



# Connecting the Dots

**Trends. Talent. Technology. Tourism.**

Washington Lodging Convention  
 Davenport Grand Hotel, Spokane  
 November 6-8, 2016

Washington's premier gathering of lodging professionals and hospitality experts convenes this November at the stunning new Davenport Grand Hotel in Spokane. Make sure you're there to connect with the people, trends and ideas that will help you stay ahead of the curve. Earn up to eight CHA/CHO renewal points.

- **Gain deeper insight into the hotel and business TRENDS that are reshaping our industry.**
- **Learn leadership practices to help you grow your TALENT and build an effective team.**
- **Find out how to better harness TECHNOLOGY to drive business.**
- **Get the latest industry forecasts and updates on Washington State TOURISM.**

COMPANY	PHONE	FAX
ADDRESS	CITY, STATE, ZIP	WEBSITE ADDRESS
CONTACT NAME/TITLE	PHONE	EMAIL ADDRESS
ATTENDEE NAME (IF DIFFERENT THAN ABOVE)	JOB TITLE	EMAIL ADDRESS
ADDITIONAL ATTENDEE (ADD \$435)	JOB TITLE	EMAIL ADDRESS
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ATTENDEE REGISTRATION: \$ \_\_\_\_\_ **\$485 for WLA members / \$535 for non-members**  
**\$435 for additional attendees**

ADDITIONAL ATTENDEES: \$ \_\_\_\_\_

TOTAL PAYMENT: \$ \_\_\_\_\_ **Includes Cork & Craft Welcome Party and Stars Gala!**

FOR CREDIT CARD PAYMENT, PLEASE CIRCLE ONE: VISA    MASTERCARD    AM EX

COMPANY	PHONE	FAX
CARD NUMBER	EXPIRATION DATE	CV2 SECURITY CODE
NAME ON THE CARD	SIGNATURE	EMAIL ADDRESS

Registration includes Sunday welcome party, Monday meals and programs and Tuesday breakfast program. Reserve your hotel room at the discounted rate online at [www.wra.cc/2016ConventionHotel](http://www.wra.cc/2016ConventionHotel) or call Davenport Grand Hotel at 509-458-3330 and ask for the WLA rate. Cancellation Policy: Refunds are not available after August 31. Substitute attendees from the same organization are welcome at no charge.  
 \*Early bird rate ends 8/31/16. **FAX TO 360-357-9232 OR REGISTER ONLINE AT [WWW.WALODGING.ORG/CONVENTION](http://WWW.WALODGING.ORG/CONVENTION)**



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## SPEAKER PREVIEW

### **THE FUTURE IS NOW: WORKING WITH AND SELLING TO MILLENNIALS AND BEYOND**

Kevin Paul Scott, author and co-founder of ADDO Worldwide

These days, business means more than just products and services, and lodging establishments must do more than sell room nights. Both your customers and your employees, particularly Millennials and their younger peers, increasingly want your business to stand for something. No one knows this better than Kevin Paul Scott. He has spoken around the world and helps leaders up the meaning-quotient in their businesses so that employees and customers alike champion the business as if it were their own.

### **INHOSPITABLE TO HUMAN TRAFFICKING: HOTEL SAFETY AND SECURITY TRAINING**

Mar Brettmann, PhD, executive director, Businesses Ending Slavery and Trafficking

Sandip Soli, attorney, Real Property Law Group, PLLC

Sex trafficking impacts all types of lodging properties from economy hotels in small towns to luxury hotels in the heart of downtown. The crime not only harms victims, but poses serious safety risks to hotel guests and employees, and can expose owners to legal and financial liabilities. This session will teach owners and managers how to proactively prevent this crime and recognize it when it does occur. Owners and managers will also learn how to transfer this important information to their employees using BEST's new online training platform. Session attendees will receive free training collateral for their employees, including trafficking indicator cards, posters and victim service cards.

### **WHAT NATIONAL EMPLOYMENT LAW TRENDS MEAN FOR WASHINGTON HOTELIERS**

Andria Lure Ryan, attorney and partner, Fisher Phillips

From the dramatic increase in the salary threshold for overtime exemptions to the expansion of the joint employer standard, the U.S. Department of Labor has been introducing far-reaching changes to federal labor and employment law, all with the potential to seriously impact your business. Andria Lure Ryan will help you stay on top of these critical changes. A nationally recognized employment law expert, she'll review what trends in federal and state employment law mean for Washington hospitality employers and managers.

### **CONNECTING THE DOTS BETWEEN OWNERS, MANAGEMENT COMPANIES AND HOTELS**

Moderator: Irv Sandman, attorney and industry counselor, Sandman Savrann

A valued tradition at WLA's Annual Convention, the Owner and Management Company Forum returns with Yogi Hutsen, president & CEO of Coastal Hotel Group; Shaiza Damji, managing director of 360° Hotel Group; Murray Dow, II, president and CEO of The Dow Hotel Company; and Jeff McKee, co-founder and managing director of Premier Capital Associates. Attorney Irv Sandman, who has led the forum since it was started in 2009, will moderate the conversation with industry leaders about the challenges, opportunities, and strategies impacting hotel portfolios. Irv is a recognized authority on hotel law and the hotel industry, is editor-in-chief of the *Washington State Hospitality Law Manual*, Third Edition, and is co-founder of the Northwest Hotel Investment Forum.

The full program also features STR's forecast of Washington's lodging performance in 2017, a look at social media and travel trends, disaster training, government affairs updates and much more. Sunday you'll also have a chance to tour the Davenport's back-of-the-house.

**REGISTER NOW AT [WWW.WALODGING.ORG/CONVENTION](http://WWW.WALODGING.ORG/CONVENTION)**