

NABHOOD 2017 SUMMIT AGENDA

*Subject to Change
Dress Code: Business

TUESDAY, JULY 25

02:00pm-05:00pm Corporate Suite Set up.

WEDNESDAY, JULY 26

07:00am -11:00am	HBCU Golf Tournament	Miami Beach Golf Club
6:00am – 11:00am	HBCU Deep Sea Fishing & Shark Tournament Benefit HBCU's & Minority Hospitality Student's Programs	Dockside Behind Host Hotel
08:00am – 04:00pm	Corporate Suite Set up.	
10:00am - 06:00pm	Registration Open	Pre Function
11:15am -12:00pm	<u>Committee Meetings</u> Supplier/Vendor Committee Meeting Financing, Franchising, Development Committee Meeting Women in NABHOOD (WIN) Committee Meeting	Salon G Fisher Island Bayview Boardroom
01:00pm - 03:00pm	Introduction to the ABC's of Hotel Ownership New & Prospective Hotel Owners Orientation	Salon A/B/C/D

03:00pm - 03:30pm	Networking Refreshment Break	Pre Function
-------------------	------------------------------	--------------

03:30pm -05:00pm	HOTEL MANAGEMENT MAGAZINE DIVERSITY ROUND TABLE Why African American entrepreneurs & other Minorities are considering hotel ownership and investments and what the industry is doing to attract them. Moderator: David Eisen, Editor in Chief, Hotel Management Magazine Sponsor:	Salon A/B/C/D
------------------	--	---------------

Committee Meeting

04:00pm - 04:30pm	Student Education & Career Opportunities Committee Meeting	Watson Island
04:30pm - 05:00pm	NABHOOD Hospitality Students Orientation	Watson Island
05:15pm - 06:15pm	Opening General Session	Grand Ballroom
6:30pm – 7:30pm	Asian American Hotel Owners Assoc.(AAHOA) Town Hall Meeting	Grand Ballroom

07:30pm - 09:00pm	NABHOOD Welcome Reception	Bayview Ballroom
-------------------	---------------------------	------------------

THURSDAY, JULY 27

07:00am - 03:00pm	Registration	Pre Function
-------------------	--------------	--------------

07:00am - 08:30am	Continental Breakfast	Pre Function
-------------------	-----------------------	--------------

08:00am - 08:05am	OPENING REMARKS	Grand Ballroom
-------------------	-----------------	----------------

08:05am – 08:40am **INDUSTRY OUTLOOK STATISTICALLY SPEAKING** **Grand Ballroom**

A Comprehensive Review on the Performance of the Lodging Industry...the past, the present and the future.

08:45am – 09:00am **BRAND USA UPDATE** **Grand Ballroom**

Brand USA was established by the Travel Promotion Act in 2010 to spearhead the nation's first global marketing effort to promote the United States as a premier travel destination and communicate U.S. entry/exit policies and procedures.

09:05am – 09:20am **AH&LA LEGISLATIVE UPDATE – GOVERNMENT & LEGISLATION** **Grand Ballroom**
HOW IT AFFECTS THE HOSPITALITY BUSINESS

AH&LA is focused on the needs of every segment of the lodging industry. Whether you are an owner, REIT, chain, franchisee, management company, independent property, supplier, or state association. AH&LA's Government Affairs Department outlines a set of legislative and regulatory priorities to create a favorable framework for the U.S. hospitality industry to prosper.

09:25am – 09:40am **SUPPLIER DIVERSITY, WE HAVE OPPORTUNITIES!**

Avendra is the largest professional supply chain, hotel purchasing and hospitality procurement services company in North America. With more than \$4 billion of hospitality purchasing power and contracting expertise, they can help you save money on everything from landscaping to linens, while keeping your customer experience top of mind.

09:45am - 11:00am **GENERAL SESSION** **Grand Ballroom**

EXECUTIVE ROUNDTABLE - A VIEW FROM THE TOP

Thoughts & perspectives from industry leaders on investment opportunities in the lodging industry and how it is changing.

1100am – 04:00pm **Corporate Suites: Want to make a connection, meet or learn about new opportunities?**
Stop by and meet with company representatives in their Corporate Suite to learn about investment and franchise opportunities and discuss your development and/or acquisition deal.

<i>Marriott International</i>	<i>Biscayne Island Room</i>
<i>Hilton Worldwide</i>	<i>San Marco Island Room</i>
<i>Choice Hotels Intl.</i>	<i>Sunset Island Room</i>
<i>Bahamas Tourism & Investment Auth.</i>	<i>Bal Harbour Room</i>

11:00am – 11:15am	Networking Break	Pre Function
--------------------------	-------------------------	---------------------

11:15am - 12:15pm **CONCURRENT WORKSHOPS**

Workshop 1 **Salon H/G**

HOTEL FINANCING – DEBT, EQUITY and CREATIVITY

Where are the opportunities for financing acquisitions & new development?

Workshop 2 **Salon C/D**

FEASIBILITY & MARKETING STUDIES - WHY ARE THEY SO IMPORTANT?

This session will summarize the required underwriting analysis necessary for a successful program, construction cost estimates, obtain chain affiliation, third party management for a sound investment.

Workshop 3 **Fisher Island**

COSME PROGRAMME – FOR SMALL HOTELS OF THE CARIBBEAN

(A special presentation for small hotels and Bed & Breakfast Inns in the Caribbean)

REMAINING COMPETITIVE IN AN UNCERTAIN WORLD

The presenter will cover the macro economic challenges facing small hotels & discuss solutions on how to cope, survive & thrive in an uncertain world.

12:30pm - 01:45pm	NABHOOD SCHOLARSHIP & AWARDS LUNCHEON Sponsor: Marriott International	Grand Ballroom
--------------------------	--	-----------------------

02:00 pm - 03:00pm	CONCURRENT WORKSHOPS	
	Workshop 4 "HOTEL DEVELOPMENT, HOTEL ACQUISITION – IS THE MARKET RIGHT?" <i>What should you be looking for in your deal!</i>	Salon H/G
	Workshop 5 PUBLIC/PRIVATE PARTNERSHIPS – USING GOVERNMENT AND OTHER INCENTIVES TO DEVELOP HOTELS AND MIXED-USE PROJECTS <i>How & where to find development incentives.</i>	Salon K/J
	Workshop 6A THE POWER OF THE PURSE: WOMEN SHAPING AND INFLUENCING THE HOSPITALITY INDUSTRY <i>"Learn about the roles women are playing in changing the hotel industry."</i>	Salon A/B/C/D
	Workshop 6B COSME PROGRAMME–FOR SMALL HOTEL OF THE CARIBBEAN (A special presentation for small hotels and Bed & Breakfast Inns in the Caribbean) <i>The presenter will share some of the best practices that can be employed by small hotels & bed & breakfast inns to ensure growth and profitability. As a former editor of a major publication who decided to enter the Bed & Breakfast Inn ownership field as an owner/operator starting with one property in Brooklyn New York and today owns properties in Washington DC, Cape May N.J. and Bethany PA</i>	Fisher Island

03:00pm - 03:15pm	Networking Break	Pre Function
--------------------------	-------------------------	---------------------

03:15pm - 04:15pm	CONCURRENT WORKSHOPS	
	Workshop 7 HOTEL FRANCHISE & MEMBERSHIP AGREEMENTS. <i>When buying a franchise, what's really negotiable in the agreement. Learn what can make the difference in an agreement and structured with good advice & negotiations so everybody wins.</i>	Salon H/G
	Workshop 8 ABC'S OF HOTEL FINANCING (SBA) – CONVENTIONAL BANK & SMALL BUSINESS LOANS FOR HOTELS – GETTING THE RIGHT DEAL. <i>All you want to know about hotel financing using 7(a) & 504 SBA Loans, SBA Lenders, Community Development Corp. (CDC) & conventional loans that can help your financing needs.</i>	Salon K/J
03:15pm - 05:15pm	Workshop 9(A) MINORITY VENDORS CAN LEARN HOW TO SUCCESSFULLY MARKET GOODS & SERVICES TO THE LODGING INDUSTRY <i>The hotel industry is a multi-billion dollar industry that continues to grow. Can your company make the cut? What is ownership responsibility and how can vendors prepare to be successful?</i>	Salon E/F
	Workshop 9(B) <i>Minority Suppliers will be able to meet decision makers from the hotel industry including hotel companies, management companies, African American & Asian American hotel ownership groups. They will have project managers and/or representatives on site to discuss upcoming opportunities. (Speed Meetings: Every 20 minutes a new opportunity will move to you)</i>	Salon E/F

04:30pm - 05:30pm	CONCURRENT WORKSHOPS	
	Workshop 10	<i>Salon H/G</i>
	FRANCHISING - HOW TO SELECT THE RIGHT BRAND FOR YOUR MARKET	
	<i>Executives of hotel brands will share information on why the brand selection is important.</i>	
	Workshop 11	<i>Salon K/J</i>
	BUYING & SELLING HOTELS IN A CHANGING MARKET	
	<i>How do I find a property? Where are hotel values going? A discussion by a panel of experts who understand where the industry is going.</i>	
	Workshop 12	<i>Salon A/B</i>
	DEVELOPING IN TODAY'S MARKET	
	<i>What is new in the changing market today and what are the important factors to consider?</i>	

05:45pm – 07:15pm	SUMMIT SPONSORS & NABHOOD MEMBERS RECEPTION	Bayview Ballroom
--------------------------	--	-------------------------

08:00pm – 11:00pm	Trade Show <u>Set-up</u>	Pre Function
--------------------------	---------------------------------	---------------------

FRIDAY, JULY 28

06:00am – 08:00am	Trade Show <u>Set-up</u>	Pre function
--------------------------	---------------------------------	---------------------

07:00am - 03:00pm	Registration	Pre Function
--------------------------	---------------------	---------------------

07:00am – 08:30am	Continental Breakfast	Pre Function
--------------------------	------------------------------	---------------------

07:00am – 08:00am	FUNDRAISER BREAKFAST/NABHOOD SCHOLARSHIP FUND	PDR2/Resturant
	<i>The fundraiser is designed to raise scholarship funds for minority students interested in the hospitality field. Expected contribution is \$100 per person. Breakfast provided by Miller Law Group who will also match contributions up to \$750.</i>	

"I had the good fortune of attending a breakfast supporting the NABHOOD scholarship program. Mitch Miller gave a one-hour presentation of his top ten legal issues for hotel owners, which was full of relevant information for hotel owners. The program assists deserving students with their education in hospitality, intended to groom the future leaders of our industry, a very worthwhile cause. I encourage all to attend and support the program, and I am sure you will find the presentation most valuable." – Geoff Balotti, CEO, Wyndham Hotels.

08:00am - 08:55am	GENERAL SESSION	Grand Ballroom
	DIVERSITY IN THE LODGING INDUSTRY. IS THERE VALUE?	
	<i>Industry Practioners will discuss the state of diversity, its benefits and how the industry needs to reflect the changing marketplace & whether there is still value in diversity.</i>	

09:00am - 10:00am	PLENARY SESSION	Grand Ballroom
	STEPS TO BECOMING A FIRST TIME HOTEL OWNER	
	<i>Going into the business! - What you need to know to become a successful hotel owner.</i>	

09:00am – 04:00pm	Corporate Suites: Want to make a connection, meet or learn about new opportunities?	
	<i>Stop by and meet with company representatives in their Corporate Suite to learn about investment and franchise opportunities and discuss your development and/or acquisition deal.</i>	
	Marriott International	Biscayne Island Room
	Hilton Worldwide	San Marco Island Room
	Choice Hotel Intl.	Sunset Island Room
	Bahamas Tourism & Investment Auth.	Bal Harbour Room

10:00am – 11:30 am	Networking Break	Pre Function
---------------------------	-------------------------	---------------------

10:00am – 04:00pm *NABHOOD Trade Show Open* *Pre Function*

11:30am – 12:30pm **CONCURRENT WORKSHOPS**
Workshop 14 *Salon H/G*
BUILDING A SUCCESSFUL HOTEL DEVELOPMENT TEAM
How to select a development team that understands the importance of feasibility studies, financial projections, appraisals and real estate acquisitions.

Workshop 15A *Salon A/B*
SELECTING A HOTEL MANAGEMENT COMPANY and/or GENERAL MANAGER
What to look for in selecting a firm or individual who will ensure your investment is maximized.

Workshop 15B *Fisher Island*
(A) COSME PROGRAMME – FOR SMALL HOTELS OF THE CARIBBEAN
(A special presentation for small hotels and Bed & Breakfast Inns in the Caribbean
Moving to the next level. Manage the Operational Challenges and Growing the brand using new and creative marketing strategies that may include looking at partnerships through soft brand approach. This session will focus on analysis some of the opportunities that are available on the international market and how they can be applied to small hotels.

12:45pm – 02:00pm	Luncheon	Grand Ballroom
	Sponsor: Hilton Worldwide	

02:15pm – 03:30pm **PLENARY SESSION** *Grand Ballroom*
CARIBBEAN DEVELOPMENT & INVESTMENT FORUM
Learn about new opportunities for investing and developing in the Caribbean and how you can work with government entities to make your investment a success.

Summit Adjourns

SAVE THE DATE: NABHOOD ANNUAL SUMMIT
JULY 18-20, 2018