

# 2009 Strategy and Tactics for Survival

## Executive VENDOR SUMMIT

### Wednesday, April 15, 2009

10:00 a.m.-7:00 p.m.

Registration Open--Front Desk Lobby

11:15 a.m.

Shuttle to Tournament

Front Desk Lobby

12:30 p.m.

Golf Tournament--Quarry Golf Club

7:00-8:00 p.m.

Welcome Cocktail Reception

River View Terrace (Backup: Cedar)

8:00 p.m.

Barbecue Dinner

Magnolia

### Thursday, April 16, 2009

7:00-8:30 a.m.

Registration Open

Cypress Foyer

7:30-8:15 a.m.

Breakfast--Las Ramblas

8:15-8:30 a.m.

Conference Welcome--Cypress

8:30-10:30 a.m.

Survival Guides--Cypress

10:30-10:45 a.m.

Break--Cypress Foyer

10:45 a.m.-12:30 p.m.

Survival Guides (continued)

Cypress

12:30-12:45 p.m.

HFTP Tweet--Cypress

12:45-1:45 p.m.

Lunch--Las Ramblas

1:45-2:15 p.m.

Group Photo  
(Location TBD)

2:15-2:30 p.m.

TechTeam Tweet  
Cypress

### Wednesday, April 15, 2009

10:00 a.m.-7:00 p.m. Registration Open--Front Desk Lobby

11:15 a.m. Shuttle to Tournament--Front Desk Lobby

12:30 p.m. Golf Tournament--Quarry Golf Club

Join us for our annual Executive Vendor Summit Golf Tournament at the Quarry Golf Club (pre-registration required). We are sure you'll agree that mixing business with pleasure has never offered so many challenges-or been so much fun! Lunch will be provided.

7:00-8:00 p.m. Welcome Cocktail Reception--River View Terrace (Weather Backup: Cedar)

8:00 p.m. Barbecue Dinner--Magnolia

### Thursday, April 16, 2009

7:00-8:30 a.m. Registration Open--Cypress Foyer

7:30-8:15 a.m. Breakfast--Las Ramblas

8:15-8:30 a.m. Conference Welcome--Cypress

8:30-10:30 a.m. Survival Guides--Cypress

"It's the economy, stupid!" was the famous catch phrase coined by Democratic strategist James Carville. He used it to describe one of the ways that Bill Clinton differed from his Republican rival, George H.W. Bush. The same phrase can be used to describe the unprecedented and uncharted economic waters that we are navigating in 2009. The outlook for the industry is uncertain, which means that the financial forecast for the vendor community may be uncertain, as well. This wide-ranging, interactive session will offer insights from our Survival Guides into the strategies and tactics to survive and even thrive in 2009. Our Survival Guides will be available by appointment after the session for some one-on-one consulting.

Topics for the plenary session include:

- Travel industry outlook
- Capital availability/M&A activity
- Contract management
- Marketing best practices
- Creative partnering
- Forging international relationships
- 2009 investments process and criteria

Speakers: **Christa Manning**, Director, Research & Media, Global Advisory Services, American Express Business Travel; **Edward Leos**, CEO, Destination Marketing Group; **John Broughan**, Retired Partner and President, Discovery Travel Systems; **Vivek Shaiva**, CIO, LaQuinta Management, LLC; **John Rovani**, Managing Director, The McLean Group, LLC; **David Sjolander**, SVP Strategy and Business Development, TravelCLICK, Inc.; **Ken Barnes**, VP Information Technology, White Lodging; **Parag Gheewala**, Partner, Wilson Sonsini Goodrich & Rosati; and **Peter Marguglio**, Former Hospitality Technology Executive.

10:30-10:45 a.m. Break--Cypress Foyer

10:45 a.m.-12:30 p.m. Survival Guides (continued)--Cypress

12:30-12:45 p.m. HFTP Tweet--Speaker: Frank Wolfe, CAE, CEO, HFTP

12:45-1:45 p.m. Lunch--Las Ramblas

1:45-2:15 p.m. Group Photo--(Location TBD)

2:15-2:30 p.m. TechTeam Tweet--Cypress

**2:30-3:30 p.m. Life without Lawyers--Cypress**

"The first thing we do, let us kill all the lawyers," was a phrase originated by Dick the Butcher in Shakespeare's *Henry VI* as he plots a means to take control. This session will look at the pros and cons of lawyers in the current contracting process and whether there is benefit in seizing control of our destiny to have a universal contract for the industry.

*Speaker: Parag Gheewala, Partner, Wilson Sonsini Goodrich & Rosati*

**3:30-3:45 p.m. Break--Palm Terrace (including a special surprise!)**

**3:45-4:00 p.m. Hospitality Upgrade Tweet--Cypress**

*Speakers: Andrea Falls, Associate Publisher, Hospitality Upgrade; Sharon Lee, Associate Publisher, Hospitality Upgrade; and Geneva Rinehart, Managing Editor and Production Director, Hospitality Upgrade.*

**4:00-5:00 p.m. All a Twitter--Cypress**

What are you doing? This session is strictly by the vendor community for the vendor community. This is an hour of free-wheeling conversation where you pick the topic and one of your comrades is the facilitator. This discussion will go around the horn and explore topics that you have chosen. We may just give you a little treat to make the discussion a little livelier. The treat is our secret.

*Speakers: Bruce Bensetler, President, Data Plus Inc.; Luis Segredo, President, MTech; Frank Pitsikalis, President, ResortSuite; and Jo Masters, SVP, SoftBrands.*

**5:00 p.m. Adjourn--Cypress**

**7:00-8:00 p.m. Cocktail Reception--River View Terrace (Weather Backup: Cedar)**

**8:00 p.m. Gala Dinner featuring Stephen Beaumont--Magnolia**

An oenophile is a lover of wine, and, typically considered a bit of a snob. But what if an oenophile told you wine could be populist, fun and wonderfully subtle? Our expert, Stephen Beaumont, Vice President of Lodging for Kohler Co., will share his love of wine with us by walking us through a tasting flight.

*Speaker: Stephen Beaumont, Vice President-Lodging, Kohler Co.*

**Friday, April 17, 2009**

**8:00-9:00 a.m. Breakfast--Las Ramblas**

**9:00-9:45 a.m. What Becomes a Legend Most--Cypress**

Why golf, of course. We will take a look behind the scenes at an iconic destination, St. Andrews, Scotland. We will take you on a backstage tour of this fabled destination and how it operates, including how to make reservations at the legendary "Old Course" and its newest course, The Castle Course, introduced in 2008.

*Speaker: Stephen Beaumont, Vice President-Lodging, Kohler Co.*

**9:45-10:45 a.m. Flies on the Wall--Cypress**

We have often heard the expression "Wouldn't you love to be a fly on the wall of *that* meeting?" Well, this panel of professional advisors makes their living as flies on the wall of many such corporate meetings and strategy sessions. We will close this year's event with a look at how they see companies coping with current economic conditions and whether the changes they are witnessing will have a short or long-term impact on the industry.

*Speakers: Ted Horner, Owner, E Horner & Associates Pty Ltd; Jon Inge, President, Jon Inge & Associates; Sally Kelly, Senior Manager, KPMG; and Jeremy Rock, President, RockIT Group.*

**11:00 a.m. Final Adjournment--Cypress**

**11:15 a.m.**

**Complimentary Shuttle to San Antonio International Airport (SAT)--Front Desk Lobby**

**Thursday, April 16, 2009  
(continued)**

**2:30-3:30 p.m.**

**Life without Lawyers  
Cypress**

**3:30-3:45 p.m.**

**Break  
Palm Terrace  
(including a special surprise!)**

**3:45-4:00 p.m.**

**Hospitality Upgrade Tweet  
Cypress**

**4:00-5:00 p.m.**

**All a Twitter  
Cypress**

**5:00 p.m.**

**Adjourn  
Cypress**

**7:00-8:00 p.m.**

**Cocktail Reception  
River View Terrace (Backup: Cedar)**

**8:00 p.m.**

**Gala Dinner  
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Cypress**

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**Flies on the Wall  
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**Final Adjournment  
Cypress**

**11:15 a.m.**

**Complimentary Shuttle to San Antonio International Airport (SAT)  
Front Desk Lobby**