



Sacramento Hotel Association

SHA LUNCHEON MEETING

Friday, November 16, 2018 11:30 a.m. - Reception
Hilton Sacramento Arden West 12:00 noon - Luncheon
2200 Harvard Street, Sacramento 12:45 p.m. - Presentations

Featured Presentation

Review of Hotel Industry Activity and Projections for the Future

Join your hospitality colleagues as we look at trends and projections in the hotel industry, with a focus on the Sacramento area. Catherine Bolstad, a Director of CBRE Hotels Advisory, a subsidiary of the CBRE Group, Inc., will present the session. Bolstad assists in managing the San Francisco office.



Bolstad will review hotel industry activity and share industry research and insights from 2018, for next year and beyond. Don't miss this opportunity for new information about occupancy and room rate projections, construction and more—both nationwide and in the local market.

With more than a decade of professional experience in the hospitality industry, Bolstad offers expertise in a number of areas such as acquisition and disposition due diligence, market and economic feasibility studies, and development and operational planning. Her consulting engagements cover all asset types including hotels, resorts, golf courses, conference centers, condominium hotels and the shared-ownership industry.

During her tenure with CBRE Hotels, Bolstad has assisted clients on assignments throughout the United States as well as Bermuda. Prior to joining PKF Consulting USA, which was acquired by CBRE in July 2014, Bolstad worked for the Hilton San Francisco Union Square, Colliers International Hotels, and TasteBuds, Inc. She has spoken at industry events in the region, and is regularly quoted in local media on hospitality and tourism topics.

Mark your calendar and plan to attend the November 16 SHA luncheon meeting as we look at our industry...where we have been and where we are going.

Mini Presentation

Hospitality & Tourism Degree Program Being Developed

At Sacramento State, the Department of Recreation, Parks and Tourism Administration (RPTA) has hired new assistant professors, Dr. JungYun



SACRAMENTO STATE

“Christine” Hur and Dr. Abhijeet Shirsat, to help build a bachelor's degree program in Hospitality and Tourism Management for the university. Professors Hur and Shirsat join long-time department faculty, Dr. Tony Sheppard, who has for years taught courses related to tourism and hospitality for the department. In addition to courses taught on campus, the department plans to utilize the new Sacramento State Downtown to meet with local hospitality and tourism industry officials, potentially offer courses through the College of Continuing Education (CCE), and provide professional workshops related to hospitality and tourism in the community (the first of which took place in October of this year).

College of Health and Human Services (HHS) Dean Dr. Fred Baldini and RPTA Department Chair Dr. Greg Shaw will join SHA members and guests at the November 16 luncheon meeting to present a brief overview about the new Hospitality and Tourism Management degree program being developed. They will also talk about several additional plans with the College of Continuing Education. Dr. Shaw and his colleagues are seeking input and advice from SHA members about specific content to be included in the degree program.

WHO SHOULD ATTEND?

General managers, sales and marketing team members, and HR staff, as well as suppliers to the hospitality community, are encouraged to attend these presentations. Reserve your seat now for this popular luncheon meeting.

SHA LUNCHEON RESERVATION FORM

_____ @ \$15 SHA members paid in advance
_____ @ \$25 industry guests & SHA members at the door

Friday, November 16, 2018
Hilton Sacramento Arden West
2200 Harvard Street, Sacramento

Three ways to register—online at www.sacramentohotelassociation.com, mail, or fax. Total amount enclosed \$ _____ (4510)

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 _____