MONDAY, JUNE 24, 2024

8:30 am – 11:00 am · Pierce Room
ISHA Board Meeting
Open to State Lodging Association CEO’s
Please RSVP to Chris Pappas
at cpappas@isha.biz

12:30 pm · Taft Foyer
Registration

1:30 pm – 2:45 pm · Taft Room
Mastering Full Funnel Marketing:
Next Gen Strategies for Lodging Associations & Their Members

SPEAKER: Bill McGlade
epIQ Creative Group

In the competitive landscape of the hospitality industry, understanding and applying Full Funnel Marketing is crucial for lodging associations and their members aiming to maximize their market presence and guest satisfaction. This session, guided by industry expert Bill McGlade, will unpack the essentials of Full Funnel Marketing, emphasizing practical strategies that lodging associations can leverage and teach their members to attract, engage and convert guests at every stage of their journey. Incorporating AI as a tool, not the focal point, attendees will discover how to enhance each touchpoint, from initial awareness to loyal advocacy, effectively driving both member satisfaction and revenue.

Learner Outcomes:
• Gain a deep understanding of each state of the funnel and the key marketing strategies effective at the association and member levels
• Learn how lodging associations can support their members in implementing Full Funnel Marketing tactics that cater to potential guests from awareness to loyalty
• Explore how AI can be strategically used within Full Funnel Marketing to personalize member interactions, streamline operations and enhance decision making process

3:30 pm - 4:00 pm · Taft Room
Product Updates & Working Together to Promote Training in the Industry

SPEAKERS:
Kay Allen
Channel VP, Career & Workforce Advancement, NRA
Renée Hoggay
Senior Manager, Partner Development, NRA

In this session, learn about new product updates and how lodging associations can work with AHLEI to promote training to the industry.

4:00 pm – 5:00 pm · McKinley Room
Best Practices for Membership, Marketing & Events
Come to this session ready to brainstorm, learn, and share thoughts and ideas on challenges membership teams are faced with!

4:00 pm – 5:00 pm · Taft Room
Best Practices for CEOs
Come to this session ready to brainstorm, learn, and share thoughts and ideas on challenges that face CEOs every day!

2:45 pm – 3:15 pm · Taft Room
AHLA Update

SPEAKER: Kevin Carey
Interim President & CEO, AHLA

Hear updates from AHLA and learn about upcoming priorities and programs

3:15 pm – 3:30 pm · Taft Foyer
Break

TUESDAY, JUNE 25, 2024

7:30 am – 8:30 am · Fillmore / Van Buren Rooms
Breakfast 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 – 9:00 am · Taft Room
Maximizing the Health and Wellness Portfolio for Associations in Shared Revenue Programs

SPEAKER: Renée Hoggay
Sr. Manager, Partner Development,
National Restaurant Association

Explore the vast opportunities within our Health and Wellness Portfolio specifically curated for association members. In this session, you’ll delve into the following key member benefits:
• Exclusive employer-sponsored insurance offerings provided by UnitedHealthcare
Complimentary member access to HealthMarkets for personalized plan sourcing
- Advantages of leveraging Optum Perks
- Cost-effective member healthcare solutions for all employees bundled by Teladoc
Discover how your association can unlock access to these exceptional offerings and learn strategies to effectively leverage them for the benefit of your members’ health and well-being.

9:00 am – 10:00 am • Taft Room
EXPOSED! Unlocking Membership Growth Opportunities

**SPeaker:** Brad Anderson
President, Blueprint Training

Maximizing membership growth begins with transforming inquiries into committed members. Join us for an engaging session, led by Brad Anderson, where we’ll explore strategies for converting potential members during their initial calls.

We will cover essential sales efforts: establishing rapport, identifying needs, demonstrating membership value, and securing commitments. A call to another membership-driven organization will provide practical insights and learning opportunities.

By the end of this session, participants will have acquired actionable strategies they can take back to their local teams for building trust with potential members, qualifying leads effectively, articulating membership benefits, and confidently closing the sale.

10:00 am – 10:15 am • Taft Room
AAHOA Update

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

Hear updates from AAHOA and learn about upcoming priorities and programs

10:15 am – 10:30 pm • Taft Foyer
Break

10:30 am – 11:30 am • Taft Room
Storytelling for the Future

**SPeakers:**
- Jesse Geremia
  Executive Vice President, CHLA
- Pete Hillan
  Partner, Singer Associates

In Storytelling for the Future, Jesse and Pete will share with us ways to develop a communications strategy that covers all media channels (website, social media, newsletters, media releases and more!).

11:30 am – 12:15 pm • Taft Room
The AI Advantage: Work Smarter, Not Harder

**SPeaker:** Dahlia ElGazzar, Dahlia +

Tired of repetitive tasks and endless to-do lists? Learn how AI can automate mundane processes, freeing up your time for strategic decision-making and exceptional guest experiences. This deep dive session goes beyond high-level theory, featuring real-world examples of AI tools and practical guidance on how to get started. Discover how to harness AI for tasks like crafting compelling emails, generating dynamic marketing campaigns, boosting sales, creating engaging content, developing strategic plans, and even drafting legislative prompts.

12:30 pm – 1:30 pm • Fillmore / Van Buren Rooms
Lunch

Enjoy this networking lunch with your colleagues and peers

1:45 pm – 3:00 pm • Taft Room
ELEVATE: Delivering Excellence in Member Service & Engagement

**SPeaker:** Brad Anderson
President, Blueprint Training

Join Brad Anderson from Blueprint Training for a dynamic session designed to equip attendees and their teams with practical, easy-to-implement strategies for membership service and sales. Dive into essential communication skills crucial for daily interactions with members, emphasizing the adaptation of sales and service approaches through a deeper understanding of members’ diverse personality styles.

By the end of this session, participants will have acquired actionable strategies for handling inquiries about new memberships and assisting existing members. The objective is to empower attendees to excel in customer engagement, cultivate strong relationships, and ultimately elevate and increase membership satisfaction.

3:00 pm – 3:15 pm • Taft Foyer
Break

3:15 pm – 4:15 pm • Taft Room
Stay Ahead of the Curve: Navigating Short-Term Rental Trends and Legislation

**SPeaker:** Jeffrey Goodman

The short-term rental market is incredibly dynamic. From platform policy changes to new legislation and trends in host behavior, it’s critical to understand what these developments mean for your community. Join this session to hear certified planner and short-term rental planning consultant Jeffrey Goodman, AICP, walk through the latest developments in the short-term rental space.

Join us as we explore:

- **Market Dynamics**: Gain a comprehensive understanding of the current short-term rental market, from overarching trends to the status of major platforms.
- **Demand and Supply**: Explore the shifting dynamics of demand and supply in the rental market, hear why small, medium and rural communities are experiencing increased demand, and learn how to adapt your strategy accordingly.
- **Legislative Landscape**: Stay informed about pending legislation affecting short-term rentals, from Florida to Texas and beyond.
- **Emerging Issues**: Identify impending issues and concerns in the short-term rental industry, from fractional ownership to infrastructure impacts.
- **Future Outlook**: Receive advice and recommendations for navigating the short-term rental landscape in 2024 and beyond.

Don’t miss this opportunity to arm yourself with the knowledge and insights needed to understand the dynamic world of short-term rentals!

4:30 pm – 5:45 pm
Tour of The Bunker – Meet in Colonial Lounge

In 1962, Congress instructed The Greenbrier to build the West Virginia Wing to conceal the construction of an emergency Cold War fallout shelter and relocation facility for Congress. Once veiled in secrecy, The Greenbrier bunker stands today as a captivating historical landmark.
John Ellison

Following dinner, the writer of the iconic song “Some Kind of Wonderful” and BMI Musician John Ellison will perform for ISHA attendees.

Born 11 August 1941, into an impoverished family in a small coal mining town in West Virginia, a young John started on a difficult career path as a musician experiencing tremendous hardship and violent racism. In the mid-1960s, Ellison traveled to Rochester, New York, where he founded Soul Brothers Six. In 1967, John Ellison wrote what would become one of the most famous songs in the history of popular music - Some Kind of Wonderful, a song that not only conquered the whole world, but also mirrors the musical talent of John and the story of his remarkable life.

In 1987, the book Sweet Soul Music named the Soul Brothers Six as a major influence on the sound of modern music. Not only has the trademark bass line in “Some Kind of Wonderful” been utilized by countless other artists for a variety of different songs, but the song has also earned a spot in music history. More than 70 different artists (e.g. Funky Railroad, Buddy Guy, Joss Stone, Conway Twitty, Huey Lewis & the News etc.) have recorded “Some Kind of Wonderful,” making it one of the most recorded songs in the history of music.

John’s songwriting proved more: e.g. in the UK the ballad “I’ll Be Loving You” is a popular soul gem, the song “Funky, Funky Way of Making Love” was featured in the movie Lovelace, and Latimore recorded “You Can Count on Me”. After Soul Brother Six John has been releasing several solo albums and has performed regularly throughout Europe, Asia and North America. John has received five lifetime achievement awards from BMI (in 1995 for writing the third most played song in the world), was inducted in the West Virginia Music Hall of Fame (2015) and received a lifetime musical achievement award in Canada (2010). In 2012 Ellison released his autobiography, Some Kind of Wonderful: The John Ellison Story. In 2020, John released the awareness single “Wake-Up Call (Black Like Me)”, with good reviews in e.g., Rolling Stone and Forbes Magazine. The song was nominated “Song of the Year 2021” by Pop Awards.

On August 11, 2023 (his 82nd birthday) John released a new version of his classic “Some Kind of Wonderful” and serves as the title track for an album featuring eleven new songs penned by Ellison and produced by Roger Heijster. The single was on the first round of ballots in the category “Best American Roots Performance” for the 66th Grammy Awards nominations. On December 29, 2023 the second single “If I Had Just One Wish” was released, a feel-good catchy reggae vibe calling for more love, peace and harmony.

John Ellison impresses with his music and voice and is one of the few remaining soul and blues legends that have made an essential contribution to the development of blues, gospel, soul and funk music in a time of great social change. Together with his amazing Soul Brothers Soul orchestra John is delivering a stunning live show with all his classics and more – John Ellison Live is Some Kind of Wonderful!