

MORE SOLUTIONS FOR THE INHOSPITABLE ECONOMY IN THE HOSPITALITY INDUSTRY



REGIONAL CONFERENCE

NOVEMBER 3&4, 2010

Hilton Garden Inn,
San Diego/ Del Mar
3939 Ocean Bluff Ave.,
San Diego, CA 92130
858-720-9500

SCHEDULE OF EVENTS

November 3	7-8:30PM
	Reception
November 4	7:30-8AM
	Light Breakfast
	8-10AM
	Briefing

TO REGISTER

Email Robert Rauch at
rauch@hotelguru.com
or call (858)720-9500
Cost: \$40 before Oct. 28
\$50 at the door

PANEL OF SPEAKERS

Robert A. Rauch, CHA, President
R.A. Rauch & Associates, Inc.
rauch@hotelguru.com
www.hotelguru.com

Guy Maisnik, P.C.

JMBM| Jeffer, Mangels, Butler &
Mitchell LLP

MGM@jmbm.com
www.JMBM.com

Alan Reay, President
Atlas Hospitality Group
alan@atlashospitality.com
www.atlashospitality.com

Join the industry's leading experts as they explain:

Strategies and Solutions for the Hospitality Market

*Get the best hospitality and legal advice from the experts in
dealing with troubled assets.*

What to Expect in 2011 What does the hospitality forecast look like for the coming year? How will the booking pace perform? What are the trends in ADR and occupancy growth? What can you expect in transient vs. group business growth?

Economic Overview When and how will the bounce come? Which markets and asset categories will be the first to recover?

Who are the Buyers and Sellers Today? Who is actually closing deals, and more importantly, who will be the most active players over the next 12 months? Where are the current sources of available funding?

How do you save your assets? Discover how workout teams are addressing distressed mortgages and REO assets. What do lenders want vs. what do they need? Get the best advice from the experts through actual case studies, as well as legal advice on dealing with problem assets.

Distressed Asset Valuation Learn the art and science of valuations. What formulas will best determine the value of a hotel or asset.

Distressed Asset Management Learn how to assess operational costs to maintain savings while achieving profitability. Understand

how recapitalization and repositioning play into the art of hotel management during tough times. Hear from one of the top hotel entrepreneurs on the strategies utilized to gain market share and enhance value.

Legal Considerations What legal issues should be considered when buying and selling a distressed hotel.

Special Servicers Can't get this group to return your phone call? Learn what they are doing with their problem loans and what it takes to access this important market.

Bottom Line? How will you emerge successfully from this disastrous market?

This conference combines the most experienced players in the Southern California hospitality industry. It will deliver a variety of views and expertise on legal, economic, and strategic aspects of the regional industry.

Take advantage of Q&A time following Thursday's presentations. Also, join the speakers and other attendees on Wednesday evening for dinner. Special room rates at the Hilton Garden Inn, San Diego/ Del Mar are available for conference guests.



Panel of Experts

Looking for strategies and solutions in this ugly hotel environment? We've assembled the most experienced and connected team in California to get you on the road to recovery. Join us for a cutting edge briefing on what is happening, and what will happen in the hotel industry in the coming months and years.

**Guy Maisnik, P.C. of JMBM
Jeffer, Mangels, Butler & Mitchell LLP**

Guy Maisnik is a partner in JMBM's Real Estate Department and vice-chair of JMBM's Global Hospitality Group® -- with more than \$60 billion of hotel transaction experience. His deep and broad transactional practice includes complex hotel lending, debt restructure and workout, hotel enhanced mixed use project development, venture capital, vacation ownership, timeshare and fractional, project finance, leveraged leasing and real estate transactions. He has extensive experience in real estate lending programs, the acquisition and workout of portfolios of troubled real estate loans, and other real estate investment transactions. Guy is a frequent author and speaker at hotel industry and real estate conferences.



**Alan Reay, President/ CEO
Atlas Hospitality Group**

Alan Reay is Founder and President/ CEO of Atlas Hospitality Group. Mr. Reay has an extensive background in the hotel industry, having served in various capacities, including Director of Sales with ABC International Hotel Guide headquartered in London, England. Reay is considered the



“expert” on the California hotel market, having sold more hotels in the State than any other broker. Reay publishes reports on the Atlas Hospitality group surveys on California hotel sales and new development. Reay has been quoted in numerous press and trade publications, including the Wall Street Journal, Bloomberg, Fox Business News, LA Times, San Diego Tribune, Hotel Business, GlobeSt.com to name just a few. Reay is a speaker at various trade events and publishes two monthly newsletters. Reay has represented major clients such as Wells Fargo Bank, Pacific Western Bank, Sunstone Hotels and Tarsadia. He has also closed transactions recently with some of the largest special servicers in the country, including LNR, CW Capital and Helios.

**Robert A. Rauch, CHA, President
R. A. Rauch & Associates, Inc.**

Mr. Rauch is a nationally recognized hotelier serving clients in all facets of the industry. He has over 35 years of hospitality -related management experience. He currently operates Homewood Suites by Hilton and Hilton Garden Inn in San Diego, among others. Mr. Rauch recently assisted with the development, marketing and management of numerous hotels in the United States. His firm developed the website www.hotelguru.com and publishes Hospitality Insights, an electronic newsletter. He serves as a founding director of the San Diego Tourism Marketing District and has chaired numerous organizations both nationally and in the western U.S. Mr. Rauch has served as court-appointed receiver and expert witness frequently over the course of his career. He continues to teach a course on Hospitality Entrepreneurship at the college level.



SOUTHERN CALIFORNIA REGIONAL CONFERENCE

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