



2021 Winter Conference

Mountain Shadows Resort
Scottsdale, AZ

Monday, December 6, 2021

- 8:00 am – 11:30 am** **ISHA Board Meeting**
Lodging Association CEOs welcome to attend. Please RSVP to Chris Pappas at cpappas@isha.biz
- 11:30** **Registration Opens**
- 12:00 pm – 1:15 pm** **AHA Meeting & Lunch**
- 1:30 pm – 2:15 pm** **General Session: Roger Dow, President & CEO, US Travel**
Roger Dow will kick off of the ISHA 2021 Winter Conference outlining the state of the industry and priorities for US Travel.
- 2:15 pm – 2:45 pm** **Issues Forum: Employment**
Join Andria Ryan, Fisher Phillips, along with some of the state lodging associations, in this session as we discuss the proliferation of pandemic era employment mandates, union backed employer mandates, wage & hour regulations and other employment issues.
- 2:45 pm – 3:15 pm** **AAHOA Update**
Speaker: Ken Greene, Interim President & CEO, AAHOA
- In this session, we'll learn about what AAHOA is working on and their priorities.
- 3:15 pm – 3:30 pm** **Break**
- 3:30 pm – 4:00 pm** **Advocating for the Hotel Industry: How to engage your members**
Speaker: Sharon Sykes, AHLA
- With legislative sessions right around the corner, engaging your members is critical now more than ever. In this session we will cover:
- How members can easily make an impact on policies that help Hotels and staff
 - Selecting a platform and activating your network
 - How members can help grow the influence of the hotel industry on Capitol Hill and in state capitols
 - How AHLA can help
- 4:00 pm – 5:00 pm** **Roundtable: Distribution of Federal Funding**
During this roundtable discussion, be prepared to will discuss how the distribution of federal funding is being handled in your state, successes receiving federal funding and creative ways to obtain funding.

6:00 pm – 7:30 pm **Opening Reception**
Join us at our Opening Reception and network with your peers and colleagues.

Tuesday, December 7, 2021

7:30 am – 8:30 am **Breakfast – Network with ISHA Partners**
ISHA Partners provide a valuable resources to lodging associations. Join us for breakfast and learn more about what they can offer your association.

8:30 am – 9:00 am **Legislative Trends: Short Term Rental Roundup**
Join us for this roundup on the status of Short Term Rentals.

9:00 am – 9:30 am **AHLA Update**
Speaker: Chip Rogers, President & CEO, AHLA

In this session, we'll learn about what AHLA is working on and their priorities.

9:30 am – 10:00 am **Legislative Trends: Comprehensive Data Privacy**
Speakers: Courtney Barton, VP and Senior Counsel Global Data Privacy, Marriott
Travis Cutler, Director, State Government Affairs, Marriott

Across the country a patchwork of differing state data privacy laws is emerging, setting up a difficult compliance regime for businesses. In 2021, 30 states introduced legislation that proposed to establish new rights for consumers with regard to their personal information and new limitations on businesses who handle that information. In this session we'll discuss the current landscape of data privacy laws across the country, with a particular focus on common provisions that have the greatest potential to impact the hotel industry and customer loyalty programs.

10:00 am – 10:15 am **Break**

10:15 am – 11:15 am **Best Practices Roundtables**
Open to lodging associations only

During the Best Practice Roundtables, be ready to discuss accomplishments, programs, challenges, best & worst experiences! Some of the topics covered will include:

- Right to Recall – CA
- Utilizing & Deploying Contract Lobbyists

11:15 am – 12:00 pm **Working with the Brands**
Open to State Lodging Associations and Brands only

12:15 pm – 1:30 pm **Awards of Excellence Lunch**
Honor peers and colleagues for their accomplishments and efforts throughout the year. Winners will be announced at the luncheon!

1:45 pm – 3:00 pm **Evolution of Lodging Associations**
Facilitators: Pam Inman, Trisha Pugal, Back 9 Consultants

Post pandemic, lodging associations are evolving, and with it, the way we address operations. This session will cover Operations Maximization for associations.

- Conferences/Events
- Mergers & Collaborations
- Realistic Long-Term Planning
- Top Member Issue Expectations Needing to be Addressed

Although this is the third installment of the Back9 Sessions on the Evolution of Lodging Associations, there is no need to have participated in the other two sessions in order to participate in this session.

3:00 pm – 3:15 pm

Break

3:15 pm – 3:45 pm

Hotel Assn ADA Benefit Increases Membership

Speaker: Jennifer Flohr, California Hotel & Lodging Association

Drive-by ADA lawsuits continue to effect the lodging industry. Serial drive-by/call-in lawsuits have substantially increased over recent years with plaintiffs alleging variations of several ADA violations all over the country. And recent lawsuits centering on website compliance and hearing impairment are usually filed by a handful of plaintiffs and attorneys. Learn how CHLA is helping it's members handle these suits while offering a strong membership benefit to its members.

3:45 pm – 4:45 pm

Red & Blue State Issues Breakout

Often, many of the legislative issues that states are dealing with can be broken out into Red State or Blue State Issues. In this roundtable session, join your peers and discuss issues that you have in common.

3:45 pm – 4:45 pm

Have a question? Get an answer!

Have questions about Weblink? Visit with Laura Alin and get answers to your questions.

5:30 pm

Meet in Lobby to depart for Dinner at El Chorro

6:00 pm - 8:00 pm

Dinner

Enjoy a pleasant evening under the Arizona sky at El Chorro. With breathtaking views of Camelback and Mummy Mountains this historic setting will provide us with authentic cuisine and a beautiful evening to enjoy the company of our colleagues and peers.

Following dinner we'll enjoy a musical performance from Sam James, courtesy of ISHA Partner, BMI. A singer/songwriter, Sam has appeared on NBC's The Voice as a member of team Adam. He also recently appeared on the new hit NBC show *Songland* in May. As an artist, James' most recent release *Shinedown* shot up to #36 on the country charts, and had started to amass big numbers in the streaming world. As a songwriter, Sam has been published by BMG/Chrysalis for the last 3 years. He has worked with artists/producers such as Bebe Rexha, Jason Evigan, and Greg Wells.

Wednesday, December 8, 2021

8:00 am – 9:00 am

Breakfast – Network with ISHA Partners

ISHA Partners provide a valuable resources to lodging associations. Join us for breakfast and learn more about what they can offer your association.

9:00 am – 9:45 am

Hotel Taxes & Fees

In this post pandemic age, there is more and more legislation being introduced to divert hotel tax revenue to the general fund or other non-tourism related

programs. Join the conversation and learn more about how to retain funding for tourism marketing efforts.

9:45 am – 10:30 am

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 to share during this best practice session.

10:30 am – 10:45 am

ISHA Annual Business Meeting

10:45 am – 11:45 am

Global Hospitality 2021 Review & 2022 Outlook – Key opportunities & threats

Speaker: John Hach, Senior Industry Analyst, Amadeus Hospitality

In this session, John will take us through a global hospitality review from the past year and opportunities and threats as we look to 2022 and beyond.

11:45 am

ISHA Winter Meeting Concludes