



Hotelier Registration

**FREE  
ONE DAY  
CONFERENCE  
AND TRADE  
SHOW**

# NORTHERN CALIFORNIA HOTEL AND LODGING CONFERENCE

Join the California Hotel & Lodging Association (CH&LA) and the Asian American Hotel Owners Association (AAHOA) for a great day of high-quality education, exciting networking opportunities, a free lunch and discounts on products and services at the trade show.

*Please see the reverse for a detailed schedule of events.*

**Thursday,  
October 1, 2009  
Doubletree Hotel  
San Jose**

**2050 Gateway Place  
San Jose, CA 95110**

**You are cordially invited to attend  
this conference by the following:**

Bhupen B. Amin, CH&LA Chair  
René Boskoff, Vice Chair  
Pam Richardson, Secretary/Treasurer  
Peggy Mosley, Immediate Past Chair  
Don Johnson, AH&LA Director  
Lynn Mohrfeld, CH&LA President & CEO

Tarun S. Patel, AAHOA Chairman  
ChandraKant I. "C.K." Patel,  
Vice Chairman  
Hemant D. Patel, Treasurer  
Alkesh R. "Al" Patel, Secretary  
Sam Devdharma, North Pacific Reg. Dir.  
Jitu Ishwar, Central Pacific Reg. Dir.  
Ashwin "Ash" Patel, Ex-Officio  
Fred Schwartz, President

**Please join us for this exciting  
education and  
networking opportunity!**



**DOUBLETREE<sup>®</sup>  
HOTEL**  
SAN JOSE

**ACCOMMODATIONS**  
Doubletree Hotel, San Jose  
2050 Gateway Place  
San Jose, CA 95110  
**(408)453-4000**  
\$140+ tax single/double.

## SCHEDULE OF EVENTS

- 8:00 am - 5:00 pm **Registration**
- 8:30 am - 9:30 am **Concurrent Educational Sessions**
  - Itch, Scratch, Splash
  - Are Your Systems Secure? PCI Compliance
- 9:45 am - 10:45 am **Concurrent Educational Sessions**
  - Hotel Contract Law
  - Employment Law Panel
  - Demystifying Google Analytics
- 11:00 am - 12:00 pm **Concurrent Educational Sessions**
  - Social Networking Sites - Do's and Don'ts in the Workplace
  - Business Improvement Districts - How to Use Them Effectively
  - The ADA - Are You Compliant?
- 12:15 pm - 1:45 pm **Lunch with Industry Leaders Panel**
- 2:00 pm - 5:30 pm **Trade Show**
- 3:30 pm - 4:30 pm **AAHOA Women in Hotel Lodging**
- 4:30 pm - 5:30 pm **Reception (In the Trade Show Hall) *Sponsored by Vizergy***
- 6:00 pm **AAHOA Business Meeting & Dinner**

*Schedule subject to change*

## REGISTRATION

Please fax this registration form to 916-444-5848 or register online at [www.calodging.com](http://www.calodging.com) no later than September 28, 2009.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**REGISTER ONLINE AT [WWW.CALODGING.COM](http://WWW.CALODGING.COM)**

# NORTHERN CALIFORNIA HOTEL AND LODGING CONFERENCE

## Schedule of Events Thursday, October 1, 2009 Conference

8:00 am - 5:00 pm **Registration**

8:30 am - 9:30 am **Concurrent Educational Sessions**



**Itch, Scratch, Splash** - *S. Carl Morello, PE, ARM, ALCM*

Managing the risk of rash, bed bugs and pool liability.

**Are your systems secure? PCI Compliance** - *Jim Abrams, CH&LA Member Legal Advisor*

PCI basics, what are they? What it means, and how it can destroy your hotel. What do the standards require? Franchisee or not, you are still at risk. You're liable even if you are compliant and your POS or property systems are not. Five of the most common non-compliant practices and how to correct them.

9:45 am - 10:45 am **Concurrent Educational Sessions**

**Hotel Contract Law** - *Steve Rudner, Rudner Law Offices*

What has changed with these economic times in regards to group contracts? Come get your questions answered. Learn how to handle post-contract requests for credit for cancellation or attrition payments towards a future meeting. What to do when a group's contracted rate is actually higher than the rate you are offering other guests when the group is in-house. How to leverage attrition and cancellation concepts to mutual economic advantage.

**Employment Law Panel** - *Christine Long, Berliner Cohen, Marta Fernandez, JMBM LLP, Pamela Swindells, Kaiser, Swindells & Eiler and moderated by Hitesh Bhakta, Law Offices of Norman A. Filer*

Come hear some of the state's top attorneys address the biggest employment law issues affecting hoteliers today such as sexual harassment, meal and rest break issues, navigating union issues and more.

**Demystifying Google Analytics** - *Vikram Singh, CEO of Evision Worldwide*

Whether you're brand new to website analytics or just want to receive some expert tips, you won't want to miss this highly informative and interactive seminar. You're guaranteed to return to work with skills you can use to improve your website and marketing program. Topics include: using the Google dashboard, understanding visitor stats, tracking goals, and bounce rate analysis.

11:00 am - 12:00 pm **Concurrent Educational Sessions**

**Social Networking Sites - Do's and Don'ts in the Workplace** - *Jeff Thurrell, Fisher & Phillips*

Remember when the primary forms of communication were the telephone and the typewriter? The workplace is certainly more complex today, and employers need to take a proactive approach to handling the explosion of technology. How should you update your policies and what to do when social media blurs the line between work time and off-duty time.

**Business Improvement Districts - How to Use Them Effectively** *Panelists: Tom Bennett, Sr. Vice President of Sales & Services for the Sacramento Convention and Visitors Bureau, Dan Fenton, President and CEO of the San Jose Convention and Visitors Bureau, John Lambeth, President, Civitas.*

Many cities have BIDs or (Business Improve Districts) or TIDs (Tourism Improvement Districts). They can help revitalize a commercial neighborhood or allow for promotion and marketing of a city or region. Learn from those who have developed them and are using them to improve your business and revenues.

**The ADA - Are you compliant?** - *Chris Taylor, Owner & CEO, ADA Compliance Consultants*

This seminar is to educate you, not scare you, on the American with Disabilities Act (ADA). Chris Taylor will review how it affects you as a business/property owner. He will talk about how to do a brief self analysis, where the typical problem areas are, exceptions and the assumption that California and Federal codes are one in the same. Learn how to protect your hotel against "drive by" ADA lawsuits and take advantage of tax credits and deductions for performing ADA upgrades.

12:15 pm - 1:45 pm **Lunch with Industry Leaders-Panel Discussion:**

Liam Brown - EVP, Marriott International, Inc.

Mark Burden - President & CEO, Rim Hospitality

Anupam Narayan - President & CEO, Red Lion Corp.

Alan Reay - President, Atlas Hospitality

Rajiv Trivedi - Chief Development Officer, La Quinta Corp.

2:00 pm - 5:30 pm **Trade Show Reception in trade show hall from 4:30 pm - 5:30 pm**

3:30 pm - 4:30 pm **AAHOA Women in Hotel Lodging**

6:00 pm **AAHOA Business Meeting & Dinner**

### FOR MORE INFORMATION, PLEASE CONTACT:

Jennifer Flohr, Director of Membership & Events Tel: 916-444-5780 Fax: 916-444-5848 Email: [jennifer@calodging.com](mailto:jennifer@calodging.com)

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