



5th Annual Women in Leadership Forum

Sponsored by:



Thursday, October 27

8:30 AM - 9:00 AM **Breakfast**

9:00 AM - 9:10 AM **Welcome and Opening Remarks**

Presented by:

Amy Hulbert, VP of Boutique & Upscale Brands, Best Western

Whitney Meister, Senior Corporate Counsel & Managing Director, Best Western

9:10 AM - 9:40 AM **Executive Interview with Larry Cuculic**

Moderated by: Kelly Dalton, Managing Director, Communications & Brand Marketing, Best Western

Interviewee: Larry Cuculic, President & CEO, Best Western

Summary: Hear from Larry Cuculic, as he discusses leadership, diversity, equity and inclusion and how Best Western is going to evolve and prosper over the coming years.

9:40 AM - 10:10 AM **Member Panel – Best Practices in Property Sales**

Moderated by: Wendy Ferrill, VP, Worldwide Sales, Best Western

Panelists:

- Millie Matz, Director of Sales & Marketing, Santa Barbara Hotel Group
- Carla Brown, VP of Sales & Marketing, WNW Hospitality Management
- Blanca Enriquez, GM, Best Western Plus, DFW Airport Suites
- Steve Hart, Senior Director, Worldwide Sales, Best Western

Summary: Learn from Best Western sales leaders and general managers about best practices to support your hotel's business growth. See how these leaders lean into brand resources to optimize their revenue growth, support their continued learning journey, and build their client community with WWS.

10:10 AM - 10:50 AM **The Multiplier Effect**

Presented by: Dawn Antrim, Owner & Principal Consultant, Powering Your Strengths

Summary: Utilizing strengths as the foundation of how individuals naturally think, feel and behave, this presentation will add the concept of "Multipliers" by Liz Wiseman. We will explore what the "Multiplier Effect" is and how to multiply the talents of your team- which creates an environment where individuals can thrive with new ideas; have the opportunity to do what they do best; and be challenged to extend their strengths to reach the greatest potential for success on both an individual and organizational level. Notably, leaders can unintentionally be a diminisher of talent, and the effects of that can be devastating to the individual and the team. Participants will learn strategies to stay out of hindering strengths

and identify blind spots where unintentional diminishing can happen. We all have the power to be a multiplier, let's tap into your power!

10:50 AM - 11:05 AM **Networking/Refreshment Break**

11:05 AM - 11:45 AM **Development Session – Forging Your Hotel Ownership Journey**

Moderated by: Amy Hulbert, VP, Boutique & Upscale Brands, Best Western

Panelists:

- Dipal Patel, Managing Director, Shyana Hospitality Management
- Sheila Patel, Executive VP, Sheldon Management Inc.
- Kristen Pike, Regional Director of Development, Best Western
- Allison Neary, Director, Business Development, Stonehill

Summary: Hear from development experts on how women entrepreneurs can get started on their personal journey to hotel ownership!

11:45 AM - 12:15 PM **The Power of Guest Retention and Lifetime Loyalty**

Moderated by: Katarina Stanisic, Managing Director, Marketing, Best Western

Panelists:

- Blair Roche, Director of Client Services, Koddi
- Taryn Proctor, Client Partner Lead, Travel, Google
- Beth Delci, Sr. Director, Distribution Partnerships, Best Western

Summary: Customer loyalty is more critical than ever as travelers have endless options when booking travel. With an existing rewards database of millions of active members, the opportunity for additional exposure to your properties is significant and readily available to leverage at your hotel. In this industry expert panel interview, learn the importance of how to influence customer loyalty as you drive direct revenue to your hotel while developing a strategic offensive and defensive plan to enhance your bottom line!

12:15 PM - 1:00 PM **Networking Lunch**

1:00 PM - 1:45 PM **Bite Size Your Way to Success**

Presented by:

- Holly Zoba, Co-author of CHDM & Founder of Scout Simply
- Heather Bailey, Managing Director, Worldwide Sales, Best Western
- Catherine Ed, Director, Marketing, Best Western

Summary: Bite Size Your Way to Success: If you only have five to ten spare minutes every day, what should you focus on in order to pave your way to success? We will help you to dig into the overwhelming world of hotel sales, marketing and technology. By the end of this session, attendees will be able to identify and prioritize a few actionable items that can be tackled with a small investment of time.

1:45 PM - 2:20 PM **AAA Leaders Chart a Path Forward**

Moderated by: Susan Gilliland, Director, Marketing, Best Western

Panelists:

- Vicky Evans, Assistant VP, Travel Sales Development, Auto Club Group
- Stacey Barber, Executive Director, Travel, AAA National
- Adrienne Ralph, Director, Marketing Strategy Automotive, Discounts & Rewards and Travel, AAA Club Alliance

- Alex Ferdinand, Managing Director, Worldwide Sales, Best Western

Summary: Hear from AAA leaders about their journey to transform and contemporize their branding to appeal to today's traveler, drive membership and increase engagement.

2:20 PM - 2:35 PM

Networking/Refreshment Break

2:35 PM – 3:10 PM

Global Women's Panel – View from Best Western's European Leaders

Moderated by: Whitney Meister, Senior Corporate Counsel & Managing Director, Best Western

Panelists:

Sara Digiesi, CEO, BWH Hotel Group Italy

Carmen Ducker, CEO, BWH Hotel Group Central Europe

Summary: Hear from thought leaders and change makers from our Best Western community in Europe. Learn how sustainability is evolving in Europe, how European leaders are addressing the headwinds of inflation and the war in Ukraine and their survival and recovery learnings from COVID.

3:10 PM – 4:10 PM

Keynote Speech: Live Your Most Epic Life! - Secrets of a Warrior

Presented by: Victoria Cramer, Executive Coach and Keynote Speaker

Summary: Prepare to be carried on an emotional and humorous peek into the eyes and life of Victoria Cramer, a three-time breast cancer survivor turned warrior and experience the transformation that has propelled her to living life loudly. Understand why pain exists in our lives, what living life loudly means, and the three keys to successfully living a powerfully curated life every day. Through the use of impactful storytelling, Victoria infuses an understanding of just how to take control of your life, your turmoil, and your pain.

4:10 pm – 4:25 pm

Closing Remarks

Presented by:

Amy Hulbert, VP of Boutique & Upscale Brands, Best Western

Whitney Meister, Senior Corporate Counsel & Managing Director, Best Western