

**14<sup>th</sup> ANNUAL INTERNATIONAL AFRICAN AMERICAN HOTEL  
OWNERSHIP & INVESTMENT SUMMIT & TRADE SHOW**

**July 21-24, 2010**

*(Subject to Change)*

**WEDNESDAY, JULY 21**

***NABHOOD Scholarship Golf Tournament on the Blue Monster***

***To Benefit Minority Hospitality Students***

**Host:** ***William Fuller, President/CEO, Fulco Development, Former All Pro Football Player,  
Philadelphia Eagles/NABHOOD Board***

**07:00am** ***Practice***

**08:00am** ***Shotgun Start***

**10:00am - 06:00pm** ***Registration***

**12:00pm - 01:45pm** ***(A) Introduction to the ABC's of Hotel Ownership***

***New & Prospective Hotel Owners Orientation***

***Everything you need to know before you buy or build a hotel that can save money and time.***

**01:45pm - 02:00pm** ***Networking Break***

**02:00pm - 03:15pm** ***(B) Introduction to the ABC's of Hotel Ownership***

***New & Prospective Hotel Owners Orientation***

***Everything you need to know before you buy or build a hotel that can save money and time.***

**03:30pm - 04:30pm** ***(B) NABHOOD Hotel Owners Roundtable***

***Round table discussion with current hotel owners, investors and operators.***

**01:00pm - 05:00pm** ***NABHOOD Pressroom***

***Pressroom will be available for the media throughout the Summit.***

**01:00pm - 04:00pm** ***The AHLA Multicultural & Diversity Advisory Council***

***NAACP Presentation on the Hotel Report Card***

**Committee Meetings**

**01:00pm - 02:00pm** ***Supplier Committee Meeting***

***Lodging/Franchising Development Committee Meeting***

***Student Education & Career Opportunities Committee Meeting***

**02:15pm - 03:15pm** ***Hotel Financing Committee Meeting***

***Women in NABHOOD Committee Meeting (WIN)***

**05:00pm - 06:15pm** ***Opening General Session***

**06:30pm - 08:00pm** ***Chairman's Welcome Reception***

**THURSDAY, JULY 22**

**07:00am - 03:00pm** ***Registration***

**07:00am - 08:00am** ***Continental Breakfast***

**08:00am - 08:40am** ***INDUSTRY UPDATE – A Review of 2009 & Preview of Trends for 2010***

**08:45am - 09:45am**    **GENERAL SESSION**

**PLENARY SESSION (A)**

**10:00am - 11:00am**    **LEADERSHIP ROUNDTABLE – A VIEW FROM THE TOP**  
*Thoughts & prospectives from industry leaders on a wide range of timely industry topics.*

**11:00am – 11:15am**    **Networking Break**

**11:00am - 05:00pm**    **NABHOOD Pressroom**  
*Pressroom will be available for the media throughout the Summit.*

**11:00am - 5:00pm**    **Corporate Suites: Make a connection - make a deal!**  
*Visit with hotel company representatives in their Corporate Suite to learn more on franchise opportunities and discuss your development and/or acquisition deal.*

**11:15am - 12:15pm**

**Workshop 1**

**ABC'S OF HOTEL FINANCING - CONVENTIONAL FINANCING**

*What are financial institutions looking for when considering your hotel deal.*

**Workshop 2**

**HOTEL DEVELOPMENT IN 2010 AND BEYOND**

*Development & Risk Management Strategies - Attendees will obtain valuable insight from industry leaders on their strategies for developing hotels and managing risk in this uncertain economic and financial environment.*

**Workshop 3**

**FEASIBILITY & MARKETING STUDIES - WHY ARE THEY SO IMPORTANT  
AN OVERVIEW OF THE STEPS NECESSARY TO DETERMINE SUCCESS**

*This session will summarize the required underwriting analysis necessary to determine facility program, construction cost estimates, obtain chain affiliation, third party management and to successfully finance the project.*

**12:30pm - 01:45pm**    **NABHOOD SCHOLARSHIP & AWARDS LUNCHEON**

**02:00 pm - 03:00pm**

**Workshop 4**

**NEW DEVELOPMENT & OWNERSHIP - "BUILD OR BUY, WHICH IS BEST FOR YOU?"**

*A discussion with respected developers and buyers of existing hotels explaining their thought process, advantages and expectations.*

**Workshop 5**

**HOW TO MARKET GOODS & SERVICES TO THE HOTEL INDUSTRY**

*There is a change in how the industry is doing business. Can your company cut it?*

**Workshop 6**

**FRANCHISING – HOW TO FIND THE RIGHT LOCATION**

*Working with hotel representatives to find the right deal.*

**03:00pm - 03:15pm**    **Networking Break**

**03:15pm - 04:15pm**

**Workshop 7**

**PUBLIC/PRIVATE PARTNERSHIPS - USING GOVERNMENT & OTHER INCENTIVES TO DEVELOP HOTEL & MIXED USE PROJECTS**

*How & where to find public subsidies as development incentives, TIF, Brownfields, Empowerment Zone, New Markets Tax Credits & more.*

**Workshop 8**

**NEGOTIATING HOTEL FRANCHISE AGREEMENTS - YOU CAN'T ALWAYS GET WHAT YOU WANT - BUT YOU NEED TO UNDERSTAND IT.**

*Learn how franchise contracts are structured. It's a give and take when negotiating.*

**Workshop 9**

**ABC'S OF HOTEL FINANCING (SBA) - SMALL BUSINESS DEVELOPMENT LOANS FOR HOTELS**

*All you want to know about 7 (a) & 504 SBA Loans, SBA Lenders & Community Development Corp. (CDC) & how they can help with your financing needs.*

**Workshop 10**

**NABHOOD MINORITY VENDORS OPPORTUNITY OUTREACH SHOWCASE (Vendors Only) (Speed Meeting)**

**Millions of Dollars in Hotel Contracts are Available to Minority Vendors**

*Minority Suppliers will be able to meet decision makers from the hotel industry including hotel brands, management companies & African American hotel ownership groups who will have project managers and representatives on site to discuss upcoming projects.*

**04:30pm - 05:30pm**

**Workshop 11**

**FRANCHISING - HOW TO SELECT THE RIGHT BRAND FOR YOUR MARKET**

*Top executives of hotel brands will share information on why the right brand is important.*

**Workshop 12**

**BUYING & SELLING HOTELS IN TODAY'S MARKET**

*Brokers from the most distinguished companies will explain how to create a long-term, mutually beneficial relationship while looking for value.*

**Workshop 13**

**INVESTING IN HOTEL DEALS, &/or CREATING PARTNERSHIPS**

*Investing in hotels can be a complex environment; having the right partners is key.*

**7:15pm – Until**

**NABHOOD - Hotel Brand Corporate Dinner (By invitation only)**

*A number of hotel companies & Summit sponsors have agreed to host "Get To Know Our Brand" dinner with potential franchisees only at restaurants around the city.*

**FRIDAY, JULY 23**

**06:00am – 08:00am**

**Trade Show Set-up**

**07:00am - 03:00pm**

**Registration**

**07:00am – 08:00am**

**Continental Breakfast**

**08:00am - 09:00am**    **GENERAL SESSION – *Creating Partnerships & Working Together***

**PLENARY SESSION (B)**

**09:05am - 09:25am**    **HOW MINORITY VENDORS CAN BE SUCCESSFUL IN THE LODGING INDUSTRY**

*The hotel industry is a multi-billion dollar industry. What is ownership responsibility and how can suppliers can be prepared to be successful?*

**PLENARY SESSION (C)**

**09:30am - 10:30am**

**PLENARY SESSION - ABC'S OF HOTEL OWNERSHIP - BECOMING A FIRST TIME HOTEL OWNER-UNDER FIVE MILLION DOLLARS**

*Developing limited service & Extended Stay hotels - starting small and growing into a multi-unit owner.*

**10:30am – 12:00 pm**    **Networking Break**

**10:30am – 05:00pm**    **NABHOOD Pressroom**

*Pressroom will be available for the media throughout the Summit.*

**10:30am – 05:00pm**    **NABHOOD Trade Show Open**

**10:30am – 5:00pm**    **Corporate Suites: Make a connection - make a deal!**

*Visit with hotel company representatives in their Corporate Suite to learn more information about franchise opportunities and discuss your development and/or acquisition deal.*

**12:00pm - 01:00pm**

**Workshop 14**

**STRUCTURING A HOTEL DEVELOPMENT TEAM**

*How to select a development team that understands the importance of feasibility studies, financial projections, appraisals and real estate acquisitions.*

**Workshop 15**

**HOTEL OWNERSHIP THROUGH JOINT VENTURES & PARTNERSHIPS**

*Projects where investors have options to join or carve out an element that they can own.*

**Workshop 16**

**HOTEL FINANCING: SOURCING CAPITAL FOR PROJECTS**

*How to finance your projects by developing the right relationships.*

**01:15pm – 02:15pm**    **Luncheon**

**02:30pm – 03:30pm**

**Workshop 17**

**NAVIGATING YOUR HOSPITALITY CAREER IN 2010 – Education & Training**

*Helping students understand the state of the industry & how they can still succeed*

**Workshop 18**

**STRUCTURING THE MANAGEMENT OF A HOTEL**

*What you should look for in selecting a third party management company, general manager or the franchisor to manage the day to day operation of your hotel.*

**Workshop 19**

**BRINGING PEOPLE & CAPITAL TOGETHER TO CREATE A SUCCESSFUL HOTEL PARTNERSHIP**

*Friends & family are just the first steps in getting a successful partnership started & creating relationships.*

**Workshop 20**

**CARIBBEAN INVESTMENT FOCUS –WHERE ARE THE OPPORTUNITIES**

*Exploring local joint venture opportunities or is Sun, Sand & Sea enough to attract investors.*

**03:30pm – 03:45pm Networking Break**

**03:45pm – 04:45pm**

**Workshop 21**

**HOTEL FINANCING – RAISING EQUITY & DEBT FOR YOUR HOTEL PROJECT**

*Finding the Investor - Mezzanine Financing - Private Placement - Creating Partnerships*

**Workshop 22**

**MINORITY SUPPLIER WORKSHOP**

*An interactive workshop on how to become a certified MWBE & creating joint ventures*

**Workshop 23**

**LEGAL REPRESENTATION & STRUCTURING YOUR HOTEL INVESTMENT/OWNERSHIP GROUP**

*Gain an understanding of the various ways to organize your business. Which legal entity should you choose - Limited Liability Companies vs Corporations? Let the experts tell you how to create the right business structure to protect you and your partners.*

**05:00pm – 06:00pm Closing Reception**

**SATURDAY, JULY 24**

**08:30am - 09:00am Continental Breakfast**

**09:00am -10:15am**

**PLENARY SESSION (D)**

**PANEL OF INDUSTRY LEADERS & HOSPITALITY EXPERTS**

*Education, Internship, Work Experience & Graduate Studies can help you move up the corporate ladder and lead to success in the industry.*

**PLENARY SESSION (E)**

**10:30am - 12:00 pm NABHOOD CAREER MENTORING SESSION (Speedy Advice)**

*Hotel industry professionals will meet with students at 20 minute intervals to share insight that will help guide them in their hospitality career.*

**12:15pm – 01:15pm STUDENT HOSPITALITY LUNCHEON**

*Students will be randomly selected to share their thoughts on the impact the summit has had in determining their career goals.*