



#### **Jim Abrahamson, CEO, Interstate Hotels & Resorts**

Jim Abrahamson is responsible for the Interstate Hotels & Resorts' overall performance and global growth of its management portfolio. He also serves as an executive director on the Company's Board of Directors. Interstate Hotels & Resorts, the leading U.S.-based global hotel management company, currently operates more than 380 hotels with more than 72,000 rooms spanning North America; the UK and Ireland; Europe; Russia; India; and China. Prior to joining Interstate in 2011, Jim held senior leadership positions with InterContinental Hotels Group (IHG), Hyatt Corporation, Marcus Corporation and Hilton Worldwide. Jim is active in the hospitality industry and community affairs. He currently serves as national chair of the U.S. Travel Association; as vice chairman of the AH&LA; and will serve as association chair of the AH&LA beginning in 2015; and is on the advisory board of the Cornell University Pillsbury Institute for Hospitality Entrepreneurship. He was recognized as the Penn State University Hospitality Executive of the Year in 2013.



#### **Andy Alexander, CEO, Red Roof Inns**

Andrew C. Alexander has led Red Roof Inn as its President since 2009. Mr. Alexander has successfully engineered a revival for the economy-lodging national brand by implementing a "best of class" strategy to make Red Roof Inn the preferred hotel brand in its segment. Mr. Alexander also leads Red Roof Inn's industry-leading economy hotel management company. Mr. Alexander joined Red Roof in September 2007 as Senior Vice President and General Counsel and was promoted to Executive Vice President, overseeing the Finance, Human Resources, Real Estate, Risk Management and Legal departments in 2008.



#### **Matt Bare, CEO, Q4 Launch**

Matt Bare resides in Charleston, SC, the home of hospitality! He travels extensively for work, pleasure, and mission work and brings a unique perspective to destination marketing. He has been doing "internet marketing" since Al Gore was first claiming to have invented it. He was deploying social media and content marketing strategies back when "social media" was just a bunch of forums. With a love for travel and comedy, he always keeps things fun and entertaining and believes if you can't have fun doing it, then it's not worth doing!



#### **Eric Belfrage, Vice President , CBRE Hotels**



#### **Dirk Bengel, General Manager, Crowne Plaza & The Lofts Hotel Columbus Downtown**



#### **Don Farrell, Fresh Revenues**

Don Farrell, founder and chief cultivating officer of Fresh Revenues, has been involved with culture building training programs that span the globe generating new revenues for his select clients. For over 35 years, his emphasis has always been on improving the client and employee experience in order to drive maximum loyalty and dramatically increase the return on investment. Don started his career in the hospitality world with Marriott Hotels as a pot scrubber, working his way up through many operational ranks to sales manager. He then went on to work in sales positions for the many different brands of Holiday Inns Inc., winding up as one of three regional sales directors for the company. In the early 1980s, Don worked as vice president of marketing and sales for various hotel

management companies and entrepreneurs. In 1986, Don started what went on to become the largest sales and service training company in the world with 285 employees, licensees in 45 countries and more than 10,000 hotel, resort, convention center and call center clients. Don sold that big company to lead a new one called Fresh Revenues with the goal being the very best in the world by delivering totally customized training and reinforcement that maximizes ROI.



**Lisa Garner, General Manager, Columbus Airport Marriott**



**Tristan Haas, General Manager, The Kenyon Inn**



**Julia Hansen, Director of Sales, Hilton Columbus Downtown**



**Alan Howe, Vice President Hotel Division, Olshan Properties**

Alan Howe was named Vice President of Hotels for Olshan Properties. He has 25 years of service with Olshan Properties and specifically the Hilton Columbus at Easton. Alan Howe was assigned as General Manager of the Hilton Columbus at Easton in May of 1999. He oversaw the pre-opening, hiring, planning, construction and sales. In July of 2000, the Hilton Columbus at Easton opened as the premier hotel and conference center in the region and has been the revpar leader in the city since then.



**Dev Koushik, Director Revenue Optimization, InterContinental Hotels Group**

Dev Koushik has more than 10 years of experience in the field of Pricing and Revenue Management in the travel and transportation industry. Prior to joining IHG, Dev served as a Scientist in PROS Pricing and Revenue Management Division, where he designed innovative Pricing and Revenue Management solutions for airlines and car rental companies. Dev earned his Master's in Industrial Engineering at University of Florida and Bachelor's in Mechanical Engineering from College of Engineering, Guindy, Madras.



**Mark Langdon, General Manager, Homewood Suites Dayton South**



**Colleen Marshall, Porter Wright, LLC**

Colleen is a Senior Attorney in the firm's litigation department focusing her practice on complex commercial litigation. She draws upon decades of a highly successful broadcast journalism career to help guide clients with crisis management and image control, as well as with the legal matters accompanying the use of social media in a business context. Drawing upon her extensive media career, Colleen is able to bring a unique perspective to litigation. Her experience covers a broad array of litigation matters, including complex antitrust issues, privacy laws and employment discrimination claims. Currently she is part of the Porter Wright team defending an international auto parts supplier in an antitrust matter. Colleen's experience includes serving clients in the telecommunications, natural gas and electric utilities industries, and she has represented clients in both state and federal courts as well as before regulatory agencies.

**Carly Price, Sales Manager, Fairfield Inn & Suites Polaris**



**Kelly Steward, General Manager, The Ritz-Carlton Cleveland**