

AHLA



**RESPONSIBLE
STAY**

SUMMIT

PROGRAM

Thursday, March 27

Four Seasons Hotel - Washington, D.C.

PROGRAM



8:30-9:30 am

NETWORKING BREAKFAST & REGISTRATION OPENS

Corcoran Ballroom & Foyer

9:30 am

WELCOME & OPENING REMARKS

Rosanna Maietta, President & CEO, AHLA



9:30 am

BUILD FOR TOMORROW - LESSONS FOR ADAPTING TO CHANGE

Jason Feifer, Editor-in-Chief, *Entrepreneur* Magazine



Times of great disruption can be times of great opportunity – but how do you take advantage of it? Jason Feifer will break down an actionable strategy for navigating moments of disruption, whether they're giant (like the pandemic) or more specific (internal reorgs or shifts in industries). Change is tough, but it's also a thrilling time filled with almost limitless opportunities for positive change and growth. Jason offers his audience a way to reframe their relationship with change, spot opportunity in the once-impossible, and get to Wouldn't Go Back.

10:15 am

COLLABORATION & MINDSET

Hear from the experts how the regulatory landscape is shifting (how to best prepare for impact), identify opportunities between the private and public sector to collaborate, and how the changing landscape is ultimately influencing the consumer.

CHAPTER 1:

Maria Vargas, Senior Program Advisor, and Director Better Buildings Initiative, US DOE



CHAPTER 2:

Kurt Ritter, Vice President, General Manager Sustainability, Coca-Cola



PROGRAM



COLLABORATION & MINDSET PANEL

MODERATOR

Jason Feifer, Editor-in-Chief, *Entrepreneur* Magazine

○ PANELISTS ○

Kurt Ritter, Vice President, General Manager Sustainability
Coca-Cola

Maria Vargas, Senior Program Advisor, and Director Better Buildings Initiative
US DOE

DECARBONIZING REAL ESTATE: EMERGING TRENDS AND STRATEGIES FOR A SUSTAINABLE FUTURE

Hotels are making strides in sustainability, but how do they stack up against other real estate sectors? JLL's experts dive into decarbonization, energy efficiency, and tech-driven solutions—and what hotels can learn to stay ahead.

Jaime del Alamo, Head of ESG Value & Risk Americas
JLL



Shaler Campbell, Senior Project Manager
Decarbonization, JLL



Zach DeMuth, Global Head of Hotels Research
JLL's Hotels & Hospitality Group



11:45 am

NETWORKING LUNCHEON

PROGRAM



12:45 pm

CHECKING IN: THE FUTURE OF SUSTAINABLE HOSPITALITY

How top brands are redefining sustainability for 2030 and beyond. What does the next decade of sustainability look like for hospitality? Brand leaders share bold strategies, innovative practices, balancing business priorities, and game-changing initiatives shaping a more responsible industry. Learn how they are adapting to evolving challenges and staying ahead in a rapidly changing world.

MODERATOR

Heather McCrory, Chair, Green Key Global and Principal
Heather J McCrory & Associates



PANELISTS

Townsend Bailey

Head of Corporate
Responsibility, Americas,
IHG Hotels & Resorts



Megan Brumagim

VP, Upscale Brands & Chief
Sustainability Officer
Choice Hotels International



Jean Garris Hand

Vice President, Global
Head, Sustainability
Hilton



Caitrin O'Brien

Vice President, ESG
Four Seasons Hotels &
Resorts



CLIMATE-PROOFING HOSPITALITY: RISK, RESILIENCE & ACTION HOW HOTEL OWNERS ARE PREPARING FOR THE NEXT BIG CHALLENGE.

From hurricanes to heat waves, climate risks are reshaping hospitality. This session takes an ownership perspective on what it takes to prepare, adapt, and recover from extreme weather events. The Host team will share how they are rethinking assets, building resilience, and making smart, strategic changes to future-proof their properties.

Michael Chang, FVP, Head of Sustainability & Resilience,
Host Hotels & Resorts



Laura Novak, VP, Risk Management
Host Hotels & Resorts



Mathew Nudelman, Director, Engineering & Technical
Services, Host Hotels & Resorts



PROGRAM



2:00 pm

NETWORKING BREAK

2:15 pm

DIGNITY OF WORK: A PROCURE IMPACT STORY

Transforming lives – the Procure Impact team and representatives from their vendor marketplace share stories of impact and how the support and commitments of the hotel companies pledges to the Dignity of Work are shaping mission-driven procurement.

MODERATOR

Kevin Carey, COO, AHLA and
President & CEO, AHLA Foundation



PANELISTS

Sarah Batley
Senior Director
Hon's Honey



Caroline Johnston
Founder & CEO
Green Island Bakery



Lauren McCann
CEO & Co-Founder
Procure Impact



HOTEL MARCEL: REDEFINING SUSTAINABLE HOSPITALITY

Explore the bold vision, creative problem-solving, and key design breakthroughs that made Hotel Marcel a pioneer in zero-emission, fully all-electric hospitality. See how collaboration and out-of-the-box thinking are reshaping the industry.

Kiersten Pearce, SVP Strategic & Executive Initiatives
AHLA



Bruce Becker, President, Becker + Becker Associates
and Owner & Architect, Hotel Marcel



PROGRAM



3:45 pm

CLOSING REMARKS

Kiersten Pearce

SVP Strategic & Executive Initiatives, AHLA

4:00-5:30 pm

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