

# THINC *conference*



The Hotel Investment Networking Conference

Powerful Minds Gather to Think, Educate & Network Over  
Hotel Ownership, Investments, Development, Management & More

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**May 15-16, 2014 — At Hilton Chicago**  
Preceding The National Restaurant Association Show

**Co-Hosted By:**



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To Register:

610-436-8400 or [www.thinc-conference.com](http://www.thinc-conference.com)

# DISTINGUISHED

## *Moderators and Speakers*



**Allie Hope**  
*Head of Development*  
Virgin Hotels



**Katherine Lugar**  
*President and CEO*  
American Hotel & Lodging Association



**Andy Ingraham**  
*President & CEO*  
NABHOOD



**Dr. Thomas A. Maier**  
*Professor Leadership and Revenue Management*  
DePaul University  
School of Hospitality Leadership



**Nancy Johnson**  
*Executive Vice President*  
Industry Relations, Carlson



**Greg Marcus**  
*President and CEO*  
The Marcus Corporation



**John Keeling**  
*Executive Vice President*  
Valencia Group



**Richard P. Millard**  
*Chairman & CEO*  
Trust Hospitality



**Greg LaBerge**  
*National Director*  
Marcus & Millichap  
Real Estate Investment Services



**W. Michael Murphy**  
*Head of Lodging and Leisure*  
First Fidelity Companies



**Daniel Lesser**  
*President & CEO*  
LW Hospitality Advisors



**Hessam Nadji**  
*Senior Vice President*  
Chief Strategy Officer  
Marcus & Millichap



**Vito F. Lotta, AIA, RID, LEED AP**  
*Senior Director of Design*  
Hilton Worldwide



**Francis J. Nardoza**  
*Chairman & CEO*  
REH Capital Partners, LLC

# AGENDA

## Continued

### FRIDAY, MAY 16, 2014

**7:30-8:30 Registration and Breakfast**  
Sponsored by  
**La Quinta Inns & Suites**  
**Stay Well By Delos**

**8:30-8:40 WELCOME**  
**Mary Lou Lasky**  
THINC Co-Chair  
**The Rev. Dennis H. Holtschneider, C.M.**  
*President, DePaul University*

**8:45-9:00 KEYNOTE**  
**Hessam Nadji**, *Senior Vice President*  
*Chief Strategy Officer, Marcus & Millichap*

**9:00-10:15 GENERAL SESSION**  
**HOSPITALITY POWER PLAYERS (PART II)**

**MODERATOR:**  
**W. Michael Murphy**, *Head of Lodging and*  
*Leisure, First Fidelity Companies*

**PANELISTS:**  
**Jim Abrahamson**, *Chief Executive Officer*  
*Interstate Hotels & Resorts*  
**Bob Alter**, *President, Seaview Investors LLC*  
**Liam Brown**, *President, U.S. & Canada,*  
*Select Service & Extended Stay Lodging and*  
*Owner & Franchise Services, The Americas*  
*Marriott International*  
**Greg Marcus**, *President and CEO*  
*The Marcus Corporation*  
**Pratik Patel**, *Chairman, AAHOA*

**10:15-11:00 The Marketplace**  
Morning Refreshments  
Sponsored by  
**GCommerce**  
**Interior Image Group**

**11:00-12:15 CONCURRENT THINC TANKS**

**F-2 CREATING A HOTEL PORTFOLIO**  
Set realistic long and short-term goals by adhering to the amount of money you want to spend, selecting the right location, knowing the type of hotel you want to build or buy, the number of rooms, and the services you want to offer.

**MODERATOR:**  
**Bob Sonnenblick**, *Chairman*  
*Sonnenblick Development LLC*

**PANELISTS:**  
**Luis Acosta**, *Vice President Development*  
*Wischermann Partners, Inc.*  
**John Keeling**, *Executive Vice President*  
*Valencia Group*  
**Daniel Lesser**, *President & CEO*  
*LW Hospitality Advisors*  
**Paul Novak**, *Executive Director*  
*Lodging Acquisitions, Whitman | Peterson*

**F-3 DEBT & EQUITY FINANCE OPTIONS**  
Banks, credit unions, insurance companies, pension funds, REITs...the panel will review rates, loan amounts, loan-to-value ratios, and terms for conventional, unconventional and private money as well as options for financing conversions of landmark buildings using the federal historic tax credits.

**MODERATOR:**  
**David Bodamer**, *Executive Director*  
*Content & User Engagement*  
*National Real Estate Investor*

**PANELISTS:**  
**Larry Eppley**, *Partner, Sheppard Mullin*  
**James Fitzgerald**, *Managing Director*  
*Hotel Investments*  
*Principal Real Estate Investors*  
**Tim Frens**, *Partner, Plante Moran*

**F-4 ECONOMIC INDICATORS & VALUATION PARAMETERS**

The panel presents an overview of hotel performance trends, supply growth, the transactions market and hotel value trends to help you optimize returns and customize strategies to meet your investment goals.

**MODERATOR:**  
TBA

**PANELISTS:**  
**Hans Detlefsen**, **MPP, MAI**  
*Managing Director, HVS*  
**Joel W. Hiser**, *Principal, Horwath HTL*  
**Carter Wilson**, *Director, STR Analytics*

**F-5 TEAMWORK FOR A PROFITABLE NEW BUILD, CONVERSION OR RENOVATION**

Learn how to manage your project from start to finish as experts take you from planning, budgeting, and design through to final construction or renovation.

**MODERATOR:**  
**Mary Scoviak**, *Executive Editor*  
*Boutique Design Magazine*

**PANELISTS:**  
**Sam Cicero, Jr.**, *President*  
*Cicero's Development Corp.*  
**Vito F. Lotta**, **AIA, RID, LEED AP**  
*Senior Director of Design, Hilton Worldwide*  
**Paul Scialla**, *Founder, Stay Well By Delos*  
**Patti Tritschler**, *President*  
*Interior Image Group*