



Sacramento Hotel Association

SHA LUNCHEON MEETING

Friday, November 15, 2019	11:30 a.m. – Reception
Hilton Sacramento Arden West	12:00 p.m. – Luncheon
2200 Harvard Street, Sacramento	12:45 p.m. – Presentation

Featured Presentation

Hotel Industry Trends and Projections

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 Senior Director of CBRE Hotels Advisory at its San Francisco office, will present the session.



Bolstad will review hotel industry activity and share industry research and insights from 2019, 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 15 SHA luncheon meeting as we look at our industry...where we have been and where we are going.

WHO SHOULD ATTEND?

General managers, sales and marketing directors, and sales managers, as well as suppliers to the hospitality community are encouraged to attend this hotel industry trends presentation. Reserve your seat now for this popular luncheon meeting.

SCHEDULE

11:30 a.m.	Reception
12:00 noon	Luncheon
12:45 p.m.	Presentation

SHA HOLIDAY RECEPTION • TOY COLLECTION • ELECTION OF BOARD OFFICERS Monday, December 9, 2019

Hyatt Regency Sacramento
5:00 p.m. to 6:30 p.m.



SHA LUNCHEON RESERVATION FORM

_____ @ \$15 SHA members paid in advance
 _____ @ \$35 industry guests & SHA members at the door

Friday, November 15, 2019
 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 _____