

East Regional Meeting Agenda | Myrtle Beach Convention Center | Myrtle Beach, SC

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

Monday, May 12

3:00 P.M. – 5:00 P.M. Registration / Information Desk Open

Tuesday, May 13

7:30 A.M. – 5:00 P.M. Registration / Information Desk Open

8:00 A.M. – 9:00 A.M. Governors Breakfast & Discussion
Governors & Invited Guests Only

8:00 A.M. – 5:00 P.M. One-on-One Appointments

8:00 A.M. – 2:00 P.M. Red Cross Blood Drive

9:00 A.M. – 10:30 A.M. **Break-Out Session – Profit Playbook: Real Strategies, Shared Success**
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.

9:00 A.M. – 5:00 P.M. Innovation Station

9:00 A.M. – 1:00 P.M. Trade Show
Refreshments sponsored by



11:30 A.M. – 1:00 P.M. Lunch
Lunch sponsored by



11:30 A.M. – 1:00 P.M. Future Leader Group Lunch

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

3:15 P.M. – 4:15 P.M. **Break-Out Sessions**
Group A: Loyalty Reimagined: More Than a Program
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!
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.

Tuesday, May 13 Continued

4:30 P.M. – 5:30 P.M. **Break-Out Sessions**
Group B: Loyalty Reimagined: More Than a Program
Group A: Maximize RFP Wins to Drive Incremental Revenue—Effortlessly!

6:30 P.M. – 8:30 P.M. **Welcome Reception**

Thank you to our Gold Sponsor 

Wednesday, May 14

7:30 A.M. – 8:15 A.M. **Breakfast**

7:30 A.M. – 12:30 P.M. **Registration / Information Desk Open**

8:00 A.M. – 2:30 P.M. **One-on-One Appointments**

8:30 A.M. – 9:30 A.M. **CEO Connect: Listening & Learning Together**
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**
Mark Straszynski, SVP, Chief Financial Officer
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**

12:30 P.M. – 2:00 P.M. **District Breakouts**
District I
District III
District IV
District V
District VII

2:15 P.M. – 3:30 P.M. **Open Forum**

Thursday, May 15

8:00 A.M. – 12:00 P.M. **Optional Workshop - Because We Care: The Next Level of Service Culture For Your Hotel!**
[Separate Registration Required](#)

9:00 A.M. – 4:00 P.M. **Optional Workshop - Because We Care Clean – Elevating Hospitality Excellence Through Immaculate Cleanliness!**
[Separate Registration Required](#)

1:00 P.M. – 5:00 P.M. **Optional Workshop - Revenue Management in 2025: Strategies Powered by New Tools**
[Separate Registration & Fee Required](#)

