

110th Annual Meeting  
November 1-3, 2017 ~ The Hotel Viking  
**Preliminary Program**

**Wednesday, November 1, 2017**

- 11:30am-1:30pm Executive Committee Meeting  
12:00pm – 5:00pm Registration & Refreshments  
2:00pm Open Comments/Welcome – Evan Smith, CEO, Newport CVB  
2:15pm – 3:15pm Opening General Session

**Richard Coraine, Chief of Staff, Union Square Hospitality Group**

In an unprecedentedly competitive market, how do restaurants stay relevant and continue to evolve? As Chief of Staff at Danny Meyer's Union Square Hospitality Group, Richard has been centrally involved in the conceptualization and launch of some of New York City's most beloved restaurants, including Eleven Madison Park, Blue Smoke, and Maialino. From the launch of the very first Shake Shack to the much-awaited reopening of Danny's flagship restaurant, Union Square Cafe, Richard will share his insights and lessons learned from over two decades at Danny's side. Hear first-hand how the acclaimed restaurant group continues to bring dreams to reality with businesses that add to the industry dialogue and enrich stakeholders' lives.

- 3:30pm – 5:30pm Round Table Discussions by Property Type  
5:45pm – 6:30pm First Time Attendees Welcome Reception

**Trivia Night at Hotel Viking~ Casual Business Attire**

A casual, fun evening of useless facts and random trivia. Compete with your peers and test your trivial knowledge of all things!

- 6:30pm Reception  
7:30pm Dinner

**Thursday, November 2, 2017**

- 7:00am-8:30am Breakfast  
8:15am – 9:15am NEIRA Marketing Update from Mondo Mediaworks and NEIRA election of new board members  
8:00am-12:00pm Registration Open  
9:30am -11:30am Prescheduled meetings with Mondo Mediaworks  
9:30am – 10:30am CONCURRENT SESSIONS I

**1. Transcendent Hospitality**

*Presented by Mark Novata, Managing Partner, Wequassett Resort*

Today's customer has changed with much greater expectations often seeking experiential service. How do we evolve our business culture to ensure we meet these needs? What can we do to connect emotionally with our guests and create advocacy? How do we motivate our employees to embrace these new lessons that will help to grow your business? Learn how to balance passion with proficiency and to take your place among service leaders. Join us to find a path where we are in pursuit of perfection and find out how to awe and dazzle your guests.

## 2. **Selling Reactions**

*Presented by Tim Brady, Strategist, Mondo Mediaworks – Full Session Description Coming Soon!*

## 3. **So Many New Technologies – So Little Time**

*Presented by Alan Young, President & Co-Founder, PuzzlePartner*

How to navigate through the never-ending onslaught of new technology

## 4. **The Price Box**

*Presented by Jeff Osborne, President, Greenwich Hospitality Consulting, LLC*

The Price Box is an analytical tool that simplifies analysis of STR Reporting and quantifies how pricing strategy impacts overall Revenue performance. The balancing act between rate and occupancy is no longer a black magic phenomena. Learn how to manage changes to your current rate strategy to achieve desired results. Use the STR Data as a positive tool to support decisions and make better decisions that deliver positive results.

### 10:45am-11:45am **CONCURRENT SESSIONS II**

#### 1. **Transcendent Hospitality - REPEATED**

*Presented by Mark Novata, Managing Partner, Wequasset Resort*

#### 2. **Selling Reactions - REPEATED**

*Presented by Tim Brady, Strategist, Mondo Mediaworks*

#### 3. **How Can Hoteliers Truly Connect and Build Relationships with Their Guests?**

*Presented by Alan Young, President & Co-Founder, PuzzlePartner*

Guest Engagement, Social Advocacy, Messaging Platforms, Digital Marketing and on-property service.

#### 4. **The Price Box – REPEATED**

*Presented by Jeff Osborne, President, Greenwich Hospitality Consulting, LLC*

11:45pm-12:30pm Buffet Lunch

12:30pm – 3:00pm Sponsor Trade Show

3:30pm- 5:30pm Pre-scheduled One on One Appointments with Sponsors

3:30pm-4:15pm AFTERNOON CONCURRENT SESSIONS I

#### 1. **Remarkable Time Management: 10 Steps to More Time for YOU!**

*Presented by Gail Alofsin, Director of Corporate Partnerships & Community Relations, Newport Harbor Corporation*

The older we get, the more we realize how much we do not know! The key to adding hours to the day is analyzing our personal blueprint for success and developing the map to explore these passions.

This seminar will unveil the details and events that inspire you and re-think/review the draining “naysayers” who absorb your most precious commodity – TIME! Yes – it is “ALL ABOUT YOU!” so let’s “clear the clutter and embrace simplicity and significance in defining our own success”. HAPPY CHOICES HERE I COME!

#### 2. **Maximize Beverage Revenue With A Craft Cocktail Program**

*Presented by Jonathan Pogash, Owner/CEO, The Cocktail Guru*

Beverage programs can oftentimes be left in the dust: an outdated wine list, mediocre beer selection, lack-luster cocktails, and uninspired bar staff. Modern-day guests expect more nowadays, and if a face-lift is in order, consider devising a game plan that includes a refresh on all beverage menus. But alas, we can't forget the staff. Your beverages are only as good as the ingredients in them, as well as the people preparing them. In this session you'll learn the importance of quality ingredients, cost-saving measures, and well-rounded training to ensure a successful beverage program

3:30pm-5:15pm Inn to Inn Tours (optional)

4:30pm-5:15pm AFTERNOON CONCURRENT SESSIONS REPEATED

### **An Evening at Rosecliff Mansion ~ Black Tie Optional**

A formal evening with an elegant dinner at Rosecliff, entertainment and dancing

6:00pm Trolley service to Rosecliff begins (*Attendees may opt to drive, parking is available*)

6:30pm Reception

7:30pm Dinner

9:30pm Trolleys will begin to depart Rosecliff

10:30pm Event at Rosecliff ends

## **Friday, November 3, 2017**

7:00am-8:30am Breakfast

8:45am – 9:45am **Portrait of the American Traveler**

*Presented by Chris Walters, Senior Vice President, NJF, an MMGY Global Company*

Recent research indicates that the industry is moving into a slowdown period. Generational shifts, access to big data and a shifting political climate are changing travelers' behaviors. As senior vice president for NJF, an MMGY Global Company, Chris Walters partners with hotels and resorts to navigate strategy in today's shifting landscape. Chris will reveal insights from MMGY Global's recently released 2017–2018 Portrait of American Travelers®, focusing on the behaviors and characteristics of the New England traveler and identifying marketing opportunities among hoteliers and travel hospitality brands.

10:00am-11:00am **Closing Session**

**Wake up your team's curiosity – It's the key to delivering "5-star" service!**

*Presented by Andre van Hall, Curiosity Instigator*

Do you have a great product or service, but are failing in the delivery? Is your management team challenged to motivate employees who don't deeply care about the success of your company – or delivering outstanding service that delights your customers? Backed by 40 years of "5-star" experience as an executive in the international hospitality industry, Andre van Hall has worked on three continents in some of the most prestigious properties in the world. Andre understands the challenge of motivating employees, and why this is vital to the overall success of your endeavor.

- Implement a process to transform line employees into management's partners as opposed to adversaries.
- Learn how to communicate your expectations that employees are actively engaged, not simply performing tasks.
- Witness the great results when you wake up the curiosity of your employees and enable them to have a greater impact in their jobs – and contribute to the outcome of the organization.
- Nurture curiosity and innovation, so they blossom throughout the organization.

11:00am Checkout & Departure