



2022 Winter Conference

Coronado Island Marriott Resort & Spa
Coronado Island, California

Monday, December 5, 2022

8:00 am – 11:00 am
Board Room

ISHA Board Meeting

Lodging Association CEOs welcome to attend. Please RSVP to Chris Pappas at cpappas@isha.biz

11:30 am
Tidelands Ballroom Foyer

Registration Opens

11:30 am – 12:45 pm
Tidelands Ballroom

AHA Meeting & Lunch

1:00 pm – 2:30 pm
Tidelands Ballroom

General Session: Lead for Tomorrow: How to thrive in the age of disruption
Speaker: Bill Fournet

Change is happening faster than ever before: Are you prepared? As you experience daily disruptions to the way we work – from workforce trends to technology impacts to generational shifts – does it sometimes feel like you're just treading water? How does a leader today balance ever-changing needs and priorities with achieving true value for an organization? In this thought-provoking program, Bill will give you a hopeful, and much needed, strategic perspective of the evolving workplace, while equipping you with actions that you can apply today to lead for a better tomorrow.

Takeaways from this session include:

- How to find the stability to thrive – not just survive – in this time of constant change
- The keys to respond well to any challenge – no matter how new, big or unexpected
- Better know your talent to create a reliable team that produces consistent results
- Leave with proven tactics that can apply today to kill the chaos
- Become a stronger leader for tomorrow

2:30 pm – 2:45 pm

Break

2:45 pm – 3:15 pm
Tidelands Ballroom

ISHA Partner Update: AAHOA

Speaker: Laura Lee Blake, President & CEO, AAHOA

In this session, we'll learn about what AAHOA is working on and their priorities for 2023.

3:15 pm - 3:30 pm
Tidelands Ballroom

ISHA Partner Update: Adesso Capital

3:30 pm – 4:30 pm
Tidelands Ballroom

How to be Strong Advocates

Moderator: Pete Hillan, Singer Associates, Inc.

*Panel: Michael Jacobson, Illinois Hotel & Lodging Association
Lynn Minges, North Carolina Restaurant & Lodging Association
Debbie Johnson, Arizona Office of Tourism*

In this session, learn ways to strengthen your communication and be strong advocates not only for your association, but the hospitality industry as well.

4:30pm – 5:30 pm
Tidelands Ballroom

Labor Relations Session

Open to Association CEO and GA/Legal relations teams only

This is a special labor relations session coordinated by AHLA. This session will be led by Mike Saltsman from Berman and Company, and Michael Lotito from Littler, who represent AHLA in Los Angeles.

6:30 pm – 8:00 pm
Bayside Lawn

Opening Reception

Join us at our Opening Reception outside on the Bayside Lawn. Enjoy an evening networking with your peers and colleagues. Fleece's provided by Adesso Capital.

Tuesday, December 6, 2022

7:30 am – 8:30 am
Bayside Lawn

Breakfast – Network with ISHA Partners

ISHA Partners provide a valuable resources to lodging associations. Join us for breakfast and learn more about what they can offer your association.

8:30 am – 9:30 am
Tidelands Ballroom

Issues Forum: Short Term Rentals

*Moderator: Chris Hardman, Georgia Hotel & Lodging Association
Panel: Bill Elliott, Wisconsin Hotel & Lodging Association
Susan Cohen, South Carolina Restaurant & Lodging Association
Vinay Patel, AAHOA
John Jarrard, AHLA*

9:30 am – 10:30 am
Tidelands Ballroom

The Map Versus the Terrain: A Deep Dive with Bill Fournet

Speaker: Bill Fournet

Our greatest successes aren't achieved with a perfectly laid out plan. Instead, they are accomplished by how well we adapt to the obstacles we encounter along the way. As we continue to evolve how we work amidst unpredictable change, understanding the differences between the map and terrain is critical for creating a high-performing team.

Think of your map as your plan for what you want to achieve and where you want to go. But in this everchanging world, the terrain is often unknown. This is where adaptability becomes key. Strategy is the map. Disruption is the terrain.

In this deep dive session, Bill leverages his experience not only as a Fortune 500 executive coach and consultant, but also as an avid and skilled backpacker to answer your questions and challenges, while illustrating three proven strategies you can apply immediately to create a map for navigating any terrain and transforming obstacles into opportunities.

Guided by this new understanding, you and your team will be better prepared to achieve your desired outcomes and will emerge stronger through any disruption.

Walk away with:

- Understanding how to “break” the complacent mindset to adapt when needed
- Increasing your decision-making speed and quality to respond to ever-changing challenges
- Enhancing your organization’s agility with discipline to ensure alignment when being disrupted.

10:30 am – 10:45 am

Break

10:45 am – 12:15 pm
Tidelands Ballroom

When to Say Something: *Communicating Sensitive Issues*
Speaker: Professor Paul Argenti, Tuck School of Business

There’s no shortage of important issues making headlines. CEOs and companies are under intense pressure, maybe now more than ever, to take a stand. But should they? And what message should they convey? If done right, CEO activism can be incredibly effective with far-reaching influence. In this session, learn when to say something and how to communicate sensitive issues.

12:30 pm – 1:30 pm
Bayside Lawn

Lunch
Enjoy lunch outdoors with peers and colleagues.

1:45 pm – 2:15 pm
Tidelands Ballroom

ISHA Partner Update: AHLA
Speaker: Chip Rogers, President & CEO, AHLA

In this session, we’ll learn about what AHLA is working on and their priorities for 2023.

2:15 pm – 3:15 pm
Tidelands Ballroom

Tell your story, confidently: *Learn how to own your narrative and deliver a consistent message to all audiences*

Speaker: Pete Hillan, Singer Associates, Inc.

Message training – not to be confused with its subset, media training – helps industry leaders see every-day engagements, which is where 95 percent of communications occur, as opportunities to listen and promote a consistent hotel narrative. CHLA’s teach-and-test approach helps leaders:

- Understand audience agendas (employees, guests, colleagues, owners, electeds, regulators, union leaders) and how your message can be “heard”
- Understand how to balance listening and delivering consistent (sometimes firm) messages with words that align with your unique speaking styles
- Use multiple channels and multiple formats so audiences can engage with leaders in ways that work for them
- Value the importance of every-day conversations

- Learn techniques to stay on message, particularly, with media (bridging, flagging, headlining)
- Become confident and trusted communicators

3:15pm – 3:30 pm

Break

3:30 pm – 3:45 pm
Tidelands Ballroom

ISHA Partner Update: Merchant Advocate

3:45 pm – 4:45 pm

Tell your story, confidently: Part II

For those interested in partaking in this follow-up session, you will individually engage in mock interviews to test your messages and techniques. The session will cater to how you will engage with audiences that matter most, including media.

3:45pm – 4:15 pm
Tidelands Ballroom

ISHA Partner Update: AHL EI

Speaker: National Restaurant Association/AHL EI

In this session, we'll learn about what AHL EI is working on and how the lodging associations can be more involved

4:15 pm – 5:00 pm
Tidelands Ballroom

Quick Fire - Best Practices

Open to lodging associations only

Join colleagues and peers to discuss various issues state associations face each day. Together, share and create best practices to address challenges and execute strategies.

- Types of Member Resources Provided – ADA/Legal/etc.
- DEI
- Communications
- Foundations
- Occupancy & Property Taxes
- Crime & Homelessness
- And More!

5:45 pm

Meet in Lobby to depart for Dinner

6:00 pm

The Iconic Del Coronado Hotel History Talk

For those who are interested, arrive early and learn all about the history of the iconic Del Coronado Hotel in this special talk for ISHA attendees only.

6:30 pm - 8:30 pm

Dinner

Enjoy a pleasant evening under the San Diego sky at the historic Del Coronado Hotel.

Following dinner, BMI Musician Danny Myrick will perform for attendees. Muddy water Mississippi preacher's kid Danny Myrick grew up playing, singing and writing for his family gospel band in south Mississippi and had his first #1 gospel song at the age of 17. Upon moving to Nashville, Danny had several more southern gospel and Contemporary Christian hits before founding 90's country rock band Western Flyer, with whom he had numerous top 40 hits. Danny has gone on to have cuts on a diverse range of artists from Montgomery Gentry to Joe Cocker to Maddie & Tae and has celebrated many hits.

Wednesday, December 7, 2022

7:30 am – 8:30 am

Bayside Lawn

Breakfast – Network with ISHA Partners

ISHA Partners provide a valuable resources to lodging associations. Join us for breakfast and learn more about what they can offer your association

8:30 am – 9:30 am

Glorietta Room

Are California Laws Coming to Your State?

*Speakers: Andria Ryan, Fisher Phillips
Lynn Mohrfeld, California Hotel & Lodging Association*

Join Lynn Mohrfeld and Andria Ryan for a frank discussion about the challenging California employment laws that may be making their way across the country. We will discuss minimum wage and overtime changes, wage transparency and wage theft prevention laws, the challenges of legal marijuana, restrictions on arbitration agreements and the status of union organizing in the hotel and restaurant industries.

9:30 am – 10:20 am

Glorietta Room

Emerging Issues

Moderator: Chris Hardman, GHLA

Join colleagues and peers to discuss various emerging issues that are appearing on the horizon.

10:20 am – 10:45 am

Glorietta Room

ISHA Annual Business Meeting & Awards of Excellence

Join us for the ISHA Annual Business Meeting where we'll review the status of the association and vote on the 2023 ISHA Board. In addition, we will announce the winners of the Awards of Excellence during this session.

10:45 am – 11:45 am

Glorietta Room

Working with AHLA

*Moderator: Michael Jacobson, Illinois Hotel & Lodging Association
Panelists: Marilou Halvorsen, VP State Relations & Government Affairs
Adrienne Weil, VP Member Engagement & Services
Sarah Cozewith, VP Workforce Development, AHLAF*

In this session, take a deep dive into all the programs and opportunities for you to engage with AHLA. Learn how to integrate AHLA programs and communications into your states efforts.

12:00 pm

ISHA Winter Meeting Concludes

