



2024 Annual Conference Schedule

Sunday, October 13th

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 14th

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. – How does Colorado Hotel Performance Compare to National Trends?

Emmy Hise, Senior Director of Hospitality Analytics, CoStar Group

This session will analyze year-to-date national hotel performance and compare it to hotel performance in Colorado. The presentation will also include year-end and 2025 forecast projections.

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

Brian McCormick, Vice President of Human Resources, The Broadmoor

As much as the expectations of luxury service have shifted through the years, the expectations of today's workforce have shifted much more dramatically in a much shorter amount of time. Considering the more traditional work modes of the hospitality industry, hoteliers need to focus more and more on differentiators such as the internal guest experience in order to compete for talent. The Broadmoor's journey to evolve the way we attract, inspire and reward team members in new and innovative ways has resulted in renewed focus on purpose, meaningful team member experiences and endless opportunities to learn and grow. Hear more about The Broadmoor's evolution of a 5-Star Culture and how their team members come together in an effort to simply, yet meaningfully, Be More.

9:20 a.m. – Labor Law Update

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

This session will bring you up to date on the federal and state employment laws affecting your property. We will cover federal issues such as the EEOC's litigation priorities, how to plan for the next increase in the DOL's salary basis for exempt employees and how to approach the 80/20/30 rule for tipped employees. Colorado has been busy on the employment side as well. We will review Colorado's POWR Act which brought changes to the state discrimination and harassment laws and restricts severance and non-disclosure agreements, new pay transparency obligations, updates to the Healthy Families and Workplaces Act, the Job Application Fairness Act and the FMLI Act. It's a lot, but this session will review the legal requirements so that a layperson can understand the obligations and provide practical guidance on getting and staying in compliance.

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

From resort fees to visa reform, overtime regulations and independent contractor and worker walk around rules to the upcoming Presidential election, Chirag will provide an update on the important work AHLA is doing in Washington D.C.

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

Paul Seby, Shareholder, Greenberg Traurig, LLP

In April, the CHLA Board of Directors made a landmark decision to align forces with the Colorado Apartment Association and the Colorado Chapter of the National Association of Industrial and Office Properties. Together, we have embarked on a legal challenge in federal district court against Regulation 28 and Energize Denver. We firmly believe that both Regulation 28 and Energize Denver are in violation of federal law, specifically the Energy Policy and Conservation Act (EPCA). These regulations impose undue burdens on our industry, hindering growth and creating massive financial challenges. Our lawsuit seeks to invalidate and set aside these regulations in their entirety.

During this session, our attorney in this matter, Paul Seby will provide an update on this important legal effort.

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

Karin Mast, Senior Vice President, Miles Partnership

Karin 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. You'll also 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. – Navigating the Crisis: Addressing the Impact of Crime, Fentanyl, Economic Challenges, and Housing on Our Communities

Kelly Caufield, Common Sense Institute

Kelly will deliver an insightful presentation addressing some of the most pressing issues of our time. In this comprehensive discussion, Kelly will cover the economic impacts of rising concerns of crime and the fentanyl crisis, the latest data on jobs and inflation, workforce, the ongoing housing challenges, and the impact on Colorado's competitiveness. Leave this presentation with the facts you need to understand both the opportunities and challenges facing the Colorado economy.

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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