

West Regional Meeting Agenda | Resorts World Las Vegas

**Please note this is a preliminary agenda and is subject to change*

Tuesday, April 22

9:00 A.M. – 12:00 P.M.	Optional Workshop - Because We Care: The Next Level of Service Culture For Your Hotel! Separate Registration Required	Orchid DE
9:00 A.M. – 5:00 P.M.	Optional Workshop - Because We Care Clean – Elevating Hospitality Excellence Through Immaculate Cleanliness! Separate Registration Required	Lily Meeting Room
1:00 P.M. – 5:00 P.M.	Optional Workshop - Revenue Management in 2025: Strategies Powered by New Tools Separate Registration & Fee Required	Orchid DE
2:00 P.M. – 5:00 P.M.	Registration / Information Desk Open	Orchid Promenade

Wednesday, April 23

7:30 A.M. – 5:00 P.M.	Registration / Information Desk Open	Orchid Promenade
8:00 A.M. – 9:00 A.M.	Governors Breakfast & Discussion <i>Governors & Invited Guests Only</i>	Primrose
8:00 A.M. – 5:00 P.M.	One-on-One Appointments	Rose Meeting Room 10, 11, 12
8:30 A.M. – 2:30 P.M.	Red Cross Blood Drive	Rose Petal
9:00 A.M. – 10:30 A.M.	Break-Out Session – Profit Playbook: Real Strategies, Shared Success <i>Get ready for an interactive, fast-paced session where hoteliers come together to swap best practices, tackle common challenges, and discover real solutions for boosting revenue and efficiency. Through lively discussions, peer-led idea exchanges, and hands-on activities, you'll walk away with proven strategies you can put into action immediately. This isn't a lecture—it's a collaborative conversation about what really works in hotel sales and operations! GMs, bring your Memberweb login for a special treat.</i>	Orchid Ballroom ABC
9:00 A.M. – 5:00 P.M.	Innovation Station	Orchid Promenade
9:00 A.M. – 1:00 P.M.	Trade Show Refreshments sponsored by 	Perdana Garden
11:30 A.M. – 1:00 P.M.	Lunch Lunch sponsored by 	Lily Ballroom
11:30 A.M. – 1:00 P.M.	Future Leader Group Luncheon	Primrose Ballroom
1:00 P.M. – 2:45 P.M.	General Session Steve Wahrlich , Board Chairman & District II Board Director Larry Cuculic , President & CEO Joelle Park , SVP, Chief Marketing Officer Wendy Ferrill , VP, Worldwide Sales Mark Straszynski , SVP, Chief Financial Officer	Rose Ballroom

Wednesday, April 23 Continued

3:00 P.M. – 4:00 P.M.

Break-Out Sessions

Group A: Loyalty Reimagined: More Than a Program

Orchid Ballroom ABC

In this interactive session, we'll share a fresh take on loyalty backed by data and traveler insights. Learn about key features of our redesigned loyalty program, and how you can position your hotel to stand out and create loyalty that drives revenue.

Group B: Maximize RFP Wins to Drive Incremental Revenue—Effortlessly!

Orchid Ballroom DE

Navigating the request for proposal (RFP) process can be challenging for hoteliers, requiring time and resources. This can lead to missed opportunities and added strain on property teams. But what if there was a way to increase win rates while allowing hotel staff to focus on delivering exceptional guest experiences?

Join the RFP breakout session to reimagine a smarter, more efficient approach to RFPs. Discover how streamlining the process can boost conversion rates, drive incremental revenue and help hotels secure more business—without adding extra workload to property teams.

4:15 P.M. – 5:15 P.M.

Break-Out Sessions

Group B: Loyalty Reimagined: More Than a Program

Orchid Ballroom ABC

Group A: Maximize RFP Wins to Drive Incremental Revenue—Effortlessly!

Orchid Ballroom DE

6:30 P.M. – 8:30 P.M.

Welcome Reception

Perdana Garden

Thank you to our Gold Sponsor 

Thursday, April 24

7:30 A.M. – 8:15 A.M.

Breakfast

Lily Ballroom

7:30 A.M. – 12:30 P.M.

Registration / Information Desk Open

Orchid Promenade

8:00 A.M. – 2:30 P.M.

One-on-One Appointments

Rose Meeting Room 10, 11, 12

8:30 A.M. – 9:30 A.M.

CEO Connect: Listening & Learning Together

Rose Ballroom

This is a unique chance to connect with our President & CEO, Larry Cuculic, on topics of your choice in a more casual setting.

10:00 A.M. – 11:30 A.M.

General Session

Rose Ballroom

Ron Pohl, President, WorldHotels and BWH International Operations

Michael Morton, SVP, Brand Management & Member Services

Bill Ryan, SVP, Chief Technology Officer

Brad LeBlanc, SVP Chief Development Officer

Jay Pricher, SVP, General Counsel

11:30 A.M. – 12:30 P.M.

Lunch

Lily Ballroom

12:30 P.M. – 2:00 P.M.

District Breakouts

District I

Primrose

District II

Orchid Ballroom DE

District III

Rose Meeting Room 5

District V

Lily Meeting Room

District VI

Orchid Ballroom ABC

2:15 P.M. – 3:30 P.M.

Open Forum

Rose Ballroom

Thank You to Our Supporting Sponsors

