



# 2024 Annual Conference Schedule

## Sunday, October 13<sup>th</sup>

**9:30 a.m. – Board of Directors Meeting**

**11:00 a.m. – Golf Registration/Networking/Lunch**

**1:00 p.m. – Readiness Fund Golf Tournament**

**5:30 p.m. – Opening/Golf Reception**

**7:30 p.m. – Hotelier/Sponsor Party**

## Monday, October 14<sup>th</sup>

### Annual Conference

**7:00 a.m. – Breakfast & Registration**

**7:45 a.m. - Welcome** – *Tony Dunn, CHLA Board Chair & General Manager, Sheraton Denver Downtown*

**Governor Jared Polis** (*Invited*)

**8:00 a.m. - Colorado Tourism Office Update**

*Tim Wolfe, Director, Colorado Tourism Office*

**8:20 a.m. – National and Colorado Hotel Performance Overview**

*Kimberly Leonard, Sales Executive, Western Region, STR, a CoStar Company*

**8:50 a.m. – The Evolution of 5-Star Culture at The Broadmoor**

*Brian McCormick, Vice President of Human Resources, The Broadmoor*

**9:20 a.m. – Labor Law Update**

*Andria Ryan, Attorney at Law/Deputy General Counsel & Co-Chair Hospitality Practice for Fisher Phillips*

**10:00 a.m. – Break**

**10:15 a.m. – What's Happening in Washington D.C. that is Impacting Hotels**

*Chirag Shah, Executive Vice President, Federal and Political Affairs & Counsel, American Hotel & Lodging Association*

## **10:35 a.m. – Update on CHLA’s Lawsuit Against Colorado & Denver’s Building Performance Standards**

*Paul Seby, Shareholder, Greenberg Traurig, LLP*

## **10:50 Generative AI's Impact on Hotels and Beyond**

*Karin Mast, Senior Vice President, Miles Partnership*

Karin Mast, Senior Vice President at Miles Partnership will outline the state of Generative AI and its practical applications in the hotel and travel industry. In this presentation attendees will get a comprehensive overview of current Generative AI technology and how it is reshaping the hospitality sector. From personalized guest experiences to streamlined operations, discover innovative ways travel brands are using Generative AI. Gain valuable insights into the future of our industry and learn how to leverage Gen AI to stay ahead in an increasingly competitive market.

## **11:50 a.m. – Buffet Lunch**

## **12:30 p.m. – 2025 US Senior Open Economic Impact**

*Jack Damioli, President & CEO, The Broadmoor*

## **12:40 p.m. – Keeping Colorado Competitive: Latest Workforce, Crime, and Economic Data and Trends**

*Kelly Caufield, Common Sense Institute*

## **1:45 p.m. – Keynote - Connecting The Dots: Making Sense of Conflicting Data**

*Michael Dominguez, Associated Luxury Hotels International*

From disruption of technological forces that are changing the way we work and play to changes in Washington which will take time to understand its full impact, it is important to understand the context of what is taking place. The speed of change is a force that we will all wrestle with over the next decade.

As the economic environment and hotel structure continue to change at a rapid pace, it is important to understand the current outlook, economic concerns and forecasts that will dictate behavior in all business environments. The impacts of global political and economic instability still exist although the global economy is growing together for the first time in modern history

In this dynamic session, industry veteran and award winner Michael Dominguez shares perspective on the latest trends and the impact in the hotel industry and meeting dynamics.

Gain a better understanding of the economic environment, how structural changes will have an impact in 2024 and beyond, identify ways to optimize your ability to maneuver through this quickly changing environment.

### *Learner Objectives:*

- Understand the need to get past Confirmation Bias and Narratives
- Look at the impact of global political and economic forecasts.
- Review industry forecast for the US and Global sectors
- Understand changes in wealth shifts in our consumer.
- Understand behavior changes and needs around new businesses created.

## **2:45 p.m - Adjourn**

*Tony Dunn, CHLA Board Chair & General Manager, Sheraton Denver Downtown*

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