



## 2023 ISHA Winter Conference Ritz Carlton Amelia Island, FL

### Monday, December 4, 2023

8:30 am – 11:00 am ISHA Board Meeting  
Lodging Association CEOs welcome to attend.  
Please RSVP to [cpappas@isha.biz](mailto:cpappas@isha.biz)

11:30 am Registration Opens

11:30 am – 12:45 pm **AHA Membership Meeting & Lunch**

1:00 pm – 2:15 pm **Memorable Messaging: Conversations That Make an Impact**  
*Speaker:* Lisa Braithwaite, The LisaB Company

You and your leaders are having conversations every day with members, sponsors, legislative leaders and other stakeholders... but are those conversations leading to action? And how are critical messages being disseminated internally among your team, board and members? Information + inspiration + persuasion leads to action, so how can you ensure that people are speaking confidently and persuasively about the work you do and the work that needs to be done?

In this session, attendees will:

- Understand how their story connects with the organization's story
- Set objectives and desired outcomes for 1:1 conversations and learn how to apply these within larger presentations
- Create an emotionally engaging message
- Anticipate objections and misconceptions about the work or organization
- Gain clarity on the invitation or opportunity that's being offered
- Put their focus on what their stakeholders need, want and care about

2:15 pm – 3:00 pm

**Unlocking the Future: Addressing Workforce Challenges through Education Partnerships**

*Speaker: Debbie Wieland, Texas Hotel & Lodging Association*

In today's dynamic and competitive hospitality industry, addressing workforce challenges has become a top priority for hotel associations. The key to overcoming these challenges lies in forging strategic education partnerships that empower both the industry and the workforce. This engaging and informative session is tailored specifically for hotel association leaders and aims to provide valuable insights and practical strategies on this critical topic.

3:00 pm – 3:15 pm

**Break**

3:15pm – 3:30pm

**ISHA Partner Update – AAHOA**

*Speaker: Laura Lee Blake, President & CEO, AAHOA*

In this update, we'll learn about what AAHOA is working on and their priorities for 2024

3:30 pm – 3:45 pm

**Federal Updates: Resort Fee Bill, Per Diems, H2B Reform, Access to Workers and more**

*Speaker: Troy Flanagan, AHLA*

3:45 pm – 4:00 pm

**Emerging Issues**

Come prepared to discuss emerging issues in your state.

4:00 pm – 5:00 pm

**Case Study: Safety & Security**

*Speakers: Jesse Geremia, California Hotel & Lodging Association  
Skip Brandt, ILSSA*

6:30 pm – 8:00 pm

**Opening Reception**

Join us at our Opening Reception and enjoy an evening networking with your peers and colleagues.

**Tuesday, December 5, 2023**

7:30 am – 8:30 am

**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 – 9:30 am

**CEO Session**

9:30 am – 10:15

**Best Practices**

10 things you're doing differently this year  
Creative Ways to Involve Members  
How to Build Effective GA Committees  
Additional topics TBD

10:15 am – 10:30 am

**Break**

10:30 am – 11:00 am

**ISHA Partner Update: AHLA**

*Speaker: Chip Rogers, President & CEO, AHLA*

In this update we'll learn about what AHLA is working on and their priorities for 2024.

11:00 am – 12:00 pm

**Are California Laws Coming to Your State 2.0?**

*Speakers: Andria Ryan, Fisher Phillips  
Lynn Mohrfeld, California Hotel & Lodging Assn.*

Join Lynn Mohrfeld and Andria Ryan for a update on the California employment laws and trends that may be making their way across the country. Hospitality employers in California are facing an increase in burdensome legislation, enforcement efforts and union organizing in the hotel and restaurant industries. We will discuss a multitude of wage issues, cannabis, bereavement leave, leaves of absences to care for "designated persons", pay transparency reporting laws, mandatory restroom access to the public and assorted union issues.

12:15 pm – 1:45 pm

**Lunch**

2:00 pm – 3:15 pm

**Save Time, Save Money, Get the Talent You Need: An Employer-led approach to building your Talent Pipeline**

*Speaker: Niki DaSilva, Senior Director, Programs & Policies, US Chamber of Commerce Foundation*

Built by business, for business, communities across the world are applying the U.S. Chamber of Commerce Foundation's Talent Pipeline Management® (TPM) framework to tackle their most pressing workforce challenges. The result? Scalable, sustainable talent supply

chains that create shared value for all. Learn more about TPM® and how employers, like you, are leading the way.

3:15 pm – 3:30 pm

**Break**

3:30 pm – 4:15 pm

**Solutions to overcome the workforce shortage**

*Speakers: Sarah Cozewith, VP Workforce Development, AHLA  
Keith Pabian, Founder/CEO, Seasonal Connect  
TBD*

4:15 pm – 4:45 pm

**Investing Your Destination's Future: Data and Sustainable Funding**

*Speaker: Tiffany Gallagher, VP Operations, Civitas*

The tourism industry landscape is constantly changing. Using data such as lodging rates to inform decisions is crucial for hoteliers to remain competitive and compliant. In this session, Tiffany will talk about the latest changes and developments in lodging tax rates across the United States. Then, hear how the last few years have been full of states successfully passing Tourism Improvement District (TID) legislation to provide sustainable funding for their destinations. Learn best practices, success stories and how you can leverage TIDs to enhance your property's growth and guest experience.

6:00 pm – 8:00 pm

**Dinner**

Enjoy a pleasant evening at the Ritz Carlton and enjoy an outdoor reception and dinner at The Courtyard, located in the center of the resort. Lush palm trees and manicured flower gardens offer the perfect complement to the dune-lined coastline of the Atlantic Ocean.

Following dinner, BMI Musician Terry Sylvester with The Hollies will perform for ISHA attendees.

**Wednesday, December 6, 2023**

7:30 am – 8:30 am

**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 – 9:30 am

**ISHA Annual Business Meeting & Awards of Excellence**

Join us for the ISHA Annual Business Meeting where we'll review the status of the association and vote on the 2024 Board.

We'll also present the winners of the 2023 Awards of Excellence.

9:30 am – 10:15 am

**Mandates that are good**

Workforce, Economic Development, Infrastructure, lessening the regulatory and tax burdens on businesses. Learn to produce positive and productive change.

10:15 am – 11:15 am

**Effective PAC Fundraising that Works**

Moderator: Haleigh Hildebrand, AHLA  
Speakers: TBD

11:30 am

**ISHA Winter Conference concludes**