



JEFFER, MANGELS, BUTLER & MARMARO LLP

The premier hospitality practice in a full-service law firm™

Meet the Money® 2009 Program Schedule

Tuesday, May 5, 2009

6:00 p.m. Reception, Century Foyer

Wednesday, May 6, 2009

7:00 a.m. Registration, Networking and Breakfast – Grand Ballroom Foyer

8:00 a.m. Welcome by Jim Butler

8:15 a.m. **State of the Industry Alerts**

Moderator: Bruce Baltin, PKF Consulting

Smith Travel Research

U.S. Lodging Industry – Is There Light at the End of the Tunnel?

Mark Lomanno

PKF Consulting

“PKF Hotel Horizons—Lodging Industry Outlook?”

Mark Woodworth

Q&A

Questions for STR or PKF

9:00 a.m. Panel 1: **Bridging the Capital Gap**
Moderator: Rob Stiles, Cushman & Wakefield Sonnenblick Goldman
Panelists: John Lustgarten, Lowe Enterprises
Bernie Siegel, KSL Capital Partners, LLC
Chad Christensen, Washington Real Estate Holdings, LLC
Barry Olson, Archon Capital
Derik Eubanks, Ashford Hospitality Trust
Jonathan Roth, Canyon Capital Realty Advisors

Jim Butler

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- 9:55 a.m. Coffee Break
- 10:15 a.m. Panel 2 **The Note is Coming Due: Strategies and Approaches for Value Enhancement . . . And Other Options**
- Moderator: Jim Butler, JMBM**
Panelists: Jack Westergom, Manhattan Hospitality Advisors
Steve Van, Prism Hotels & Resorts
Jackie Brome, Capmark, Inc.
Patrick O’Neal, Midland Loan Services, Inc.
Troy Miller, Centerline, Inc.
Edd Hendee, Starwood Capital Group
- 11:10 a.m. Panel 3 **What’s Happening in Capital Markets? Are any deals getting done? Where and How?**
- Moderator: Michael Cahill, HREC Investment Advisors**
Panelists: David Schachter, Reedland Capital Partners
Marty Collins, Gatehouse Capital
Neil Freeman, Aries Capital LLC
Henry Vickers, AEW Capital Management
Kevin Donahue, Midland Loan Services, Inc.
Abid Gilani, Marriott International, Inc.
- 11:45 a.m. Move to Lunch
- 12:15 p.m. Lunch
California Ballroom
- 1:00 p.m. **Keynote Lunch Speaker**
Richard Green, Economist, USC Lusk Center for Real Estate
Federal Financial Policy since January 20: Will it Work?
- 1:15 p.m. **CEO Perspectives and Strategies: Preserving & Creating Value in a “Nuclear Winter”**
- Moderator: Tom Engel, T.R. ENGEL Group**
Panelists: Tom Corcoran, Felcor Lodging Trust Incorporated
Bruce Wiles, Thayer Lodging Group
Larry Broughton, Broughton Hospitality Group
Michael Depatie, Kimpton Hotel & Restaurant Group
Jonathan Falik, JF Capital Advisors
Kevin Mahoney, Stonebridge Companies
- 2:10 p.m. Move to Grand Ballroom

Jim Butler

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2:20 pm Special Presentation

Overview of Capital Markets

John Arabia, Green Street Advisors

2:35 pm Panel 5 **Mixed Use: Unscrambling the Omelet – Fixing, Preserving & Positioning Projects in Today’s Financial Crisis**

Moderator: David Berins, Berins & Company

Panelists: Peter Connolly, Parthian Development
Scott Rynders, Gatehouse Capital
Thomas Prins, Gemstone Resorts International
Michael Mahoney, Triyar Hospitality LLC
Max Reim, Live Work Learn Play

3:30 p.m. Panel 6 **A Critical Source of Viable Public Capital. . . What everyone needs to know about PPPs Today**

Moderator: Cathy Holmes, JMBM

Panelists: David Taussig, Taussig & Associates
Jeff Scruggs, Goldman Sachs
Beatrice Hsu, LA Industrial Development Authority
Ray Garfield, Garfield Traub Development LLC
Valerie Red-Horse, Red-Horse Financial Group

4:35 pm **BREAKOUT SESSIONS**

Gateway Salon

Breakout 7A: **Finding the Pony – Bankruptcy, Receiverships & Restructurings**

Moderator: Robert E. Kaplan, JMBM

Panelists: Jackie Brome, Capmark, Inc.
Bill Hoffman, Trigild, Inc.
Eric Ewoldt, Resolution Services, LLC
Mark Burden, Rim Hospitality
Bill Howell, HAI Advisors

Grand Salon A

Breakout 7B: **CMBS Special Servicing 101: What you need to know and why they are so important**

Moderator: Steve Van, Prism Hotels & Resorts

Panelists: Patrick O'Neal, Midland Loan Services, Inc.
Curt Spaugh, Helios AMC
Stephen Krooth, Krooth Advisory Services
Richard Bosworth, Canyon Capital Realty Advisors

Salon 112

Breakout 7C: **Successful Strategies for Marketing, Selling and Financing Vacation Ownership to Increase Project Profitability**

Moderator: Kris Jamtaas, Group RCI

Panelists: Jamie Klein, The Lore Institute
James Danz, Danz Development
Bob Waun, Vacation Finance

Grand Salon F

Breakout 7D **Brands: What Changes are the Brands Implementing to Respond to the Realities of our New Economy?**

Moderator: Tom Morone, Warnick & Co.

Panelists: Stephen Casey, Carlson Hotels Worldwide
Brian Quinn, InterContinental Hotels Group
Jeff Dallas, Wyndham Hotels Group
Alison Cumberland, Marriott International
Joseph Long, Kimpton Hotel & Restaurant Group, LLC
Marc Gordon, Morgans Hotel Group LLC

5:30 pm **Grand Welcome Reception**

Poolside

Jim Butler

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Thursday, May 7, 2009

- 8:00 a.m. Registration, Networking and Breakfast – Grand Ballroom
- 9:00 a.m. **Welcome Back - Jim Butler** – Grand Ballroom
- 9:05 a.m. **Andrew Ingraham, NABHOOD**
- 9:15 a.m. **Hotel Values and CAP Rates**
Suzanne Mellen, HVS
- 9:30 a.m. **LIIC Top Ten**
Michael Cahill, HREC Investment Advisors
- 9:45 a.m. **Q&A – Miller, Mellen & Cahill**
- 10:00 a.m. Panel 8 - **Debt & Equity – Who’s Playing Now or Coming Off the Sidelines?**
- Moderator: David Soares, Lexden Capital**
Panelists: Russ Urban, HEI Hotels & Resorts LLC
Scott Brown, ABA Development, LLC
Jack vanHartesvelt, Kennedy Associates Real Estate
Michael Lovata, Grayhawk Capital Funding
Donald Wise, Johnson Capital
Stephen Stoycos, Choice Hotels International
- 11:00 a.m. **BREAKOUT SESSION**
- Grand Salon A**
- Breakout 9A **Hotel Management Agreements – Managing your Manager in Hard Times**
- Moderator: Cathy Holmes, JMBM**
Panelists: Jack Westergom, Manhattan Hospitality Advisors
Peter Connolly, Parthian Development
Russ Dazzio, R&R Global Hospitality
Chip Wilson, Johnson Capital-Lodging Advisory
Bill Sipple, Index Consulting Group

Jim Butler

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Grand Salon F

Breakout 9B Vacation Ownership – Mixed-Use and Conversion Opportunities

Moderator: Howard Nusbaum, ARDA

Panelists: Bob McGrath, Group RCI
Richard Ragatz, Ragatz Associates
Ron Goldberg, Wellington Financial
Max Reim, LiveWorkLearnPlay
Mark Van Stekelenburg, PKF Consulting
David Sudeck, JMBM

Salon 112

Breakout 9C Buying, Renovating & Repositioning Distressed Assets

Moderator: Dennis Nessler, Hotel Business

Panelists: John Wong, HFS Concepts 4
Ron Holecek, WATG | designing destinations
Ralph Newman, WTS International, Inc.
Carl Lambert, Lambert Investments, Inc.
Morris Lasky, Lodging Unlimited, Inc.

Salon 105

Breakout 9D Latin American Investments

Moderator: Seth Weissman, JMBM

Panelists: Robin Rodriguez, Anglo Financial
Richard Katzman, HVS
Angela Gonzalez-Rowe, HHOA
Philip Fitzgerald, Paladin Realty Partners
Mitch Creekmore, Stewart Title Guaranty Company

11:55 am Move to California Ballroom

12:00 pm, Lunch – **California Ballroom**

12:45 pm Special Presentation – **How Public Markets Helped Us Get in This Mess, and How They Might Get Us Out (Eventually)**

David Loeb
R.W. Baird & Co.

Jim Butler

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1:00 pm Luncheon Panel

Treasure Hunter's Guide to the Gold. How the veterans did it the last time and what they think will be different this time

Moderator: M. Guy Maisnik, JMBM

Panelists: Ambrose Fisher, Oaktree Capital Management
Paul Novak, Bedrock Partners
Jonathan Falik, JF Capital Advisors
George Ruff, Trinity Hotel Investors LLC
Scott Chernoff, Westport Capital Partners LLC
Richard Bosworth, Canyon Capital Realty Advisors LLC

Jim Butler

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