



**Meet the Money® 2011
Program Schedule**

Monday, May 2, 2011

7:00 pm Winebar mixer for early arrivals – Century Foyer

Tuesday, May 3, 2011

7:00 am Registration, Networking and Breakfast – Grand Ballroom Foyer

7:45 am Welcome by Jim Butler

8:00 am **State of the Industry Alerts**

Moderator: Bruce Baltin, PKF Consulting USA

Smith Travel Research

U.S. Lodging Industry – What lies ahead?

Jan Frietag

PKF Hospitality Research

“PKF Hotel Horizons—Lodging Industry Outlook?”

Mark Woodworth

R.W. Baird & Co. Inc.

“Capital Markets Update”

David Loeb

9:00 am Panel 1: **What are the real players doing? Industry perspective and transactional insights**

Moderator: Wayne Williams, Warnick + Company

Panelists: Kevin Colket, Starwood Capital Group
Kevin Donahue, Midland Loan Services
Rick Frank, Behringer-Harvard Partners, LLC
Rick Kleeman, Wheelock Street Capital
Jonathan Roth, Canyon Partners, Inc.
Rene J. Theriault, Goldman Sachs

Jim Butler

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9:55 am Coffee Break

10:10 am Panel 2 **Creating value in a Brave New World:
Lenders, Receivers, Investors**
Moderator: Jack Westergom, Manhattan Hospitality Advisors
Panelists: Mark Burden, Rim Hospitality
Timothy Dick, TriMont Real Estate Advisors
Anna Hertzman, Swedbank AB
Christopher Pfohl, Pyramid Hotel Group
Christian Ruehmer, WestLB

11:05 am **BREAKOUT SESSIONS**

Gateway Salon

Breakout 3A: **Creative solutions...Repositioning urban and resort transient and
vacation ownership hospitality assets**

Moderator: David Sudeck, JMBM
Panelists: Uta Birkmayer, Xsense Authentic Places.
Douglas N. Dreher, THG, Inc.
Bob McGrath, RCI
Howard Nusbaum, ARDA
Richard Ragatz, Ragatz Associates
Julia Watson, Farrow Commercial Construction

Grand Salon A

Breakout 3B: **Debt & Equity for hotels today**

Moderator: Geoff Davis, HREC
Panelists: Peter Berk, PMZ Hotel Finance Group
Patrick Feltes, GE Capital
Anne Hampton, Wells Fargo
Mark Lanspa, Credit Suisse
Bill Weber, Cantor Fitzgerald

Grand Salon F

Breakout 3C: **Borrowers with Workouts**

Moderator: Chuck Bedsole, Alvarez & Marsal
Panelists: Chris Albano, Citi
Frank Anderson, Anderson Consulting
Jeffrey Duni, HVS Capital
Robert Kline, RW Kline Companies
William Stuckeman, 1st Service Solutions

12:00 pm Buffet Lunch
California Ballroom

Jim Butler

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12:30 pm **Special Presentations**

Andrew Ingraham, NABHOOD

Angela Gonzalez-Rowe, LHA

Morris Lasky, The Lodging Conference 2011

12:45 pm. **Views from the Executive Suite**

Moderator: Peter Connolly, Hostmark Hospitality Group

Panelists: Robert Alter, Sunstone Hotel Investors, Inc.
Jerry Cataldo, Hostmark Hospitality Group
Marty Collins, Gatehouse Capital Corp
Jonathan Falik, JF Capital Advisors
Cormac O’Modhrain, CIM Group
Greg Mount, Richfield Hospitality Inc.

1:45pm **BREAKOUT SESSIONS**

Grand Salon A

Breakout 5A: **When your big deal is a Big Deal — Working with the Media**

Moderator: Kris Hudson, Wall Street Journal

Panelists: Nadja Brandt, Bloomberg
Elizabeth Lampert, Elizabeth Lampert PR
Jay Schultz, Hotel Business
Roger Vincent, Los Angeles Times

Gateway Salon

Breakout 5B: **CMBS – What’s coming and how do I benefit from it?**

Moderator: Steve Van, Prism Hotels & Resorts

Panelists: Jackie Brome, Berkadia Commercial Mortgage
Neil Freeman, Aries Capital
Jeff Kolessar, GF Management, Inc.
Robert Massey, TriMont Real Estate Advisors
Curt Spaugh, Helios AMC

2:40 pm Panel 6 **Finance I Panel**

Moderator: Rob Stiles, Cushman & Wakefield Sonnenblick Goldman

Panelists: Chris Albano, Citi
Scott Brown, ABA Development
James Luchars, AEW Capital Management
Barry Olson, Archon Capital, a Goldman Sachs Company
Kirk Pederson, Morgan Stanley
William Sipple, HVS Capital Corp

Jim Butler

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- 3:35 pm Panel 7 **Who's doing transactions and how?**
Moderator: **Cathy Holmes, JMBM**
Panelists: Thom Geshay, Davidson Hotel Company
 Kevin Mahoney, Stonebridge Companies
 James Merkel, RockBridge Capital LLC
 Matthew Raine, Evolution Hospitality
 David Sloan, Sunstone Hotel Investors, Inc.
 Sam Winterbottom, Grubb & Ellis
- 4:30 pm Panel 8 **Underwriting a deal in the current market**
Moderator: **Patrick Deming, Eastdil Secured**
 John Bertolozzi, Scotia Capital
 Richard Bosworth, Canyon Partners, Inc.
 Mark Keiser, Starwood Hotels & Resorts Worldwide
 Stan Kozlowski, CBRE Hotels
 Mark Wiesenthal, Platinum Equity
 Mark Zytko, Mesa West Capital, LLC
- 5:30 pm **Grand Welcome Reception – Poolside**

Jim Butler

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Wednesday, May 4, 2011

- 8:00 am Registration, Networking and Breakfast – Grand Ballroom Foyer
- 9:00 am **Welcome Back - Jim Butler** – Grand Ballroom
- 9:05 am **Special Presentations**
- Hotel Values and CAP Rates**
Suzanne Mellen, HVS
- 9:20 am **LIIC Top Ten**
Michael Cahill, HREC
- 9:30 am **California Hotel Perspective**
Alan Reay, Atlas Hospitality
- 9:45 am Panel 9 - **The receiver did it! They are doing everything now with distressed assets**
Moderator: Guy Maisnik, JMBM
Panelists: Mark Burden, Rim Hospitality
Judy Hoffman, Trigild, Inc.
Jeff Kolessar, GF Management, Inc.
Patrick O’Neal, Midland Loan Services
Tom Prins, Gemstone Hotels & Resorts
Steve Van, Prism Hotels & Resorts
- 10:40 am Coffee Break – Grand Ballroom Foyer
- 11:00 am Panel 10 **Up your NOI! Turning around operations and enhancing value**
Moderator: Greg Hartmann, Jones Lang LaSalle Hotels
Panelists: Maki Bara, The Chartres Lodging Group
Matt Engel, TR ENGLE Group
David Merritt, Marcus Hotels & Resorts
David Shamoian, Distinctive Hospitality
Todd Wynne-Parry, Pan Pacific Hotels & Resorts

Jim Butler

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- 12:00 pm, Buffet Lunch – **California Ballroom**
- 1:00 pm Panel 11 **Brands as part of your value strategy**
 Moderator: Robert Braun, JMBM
 Panelists: Alison Cumberland, Marriott
 Jeffrey Dallas, Wyndham Hotel Group
 Michael Higgins, IHG InterContinental Hotels Group
 Ruth Ormsby, Carlson Hotels
 Stephen Stoycos, Choice Hotels International
- 2:00 pm ADJOURN

Jim Butler

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