

FOR: HOSPITALITY DESIGN GROUP

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WHAT'S REALLY HAPPENING IN HOSPITALITY DEVELOPMENT? KEY INFLUENCERS TALK UNSCRIPTED AT HD / ISHP TOWN HALL OWNERS' ROUNDTABLE AT HD EXPO

ATLANTA, GA (March 23, 2009) – It's *Hospitality Design's* version of the town hall meeting—delivering unscripted and highly informative content from top owners, and finance, development, and brand executives in the hotel industry. On Friday, May 15, 2009, in Las Vegas, the **8th Annual HD / ISHP Town Hall Owners' Roundtable** will reveal the “upside, downside, and in between” of the current business cycle.

In *Hospitality Design* magazine's most popular format ever—the roundtable—participants will engage in an interactive free-flowing discussion of issues, forecasts, ideas, updates, trends and topics in a single setting. Session “hosts” talk with attendees by switching tables every ten to fifteen minutes, offering conference participants the unique opportunity to hear multiple perspectives at a single time. The roundtable will take place on **Friday, May 15, 2009, from 9-10:30 a.m.** during the 2009 **Hospitality Design Exposition & Conference (HD Expo)** held at the Sands Expo and Convention Center in Las Vegas. It is co-sponsored by the International Society of Hospitality Purchasers (www.ishp.org), a non-profit organization devoted to education, ethics, etiquette, efficiency, and the establishment of professional standards in the practice of hospitality purchasing. Industry professionals are planning to attend the roundtable to learn better how to navigate the changing economy. For updates, registration and to download the complete conference program, go to www.hdexpo.com.

“Whether the business cycle is up, down or sideways, find out what is on the minds of the industry's top decision makers at HD's 8th annual Town Hall Meeting,” says **Alan Benjamin**, president, Benjamin West, and co-founding president, International Society of Hospitality Purchasers (ISHP), who will moderate the session. “Leading hoteliers, asset managers, developers and management companies...all the players that affect your business and your future in the hospitality industry are in the room for you to interact with them in a low pressure, relaxed conversation. Now, more than ever, this is a must-attend program,” adds Benjamin.

With over 350,000 square feet of exhibit space, HD Expo attracts more than 11,000 of the hospitality industry's most influential designers, purchasing agents, owners, operators and architects to view and experience the latest innovations in hospitality design from more than 1,200 U.S. and international exhibitors. At the conference, accredited educational sessions offer the latest look at ideas, trends, critical tools, case studies, and information to help participants advance their professional knowledge.

Michelle Finn, vice president, Hospitality Design Group, says, “While HD Expo has always been important to the industry's most significant players, designers, purchasing agents, owners, operators and architects, this year's HD Expo has become vital to examine the critical tools, products and services that

turn insight into opportunity and help gain a competitive advantage to move forward in the downturn economy.”

According to Benjamin, “HD Expo continues to be the must-attend event of the year. For anyone who is long-term committed to the hospitality industry, whether an owner, designer, vendor or purchasing agent, missing HD Expo is not an option, period. There is no other event that brings all stakeholders in the A&D community together like this one. It is the key source for all in our industry,”

The HD/ISHP Owners’ Roundtable includes the following executives:

- **Craig Amos**, vice president asset management, Apple REIT Companies
- **C.A. Anderson**, executive vice president, development and acquisitions, Interstate Hotels & Resorts Inc.
- **Mark Boekenheide**, AIA, LEED AP, senior vice president-hotel development, Related
- **Becka Chester**, vice president, interior design, Hilton Hotels Corporation
- **Michael C. Coolidge**, senior vice president – development, Sage Hospitality Resources
- **John Cooper**, principal and executive vice president development, Noble Investment Group
- **Peter Cyrus**, interim president and CEO, Lodgian
- **Gary Dollens**, senior vice president, North American operations, Hyatt Hotels Corporation
- **Helen W. Jorgensen**, ISHP, LEED AP, senior director of purchasing design & construction, Host Hotels & Resorts
- **Raul Leal**, president, Desires Hotels
- **Michael Medzigian**, chairman and managing partner, Watermark Capital Partners, LLC
- **David E. Oswald**, vice president - architecture & design, Exclusive Resorts, LLC
- **Bruce Stemerman**, managing director, strategic advisory & asset management, Jones Lang LaSalle Hotels
- **John C. Torchiana**, AIA, LEED AP, vice president technical services, IHG
- **Mark van Hartesvelt**, principal, Gemstone Hotels & Resorts, LLC

In addition to the HD / ISHP Town Hall Owners’ Roundtable, HD Expo features more than 25 educational sessions. From “*Crunching The Numbers: Economic Outlook For Hospitality*” to “*Reinventing the Affordable Hotel*” to “*The Art of the Advantage: 36 Stratagems to Seize the Competitive Edge*” to “*Innovation Is Not An Option: Moving Forward in a Down Economy*,” HD educational sessions cover topics highly pertinent to the hospitality design industry and current economic trends.

The **2009 Hospitality Design Exposition & Conference (HD Expo)** is presented by *Hospitality Design* magazine and produced by the Hospitality Design Group, part of Nielsen Business Media, which also produces the Hospitality Design Boutique Exposition & Conference (HD Boutique) in Miami (September 14-15, 2009). The event is in association with: International Interior Design Association (IIDA); International Society of Hospitality Purchasers (ISHP), National Council for Interior Design Qualification (NCIDQ); American Society of Interior Designers (ASID); and NEWH, Inc., The Hospitality Industry Network.

Nielsen Business Media, a part of The Nielsen Company, is a leading market-focused provider of integrated information and sales and marketing solutions, helping businesses go to market more effectively and efficiently. Serving more than 30 industries spanning entertainment, media and marketing, retail, travel and performance, and design, Nielsen Business Media provides business-to-business products and services in print, online and face-to-face. With 40 publications, over 135 trade shows and conferences, and 195 digital products and services, Nielsen Business Media offers insight, analysis and face-to-face contacts to help professionals better understand their markets, serve their customers and grow their businesses.

The Building Design Group, part of Nielsen Business Media, includes leading publications, events and digital offerings in the residential and commercial property design industry including *DDI*, GlobalShop, *Commercial Property News*, *Contract*, *Hospitality Design*, Hospitality Design Expo and Hospitality Design Boutique, *Kitchen & Bath Business*, Kitchen and Bath Industry Show, *Multi-Housing News* and Multi-Housing World. The group also produces publications and events in the decorated apparel and home healthcare industries including *Impressions*, The Imprinted Sportswear Shows and Medtrade. Additionally, three Marine Military Expositions are produced that are focused on the US Marine Corps. Nielsen Business Media is a division of The Nielsen Company.

Media registration for HD Expo: <https://www.xpressreg.net/register/hdes059/media/regInfo.asp>

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