

FORWARD

Women Advancing Hospitality

Draft Program as of May 13, 2019

Wednesday, May 29

12:00 pm Registration Opens

1:00 pm Welcome Remarks

- Krissy Gathright, Chair, ForWord Advisory Committee and Executive Vice President & COO, Apple Hospitality REIT

Male Executive Panel

Moderator:

- Rosanna Maietta, Executive Vice President, Communications & Public Relations, AHLEF President

Panelists:

- Andy Alexander, President, Red Roof
- Greg Juceam, President, Operations, G6 Hospitality

Women in Leadership Panel

Panelists:

- Joan Bottarini, Chief Financial Officer, Hyatt
- Lisa Checchio, Executive Vice President & Chief Marketing Officer, Wyndham Hotels & Resorts
- Colleen Keating, Chief Operating Officer, IHG
- Jagruti Panwala, AAHOA Chairwoman
- Dianna Vaughan, Senior Vice President, Global Head All Suites Category, Hilton

Curated Conversations: Broaden your network by connecting with fellow ForWord attendees in this interactive session.

Networking Break

Integrating Diversity Into Succession Planning: A View from the Board's Perspective
Succession is one of the Board's primary responsibilities. And more diverse companies have an advantage in talent recruitment, improved customer experiences, greater employee satisfaction, and exemplary innovation. So how do Boards successfully integrate diversity into the succession process?

Moderator:

- William J. Ferguson, Chief Executive Officer, Ferguson Partners, Co-Chairman and Co-Chief Executive Officer, FPL

Panelists:

- Constance Freedman, Managing Partner, Moderne Ventures
- Desiree Rogers, Chair, Choose Chicago and CEO, One Brown Girl, LLC
- Christa Sorenson, Executive Vice President, Human Resources, Equity Residential

Lessons from an Industry Icon: Marilyn Carlson Nelson, Former Chair & CEO, Carlson on Women in Business & Leadership

Introduction by Geoff Ballotti, AHLA Chair of the Board and President & CEO, Wyndham Hotels & Resorts

Day 1 Closing Remarks

5:00 – 6:30 pm Networking Reception presented by Women in Lodging

Thursday, May 30

6:30 – 7:30 am Optional Morning Yoga – Presented by Michelob ULTRA

7:30 – 8:30 am Breakfast

8:00 am Day 2 Welcome

- Krissy Gathright, Chair, ForWard Advisory Committee and Executive Vice President & COO, Apple Hospitality REIT
- Kara Filer, Director of Donor Relations & Development, American Hotel & Lodging Educational Foundation

8:10 – 9:00 am Women in Operations Panel
Research shows that women often reach a bottleneck in their careers at mid-senior level management levels. Whether at the property level or corporate headquarters, these operations experts will share insights on how to advance in this field essential to hospitality.

Moderator:

- Susan Santiago, Senior Vice President, Select Operations, Hyatt

Panelists:

- Barb Bowden, Complex Managing Director, Loews Sapphire Falls Resort/Loews Royal Pacific Resort
- Dina Fenili, Director of Sales & Marketing, The Kimpton Gray Hotel
- Jennifer Gibson, General Manager, G6
- Jyoti Sarolia, Co-Founder & COO, Ellis Hospitality
- Helen Simmons, Area Managing Director, Omni Hotels & Resorts - Los Angeles

Keynote: Katty Kay, Lead Anchor, BBC World News America

New Women in Congress

- Rep. Carol Miller (R-WV)
- Democratic Representative TBD

Interviewed by: Katty Kay, Lead Anchor, BBC World News America

Where we are; where we are going.

Hear the latest research from the Castell Project on the women in the hospitality workplace and how to utilize this data to build more diversity in leadership roles.

- Peggy Berg, Director, Castell Project

Movement break

Master Classes

1. Developing Your Leadership Mindset

Through an interactive discussion with women hospitality leaders, we will discuss the difference between “leadership” and “management”. We will dispel the notion that people are either leaders or managers and introduce how any individual at any level can adopt a leadership mindset. Each session participant will depart with their own road map for transforming the capabilities of their organizations by activating their own leadership mindset.

- Ron Mitchell, CEO, Hcareers and and CEO & Founder, Virgil Holdings, Inc.
2. Starting from Scratch: Building a Women’s Leadership Program
With drive and self-determination, these women launched women’s leadership initiatives within their own organizations.

Moderator:

- Karen DiFulgo, Chief People Officer, Benchmark Hospitality and Chair, AHLA WIL Executive Committee

Panelists:

- Marina MacDonald, Chief Marketing Officer, Red Roof
- Rachel Moniz, Executive Vice President, HEI Hotels

Movement break

Master Classes

1. A Path to Hotel Ownership
One of the biggest investment myths is that you need a lot of money to become a hotel owner. The truth is you don’t need a lot of money to get involved; you just need to know how to gain exposure to hotel investment opportunities. This panel will discuss various paths to turning your hotel ownership dream into a reality.

Moderator:

- Talene Staab, Global Brand Head, Tru by Hilton

Panelists:

- Mary Beth Cutshall, SVP & Chief Business Development Officer, HVMG and Managing Partner, Amara Capital
- Tracy Prigmore, Managing Partner, TLTsolutions
- Chandler Thayer, Chief Operating Officer, RHW Management

2. Leadership & Diversity Deep Dive
The more sensitive the issues, the more important it is to communicate. Connect with your peers during an open forum on the topics of diversity and leadership based on attendee submissions. Discuss with industry executives, hear what’s working and what’s not – bring your questions and answers for this collaborative breakout.

Facilitated by:

- Erica Hageman, Executive Vice President & General Counsel, Interstate Hotels & Resorts
- Vail Ross, CMHS, Senior Vice President, Global Business Development & Marketing, STR

3. Men as Allies: Engaging Men in the Gender Equity Conversation
Women talking to women about women limits the pace of progress toward a gender equitable workplace. Men must be part of the dialogue. But how do you invite men to a discussion from which they have been traditionally excluded and/or been

stereotypically cast as the “bad guy?” In 2016, Forté, a nonprofit working to advance women in business, launched its pioneering Men as Allies initiative across top business school campuses and in 2018, extended its efforts into the corporate space. Join this interactive session which explores how to engage your male colleagues in the gender equity conversation.

- Mariska Morse, Vice President, Marketing, Forté Foundation
- Amy Orlov, Vice President, Programs, Forté Foundation

Movement break

12:30 – 2:00 pm Closing Keynote Luncheon – A Conversation with Julie Rice, Co-Founder, SoulCycle and Partner, WeWork