

Central Regional Meeting Agenda | McCormick Place Convention Center, Chicago, IL

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

Wednesday, May 7

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	E450B
9:00 A.M. – 4:00 P.M.	Optional Workshop - Because We Care Clean – Elevating Hospitality Excellence Through Immaculate Cleanliness! Separate Registration Required	E450A
1:00 P.M. – 5:00 P.M.	Optional Workshop - Revenue Management in 2025: Strategies Powered by New Tools Separate Registration & Fee Required	E450B
2:00 P.M. – 5:00 P.M.	Registration / Information Desk Open	E354A Lobby

Thursday, May 8

7:30 A.M. – 5:00 P.M.	Registration / Information Desk Open	E354A Lobby
8:00 A.M. – 9:00 A.M.	Governors Breakfast & Discussion <i>Governors & Invited Guests Only</i>	E450B
8:00 A.M. – 5:00 P.M.	One-on-One Appointments	E353C
8:00 A.M. – 2:00 P.M.	Red Cross Blood Drive	E353B
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>	E450A
9:00 A.M. – 2:00 P.M.	Innovation Station	E354A Lobby
9:00 A.M. – 1:00 P.M.	Trade Show Open Refreshments sponsored by  	E354A
11:30 A.M. – 1:00 P.M.	Lunch Lunch sponsored by 	E354B
11:30 A.M. – 1:00 P.M.	Future Leader Group Lunch (Reserved tables in Lunch room)	E354B
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	Arie Crown Theater

Thursday, May 8 Continued

3:15 P.M. – 4:15 P.M.

Break-Out Sessions

Group A: Loyalty Reimagined: More Than a Program

E450A

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!

E450B

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.

4:30 P.M. – 5:30 P.M.

Break-Out Sessions

Group B: Loyalty Reimagined: More Than a Program

E450A

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

E450B

6:30 P.M. – 8:30 P.M.

Welcome Reception

E354B

Thank you to our Gold Sponsor 

Friday, May 9

7:30 A.M. – 8:15 A.M.

Breakfast

E354B

7:30 A.M. – 12:30 P.M.

Registration / Information Desk Open

E354A Lobby

8:00 A.M. – 2:30 P.M.

One-on-One Appointments

E353C

8:30 A.M. – 9:30 A.M.

CEO Connect: Listening & Learning Together

Arie Crown Theater

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

Arie Crown Theater

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

E354B

12:30 P.M. – 2:00 P.M.

District Breakouts

District I

E351

District III

E450A

District IV

E352

District V

E450B

District VII

E350

2:15 P.M. – 3:30 P.M.

Open Forum

Arie Crown Theater

Thank You to Our Supporting Sponsors

