

Form
critical
relationships
with peers

Executive
VENDORSUMMIT

**Wednesday,
April 13, 2011**

10:00 a.m.-7:00 p.m. Registration Open—Main Hotel Lobby

11:15 a.m. Complimentary Shuttle to Golf Course—Main Hotel Lobby Entrance

12:30 p.m. Golf Tournament—Emerald Greens Golf Resort and Country Club

7:00-8:00 p.m. Welcome Cocktail Reception/Icebreaker—Poolside (Weather Backup: Princess Palm 1, 2)

8:00 p.m. Florida Barbecue Dinner—Princess Palm 1, 2

**Thursday,
April 14, 2011**

7:00-8:30 a.m. Registration Open—Royal Palm Ballroom Foyer

7:30-8:30 a.m. Breakfast—Royal Palm Ballroom Foyer

8:30-8:45 a.m. Conference Welcome—Royal Palm 3

8:45-9:00 a.m. HFTP Tweet—Royal Palm 3; Speaker: Frank Wolfe, CAE, CEO, HFTP

9:00 a.m.-12:30 p.m. Innocents Abroad—Royal Palm 3

9:00-9:30 a.m. Globalization—Lodging Overview

9:30-10:30 a.m. Globalization—The Company Perspective

10:30-10:45 a.m. Break—Royal Palm Ballroom Foyer

10:45-11:30 a.m. Globalization—The Customer Perspective

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11:15 a.m. Complimentary Shuttle to Golf Course—Main Hotel Lobby Entrance

12:30 p.m. Golf Tournament—Emerald Greens Golf Resort and Country Club
Join us for our annual Executive Vendor Summit Golf Tournament (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/Icebreaker—Poolside (Weather Backup: Princess Palm 1, 2)

It's no secret: the Executive Vendor Summit focuses on peer-to-peer interaction. It is important to us that you get to meet everyone and we are very creative when it comes to our opening night icebreaker. It can be silly, but is always fun. Come see what we have planned!

8:00 p.m. Florida Barbecue Dinner—Princess Palm 1, 2

Join us for our annual barbecue dinner. This event is casual (jeans or shorts acceptable).

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Like Dorothy and Lemuel Gulliver before them, American hotel companies, and their trusty suppliers, find that they are no longer in the familiar confines of their native lands. In the second decade of the 21st Century, they are travelers in new worlds that demand an understanding of local customs, compliance with local laws and understanding of different languages.

As the world economy continues to recover from the depths of international recession, American hotel companies are looking to global markets, specifically Asia, to augment relatively flat growth in the United States and Europe. Who can say no to 24.4 percent RevPAR growth in China? These sessions will explore strategies to enable you to say "yes" to the global market.

9:00-9:30 a.m. Globalization—Lodging Overview

Speaker: Jan Freitag, Vice President, Global Development, STR

9:30-10:30 a.m. Globalization—The Company Perspective

Our panel will focus on the do's and don'ts of mobilizing and deploying your U.S.-based business in another country.

Speakers: Tracy Flynn, VP & GM, Hospitality Solutions, Infor-SoftBrands; Larry Hall, President & CEO, PAR Springer-Miller Systems; Peter Rogers, Jr., EVP and Corporate Officer of Business Development and Investor Relations, MICROS Systems, Inc.; and Tina Stehle, Sr. Vice President & General Manager, Agilysys

10:30-10:45 a.m. Break—Royal Palm Ballroom Foyer

10:45-11:30 a.m. Globalization—The Customer Perspective

Our panel will discuss the needs of hotel companies as they expand globally and what they would like from vendor partners.

Speakers: Bernard Gay, Sr. VP & CIO, Kerzner International Bahamas Ltd.; and Gustaaf Schrijs, Vice President of Global Technology, IHG

11:30 a.m.-12:30 p.m. Globalization—The Legal/Regulatory Perspective

There is much that is incumbent on U.S.-based businesses as they move outside U.S. borders. This panel discussion will include: compliance with U.S. laws and local laws, repatriating earnings, intellectual property rights and contracts.

Speakers: Rich Assmus, Partner, Mayer Brown; Aimée Latimer-Zayets, Partner, Mayer Brown; and Art Walker, Partner, Mayer Brown

12:30-1:30 p.m. Lunch—Royal Palm 4, 5

1:30-2:00 p.m. Group Photo—Location TBD

2:00-3:00 p.m. Cloudy with a Chance of Confusion—Royal Palm 3

Cloud. Whoever thought so much hype, angst and hope could be pinned on such a small word? This session will start with a basic primer on cloud characteristics, deployment and service models and compare and contrast two leading companies' approach to cloud.

Speakers: Russ Frahmman, Director, Solutions V, Oracle Corporation; and Stewart Hair, Managing Director, HP

3:00-3:30 p.m. Break & Special Surprise!—Poolside

3:30-4:00 p.m. TechShare Update—Royal Palm 3

Speakers: Bob Bennett, President, Starr Technology Consulting; and Richard Siegel, President & Publisher, Hospitality Upgrade

4:00-5:15 p.m. LinkedIn and Facebook and Twitter, Oh My!—Royal Palm 3

Like Dorothy in Oz, social media has catapulted businesses out of Kansas and into a world where things are sometimes not what they seem. The rapid proliferation of social media tools has made businesses sit up and take notice as the tools are all but ubiquitous, begging the question what should we do with them? Do you need to have a social media strategy as part of your business and branding toolkit? This wide-ranging, panel discussion among smart people (e.g., not experts) will look at the social media question from the standpoint of the B2B and B2C usage and discuss navigating the road from Kansas to Oz.

Speakers: Ken Bott, Director, Direct to Consumer Marketing, Outback Steakhouse International; Cindy Estis Green, CEO, The Estis Group; Russ Frahmman, Director, Solutions V, Oracle Corporation; Don Hay, Founder & CEO, Digital Alchemy; Chuck Marratt, VP Information Technology, MTM Luxury Lodging; Ursula Rhode, COO, Genares; and Luis Segredo, President, MTech

5:15 p.m. Adjourn—Royal Palm 3

7:00-8:00 p.m. Cocktail Reception—Poolside (Weather Backup: Royal Palm 4, 5)

8:00 p.m. Gala Dinner—Royal Palm Ballroom 4, 5; *Speaker: Tony Farris, Chairman/CEO & Principal, Quorum Hotels & Resorts*

Friday, April 15, 2011

7:30-8:30 a.m. Breakfast—Royal Palm Ballroom Foyer

8:30-8:45 a.m. Welcome—Royal Palm 3

8:45-10:00 a.m. Live Long & Prosper—Royal Palm 3

With all of your traveling and worrying about the cloud, investors and other all-consuming business tasks—not to mention attending to your family duties—there is little time for y-o-u. This session will explore wellness, both physical and mental, delivered with Zen-like grace, leavened with a bit of New York candor.

Speaker: Dr. Roy Siegel, world-renowned chiropractor

10:00-11:00 a.m. Imagine—Royal Palm 3

Do you ever find your mind drifting? Examining and reimagining the “what ifs” that brought you to where you are today (boring meeting anyone)? What if you hadn't taken that job in the hotel industry? What if your first boss hadn't quit leaving the business in your inexperienced hands? What if you hadn't heard the siren song of leadership? We will do a little grown-up imagining...bring your hopes, dreams, aspirations and experiences and we will do the rest.

11:00 a.m. Closing Remarks/Adjourn—Royal Palm 3

11:15 a.m. Complimentary Shuttle to Tampa Airport (TPA)—Main Hotel Lobby Entrance

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PHOTOGRAPHS/VIDEO

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