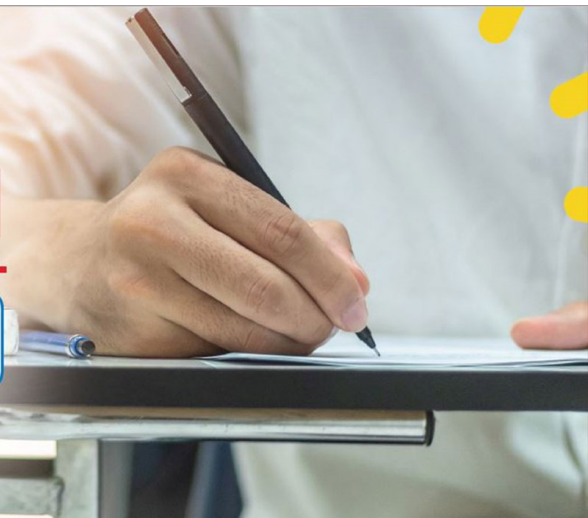




# Economy Brands EDUCATION Summit 2019



OCTOBER 6—8 • LAGUNA HILLS, CA

## SUNDAY, OCTOBER 6

6 – 8 p.m.      **Reception**      Garnet Gallery

## MONDAY, OCTOBER 7

8 – 9 a.m.      **Breakfast**      Crystal I & II

8 a.m. – 5 p.m.      **Vendor Showcase**

9 – 9:30 a.m.      **Welcome and Opening**  
Gary Patel, Rodeway Owners Association Chairman  
Craig Mustard, Choice Hotels, Christy Price, Choice University  
Crystal I & II

9:30 – 10:45 a.m.      **Addressing ADA Legal Concerns:** Understand how to prepare your hotel and your team for guest needing ADA protections, while taking an informed approach to compliance.  
Opening by Darshan Patel  
ADA Legal Concerns by Alan Smith, Law Offices of Darshan Patel

11 a.m. – 12 p.m.      **The Power of Talent Management and Human Resources:** Learn about and share proven tactics to recruit top candidates, drive staff engagement and performance while common legal pitfalls associated with employment law. (Including Labor Department and ICE Audit requirements)  
Vanessa Negrete, Law Offices of Darshan Patel  
**How to Avoid Chargebacks:** Let's face it— chargebacks happen. Learn how you can potentially avoid chargebacks and what to do when they occur.  
Jay Bernstein, Law offices of Darshan Patel

12:15—1:30 p.m.      **Lunch and Choice Updates**  
Byron Bean, Regional Vice President, Franchise Services

1:45 – 2:30 p.m.      **Innovative Hotel Operations:** Maximize your opportunities to increase efficiencies and drive guest satisfaction using tools and tactics from the experts.  
Industry Top Supplies and Christy Price, Choice University

## MONDAY, OCTOBER 7 (con't)

2:30 — 3:15 p.m.	<p><b>Choice System Top Tips:</b> Explore ways to get the most out of some of the systems you use regularly, including ChoiceCentral, ChoiceU, TrueView, Medallia, and the Merchant Acquirer Initiative.</p> <p style="text-align: center;">Sean Tibbetts, Choice University</p>
3:15 — 3:30 p.m.	<b>Break</b>
3:30 — 4:45 p.m.	<b>Choice Q&amp;A</b>
4:45—5:15 p.m.	<b>Closing &amp; Daily Wrap Up</b>
5:30 — 8 p.m.	<p><b>Reception, Dinner and Entertainment from DJ and Singer Rakesh Raj</b></p> <p style="text-align: center;">Garnet Gallery</p>

## TUESDAY, OCTOBER 8

8:30 — 10:00am	<p><b>Breakfast and Keynote Address</b></p> <p style="text-align: center;">Nishant Patel, AAHOA Secretary Crystal I &amp; II</p>
10 — 10:45 a.m.	<p><b>Sales Isn't Scary:</b> Dive into the many resources to help drive incremental revenue at your hotel. From Global Sales partnership opportunities, to getting the most from Lanyon and the RFP process, to creating professional collateral with SmartMarketing, to tapping into the unique talents of your team members— this session will help you create an action plan to implement right away!</p> <p style="text-align: center;">Christy Price, Choice University</p>
10:45 — 11:15 a.m.	<p><b>choiceADVANTAGE® Top Tips:</b> Investigate the top call drivers to Property Support and receive a job aid to help your team increase efficiencies that can help drive LTR. Ensure your hotel's systems are primed to generate optimal revenue and system performance.</p> <p style="text-align: center;">Sean Tibbetts, Choice University and Your Area Directors</p>
11:15 — 11:45 a.m.	<p><b>Financial Management Fundamentals:</b> Review the most common lodging financial factors while learning about the resources and tools to see how you perform to comparable hotels. Gain insight into the HotStats Benchmarking program available to you through the CHOPS, Choice Hotels Owner Profitability System.</p> <p style="text-align: center;">Christy Price, Choice University</p>
11:45 a.m. — 12:15 p.m.	<p><b>Revenue Management Top Tips:</b> Gain insight to the "whys behind the whats" for Revenue Management by taking a look at how revenue managers make decisions and examine the many systems and resources you have to maximize revenue for YOUR hotel</p> <p style="text-align: center;">Your Area Directors and Sean Tibbetts, Choice University</p>
12:15 — 1:15 p.m.	<b>Lunch</b>
1:15 — 2:15 p.m.	<p><b>Guest Relations and Reputation Management:</b> Take control of your hotel's reputation, online, in the community, and with your team. See and share easily actionable activities to lead the conversations and increase your hotel's likability factor.</p> <p style="text-align: center;">Sean Tibbetts, Choice University</p>
2:15—3:00 p.m.	<b>Closing &amp; Wrap Up</b>