



JEFFER, MANGELS, BUTLER & MARMARO LLP

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

Meet the Money® 2010 Program Schedule

Monday, May 3, 2010

6:00 p.m. Wine bar mixer for early arrivals, Century Foyer

Tuesday, May 4, 2010

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

7:45 a.m. Welcome by Jim Butler
Dennis Nessler, Hotel Business – **Grand Ballroom**

8:00 a.m. **State of the Industry Alerts**

Smith Travel Research

U.S. Lodging Industry – Is There Light at the End of the Tunnel?
Greg Hartmann, STR Analytics

PKF Consulting

PKF Forecasts
Mark Woodworth

What's Happening in CMBS

Kevin Donahue – Midland Loan Servicing

What a Difference a Millennium Makes

Then & Now – “It was 20 years ago today ...”
Benoit Gateau-Cumin – The Boutique Search Firm

9:00 a.m. Panel 1: **Game Changers Panel – Investment Strategies Past and Present**
Moderator: Guy Maisnik, JMBM
Panelists: Jonathan Roth, Canyon Partners
Rick Kleeman, Wheelock Street Capital
Patrick Deming, Eastdil Secured
Mike Levy, Morgan Stanley
Len Potter, Salt Creek Hospitality, LLC
Arne Arnesen, Rockwood Capital Group

Jim Butler

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- 9:55 a.m. Coffee Break
- 10:10 a.m. **Special Presentation**
California Markets – Defaults and Transactions
Alan X. Reay, Atlas Hospitality Group
- 10:20 a.m. **Panel 2**
Driving the revenues and controlling the cash
Navigating the storm – when to hold, fold and double down
Moderator: Jack Westergom, Manhattan Hospitality Advisors
Panelists: Ed Balazs, Eurohypo AG
Thomas Prins, Gemstone Hotels & Resorts
George Ruff, Trinity Hotel Investors
Bill Linehan, Richfield Hospitality
Abid Gilani, Marriott International Inc.
- 11:15 a.m. Move to Breakouts
- 11:25 a.m. Breakout 3A **CMBS Panel**
Grand Ballroom A **Moderator: Steve Van, Prism Hotels & Resorts**
Panelists: Kevin Donahue, Midland Loan Services
Jackie Brome, Berkadia Commercial Mortgage, LLC
Curt Spaugh, Helios AMC
Bob Massey, TriMont Real Estate Advisors
Ann Hambly, 1st Service Solutions, Inc.
- Grand Ballroom F** Breakout 3B **Receivership Panel**
Moderator: Marty Taylor, JMBM
Panelists: Bill Hoffman, Trigild, Inc.
Mark Burden, Rim Hospitality
Greg Mount, Richfield Hospitality
Bill Howell, HAI Advisors
Jeff Kolessar, GF Management, Inc.
- Gateway Ballroom** Breakout 3C **Profit from Opportunities in Vacation Ownership (fractionals timeshares and clubs) – Q&A with the Industry Leaders,**
Moderator: David Sudeck, JMBM
Panelists: Howard Nusbaum, ARDA
Richard Ragatz, Ragatz Associates
Robert McGrath, RCI
Jamie Klein, The Lore Institute
David Cox, FNFC American Trust Company
Bob Waun, Vacation Finance
- 12:20 p.m. Move to Lunch
- 12:30 p.m. Lunch Buffet
California Ballroom

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- 12:45 p.m. **NABHOOD Update**
Andy Ingraham, NABHOOD
- 12:50 p.m. **Latino Hotel Association Update**
Angela Gonzalez-Rowe, LHA
- 12:55 p.m. **Keynote Lunch Speaker**
Meagan Johnson
Zap the Gap! – How to find balance, productivity and your sanity while working with multiple generations.
- 1:35 p.m. Move to General Session, **Grand Ballroom**
- 1:45 p.m. **Capital Markets Outlook: Will Public Equity Recapitalize the Hotel Industry?**
David Loeb, Robert W. Baird & Co., Inc.
- 2:00 p.m. **Special Presentation**
Economy and Outlook
Richard Green, USC Lusk Center for Real Estate
- 2:15 p.m. **Panel 4** **The GAME CHANGERS: Views from the Executive Suite**
Moderator: Tom Engel, T.R. ENGEL Group
Panelists: Marty Collins, Gatehouse Capital Corp
Tom Corcoran, Felcor Lodging Trust Incorporated
Michael Depatie, Kimpton Hotel & Restaurant Group
Steve Haggerty, Hyatt Hotels Corp
Tom Kennedy, UrbanAmerica, L.P.
Dana Ciraldo, Lodgian Inc.
- 3:10 p.m. Break and move to breakouts
- 3:25 p.m. Breakout 5A **Band Aids or Bouquets? A preview of brand programs that can help facilitate financing in a down market.**
Grand Ballroom A **Moderator: Russ Dazzio, R&R Global Hospitality**
Panelists: Nancy Johnson, Carlson Hotels Worldwide
Jeffrey Dallas, Wyndham Hotel Group
Brian Quinn, InterContinental Hotels Group
Reggie Heard, Bankers One Capital
Patrick Feltes, GE Franchise Finance
Mark Keiser, Starwood Hotels & Resorts

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Grand Ballroom F	Breakout 5B Moderator: Panelists:	Repositioning & Alternative Uses, Grand Ballroom F Paul Novak, Bedrock Partners Peggy Berg, Highland Hospitality Allen Jakubauskas, WTS International Ken Fearn, Integrated Capital Bruce Baltin, PKF Consulting Ken Wilson, Capital Hotel Management
Gateway Ballroom	Breakout 5C Moderator: Panelists:	Sometimes the Government IS the Solution – Opportunities for Public Financing of Hotel Developments Cathy Holmes, JMBM Raymond Garfield, Garfield Traub Development William Corrado, Citi Mark Tobin, HREC
Salon 112	Breakout 5D Moderator: Panelists:	“Value and Revenue Enhancement through Asset Management” Jack Westergom, Manhattan Hospitality Advisors Alan Tantleff, Hotel Asset Value Enhancement Morris Lasky, Lodging Unlimited, Inc. David Berins, Berins & Co.
4:20 pm		Move to General Session
4:30 pm	Panel 6 Moderator: Panelists	Game changing strategies of investment Rob Stiles, Cushman Wakefield Sonnenblick Goldman Jonathan Falik, JF Capital Advisors Kevin Mahoney, Stonebridge Companies Chad Christensen, Washington RE Holdings Kirk Pederson, Morgan Stanley Tony Larino, Westmont Hospitality Group Rick Frank, Behringer-Harvard
5:30 pm		Grand Welcome Reception - Poolside

Jim Butler

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Wednesday, May 5, 2010

- 8:00 a.m. Registration, Networking and Breakfast – Grand Ballroom
- 9:00 a.m. **Welcome Back - Jim Butler** – Grand Ballroom
- 9:05 a.m. **Special Presentation**
Hotel Values & CAP Rates
Suzanne Mellen, HVS
- 9:20 a.m. **Global Capital Markets**
Art Adler, Jones Lang LaSalle Hotels
- 9:35 a.m. **U.S. Lodging Industry 2010: “Spring Training is Over: It’s Time to Play Ball”**
Dan Lesser, CBRE
- 9:50 a.m. **Special Presentation**
John Arabia, Green Street Advisors
- 10:00 a.m. **LIIC Top Ten**
Michael Cahill, HREC
- 10:15 a.m. Panel 7 - **Lender and investor strategies for distressed assets/and sound investment**
Bridging the Gap: Lender/Seller vs Investors
Moderator: Michael Sullivan, HVS
Panelists: Mark Elliott, Hodges Ward Elliott
Bruce Habig, Barclays Capital
Chris Macke, General Equity Real Estate
Scott Brown, ABA Development
Mark Landau, Deutsche Bank
Bill Sipple, Index Consulting Group, LLC
- 11:15 a.m. Panel 8 **Investor Perspectives**
Moderator: Sam Winterbottom, Grubb & Ellis
Panelists: Henry Vickers, AEW Capital Management
Barry Olson, Archon Group
John Murray, Hospitality Properties Trust (HPT)
Eric Levy, Pan Pacific Hotels & Resorts
Doug Dreher, The Hotel Group
Jack van Hartsvelt, Kennedy Associates
- 12:10 p.m. Move to California Ballroom
- 12:15 p.m. Lunch Buffet – **California Ballroom**

Jim Butler

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1:00 p.m.

Panel 9

Management Agreements

Moderator: Robert Braun, JMBM

Panelists:

Peter Connolly, Hostmark Hospitality

Tom Morone, Warnick & Co.

Eric Levy, Pan Pacific Hotels & Resorts

Alison Cumberland, Marriott International



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YEARS

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