



Free for Attendees

Attendee Registration

SOUTHERN CALIFORNIA HOTEL AND LODGING CONFERENCE

Thursday,
June 18, 2009

Crowne Plaza
Resort
Anaheim

12021 Harbor Blvd.,
Garden Grove, CA 92840
(714) 867-5555

ACCOMMODATIONS

Crowne Plaza Resort Anaheim
12021 Harbor Blvd.
Garden Grove, CA 92840
(714) 867-5555

\$119+ tax single/double. Plus a resort fee of \$12 per room per night. This includes in-room high speed internet, in & out parking privileges, access to the fitness center, use of the hotel's business center and the California State Tourism Tax.

FOR MORE INFORMATION, PLEASE CONTACT:

Jennifer Flohr
Director of Membership & Events
CH&LA
414 Twenty-Ninth Street
Sacramento, CA 95816
Tel: 916-444-5780
Fax: 916-444-5848
Email: jennifer@calodging.com

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

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

Tarun S. Patel, AAHOA Chairman
ChandraKant "C.K." I. Patel, Vice Chairman
Hemant D. Patel, Treasurer
Alkesh R. "AI" Patel, Secretary
Balvant M. "B.M." Patel, South Pacific Regional Director
Ashwin "Ash" Patel, Ex-Officio
Fred Schwartz, President

Please join us for this exciting networking opportunity!

SCHEDULE OF EVENTS

8:00 am - 5:00 pm	Registration
9:00 am - 10:00 am	Concurrent Educational Sessions
	Itch, Scratch, Splash Managing the risk of rash, bed bugs, and pool liability. Presented by: S. Carl Morello, PE, ARM, ALCM, VP Loss Control Strongwood Risk Management Solutions
	Shifting Winds and Strong Currents Ahead - What to watch out for in 2009 and beyond Labor and Employment Legislative Update. Presented by Jeff Thurrell, Attorney, Fisher & Phillips LLP
10:15 am - 11:45 am	Concurrent Educational Sessions
	Are Your Systems Secure Against Identity Theft? Most businesses think their systems and procedures to protect their guests and customers against theft of their personal information are secure -- but they are not!! Join Moderator Jim Abrams, CH&LA Member Legal Advisor, as he helps navigate you through learning -- in easy-to-understand, non-technical terms -- what it means to be PCI Compliant and how you can make your systems more secure. Go back to your hotel with at least 5 easy, inexpensive things you can do immediately yourself to help protect your data and your guests' personal information. The panel will include speakers from Heartland Payment Systems and Trustwave.
	Hotel Contracts and Marketing with New Technology What has changed with these economic times in regards to group contracts. Come get your questions answered. Presented by Steve Rudner of the Rudner Law Offices. This two-part seminar will include a panel discussion on marketing and what hotels are doing differently this year. New technology will be discussed -- is social networking effective? Should you jump on the bandwagon or is it a fad? Join us for the sure-to-be lively discussion.
12:00 pm - 1:30 pm	Lunch with Industry Leaders Panel Discussion with: Bill Fortier—Sr. VP, Franchise Development, Hilton Corp. Ken Greene—Group President, Wyndham Hotel Group Anaupam Narayan—President & CEO, Red Lion Corp. Alan Reay—President, Atlas Hospitality Rajiv Trivedi—Chief Development Officer, La Quinta
1:30 pm - 5:30 pm	Trade Show
4:30 pm - 5:30 pm	Reception (in Trade Show Hall)
6:00 pm	AAHOA Business Meeting & Dinner

Registration is FREE!

Register online at www.calodging.com (click on events and Southern California Hotel & Lodging Conference) or complete this form and fax it to 916-444-5848.

Company: _____
Attendee Name: _____
Address: _____
City: _____ State: _____ ZIP code: _____
Phone: _____ Fax: _____
Email: _____

REGISTER ONLINE AT WWW.CALODGING.COM