# NABHOOD 2017 Student Summit Agenda

**Dress Code: Business**

## Wednesday, July 26

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td>10:00am - 06:00pm</td>
<td>Registration</td>
<td>Watson Island</td>
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<tr>
<td>11:15am - 12:00pm</td>
<td>Committee Meetings</td>
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<td>Supplier/Vendor Committee Meeting</td>
<td>Hibiscus Island</td>
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<td>Financing, Franchising, Development Committee Meeting</td>
<td>Bal Harbor Island</td>
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<td>Women in NABHOOD (WIN) Committee Meeting</td>
<td>Bayview Boardroom</td>
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<td>Student Education &amp; Career Opportunities Committee Meeting</td>
<td>Watson Island</td>
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<tr>
<td>01:00pm – 01:45pm</td>
<td>Networking Break</td>
<td>Pre Function</td>
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<td>Sponsor: PepsiCo / La Quinta Inns &amp; Suites</td>
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<tr>
<td>01:45pm - 03:30pm</td>
<td>Introduction to the ABC’s of Hotel Ownership</td>
<td>Salon A/B/C/D</td>
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<td>New &amp; Prospective Hotel Owners Orientation</td>
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<td>Moderator: Mitch Miller, Attorney/CEO, Miller Law Group</td>
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<td>Hotel Feasibility Study</td>
<td>Edward L. Xanders, President, Interim Hospitality Consultants</td>
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<td>Selecting a Brand</td>
<td>Tracy Prigmore, Principal, TLT Solutions/Hampton Inn Waldorf</td>
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<td>Financing-SBA</td>
<td>Althea Harris, Marketing Executive, Small Business Admin. (SBA)</td>
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<td>Investing &amp; Partnering</td>
<td>Vinay Patel, President/CEO, Fairbrook Hotels</td>
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<td>Management Company</td>
<td>Evens Charles, President/CEO, Frontier Devel. &amp; Hospitality</td>
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<td>Entrepreneurial Projects</td>
<td>Thomas Penny III, President, Donohoe Hospitality Services</td>
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<td>Structuring the Deal</td>
<td>Marcus Carey/Damon Lawrence, Stay Homage</td>
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<td>04:00pm - 05:15pm</td>
<td>NABHOOD Hospitality Students Orientation</td>
<td>Watson Island</td>
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<td>All students must attend.</td>
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<td>05:15pm - 06:15pm</td>
<td>Opening General Session</td>
<td>Grand Ballroom</td>
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<td>MC: Andy Ingraham, Founder/President/CEO, NABHOOD</td>
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<td>Welcome: Connie Kinnard, V.P. Multicultural Sales &amp; Development, Greater Miami CVB</td>
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<td>Scholarship: Mitch Miller, Attorney/CEO, Miller Law Group</td>
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<td>Membership: Edward L. Xanders, President, Interim Hospitality Consultants</td>
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<td>Remarks: Lynette Montoya, President/CEO, Latino Hotel Association</td>
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<td>Remarks: Norman Jenkins, President, Capstone Development LLC/NABHOOD Board</td>
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<td>Remarks: Michael Roberts, Sr., Chairman, Roberts Companies, LLC/NABHOOD Board</td>
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<td>Pres. Report: Andy Ingraham, Founder/President/CEO, NABHOOD</td>
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<td>Introduction: Andy Ingraham, Founder/President/CEO, NABHOOD</td>
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<td>Speaker: Ken Fearn, Managing Partner, Integrated Capital LLC/Chairman, NABHOOD</td>
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<td>6:30pm – 7:15pm</td>
<td>Asian American Hotel Owners Assoc.(AAHOA) Town Hall Meeting</td>
<td>Grand Ballroom</td>
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<td>MC: Nash Patel, Former Chairman, AAHOA</td>
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<td>Welcome: Bharat Patel, CHO, Florida Regional Director, AAHOA</td>
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<td>Welcome: Andy Ingraham, Founder/President/CEO, NABHOOD</td>
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Introduction of AAHOA Officers

Remarks: Bhavesh B. Patel, CHO, Chairman, AAHOA

7:00pm
Bus departs for Off Property Opening Reception from the front street side of hotel

07:45pm - 09:45pm
NABHOOD/LHA Opening Reception
Hyde Beach at SLS South Beach
A luxe indoor/outdoor hotel lounge with crudo by José Andrés, poolside brunch & festive cocktails.
Location: SLS South Beach Hotel
1701 Collins Ave., South Beach, FL
Sponsors: SLS South Beach – SBE - Greater Miami CVB
Buses depart on the street from the front of the hotel at 7:15pm.
Attendees will need to make their own way back to the hotel

THURSDAY, JULY 27

07:00am - 03:00pm
Registration
Pre Function

07:00am - 08:30am
Continental Breakfast
Pre Function
Sponsor: PepsiCo / Red Roof Inns / RLJ Lodging

08:00am - 08:05am
OPENING REMARKS
Andy Ingraham, Founder/President/CEO, NABHOOD

08:05am – 08:45am
INDUSTRY OUTLOOK STATISTI CALLY SPEAKING
A Comprehensive Review on the Performance of the Lodging Industry....the past, the present and the future.
Presenter: Robert Mandelbaum, Director of Research Information Services, CBRE/CBRE Hotels’ Americas Research
Presenter: John Lancet, Associate Managing Director, HVS International
Presenter: Raquel Ortiz, Senior Analytics Manager, Smith Travel Research (STR)

08:50am – 09:05am
BRAND USA UPDATE – New Administration, New Travel Policy
Brand USA was established by the Travel Promotion Act in 2010. It is the destination marketing organization for the United States with the mission of increasing incremental international visitation, spend and market share to fuel the nation’s economy & enhance the image of the USA worldwide.
Presenter: Mike Fullerton, Director of Public Affairs, Brand USA

09:05am – 09:20am
AH&LA LEGISLATIVE UPDATE – GOVERNMENT & LEGISLATION
HOW IT AFFECTS THE HOSPITALITY BUSINESS
AH&LA is focused on the needs of every segment of the lodging industry. Whether you are an owner, REIT, chain, franchisee, management company, independent property, supplier, or state association. AH&LA’s Government Affairs Department outlines a set of legislative and regulatory priorities to create a favorable framework for the U.S. hospitality industry to prosper.
Presenter: Troy Flanagan, VP of Government Affairs, American Hotel & Lodging Assoc.

09:20am – 09:30am
MINORITY BUSINESS DEVELOPMENT AGENCY (MBDA)
U.S. DEPARTMENT OF COMMERCE
What impact will the agency have in the continuing development of diversity & Inclusion?
Presenter: Chris Garcia, Acting National Director, Minority Business Develop. Agency
WORKFORCE DIVERSITY. WHERE THE INDUSTRY NEEDS TO BE
Presenter: Tyronne Stoudemire, Vice President, Global Diversity & Inclusion, Hyatt Hotels
The demographics continue to change and our industry needs to mirror the market if we are going to continue to be successful. Our commitment to workforce diversity has to be a top priority to secure the future of hospitality.

GENERAL SESSION
EXECUTIVE FORUM - A VIEW FROM THE TOP
Grand Ballroom
Thoughts & perspectives of experienced lodging leaders on a wide range of timely industry topics and its impact.
Moderator: Stefani C. O’Connor, Executive News Editor/Managing Editor, Roundtables, Hotel Business/ Hotel Business Design
Panel:
Bill Fortier, Senior V.P. Development, Americas, Hilton
Julius Robinson, Sr. V.P. & Global Brand Leader, Marriott Hotels, Sheraton & Delta Hotels Marriott Int’l.
Richmond McCoy, President/CEO, UrbanAmerica LLC
Rajiv Trivedi, Exec VP & Chief Development Officer, La Quinta
Roger Bloss, EVP President Global Development, Red Lion Hotels Corp.
Ken Fearn, Managing Partner, Integrated Capital LLC/ Chairman, NABHOOD

Corporate Suites: Want to make a connection, meet or learn about new opportunities?
Stop by and meet with company representatives in their Corporate Suite to learn about investment and franchise opportunities and discuss your development and/or acquisition deal.
Marriott International
Biscayne Island Room
Hilton
San Marco Island Room
McBride Sisters Wine Company
Sunset Island Room
Bahamas Ministry of Tourism/Investments
Bal Harbor Room

Networking Break
Pre Function
Sponsor: PepsiCo / Choice Hotels International

Student Workshop
Watson Island
FIRST & SECOND GENERATION HOSPITALITY PROFESSIONALS
A discussion on entering the hotel industry as a student, first or second generation executive, investor, owner or someone with family connection.
What sort of commitment, partnership, and vision do you need to be successful.
Where are our second & third generation of executive & owners coming from.
Moderator: Ed McNeil, President & Publisher, Lodging Magazine
Panel:
Miraj S. Patel, CHIA, CHO, President/CEO, Mirage Hospitality
Marcus Carey/Damon Lawrence, Stay Homage
Tracy Prigmore, Principal, TLT Solutions/Hampton Inn Waldorf
Leticia Proctor, Sr. VP - Sales, Revenue Mgmt. & Digital Strategies, PM Hotel Group

NABHOOD SCHOLARSHIP & AWARDS LUNCHEON
Grand Ballroom
Sponsor: Marriott International
MC: Norman Jenkins, President, Capstone Development LLC/NABHOOD Board
Welcome: Audrey Edmonson, Commissioner, Miami-Dade County
Sponsor: Julius Robinson, Sr. V.P. & Global Brand Leader, Marriott Hotels, Sheraton & Delta Hotels, Marriott Int’l.
02:00 pm - 03:00pm  | WORKSHOP  
Workshop 6A  | Salon A/B/C/D  
WOMEN EXECUTIVES IN THE HOSPITALITY INDUSTRY. WOMEN SHAPING AND INFLUENCING THE HOSPITALITY INDUSTRY  
"Learn about the roles women are playing in changing the hotel industry."  
**Moderator:** Gloria Herbert, Associate Publisher/Black Meetings & Tourism Magazine  
**Panel:** Leticia Proctor, Sr. VP - Sales, Revenue Mgmt. & Digital Strategies, PM Hotel Group  
Tracy Prigmore, Principal, TLT Solutions/ Hampton Inn Waldorf  
Karin Aaron, President/CEO, Newark CVB  
Jennie DeCarrier Benzon, VP Franchising, Distinctive Select Brands, Marriott Intl

| 03:00pm - 03:15pm  | Networking Break  
**Sponsor:** PepsiCo / Best Western International  
**Pre Function**

| 03:15pm - 04:15pm  | STUDENT PLENARY SESSION  
Workshop 7  | Watson Island  
THE HUMAN RESOURCES PANEL  
This workshop will provide the participants with opportunities to learn what HR professionals are looking for in new hires and how they can gain insight on preparing for employment opportunities.  
**Moderator:** Genevieve Dixon, Executive Director, Dixon Consulting & Strategic Partners LLC  
**Panel:** Milly Rodrigues – Director of Human Resources, Faena  
Christina – Director Human Resources, St Regis Bal Harbour  
Chilean Reid-Brown ...Dir of Human Resources Nobu Eden Roc  
Vanessa Pacheco, Director Human Resources, COMO Metropolitan Miami

| 04:30pm - 05:30pm  | GENERAL SESSION - STUDENTS PROGRAM  
**Panel of Hospitality & Industry Leaders**  
Industry professionals will talk about how Education, Graduate Studies, Internship & work experience can help you move up the corporate ladder and lead to success in the industry.  
**Moderator:** Gregory DeShields, PHLDiversity Executive Director  
**Panel:** Karin Aaron, President/CEO, Newark CVB  
Michael Roberts, Chairman, Roberts Hotels  
Ed McNeil, President & Publisher, Lodging Magazine  
Evens Charles, Managing Member, Frontier Development & Hospitality Group  
Allen English, Product Manager, Tourico Holidays  
Deborah Jackson, Senior NASM, PepsiCo Food Service  
Jan Duncan, Regional Sales Manager, Marriott Int’l.  
Julius Robinson, Sr. V.P. & Global Brand Leader, Marriott Hotels, Sheraton & Delta Hotels, Marriott Int’l.
06:30am – 07:30am  
STUDENTS BACK OF THE HOUSE TOUR  
Lobby

07:00am – 08:30am  
Continental Breakfast  
Sponsor: PepsiCo / Hyatt Hotels

08:30am - 08:55am  
GENERAL SESSION  
Grand Ballroom  
FEDROOMS PROGRAM – HOW THE U.S. GOVERNMENT CAN FILL YOUR HOTEL ROOMS THROUGH ITS NEGOTIATED HOTEL PROGRAM.  
Presenter: Kindall Farfell, Director, FedRooms  
FedRooms is the US Government Negotiated Hotel program available to all federal and military travelers on official business with additional opportunities to fulfill leisure, government groups and meetings, government contractors and state/local government lodging needs. Join us to learn about FedRooms requirements and how your properties may be considered for 2018 participation.

09:00am - 10:00am  
PLENARY SESSION  
Grand Ballroom  
STEPS TO BECOMING A FIRST TIME HOTEL OWNER  
Going into the business! - What you need to know to become a successful hotel owner.  
Moderator: Don Rose, President/CEO, Rose & Associates  
Panel: Evens Charles, President/CEO, Frontier Development & Hospitality Group  
John Koshivos, Vice President, Mgg. Director Devel. SE, Hilton  
Brian Parker, RVP Devel., Equity Brand & Emerging Markets, Choice Hotels Intl.  
Jennie DeCarrier Benzon, VP Franchising, Distinctive Select Brands, Marriott

09:00am – 04:00pm  
Corporate Suites: Want to make a connection, meet or learn about new opportunities?  
Stop by and meet with company representatives in their Corporate Suite to learn about investment and franchise opportunities and discuss your development and/or acquisition deal.  
Marriott International  
Biscayne Island Room  
Hilton  
San Marco Island Room  
McBride Sisters Wine Company  
Sunset Island Room  
Bahamas Ministry of Tourism/Investments  
Bal Harbor Room

10:00am – 11:30 am  
Networking Break  
Pre Function  
Sponsor: PepsiCo / InterContinental Hotels Group (IHG)

10:00am – 04:00pm  
NABHOOD Trade Show Open  
Pre Function

11:30am – 12:30pm  
STUDENT WORKSHOP  
Watson Island  
Internship & Work Experience Panel Discussion  
Students, Faculty, and Industry talk about the importance of internships and relevant work experience. Learn what is expected, what it takes to land an opportunity and how to take full advantage of the opportunities given.  
Facilitators: Victor B. Younger, Dir. of Diversity & Inclusion/Office of Student Services Cornell University School of Hotel Administration  
Panelists: Ahmad Williams, Sr. Exec., Communications, Bahamas Ministry of Tourism  
Natalie Morgan, Destination/Catering Sales Executive, Marriott South Beach  
Melissa Romana, Group Sales Manager, 1 Hotel South Beach  
PJ Douglas Sands, Sr. Mgr, Business Development, Bahamas Ministry of Tourism

12:45pm – 02:00pm  
Luncheon  
Sponsor: Hilton  
MC: Jerry C. Butler, Exec. Dir. Caribbean Countries, Inter-American Devel. Bank  
Welcome: Oliver Gilbert, Mayor, City of Miami Gardens, FL  
Grand Ballroom
02:15pm – 05:00pm  Miami’s Multicultural & Heritage Tour  (Must be pre-registered)  Front of Hotel
Sponsor: Greater Miami CVB Multicultural Tourism Dept.
Hosted by: Petra Brennan, Greater Miami CVB, Multicultural Tourism Dept.
Greater Miami CVB Multicultural Tourism Dept. will host the Heritage Tour to showcase the rich cultural tapestry of Miami’s ethnic communities including The Historic Overtown, Little Haiti & Libberty City/Brownsville with a stop at the historic Hampton House where Martin Luther King Jr., Muhammad Ali & many notable others stayed when they came to Miami.
(Pick up at the front entrance of the Miami Marriott Biscayne Bay Hotel)

04:00pm - 05:00pm  GENERAL SESSION A  Grand Ballroom
EXECUTIVE ROUNDTABLE - A VIEW FROM THE TOP
Thoughts & perspectives from industry leaders on why they want to explore Multicultural & Heritage Tourism markets & its Impact
Moderator: Solomon Herbert, Publisher/Editor-in-Chief, Black Meetings & Tourism Magazine
Panel: Al Hutchinson, President/CEO, Visit Baltimore
Santiago C. Corrada, President/CEO, Visit Tampa Bay
The Hon. Edmund Bartlett, Ministry of Tourism and Entertainment, Jamaica
The Hon. Dionisio James D’Aguilar, Minister of Tourism, The Bahamas

05:15pm – 06:00pm  Opening General Session  Grand Ballroom
MC: Andy Ingraham, Founder/President/CEO, NABHOOD
Welcome: Solomon Herbert, Publisher/Editor-in-Chief, Black Meetings & Tourism Magazine
Welcome: Keon Hardemon, Chairman, City of Miami, FL
Welcome: Connie Kinnard, VP Multicultural Sales & Development, Greater Miami CVB
Remarks: Solomon Herbert, Publisher/Editor-in-Chief, Black Meetings & Tourism Magazine
Speaker: C. A. Smith, Former Ambassador to the U.S. from The Bahamas, Former Minister of Tourism of The Bahamas

06:30pm - 08:30pm  Welcome Reception  - “Tropical Caribbean Night on the Water”  South Beach Lady
Sponsor: South Beach Lady / Heineken  (Dock Behind Hotel)

SATURDAY, JULY 29

08:00am - 09:00am  Continental Breakfast  Grand Ballroom
Sponsor: PepsiCo / Avendra

09:00am - 09:05am  OPENING REMARKS  Grand Ballroom
Andy Ingraham, Founder/President/CEO, NABHOOD
Welcome: Goals for the International Multicultural & Heritage Tourism Summit
09:05am - 09:50am  MULTICULTURAL & HERITAGE TOURISM INDUSTRY UPDATE  Grand Ballroom
A comprehensive review on the performance & growth of the multicultural & heritage tourism industry looking at all the data & why we need to have a new study done.
Presenters:  Laura J. Mandala, Managing Director, Mandala Research LLC

9:50am – 10:15am  VISIT FLORIDA UPDATE  Grand Ballroom
Visit Florida is a marketing agency for the State of Florida and is responsible for promoting the destination worldwide. This presentation will update attendees on how Visit Florida is viewing the African American and multicultural markets and what they are doing to attract more of this segment to the State of Florida.
Presenter:  Ken Lawson, President/CEO, Visit Florida

10:15am – 10:40am  BRAND USA UPDATE  Grand Ballroom
Brand USA was established by the Travel Promotion Act in 2010 to spearhead the nation’s first global marketing effort to promote the United States as a premier travel destination and communicate U.S. entry/exit policies and procedures.
Presenter:  Mike Fullerton, Director of Public Affairs, Brand USA

10:45am – 11:00am  Networking Break  Pre Function
Sponsor:  PepsiCo / Choice Hotels

11:00am - 12:00pm  GENERAL SESSION  Workshop B  Grand Ballroom
HOW TO DEVELOP AN EFFECTIVE MULTICULTURAL TOURISM PROGRAM THAT EMPOWERS & EMBRACES ALL FACETS OF MINORITY COMMUNITY
Thoughts & perspectives from industry leaders on the benefits of multicultural Tourism and how cities can explore best practices and implement them.
Moderator:  Graylyn Swilley-Woods, Director, Overtown Children Youth Coalition
Panel:  Gloria Herbert, Associate Publisher/Black Meetings & Tourism Magazine  
       Opal Gibson, Director of Sales, Hampton Inn & Suites Miami Midtown  
       Jihad S. Rashid, President, Collaborative Development Corp.  
       Abraham Metellus, Manager, Little Haiti Cultural Complex

12:05pm - 1:05pm  PLENARY SESSION  Workshop C  Salon A/B/C
NICHE MARKETING - AFRICAN AMERICAN, MULTICULTURAL & HERITAGE TOURISM MARKETS. WHAT IS THE ECONOMIC IMPACT TO COMMUNITIES?
Destinations who are currently focused on this growing segment of the tourism industry will discuss the practices and economic benefits how local minority entrepreneurs can benefit.
Moderator:  Laura J. Mandala, Managing Director, Mandala Research LLC
Panel:  Solomon Herbert, Publisher/Editor-in-Chief, Black Meetings & Tourism Magazine  
       Sandy Dorsainvil President, Maximillian Consultants Inc.  
       Sherri Brown, M.A., Multicultural Business Development Exe., Visit Tampa Bay  
       Maxine Jeminson, National Sales Manager, Nobu Eden Roc Miami Beach Hotel

1:10pm - 02:35pm  MULTICULTURAL TOURISM LUNCHEON  Grand Ballroom
MC: PJ Douglas Sands, Sr. Manager, Business Development, Bahamas Ministry of Tourism
Welcome: Marilyn Holifield, Partner, Holland & Knight LLP
Remarks: Solomon Herbert, Publisher/Editor-in-Chief, Black Meetings & Tourism Magazine
Remarks: Kevin J. Johnson, President, National Coalition of Black Meeting Planners
Introduction: Andy Ingraham, Founder/President/CEO, NABHOOD
Speaker: Elliott Ferguson, President/CEO, Destination DC/Vice Chair, US Travel

A ARM CHAIR DISCUSSION
THE ESSENTIAL GREEN BOOK, THEN & NOW

Gloria Herbert, Associate Publisher/ Black Meetings & Tourism Magazine
&
Calvin Ramsey, Historian, Author, Playwright & Film Maker

02:40pm - 03:30pm Workshop C           Salon A/B
MEETING PLANNERS AND THE IMPACT THEY CAN HAVE ON BRINGING BUSINESS TO A CITY
This panel will explore the impact of relationships by working with planners both locally and nationally and the payoff in securing meetings & conventions for the host city.
Moderator: Darlene C. Davis-Hord, Vice President, HCH Marketing
Panel: Hortensia Simmons, Senior Sales Manager, St. Petersburg/Clearwater Area CVB
Solomon Herbert, Publisher/Editor-in-Chief, Black Meetings & Tourism Magazine
Kevin J. Johnson, President, National Coalition of Black Meeting Planners
Meeting Planner, Kappa Alpha Psi Fraternity, Inc.
Roy Jay, Partner, Blacktravel.net
Tawanda Sims, Founder and CEO, Elite Events Management
Linville Johnson, Director, African American markets, Bahamas Ministry of Tourism

03:35pm - 04:25pm Workshop D           Salon A/B/C
MARKETING TO & BOOKING MULTICULTURAL TOURISM BUSINESS – TRADITIONAL MEDIA, SOCIAL MEDIA, OTA, WHAT WORKS, HOW TO DO IT AND WHERE TO FIND THE LEADS.
With all the media including Social media, Snap Chat, Relationships, what’s the key?
Moderator: PJ Douglas Sands, Senior/Area Manager, Bahamas Ministry of Tourism, Houston
Panel: Carolyn D. Guniss, Editor, Miami Times Newspaper
Gloria Herbert, Editor, Black Meetings & Tourism Magazine
Courtney McKenzie Newell, President,
Anita Johnson Patty General Manager- Communications (The Americas)
Bahamas Ministry of Tourism, Plantation, FL

04:30pm – 05:15pm Workshop E           Salon A/B/C
STUDENT LOAN DEFAULT PREVENTION (All students must attend)
Our primary mission is to reduce the rate of defaulted student loans through strong and effective preventive measures, by providing intervention programs to minimize loan defaults and ensure regular compliance with government guidelines, so the institution doesn’t default and put its loan program in jeopardy. This session
will show you how to protect your credit.

**Presenter:** Lipton McKenzie, President, McKenzie Financial Services  
Elisa McKenzie, Operations Manager, McKenzie Financial Services  
Cassandra Rhodes, Business Analyst, McKenzie Financial Services

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<td>06:30pm – 07:30pm</td>
<td>Reception</td>
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<td>07:30pm – 10:00pm</td>
<td>MULTICULTURAL TOURISM APEX AWARDS DINNER</td>
<td>Grand Ballroom</td>
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<td>Sponsor:</td>
<td>Black Meetings &amp; Tourism Magazine &amp; NABHOOD</td>
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**Presentation: APEX Awards for Distinguished Service**

“A Tribute and celebration of individuals who have made significant Contributions in their particular fields of endeavor & have positively impacted travel & tourism; thereby, making a difference”

**SUNDAY, JULY 30**

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