



February 10-12, 2010

InterContinental Miami
Miami, Florida, USA

Program as of January 21, 2010, for updated program visit: www.chrisconference.com

1 of 4

WEDNESDAY, FEBRUARY 10, 2010

3:00pm - 8:30pm **REGISTRATION and INFORMATION**

5:00pm - 6:00pm

QUICKCONNECT

Start **CHRIS** off right with some intense networking at *QuickConnect!* During this special energetic feature at **CHRIS** you will be able to make contact with other delegates in a quick exchange of business cards.

Facilitator:

Cristina Lanao-Rossel, *Director of Business Development*, WATG

6:30pm - 8:30pm

GALA OPENING RECEPTION

Hosted by InterContinental Hotels Group and InterContinental Miami



THURSDAY, FEBRUARY 11, 2010

7:45am - 5:00pm **REGISTRATION and INFORMATION**

7:45am - 8:45am

NETWORKING BREAKFAST and SPONSORS/ COUNTRIES EXHIBIT

8:45am - 11:00am

PLENARY SESSIONS

8:45am - 9:00am

WELCOME and OPENING REMARKS

Speaker:

James E. Burba, *President*, BHN

9:00am - 10:15am

THE OUTLOOK FOR THE CARIBBEAN

It was another bumpy year, but what does the crystal ball say for 2010 and beyond? A look at the key indicators related to hotel investment in the region.

Presenter:

THE OUTLOOK FOR THE ECONOMY IN THE REGION

Warren Jestin, *Senior Vice President & Chief Economist*, Scotiabank

Presenter:

THE OUTLOOK FOR THE CAPITAL MARKETS - LENDERS

Simon J.S. Townend, *Managing Director*, KPMG Corporate Finance

Presenter:

THE OUTLOOK FOR THE CAPITAL MARKETS - EQUITY

David F. Larone, *Director*, PKF Consulting Inc.

Presenter:

THE OUTLOOK FOR HOTEL PERFORMANCE

Mark V. Lomanno, *President*, STR

Presenter:

THE OUTLOOK FOR AIRLINES and AIRLIFT

Alex de Gunten, *Executive Director*, Latin American Caribbean Air Transport Association (ALTA)

10:15am - 11:00am

THE MONEY CONNECTION

In the recent economic 'adjustment' lending for hotels (*and just about everything else*) froze. Is a warming trend on its way for hotels in the Caribbean? What is the view from some of the region's leading lenders, who is planning to lend in 2010 and what is their criteria? This rapid-fire session will give you a quick snapshot of the lending prospects for 2010, and will be followed by a break where you can meet with and talk to the lenders.

Moderator:

Scott D. Berman, *Principal & Industry Leader Hospitality & Leisure*, PricewaterhouseCoopers LLP

Presenters:

Lester K. Cox, *Director*, RBC Royal Bank of Canada

Milton Lawrence, *Chairman*, Caribbean Financial Services Corporation (CFSC)

Tim Lorimer, *Vice President, International Banking*, Scotiabank

Cecelia E. Rabassa, *Chief Investment Officer*, International Finance Corporation (IFC)

Ángel Pérez-Rivera, *Director, Private Sector Financing*, Government Development Bank of Puerto Rico

Peter B.M. Stevenson, *Principal Investment Officer*, Inter-American Development Bank

Gabriel E. Tineo, *Consultant*, Banco BHD

Mark E. Young, *Managing Director, Corporate Banking*, FirstCaribbean International Bank

11:00am - 1:00pm

THE MONEY CONNECTION – NETWORKING

Visit one-on-one with each of the lenders who spoke at the previous session to learn more about their lending interests and how they may 'connect' with your project.

11:00am - 11:45am

NETWORKING BREAK and SPONSORS/ COUNTRIES EXHIBIT



February 10-12, 2010

InterContinental Miami
Miami, Florida, USA

Program as of January 21, 2010, for updated program visit: www.chrisconference.com

2 of 4

11:45am - 1:00pm CONCURRENT BREAKOUT SESSIONS

SESSION 01

Moderator:

Panelists:

HOT DESTINATIONS – WHAT MARKETS ARE EMERGING WITH THE RECIPE FOR SUCCESS?

Ed Watkins, *Editor, Lodging Hospitality*

Demetrius Canton, *Director of Market Management, Caribbean Region, Expedia*

John S. Fareed, *Partner, Fareed Zapala Koepke*

Paul Pennicook, *President, International Lifestyles Inc.*

Marco A. Roca, *Senior Vice President, Development, Wyndham Hotel Group*

SESSION 02

Moderator:

Panelists:

NAVIGATING THE COMPLEXITIES OF ACQUISITIONS IN 2010 - WHERE ARE THE OPPORTUNITIES, AND WHAT ARE THE PITFALLS WITH BROKEN DEALS AND COMPLICATED HALF-DONE MIXED-USE PROJECTS?

Mark A. Lunt, *Principal, Ernst & Young*

Richard Cortese, *Senior Vice President, Caribbean, Aimbridge Hospitality*

Roland Mouly, *Vice President, Development, Carlson Hotels Worldwide*

Cynthia B. Nelson, *Partner, Gardere Wynne Sewell LLP*

Javier Pimienta, *Managing Partner, Terranum Hotels*

Jonathan D. Siegel, *Managing Director, Logwood Hotel Development Co. Ltd.*

11:45am - 12:25pm

SESSION 03

Leaders:

ASK THE CHRIS EXPERTS: HOW DO YOU DO BUSINESS SUCCESSFULLY IN THE CARIBBEAN? A FOCUS ON THE LEGAL AND POLITICAL ISSUES

Clifford J. Risman, *Partner and Chair, Hospitality Industry Team, Gardere Wynne Sewell LLP*

Simón Suárez, *Chief Development Representative, Hilton Worldwide*

The Hon. Vincent S. Vanderpool-Wallace, *Minister of Tourism & Aviation,*

Bahamas Ministry of Tourism & Aviation, The Commonwealth of the Bahamas

12:35pm - 1:15pm

SESSION 04

Leaders:

ASK THE CHRIS EXPERTS: HOW DO YOU DO BUSINESS SUCCESSFULLY IN THE CARIBBEAN? A FOCUS ON THE ECONOMIC ISSUES

Robert MacLellan, *Chief Executive Officer, MacLellan & Associates, International Resort Consultants*

Edward L. Schrank, *Senior Vice President of Development, Boyken International*

Mark E. Williams, *Vice President, North American Development, Best Western International*

1:00pm - 1:15pm

BREAK

1:15pm - 3:15pm

LUNCH and HOTEL LEADERS PANEL

THE VIEW OF PARADISE FROM THE TOP – HOTEL LEADERS SHARE THEIR VISION ABOUT THE CARIBBEAN

Moderator:

Panelists:

James E. Burba, *President, BHN*

Jim Abrahamson, *President, The Americas, IHG*

Edwin D. Fuller, *President & Managing Director, Marriott International, Inc.*

Stephen P. Joyce, *President & CEO, Choice Hotels*

Thorsten Kirschke, *Executive Vice President & COO, Carlson Hotels Worldwide*

3:15pm - 3:45pm

NETWORKING BREAK and SPONSORS/ COUNTRIES EXHIBIT

3:45pm - 5:00pm

CONCURRENT BREAKOUT SESSIONS

SESSION 05

Moderator:

Panelists:

UNDERSTANDING THE RESIDENTIAL OPTIONS IN RESORT DEVELOPMENT TODAY - AFTER THE REAL ESTATE MELT-DOWN, WHERE ARE THE OPPORTUNITIES IN TIMESHARE, FRACTIONAL, CLUBS, CONDO HOTELS, AND SECOND HOMES?

Kathleen M. Conroy, *Managing Director, HVS Global Services*

Jay Di Giulio, *President, Boutique Clubs International*

Lani Kane-Hanan, *Senior Vice President, Marriott Vacation Club International*

Eugenio Macouzet, *Senior Vice President Managing Director Caribbean, RCI*



February 10-12, 2010

InterContinental Miami
Miami, Florida, USA

Program as of January 21, 2010, for updated program visit: www.chrisconference.com

3 of 4

SESSION 06 DEALING WITH DISTRESSED HOTELS - WHAT ARE THE OPTIONS, STRATEGIES, AND TACTICS FOR THE TROUBLED HOTEL OWNER, FROM WORKOUTS, RESTRUCTURING THROUGH BANKRUPTCY?

Moderator: **Richard E. Pastorino**, *Principal*, REVPAR International
Panelists: **Alejandro Acevedo**, *Director*, Hotel Development, Marriott International
Letvia M. Arza-Goderich, *Partner*, Preston Arza LLP
Clayton Been, *Investment Manager*, Turks and Caicos Investment Agency
Jay Litt, *Partner*, Resolution Services LLC

**3:45pm - 4:25pm
SESSION 07**

ASK THE CHRIS EXPERTS: HOW TO OPTIMIZE YOUR INTERNET MARKETING EFFECTIVENESS - WHAT'S WORKING FOR HOTELS AND DESTINATIONS WITH SEARCH ENGINES, OTA'S, AND THE RAPIDLY INCREASING NUMBER OF SOCIAL SITES

Leaders: **Jeff Higley**, *Vice President/ Editorial Director*, STR/ HotelNewsNow.com
Michael Menis, *Vice President Global Interactive Marketing*, IHG

**4:35pm - 5:15pm
SESSION 08**

ASK THE CHRIS EXPERTS: UNDERSTANDING OF THE WELLNESS & MEDICAL MARKETS AND THE OPPORTUNITIES FOR DESTINATIONS AND HOTELIERS

Leaders: **Randall D. Arlett**, *Chief Executive Officer*, American Hospital Management Company
Abbe Bendell, *Senior Vice President & COO*, Jackson International
Joel Hiser, *CEO*, Horwath HTL

6:00pm - 8:00pm

GALA NETWORKING RECEPTION – The Raleigh, South Beach

This reception is being hosted by Brilla Group, at their recently purchased historic, art deco hotel on South Beach, The Raleigh. Bus transportation will be provided from the InterContinental Miami to The Raleigh beginning at 5:30pm. *Delegates are responsible for finding their way home or back to their hotel, after a delightful evening on South Beach.*



FRIDAY, FEBRUARY 12, 2010

7:30am - 3:15pm REGISTRATION and INFORMATION

7:45am - 8:45am NETWORKING BREAKFAST and SPONSORS/ COUNTRIES EXHIBIT

8:45am - 11:00am PLENARY SESSIONS

8:45am - 9:00am WELCOME BACK
Speaker: **James E. Burba**, *President*, BHN

9:00am - 9:20am THE GLOBAL TRAVEL AND TOURISM OUTLOOK WITH A FOCUS ON THE CARIBBEAN
Presenter: **Jean-Claude Baumgarten**, *CEO & President*, World Travel & Tourism Council (WTTC)

9:20am - 9:55am CUBA: WHERE DO THINGS STAND AND WHAT IS THE OUTLOOK? ARE THE DOORS ABOUT READY TO OPEN?
Presenter: **Carlos A. Saladrigas**, *Co-Chair*, Cuba Study Group



**9:55am - 11:00am CAPITAL MARKETS – THE EQUITY PERSPECTIVE
HOW DOES THE CARIBBEAN STACK UP AND IS 2010 THE YEAR THAT EQUITY MAKES ITS MOVE IN THE CARIBBEAN?**

Moderator: **Fernando Garcia-Chacon**, *Senior Vice President*, Jones Lang LaSalle Hotels
Panelists: **Kenny Blatt**, *Managing Director*, Caribbean Property Group
David D. Brillembourg, *Chairman/ CEO*, Brilla Group
Cristopher K. Broderick, *Senior Vice President*, Hotel Capital Advisers, Inc
David Osborne, *Director*, SV Capital

11:00am - 11:45am NETWORKING BREAK and SPONSORS/ COUNTRIES EXHIBIT



February 10-12, 2010

InterContinental Miami
Miami, Florida, USA

Program as of January 21, 2010, for updated program visit: www.chrisconference.com

4 of 4

11:45am - 12:45pm CONCURRENT BREAKOUT SESSIONS

SESSION 09

**THE FUTURE OF THE LUXURY RESORT -
CAN YOU STILL DEVELOP, INVEST, AND OPERATE AT THIS LEVEL?**

Moderator: **Scott D. Smith**, *Senior Vice President*, PKF Consulting
Panelists: **Alinio C. Azevedo**, *Director, Development*, Four Seasons Hotels and Resorts
Adam D. Cohen, *Director & Chief Operating Officer*, Brilla Group
Patrick J. McCudden, *Senior Vice President*, Hyatt Hotels Corporation
Timothy M.E. Peck, *Chairman*, OBM International

SESSION 10

**ASSET MANAGEMENT STRATEGIES TO OPTIMIZE YOUR HOTEL/RESORT IN TOUGH
TIMES - HOW CAN YOU COST EFFECTIVELY REPOSITION and RENOVATE?**

Moderator: **Michelle Finn**, *Vice President, Hospitality Design*, Nielsen Company
Panelists: **Louis Alicea**, *Director of Development*, Wyndham Hotel Group
David Black, *Managing Director, Hotel Project Development Services*, Jones Lang LaSalle
Hugh Darley, *President/Executive Producer*, Idea, Inc
Marc E. Heisterkamp, *Director, Commercial Real Estate*, U.S. Green Building Council

11:45am - 12:25pm

SESSION 11

**ASK THE CHRIS EXPERTS: WHAT IS THE STATE OF THE HOTEL and TOURISM
BUSINESS IN CUBA TODAY? WHAT ABOUT THE FUTURE?**

Leader: **Charles Suddaby**, *Vice President – Hospitality & Gaming Group*, Cushman & Wakefield

12:35pm - 1:15pm

SESSION 12

**ASK THE CHRIS EXPERTS: HOW DO YOU PACKAGE, NEGOTIATE, AND
ATTRACT MONEY TO YOUR DEAL?**

Leaders: **Scott A. Preston**, *Managing Partner*, Preston Arza LLP
Donna Wellington, *Sector Specialist - Hospitality & Real Estate*, FirstCaribbean International Bank
Gregory L. Zorella, *Vice President*, Bazarian International Financial Associates, LLC

12:45pm - 1:15pm

BREAK

1:15pm - 3:15pm

CLOSING LUNCH and CHRIS DEALS OF THE YEAR AWARDS

CHRIS DEVELOPMENT OF THE YEAR AWARD

This award recognizes the most significant and/or dynamic new development of 2009. Nominees are derived by a committee of industry peers while final selection is made by delegate vote immediately prior to **CHRIS**. The winner will be announced at this luncheon.

Presenter: **Rogério Basso**, *Practice Leader*, Ernst & Young

CHRIS SINGLE ASSET TRANSACTION OF THE YEAR AWARD

This award recognizes the single asset transaction of the year representing the most significant and/or dynamic deal of 2009. Nominees are derived from a committee of industry peers while final selection is made by delegate vote immediately prior to **CHRIS**. The winner will be announced at this luncheon.

Presenter: **Kent W. Schwarz**, *Senior Managing Director*, PKF Capital

3:15pm

CHRIS ADJOURNS