



**The Newport Marriott Hotel
25 America's Cup Ave.
Newport, RI, 02840
1-401-849-1000**

Wednesday, June 18, 2025

8:30 am – 11:00 am

ISHA Board Meeting

*Open to State Lodging Association CEO's
Please RSP to Chris Pappas at cpappas@isha.biz*

12:00 pm – 1:00 pm

AHA Membership Meeting

12:30 pm

Registration

1:15 pm – 2:15 pm

Building Strong Relationships to Attract & Retain Members

Speaker: Rodney Schlosser, Asurion

Attracting new members is always challenging – especially when decision-makers have numerous distractions and priorities for their time and budget. Overflowing inboxes, a highly competitive business environment, and social media noise, makes it even more difficult to “break thru” and outline your value proposition. The task is to find the right hotel leader(s) that joining, and renewing, is a smart investment – that will advance their success.

This presentation is a high-energy, interactive, keynote that provides a roadmap for how successful B2B business development and sales leaders consistently hit/exceed their goals. The concepts are straightforward, easy to implement, and low-cost. The secret is two part: a) identifying the decisionmaker(s) vs. influencers; and b) strategically building strong, authentic, trusted relationships with potential members – along with cultivating current members so they are association ambassadors to help influence prospects.

2:15 pm – 2:45 pm

AHLA Update

Hear updates from AHLA and learn about upcoming priorities and programs

2:45 pm – 3:00 pm

Break

3:00 pm – 4:00 pm

Unlocking the Power of AI for Associations: Enhancing Member Engagement, Efficiency, and Decision-Making

In today's fast-paced, data-driven world, associations are constantly looking for innovative ways to enhance member experiences, streamline operations, and make smarter, more informed decisions. This session will explore how Artificial Intelligence (AI) can help achieve these goals by automating processes, providing personalized engagement, and offering data-driven insights.

Whether you're just starting to explore AI or looking for advanced ways to integrate it into your association's operations, this session will provide valuable insights and practical tips to help you harness the power of AI for long-term success.

- 4:00 pm – 5:00 pm** **Membership, Marketing & Events Best Practice Roundtables**
Open to state lodging association members only
 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** **CEO Best Practice Roundtables**
Open to state lodging association CEOs only
 Come to this session ready to brainstorm, learn, and share thoughts and ideas on challenges that face CEOs every day!
- 6:00 pm – 7:30 pm** **2025 Summer Conference Opening Reception**
 Enjoy an evening of networking with your colleagues and peers at the 2025 Summer Conference Opening Reception.

Thursday, June 19, 2025

- 7:30 am – 8:30 am** **Breakfast with ISHA Partners**
- 8:30 am – 9:00 am** **Product Updates & Working Together to Promote Training in the Industry**
Speakers:
Kay Allen, Channel VP, Career & Workforce Advancement, NRA/AHLEI
Renee Hoggay, Senior Manager, Partner Development, NRA/AHLEI
- In this session, learn about new product updates and how lodging associations can work with AHLEI to promote training to the industry.
- 9:00 am – 9:30 am** **EI Updates by State**
Open to state lodging association members only
- Who is selling AHLEI products well? How are you doing it? In this fast-paced session, come prepared to share how you're selling AHLEI product, what your members are using and other best practice ideas.
- 9:30 am – 10:30 am** **Leveraging Your Value Proposition with Hoteliers Wants and Needs**
Speaker: Rodney Schlosser, Asurion
- For Membership Staff Only*
- 9:30am – 10:30 am** **TBD**
- 10:30 am – 10:45 am** **Break**
- 10:45 am – 11:30 am** **Board Engagement/Board Structure**
Open to state lodging association CEO members only
- Come prepared to discuss how you're engaging your board members to get more involved in the activities of your association. We'll also discuss structures that are working!
- 10:45 am – 11:30 am** **Collateral Review**
Open to state lodging association members only
- Come prepared for show and tell! Share what you're using for tools and collateral to make your sale. We'll discuss what works, what hasn't and how we can leverage best practices for communication and membership efforts.

11:30 am – 12:00 pm	<p>How to Leverage CoStar Join us for a brief demo on CoStar and how to leverage it for your association.</p>
12:15 pm – 1:15 pm	<p>Lunch Enjoy this networking lunch with your colleagues and peers</p>
1:30 pm – 2:30 pm	<p>Unlocking the Power of AI for Associations: Enhancing Member Engagement, Efficiency, and Decision-Making, Part II</p> <p>Join us as we continue to dive into real-world applications of AI, including:</p> <ul style="list-style-type: none"> • <i>Personalizing Member Interactions:</i> Learn how AI can be used to tailor content, event recommendations, and communication strategies for individual members, boosting engagement and satisfaction. • <i>Streamlining Administrative Tasks:</i> Discover how AI-powered tools can automate routine administrative processes like membership renewals, event registration, and customer support, freeing up valuable time for association staff. • <i>Improving Member Retention:</i> Find out how predictive analytics can help you identify at-risk members and implement proactive retention strategies. • <i>Optimizing Event Planning and Networking:</i> See how AI can enhance event management, from predicting attendee preferences to facilitating meaningful connections at conferences and meetings. • <i>Data-Driven Decision Making:</i> Explore how AI can unlock deep insights from your association's data, empowering you to make better decisions and shape the future direction of your organization.
2:30 pm – 2:45 pm	<p>AAHOA Update <i>Speaker: Laura Lee Blake, President & CEO, AAHOA</i></p> <p>Hear updates from AAHOA and learn about upcoming priorities & programs.</p>
2:45 pm – 3:00 pm	<p>Break</p>
3:00 pm – 4:00 pm	<p>Partner Power Hour In the Partner Power Hour, take the opportunity to learn about ISHA partners and what they can offer your association.</p> <p>Listen to their elevator pitch then visit them at individual tables to learn more and take a deep dive into their business.</p>
4:30 pm – 5:30 pm	<p>Newport Tour (TENT)</p>
6:30 pm – 8:45 pm	<p>Dinner</p> <p>Enjoy an evening networking with your peers and colleagues during dinner and a musical performance presented Eric Paslay, a decorated & award-winning BMI country singer-songwriter.</p> <p>Country artist Eric Paslay delivers a powerful punch as a renowned Platinum-selling, GRAMMY nominated hit songwriter, artist, and performer. He's celebrated five No.1 hits, with four of those ranked among the "Top 100 Songs of the Decade" by Country Aircheck, including the #1 spot on that chart with "Barefoot Blue Jean Night" as recorded by Jake Owen. The Temple, Texas native has earned numerous songwriter award nominations including GRAMMY's</p>

Best Country Song, ACM's Song of the Year twice and the CMA Song of The Year as well as an artist GRAMMY nomination for Best Country Duo/Group Performance for "The Driver"- a collaboration with friends Charles Kelley and Dierks Bentley. In 2022, Eric continues to see success as a songwriter, having co-penned Keith Urban's latest hit "Wild Hearts." And his latest album, a compilation of reimagined versions of Eric's biggest hits as a writer and artist, Even If It Breaks Your Barefoot Friday Night, is available now. A true artist's artist USA Today calls Paslay "flat out-brilliant" and American Songwriter names him an influencer of country music.

Sponsored by BMI.

Friday, June 20, 2025

7:30 am – 8:45 am

Breakfast with Partners

9:00 am – 10:00 am

Understanding Changes in the Meetings & Event Industry (TENT)

Speaker: Michael Dominguez, President & CEO, Associated Luxury Hotels International

10:00 am – 10:30 am

Reinventing Stars

Stars of the Industry has evolved through the years – but one thing remains the same: it's a great event to recognize all of the hard work and accomplishments of our industry. In this roundtable, share your event successes and challenges with peers and pick up tips you might use for your event.

10:30 am – 10:45 am

ISHA Awards of Excellence

10:45 am– 11:45 am

Owner/Management Panel

*Moderator: Farouk Rajab, President/CEO, Rhode Island Hospitality Association
Eric Churchill, Chief Operating Officer, Meyer Jabara Hotels
Duane Schroder, Chief Growth Officer, Waterford Hotel Group
Joe Paolino, Managing General Partner, Paolino Properties
Alyssa Karam, Asset Manager, First Bristol Corporation (TENT)*

In this session, hear from local owners and operators about how they get involved with their state lodging association, what they're looking for and what you can do to engage owners & management companies more.

Learn about trends that they're seeing with their properties and what you might anticipate for properties in your states.

11:45 am

ISHA Summer Meeting Concludes

Save the Date!

**ISHA Winter Conference
December 3 – 5, 2025
Mission Pacific Hotel, Oceanside, CA**