

PRESS RELEASE: July 8<sup>th</sup>, 2015

Bob Sonnenblick, Chairman of Los Angeles-based Sonnenblick Development LLC, has been chosen by Bisnow Conferences to be one of the lead panelists at their upcoming 4<sup>th</sup> Annual Lodging & Investment Conference in Washington DC on October 19.

The poster features a background image of the United States Capitol building in Washington, DC. Overlaid on this is a large, semi-transparent pink rectangle containing the event's text. At the top left of the poster is a colorful logo consisting of a yellow and pink roof shape above a blue base with a red circle and an orange triangle. The text 'BLIS15' is prominently displayed in white, bold, sans-serif font. Below this, the text 'THE FOURTH ANNUAL' is in a smaller white font, followed by 'BISNOW LODGING' in a large, bold white font, and 'and innovation' in a smaller, lowercase white font. 'INVESTMENT SERIES' is written in a large, bold white font. Below that, 'presented by' is in a smaller white font, followed by 'THE PENN STATE HOSPITALITY MANAGEMENT PROGRAM' in a bold white font. A yellow rectangular button with the text 'REGISTER NOW' in bold black font is centered below the program name. At the bottom of the pink rectangle, the date and location 'OCTOBER 19, 2015 | WASHINGTON, DC' are written in white. At the very bottom of the poster, the 'BISNOW' logo is displayed in white, with the tagline '(ALMOST) NEVER BORING' underneath it.

**BLIS15**

THE FOURTH ANNUAL  
**BISNOW LODGING**  
*and innovation*  
**INVESTMENT SERIES**

presented by  
**THE PENN STATE HOSPITALITY  
MANAGEMENT PROGRAM**

**REGISTER NOW**

OCTOBER 19, 2015 | WASHINGTON, DC

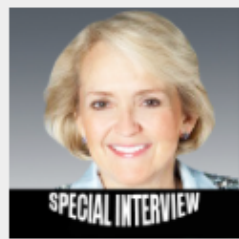
**BISNOW**  
(ALMOST) NEVER BORING

See next page for Conference Speakers

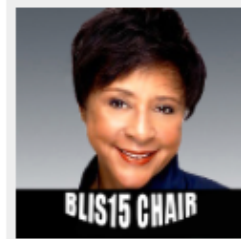
# SPEAKERS



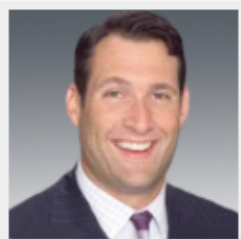
**J.W. "Bill" Marriott, Jr.**  
Executive Chairman  
Marriott International



**Debbie Marriott Harrison**  
Global Officer, Culture &  
Business Councils  
Marriott International



**Sheila Johnson**  
CEO  
Salamander Hotels &  
Resorts



**David Pollin**  
Co-Founder  
The Buccini/Pollin Group



**Bob Sonnenblick**  
Chairman  
Sonnenblick Development



**Chris Hew**  
VP, Capital Markets  
Walker & Dunlop