

JUNE 4, 2014 AT THE NYIT AUDITORIUM
NEW YORK CITY



NEWS

For Immediate Release

Contact: Frances Kiradjian
Boutique & Lifestyle Lodging Association
+1-818-883-4363/frances@blla.org

BLLA (Boutique & Lifestyle Lodging Association) 2nd Annual Boutique Hotel Investment Conference Speaker Line-up Revealed

Being held June 4th at the New York Institute of Technology (NYIT) Auditorium on Broadway

Los Angeles, CA, April 29, 2014 – [BLLA](#) announces its' [Boutique Hotel Investment Conference](#) line-up of hospitality industry [speakers](#) for the 2014 event which is organized to gather the boutique and lifestyle investment and development community in an intimate setting focused on this micro-targeted hospitality niche.

This conference, organized and powered by BLLA, was established to focus squarely on the capital investment and financing side of the boutique lifestyle hotel sector. The program includes a keynote from industry icon Horst Schulte, who defined the luxury hotel experience through his long tenure as President of the Ritz Carlton Hotel Company (now CEO of Capella Hotels) and on-stage interviews with Ian Schrager, the godfather of boutique and CEO of the Ian Schrager Company as well as Eric Danziger, the newly named CEO of lifestyle brand, Hampshire Hotels and past CEO of the Wyndham Hotel Company. Additionally, Bob Sonneblick is spearheading a panel discussion on Boutique Hotels – Start to Finish.

The NYIT Auditorium has limited seating, so interested parties desiring to attend should register here as soon as possible: <http://bit.ly/BLLANYRegistration>.

This conference is known for its intimacy allowing attendees to get up close with these industry executives. It is a micro-targeted version of other hotel investment conferences and everyone who attends is there for a very specific reason. It is small enough that the networking is great and you don't get lost in the crowd. The venue and program is much more focused, targeted and easier to navigate.

[AGENDA](#) for the conference includes:

Boutique Hotel - Start to Finish

Independent vs. Branded Hotels

Food, Drink & More

Shotgun Speakers - Bankers including UBS Investment Bank & Moelis & Company

CEO Panel including:

Michael Achenbaum, Founder & President, Gansevoort Hotel Group

Benjamin 'Patrick' Denihan, CEO, Denihan Investments



Tom Gottlieb, Partner, Geolo/Commune
Ed Scheetz, CEO, King & Grove
Brad Wilson, President, Ace Hotel Group

Equity & Acquisitions

Debt Financing

Veronica Stoddart, Editor in Chief, USA Today interviews on center-stage, Eric Danziger, President & CEO, Hampshire Hotels & Resorts

Christina Trauthwein, Editor, Hotel Business interviews on center-stage, Ian Schrager, Founder & Chairman, Ian Schrager Company

Panelists include: Craig Greenberg, Brad Wilson, Tom Dillon, Richard Bosworth, Horst Schulze, John Bralower, Michael Tall, Benjamin 'Patrick' Denihan, Michael Achenbaum, Will Obeid, Tom Gottlieb, Glyn Aepfel, Eric Danziger, Christina Trauthwein, Kenneth Villamil, Ian Schrager, Jonathan Falik, Paul Ruffino, James Lin, Ed Scheetz, Morgan Plant, Bruce Ford, Daniel Lesser, Larry Kwon, Josh Fluhr, Ben Greazal, Jonathan Bortz, Robert Mandelbaum, Michael H. Sonnabend, Bob Puccini, Richard Sandoval, Evan Hurd, Bob Sonnenblick, Paul James, Jan D. Freitag, Andrew Zobler, Karrie Drinkhahn, Lou Plasencia, Jason Pomeranc, Todd English, Mark Gordon, Richard Millard, Veronica Stoddart, Oliver Striker, John Keeling, Jim Coyle. The full list of speakers can be accessed here: <http://bit.ly/BLLANY2014Speakers>.

BLLA thanks its' Sponsors: The New York Institute of Technology – School of Hospitality Management, JF Capital Advisors, Vauxhall Advisors, Coyle Hospitality, Richard Sandoval Restaurants, Simply Spotless, Real Estate Alert, CohnReznick, Greenberg Traurig, Vizergy, Trendy Tripping.

BLLA's other conferences include:

July 30 – August 1, Travel Industry Executive Women's Conference, Los Angeles - <http://bit.ly/TIEWN2014>
September 17-19, Boutique Lifestyle International Leadership Symposium, Las Vegas - <http://bit.ly/2014BLLASymposium>

About The Boutique & Lifestyle Lodging Association (BLLA)

The Boutique & Lifestyle Lodging Association (BLLA) is the first and only alliance association dedicated to uniting the world's independent boutique and lifestyle hotels and small brands. This organization was created to be the unifying voice of this distinctive subset within the hospitality industry. BLLA's goal is to unite the world's collection of independent boutique & lifestyle properties and the suppliers that sustain them, offering them the opportunity to successfully compete on a level playing field with major hotel companies, as well as market themselves to meet the ever-increasing demand from discerning boutique-seeking clients. For more information or to become a member visit www.blla.org.

###

