



2021 Winter Conference

Mountain Shadows Resort
Scottsdale, AZ

Monday, December 6, 2021

8:00 am – 11:30 am
Echo Room

ISHA Board Meeting

Lodging Association CEOs welcome to attend. Please RSVP to Chris Pappas at cpappas@isha.biz

11:30
Paradise Ballroom North

Registration Opens

12:00 pm – 1:15 pm
Paradise Ballroom North

AHA Meeting & Lunch

1:30 pm – 2:15 pm
Paradise Ballroom North

General Session: Roger Dow, President & CEO, US Travel Association

For over 19 months, the travel industry faced incredible adversity as it has struggled to cope with the impact of the COVID-19 pandemic. The U.S. Travel Association continues to closely monitor the state of the travel industry, providing research, analyses and frequent updates to our industry partners throughout the country.

Today, Roger Dow, U.S. Travel's President & CEO, will provide a high-level update detailing the state of the industry and the trends in travel sentiment, bookings, workforce and overall economic impact we can expect to witness in the weeks, months and years ahead. During his session, Roger will also address U.S. Travel's current priorities, including relief funds, international travel, Brand USA funding, the future of travel mobility, and more.

2:15 pm – 3:00 pm
Paradise Ballroom North

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.

3:00 pm – 3:30 pm
Paradise Ballroom North

AAHOA Update

Speaker: Ken Greene, Interim President & CEO, AAHOA

In this session, we'll learn about what AAHOA is working on and their priorities for 2022.

3:30 pm – 3:45 pm
Paradise Ballroom North

Break

3:45 pm – 4:15 pm
Paradise Ballroom North

AHL EI Update
Speaker: Alisha Gulden, National Restaurant Association/AHL EI

In this session, we'll learn about what AHL EI is working on and how the lodging associations can be more involved.

4:15 pm – 5:00 pm
Paradise Ballroom North

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
Camelback Overlook

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
Mountain Shadows Lawn

Breakfast – Network with ISHA Partners
ISHA Partners provide 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
Paradise Ballroom North

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

9:00 am – 9:30 am
Paradise Ballroom North

Legislative Trends: Short Term Rental Roundup
Panel: Chris Hardman, Georgia Hotel & Lodging Association
Cal Sheehey, London Bridge Resort; Lake Havasu City Mayor
Kekoa McClellan, The McClellan Group

Join us for this roundup on the status of Short Term Rentals.

9:30 am – 10:00 am
Paradise Ballroom North

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 – 10:30 am
Paradise Ballroom North

AHLA Update

Speaker: Chip Rogers, President & CEO, AHLA

In this session, we'll learn about what AHLA is working on and their priorities for 2022.

10:30 am – 10:45 am
Paradise Ballroom North

Break

10:45 am – 11:30 am
Paradise Ballroom North

QuickFire - Best Practices

Open to lodging associations only

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. Some of the topics covered will include:

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

11:30 am – 12:15 pm
Paradise Ballroom North

Working with the Brands

Open to State Lodging Associations and Brands only

12:30 pm – 1:45 pm
Mountain Shadows Lawn

Awards of Excellence Lunch

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

2:00 pm – 3:15 pm
Paradise Ballroom North

Enabling Your Assn to Evolve & Thrive – *The Critical Role of Your Services*

Facilitators: Pam Inman, Trisha Pugal, Back 9 Consultants

In order to enable your organization to not only evolve, but also thrive with the continual changes you are faced with, it is critical that the association provides the services that are what your members truly need and want. This session discusses some of the key services that most state hospitality associations are focusing on to stay relevant and valued, such as:

- Communications (with members, media, public officials)
- Advocacy
- Meetings/Conferences/Events (virtual and in-person)
- Addressing Member Issues, and more

Looking at the relevance and delivery of these and other services, and their impact on your organization as you seek to not just survive, but thrive now and into the future, we will address concepts that can improve the success of small to large hospitality associations.

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.

3:15 pm – 3:30 pm
Paradise Ballroom North

Break

3:30 pm – 4:00 pm
Paradise Ballroom North

Hotel Association ADA Benefit Increases Membership

Speaker: Sandra Oberle, CAE, Membership Director, 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.

4:00 pm – 4:45 pm
Paradise Ballroom North
Echo Room

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.

4:00 pm – 4:45 pm
Paradise Ballroom North
Echo Room

Have a question? Get an answer!

Have questions about Weblink, United Healthcare? Visit with Laura Alin of Weblink and Kimberlee VanDerVorn of Optum 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.

Sam James, a Worcester, Massachusetts native, is a singer/songwriter. He 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. He currently has a song that he co-wrote on radio called "Faith" sung by Dolly Parton, Mr. Probz, and Galantis, and in October penned the title track to the #1 animated movie of 2019 "Abominable". That song is performed by Bebe Rexha.

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, Greg Wells, Akon, etc.. Mainly working out of NYC and Nashville, he has had cuts with multiple artists, and most recently his song "Old Soul" was sung by Spensha Baker on the finale of The Voice. The song went #1 at iTunes Country, and is currently hitting radio on all country formats.

Wednesday, December 8, 2021

8:00 am – 9:00 am

Mountain Shadows Lawn

Breakfast – Network with ISHA Partners

ISHA Partners provide 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

Paradise Ballroom North

Hotel Taxes & Fees

*Speakers: John Lambeth, Civitas
Carol Dover, Florida Restaurant & Lodging Association
Chris Hardman, Georgia Lodging Association
Kekoa McClellan, The McClellan Group*

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

Paradise Ballroom North

State Roundup – Issues, Collaborations, Best Practices

Open to State Lodging Associations only

10:30 am – 10:45 am

Paradise Ballroom North

ISHA Annual Business Meeting

10:45 am – 11:45 am

Paradise Ballroom North

2022 Global/North American Hospitality Outlook – Proactive Hospitality Management in the *New Normal*

Speaker: John Hach, Senior Industry Analyst, Amadeus Hospitality

This presentation will feature evolving best practices and key hospitality insights from Amadeus Demand 360 Market Intelligence, the industry's only actual forward pacing hotel reservation business intelligence for the upcoming twelve months.

11:45 am

ISHA Winter Meeting Concludes