



International Society of Hotel Associations

Hyatt Regency Chicago
151 E Wacker Drive
Chicago, IL 60601
1-312-565-1234

Monday, June 15, 2026

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 – 2:00 pm

US Lodging Industry Outlook

Speaker: Ryan Meliker, President & Co-Founder

In this session, Ryan will break down the economic factors driving LARC's current U.S. hotel industry forecast. After detailing LARC's outlook on key metrics—from RevPAR and Hotel EBITDA to asset values—we'll provide an overview of LARC's 64 specific markets to highlight the top performers and those facing headwinds, moving forward.

2:00 pm – 2:30 pm

AHLA Update

Speaker: Marilou Halvorsen, AHLA

Hear updates from AHLA and learn about upcoming priorities and programs

2:30 pm – 2:45 pm

Break

2:45 pm – 3:45 pm

How To: Micro-Assessments for Continual Product Value Analysis

Speaker: Michael Tatonetti, Pricing for Associations

Is your association lacking clarity on the value you provide? With annual survey response rates ticking downward and the demand for value ticking upward, we have a problem to solve.

Join us for this practical session on which questions to ask at what points of your customer lifecycle across membership, educational products, certification, events, and even sponsorship to gather real-time value analysis that is specific and will receive a higher response rate so your time can make data-informed decisions on value delivery.

Learning Objectives

- Identify the key questions to ask at different stages of the customer lifecycle in order to gather real-time value analysis.
- Develop strategies to increase survey response rates for gathering valuable feedback on the association's value proposition.
- Utilize data-informed decision-making to enhance value delivery across membership, educational products, certification, events, and sponsorship.

- 3:45 pm – 4:45 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!
- 3:45 pm – 4:45 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** **2026 Summer Conference Opening Reception**
 Enjoy an evening of networking with your colleagues and peers at the 2026 Summer Conference Opening Reception.

Tuesday, June 16, 2026

- 7:30 am – 8:30 am** **Breakfast**
 Join us for breakfast – network with your peers, learn more from our partners
- 8:30 am – 9:00 am** **AHLEI Update**
Speaker: Guy Weaver, Channel Vice President, Strategic Partnerships, NRA

 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 – 10:00 am** **Owner/Management Panel**
Moderator: Michael Jacobson, President/CEO, Illinois Hotel & Lodg. Assn.
Panelists: Heather Bolton, Tishman Hotels
Monique Taylor, Host Hotels and Resorts
Nick Johnson, First Hospitality
Rehan Zaid, Principal, Prominence Hospitality Group

 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.
- 10:00 am – 10:15 am** **Break**
- 10:15am – 11:15 am** **Where Is The Value? Using High-Low to Leverage Win-Win Value for Your Org and Members**
Speaker: Michael Tatonetti, Pricing for Associations

 Unsure where the value really lays in your programming? Join us for this interactive session to map your program components with strategy in how to proceed.

 Many times, associations continue programs without considering the components of each program - what is valuable to your audience; what can be sunset; what's working for your organization, what's not working for your organization? Rather than skating forward without consideration, there is a way to analyze what value levers should stay in your programming and which should not, no matter how much data you have to back it up.

Join us as we discuss the four-part framework your association can walk through to confirm which value levers move your members, which do not, which are taking up too many organizational resources, and which are scalable so that you can efficiently deliver the right value at the right price.

Learning Objectives:

- Which data is good data to determine value levers in your programming
- Which value levers are worth a higher price than others
- Which value levers are draining your organization's resources

11:15 am – 12:00 pm

Membership & Events – A Conversation

Finding the ROI

Using Data to Grow Membership

What are Members Responding to the Most?

New & Innovative Programs

12:15 pm – 1:15 pm

Lunch

Enjoy this networking lunch with your colleagues and peers

1:30 pm – 2:45 pm

AI in Action: Practical Applications You Can Start Using Today

Speaker: Erica Salm Rench, sidecar.ai

AI is no longer a future concept; it is a practical tool that can help professionals work smarter right now. From content creation and research to communication, analysis, and productivity, AI is creating new opportunities to save time, improve output, and expand what individuals and teams can accomplish.

In this session, attendees will explore real-world AI applications they can start using immediately in their day-to-day work. The focus will be on tangible, accessible use cases that demonstrate how AI can support better decision-making, streamline routine tasks, enhance creativity, and increase overall effectiveness. Attendees will leave with a clearer understanding of where AI can create value today, along with practical ideas they can apply right away.

2:45 pm – 3:00 pm

AAHOA Update

Speaker: Daniel New, AAHOA

Hear updates from AAHOA and learn about upcoming priorities & programs.

3:00 pm – 3:15 pm

Break

3:15 pm – 4:15 pm

Partner Power Hour

In the Partner Power Hour, take the opportunity to learn about ISHA partners and what they can offer your association.

Listen to their elevator pitch then visit them at individual tables to learn more and take a deep dive into their business.

5:00 pm

Meet in lobby to depart for Dinner & Game

6:00 pm

Wrigley Rooftop Reception/Dinner followed by Chicago Cubs vs. Colorado Rockies game

After game

Return to hotel

Wednesday, June 17, 2026

7:30 am – 8:45 am

Breakfast

Join us for breakfast – network with your peers, learn more from our partners

9:00 am – 9:30 am

No Room For Trafficking: National Day of Training

Speaker: Eliza McCoy, AHLA

Ralph Posner, AHLA

AHLA and the AHLA Foundation will preview plans for a proposed National Day of Training in January 2027 and how state and local associations can play a role in bringing it to life. These in-person events will equip hotel employees with critical tools to help identify and report suspected incidents of human trafficking while elevating the industry's impact in communities across the country. AHLA and the Foundation will share what participation entails, how AHLA will support local execution, and the value this initiative can deliver for your association and your members. The Illinois Hotel & Lodging Association will also share lessons from a similar event held earlier this year, providing a practical blueprint for success.

9:30 am – 10:00 am

Partnership Program Review

Open to state lodging association members only

In this session, discuss best practices for endorsed programs, partnerships and more!

10:00 am – 10:15 am

TID Lessons Learned

Speakers: Michael Jacobson, Illinois Hotel & Lodging Association

John Lambeth, Civitas

10:15 am – 10:45 am

AI for Personalization in Associations

In this session, come prepared to discuss how you're using AI to personalize communication and what tools or processes are working. We'll cover how AI is being used to generate membership value proposition, how to build sponsorship packages with AI and more!

10:45 am – 11:30 am

ISHA Awards of Excellence

11:45 am

ISHA Summer Meeting Concludes

Save the Date!

ISHA Winter Conference

December 2 – 4, 2026

JW Marriott Savannah Plant Riverside District