners will be announced at the luncheon!

1:30 pm – 2:30 pm **Partner Speed Dating**

Who should attend? All Attendees

ISHA Partners are vital to our organization and provide financial support for our conferences. In this session, you will have an opportunity to learn what products and services they offer and how they can benefit your members as well. It will be a fast paced, interactive and fun session!

2:30 pm - 3:30 pm **Memberships & Partnerships – Non-dues revenue ideas**

Who should attend? Membership

Generating non-dues revenue is important to every association. In this session learn about ways to provide member benefits and generate non-dues revenue through affinity programs, advertising and sponsorships.

2:30 pm – 3:30 pm **CEO Best Practices**

Who should attend? CEO's

Come to this session ready to brainstorm, learn, and share thoughts and ideas on challenges membership teams are faced with.

3:30 pm – 3:45 pm **Break**

3:45 pm – 4:30 pm **HR & The Law**

Speakers: Andria Ryan, Fisher Phillips and Justin Bragiel, Texas Hotel & Lodging Association
Who should attend: CEO's

3:45 pm – 4:30 pm **Membership Best Practices 2 - Retention**

Who should attend? Membership

Come to this session ready to brainstorm, learn, and share thoughts and ideas on challenges membership teams are faced with.

4:30 pm – 5:00 pm **Hotel Associations' Role in Addressing and Ending Homeless**

Speaker: David Dirks, National Alliance to End Homelessness
Who should attend? All Attendees

Cities and states across the country are facing a homelessness crisis and it is time that we all pitch in to help. Come to this session to understand the causes, and what you can do as hotel owners to develop best practices and lend your voice to support the fight to end homelessness.

6:00 pm **Meet in Lobby to depart for an evening reception**

6:30 pm – 8:30 pm **Reception at the home of Scott Joslove**

Join us at the home of Texas Hotel & Lodging Association President & CEO, Scott Joslove. Enjoy a performance by BMI Artist Rob Baird.

Friday, December 6, 2019

- 7:30 am – 8:30 am **Networking breakfast with partners**
This opportunity provides time to talk with partners in a casual and informal setting.
- 7:30 am – 8:30 am **Weblink Users Group Breakfast**
Talk with our MemberClicks representatives. They will be available to help troubleshoot and answer any questions relevant to the Weblink platform.
- 8:30 am – 9:15 am **CEO session**
Who Should Attend? CEO's only
- 9:15 am – 10:15 am **Grass Roots Advocacy**
Who should attend? All Attendees
- 10:15 am – 10:30 am **Break**
- 10:30 am – 11:45 am **Advocacy First/Advocacy Last: *Using Advocacy Wins for Membership Sales***
Who should attend? All Attendees
- 12 noon **Summit Concludes**