

**SACRAMENTO HOTEL ASSOCIATION
CALIFORNIA HOTEL & LODGING ASSOCIATION**

SEMINAR & LUNCHEON MEETING

Friday, April 20, 2018
Sacramento Convention Center
1400 J Street, Sacramento



Seminar

Presenter: Adam B. Coughran, M.A., Founder & President, Standards Training & Consulting, Inc.

Part One: Preventing Credit Card Fraud

Credit card fraud is a multi-billion-dollar problem facing nearly every industry. This workshop will pull the curtain back on how criminals are forging credit cards and scamming hotels. Get tips and tricks about how to prevent fraudulent payment at front desks and outlets, in addition to seeing the latest in credit card technology and products. Learn simple processes to reduce chargebacks, see the equipment used by criminals and discover strategies to keep your revenue secure.

Part Two: Ensuring the Safety of Your Guests and Staff

Active shooters, violent intruders, unruly guests and disgruntled employees have become all too familiar threats in hotels across the country. Learn what you and your property can do to effectively respond to harassment and violence in a tourism venue and ensure the safety of your guests and staff.

Luncheon Program

Presenter: Adam B. Coughran, M.A., Founder & President, Standards Training & Consulting, Inc.

Lessons Learned in Las Vegas

The events of October 1, 2017, have changed the perception and expectations of hotel security. Discover the details and the lessons learned from this industry-altering event and how hospitality and tourism venues can begin to adapt to this new reality.

About the Speaker

A former police officer and now an educator and entrepreneur, Adam B. Coughran takes his years of street-level experience and couples them with his academic background creating an uncommon



blend of knowledge. Possessing a Master's of Arts degree in Organizational Leadership, a Bachelor's of Arts Degree in Political Science, and numerous certificates and certifications, Coughran's unique skillset affords him the ability to view problems and discover solutions. He has trained, consulted and presented on local, regional, national, and international stages on a variety of topics. The client base of his company, Standards Training

and Consulting, broadly incorporates tourism, hospitality, retail, higher education, public utilities, government, professional associations, private and public security agencies, as well as an array of individual executives, artists, authors, and entrepreneurs. With a drive to serve and help others, Coughran is an active member and serves in leadership positions in several nonprofit organizations and professional associations.

Special thanks to our luncheon co-sponsors—Sacramento Convention Center and Classique Catering—and to PSAV for audio visual services.

Vendor Spotlight at Luncheon

React Mobile is a software company that provides panic buttons and safety solutions. The company provides a dispatch center fully configurable that ties into beacons, sensors or your service optimization platform.



Schedule | April 20, 2018

9:30am – 11:30am – Seminar
11:30am – Reception
12:00noon – Luncheon
12:45pm – Program Presentation

SHA/CH&LA SEMINAR & LUNCHEON RESERVATION FORM

Friday, April 20, 2018
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- _____ @ FREE Seminar - Preregistration is Required!
- _____ @ \$15—Luncheon - SHA/CH&LA members paid in advance
- _____ @ \$25—Luncheon - industry guests & SHA/CH&LA members at the door

Three ways to register—online at www.sacramentohtelassociation.com, mail, or fax. Total amount enclosed \$ _____

Reservations canceled fewer than 48 hours before the luncheon are subject to penalty of entire amount.

Please contact SHA staff at (916) 441-6110 if you require reasonable accommodation to fully participate.

Please print:

Hotel/Company _____

Name _____ Name _____

Name _____ Name _____

Payment Options

Check Payable to SHA/Check # _____ AMEX MasterCard Visa Please invoice (members only).

Card Number _____ Exp. Date _____ VCode _____

Card Address _____

Card City _____ State _____ Zip _____

Name on Card _____ Signature _____