



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

Platinum Sponsor



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SUNDAY, November 6, 2016

4:00 p.m. Registration • Sponsored by The Seattle Times

6:00 p.m. Cork and Craft Welcome Party

- Title Sponsor: Clark Nuber
- Event Sponsor: Visit Spokane
- Back-of-the-House Tour Sponsor: Hobart Corporation
- Student Competition Sponsor: Peterson Sullivan

MONDAY, November 7, 2016

7:30 a.m. Registration

- Sponsor: The Seattle Times
- Convention Bag Sponsor: CoHo Res

8:00 a.m. Welcome and Breakfast Program • Sponsored by ERNwest

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.

Sponsored by Fisher Phillips, PayneWest, and Best Western Hotels and Resorts

9:30 a.m. Coffee Break • Sponsored by Tri-Tec Communications

10:00 a.m. Workshops

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. **Sponsored by AH&LA**

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 and 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. Session attendees will receive free training collateral for their employees, including trafficking indicator cards, posters and victim service cards. **Sponsored by UnitedHealthcare**

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 Hutson, 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. **Sponsored by Clark Nuber**

11:30 p.m. Lunch Program

- **Sponsored by Bell-Anderson and Healthcare Solutions**

WHEN DISASTER STRIKES: WHAT HOTELIERS SHOULD KNOW AND DO TO KEEP GUESTS AND EMPLOYEES SAFE

Facilitator: Jenn Houtby-Ferguson, Chief Strategist, Twist Consulting -

Kevin Miller, Director of Corporate Security, Davenport Hotel Collection

Frank Sebastian, Chair, Seafair Emergency Management Group and Emergency Manager, Seafair

Are you ready? In today's changing world, managing risk is key competency for the lodging industry. From natural disasters to terrorism, accommodation providers and destinations must all understand their role to both prepare for and respond to a crisis. Do you have an effective emergency response plan? What questions should you ask when hosting an event at your property? Be prepared, not scared. This eye-opening session is a must for all hospitality professionals.

1:00 p.m. Tradeshow • **Sponsored by Standard Textile**

2:30 p.m. Workshops

LESSONS IN HOW TO PROTECT YOUR HOTEL FROM FRAUD

Assurance experts from Peterson Sullivan LLP will lead a conversation about modern control risks at your hotels and what you need to do to manage them. Attendees can expect to learn new ways of attacking Guest Fraud, Bogus Travel Agencies, Comp Fraud, Theft and Procurement Fraud. **Sponsored by Peterson Sullivan**

MANAGEMENT BRIEFING: AVOIDING LEGAL RISKS IN THE WORKPLACE

Joseph Mara, Attorney, Davis Grimm Payne & Marra

Learn important steps for protecting your company, *and yourself*, from workplace lawsuits. Attorney and employment law expert Joseph G. Marra will review common management mistakes that can open the door to litigation and put a company and the personal assets of individual supervisors at risk. **Sponsored by Davis Grimm Payne & Marra**

WHAT'S NEW IN EMPLOYER HEALTHCARE UNDER THE AFFORDABLE CARE ACT

Clinton Wolf, Vice President, UnitedHealth Group

Employers have been through the wringer over the past several years in trying to understand and comply with the Affordable Care Act. Clinton Wolf will share his expertise on current requirements as we head into 2017 and review compliance options available to both large and small employers. **Sponsored by Office Depot**

4:00 p.m. Coffee Break

4:30 p.m. Afternoon General Session

AHLA GOVERNMENT AFFAIRS REPORT

Troy Flanagan, VP of State and Local Affairs, American Hotel & Lodging Association

AH&LA's Troy Flanagan will provide an overview of the top public policy trends facing the hotel industry. From new federal overtime regulations and union-backed workplace mandates, to deceptive hotel booking sites and the rise of unregulated commercial lodging taking place on short-term rental platforms, Troy will illustrate the critical issues on which AH&LA is focused and discuss steps being taken to ensure a fair marketplace for hoteliers.

5:30 p.m. Board Hosted Reception • Sponsored by Heartland Payment Solutions

6:30 p.m. Stars of the Industry Awards Banquet and Auction

- **Banquet Sponsor: HIHIT**
- **Cash under the Mattress Sponsor: Serta Mattress**
- **Stars Awards Sponsor: Washington Hospitality Association**

TUESDAY, November 8, 2016

8:00 a.m. Breakfast Program • Sponsored by The Partners Group

WASHINGTON HOSPITALITY ASSOCIATION UPDATES

Anthony Anton, President and CEO, Washington Hospitality Association

Get important Association updates and a primer on the critical issues facing Washington hoteliers with this State of the Industry update.

STR HOTEL INDUSTRY PERFORMANCE OVERVIEW

Valerie Woods, Director of Business Development, Hotels, STR

Review of the performance for the state of Washington and select markets within the state, including a look at changes in supply and demand, ADR, Occupancies and RevPAR. We'll also look at what's to come in hotel construction pipeline and STR's 2016 forecast for the U.S. hotel industry. **Sponsored by Smith Travel Research**

10:00 a.m. Social Media Update

BUILDING YOUR SOCIAL MEDIA STRATEGY

Josh Wade, Social Media Marketer, Consultant and Speaker, nectarMEDIA

If yours is like most businesses, your "strategy" for social media is probably to engage online when you find the time, or you focus solely on digital advertising. Yet as with all business endeavors, it is essential to have a thoughtful strategy that focuses your efforts and brings in results. Businessman and social media guru Josh Wade will teach you the necessary components of a successful strategy and help you increase the ROI on your social media efforts.

11:00 a.m. Convention Concludes