



NATIONAL OWNERS SUMMIT



SHAPING THE FUTURE

SCHEDULE OF EVENTS

SUNDAY OCTOBER 29TH:

5:30 pm – 7:00 pm

Registration and Welcome Reception
Altair Room - 27th Floor

MONDAY OCTOBER 30TH:

All Events in Sequoia Ballroom - Ground Floor

8:00 am – 9:00 am

Breakfast & Registration

9:00 am – 9:45 am

Opening Session

9:45 am – 10:30 am

Hotel and Portfolio Financing
Fred Schwartz + Prajesh Patel of Creative Lending Solutions

10:30 am – 10:45 am

Break

10:30 am – 2:30 pm

ELFA Sponsor Showcase - Sequoia Foyer

10:45 am – 11:15 am

Choice Hotels Area Manager Team Operations Review
Ceirra Thompson and Byron Bean

11:15 am – 12:00 pm

ABC's of Local Advocacy
Panel discussion led by AHLA's John Jarrard

12:00 pm – 1:00 pm

Lunch Buffet

1:00 pm – 1:45 pm

Market Trends with Google & Sojern
Moderated by Stephanie Lapato, Choice Co-Op & Regional Marketing Director

1:45 pm – 2:15 pm

Group & Global Sales for the Economy Brand
Tamara Laster, Choice VP Global Sales & Enablement

2:15 pm – 2:30 pm

Break

2:30 pm – 3:00 pm

Generation Gaps in the Workplace
Christy Price

3:00 – 3:45 pm

Insurance Review
Tips, Traps, and Trends – Panel discussion

3:45 pm – 4:00 pm

Break

4:00 pm – 5:00 pm

Town Hall with ELFA & Choice Hotels International

5:00 pm – 6:30 pm

Break

6:30 pm – 9:00 pm

Closing Reception
Music, Games and Dinner

*Catering by Cafe Bombay & Music by DJ Gaurav
Casino Winnings Prize Raffle @ 8:40 pm*