INTERNATIONAL SOCIETY OF HOTEL ASSOCIATIONS

2026 ISHA Winter Conference
JW Marriott Savannah Plant Riverside District
Savannah, GA

Wednesday, December 2, 2026

8:30 am – 11:00 am	**ISHA Board Meeting** Lodging Association CEOs welcome to attend. Please RSVP to cpappas@isha.biz
11:30 am	**Registration Opens**
11:30 am – 12:45 pm	**AHA Membership Meeting & Lunch**
1:00 pm – 1:15 pm	**Welcome** *Bill Elliott, Wisconsin Hotel & Lodging Assn., 2026 ISHA Chair*
1:15 pm – 2:00 pm	**Post Election Outlook – Understanding the Landscape** *Speaker: Brett Horton, Chief Advocacy Officer, AHLA* The midterm elections are over—now what? Join us for a post-election update on the results and what they could mean for the policy and regulatory landscape. This session will explore key developments, emerging priorities, and what lodging associations should watch for in the months ahead.
2:00 pm – 3:15 pm	**Driving Better Association Governance** *Speaker: Samantha Beeler, Curtis Strategy* Shift your governance into high gear! Join us for a hands-on session exploring how to navigate the twists and turns of board management. Learn how to turn the rules of the road into leverage for peak organizational performance and deeper member engagement.
3:15 pm – 3:30 pm	**Break**
3:30 pm – 4:15 pm	**Hot Hotel Topics – Taxes, Surveillance Pricing and More!** What issues are shaping the lodging industry in 2026? Get up to speed on the latest developments affecting hotels and hospitality, from taxes and surveillance pricing to emerging regulatory and business issues. This session will highlight what's new, what's changing, and what industry leaders need to be watching in the year ahead.

4:15 pm – 4:30 pm	**ISHA Partner Update: Merchant Advocate** *Speaker: Howard Goldstein, Regional Director, Merchant Advocate*
6:00 pm – 8:00 pm	**Opening Reception** Join us for an evening of networking and connection at Baobab African Lounge at the JW Marriott Savannah Plant Riverside District. This unique venue offers a memorable backdrop to unwind, enjoy refreshments, and connect with fellow attendees. Relax, raise a glass, and experience a taste of Savannah while building relationships with colleagues and peers.

Thursday, December 3, 2026

7:30 am – 8:30 am	**Breakfast – Network with ISHA Partners** ISHA Partners provide valuable resources to lodging associations. Join us for breakfast and learn more about what they can offer your association
8:30 am – 8:45 am	**ISHA Partner Update: AHLA** In this update we'll learn about what AHLA is working on and their priorities for 2027.
8:45 am – 9:30 am	**Legal System Abuse: The Hidden Line Item Impacting Hotel Margins — and What Advocacy Can Fix** *Speakers: Justin Romine, Vice President of Claims, Marriott* *Chris Hardman, Georgia Hotel & Lodging Assn.* *Justin Bragiel, Texas Hotel & Lodging Association* Legal system abuse can be an overlooked cost of doing business, putting pressure on hotel margins and creating challenges for owners and operators. This session will examine how litigation trends and legal system abuse can affect the hospitality industry, from rising costs to operational uncertainty. Learn what's driving these challenges, what hotel leaders can do to respond, and how industry advocacy can help advance practical solutions.
9:30 am – 9:50 am	**AI Meets HR – New Challenges** *Speaker: Andria Ryan, Fisher Philips*
9:50 am – 10:05 am	**ISHA Partner Update – AAHOA** In this update, we'll learn about what AAHOA is working on and their priorities for 2027
10:05 am – 10:15 am	**Break**
10:15 am – 11:30 am	**Data Privacy & Surveillance Pricing** *Speakers: Travis Cutler, Marriott* *Sarah Bratko, AHLA* *Additional Speakers TBD*

Data privacy and surveillance pricing have quickly become important issues for the lodging industry, with implications for hotels, guests, and policymakers. This session will explore the evolving privacy and pricing landscape, what new laws and regulations could mean for lodging businesses, and the issues state and local lodging associations should be watching. Attendees will leave with a clearer understanding of the trends, potential impacts, and advocacy considerations shaping this emerging issue.

11:00 am – 12:15 pm **Georgia Lodging Panel**

Moderator: *Chris Hardman, Georgia Hotel & Lodging Assn*
Panelists: *Greg Winey, President, Northpoint Hospitality*
Will Woodworth, SVP Investments, Peachtree Grp.
Additional Panelists TBD

In this session, hear from local owners and operators about how they get involved with their state lodging association, what they're looking for and what you can do to engage owners & management companies more.

Learn about trends that they're seeing with their properties and what you might anticipate for properties in your states.

12:15 pm – 1:30 pm **Lunch**

1:45 pm – 2:30 pm **Hotel Data & Trends: What to watch for in 2027**
Speaker: Sebastian Colella, Pinnacle Advisory Group

What will shape the hotel industry in 2027? This session explores the latest hotel data, market trends, and emerging signals influencing performance, demand, pricing, and investment. We'll examine what the numbers are telling us about traveler behavior, hotel performance, supply, and the broader economic environment—and highlight the key trends hospitality leaders should be watching as they plan for the year ahead.

2:30 pm – 3:15 pm **Setting the Legislative Agenda: Advancing Priorities with State Leaders**

Speakers: *Keenan Irish, Illinois Hotel & Lodging Association*
Sarah Bratko, AHLA
Additional Speakers TBD

A proactive look at the policy issues shaping the future of the hospitality industry at the state level. This session will explore emerging legislative priorities, opportunities to engage with state policymakers, and strategies for effectively communicating the industry's needs and perspectives. Participants will leave with a clearer understanding of the issues to watch such as OTAs, STR and Hotel Tax and how to prepare for the legislative conversations ahead.

3:15 pm – 3:30 pm	**Break**
3:30 pm – 3:45 pm	**ISHA Partner Update: Civitas** *Speaker: John Lambeth, Civitas* Learn what's new with Civitas and what to look for in 2027.
3:45 pm – 4:45 pm	**Best Practice Roundtables** *Open to state lodging associations only* Come to this session ready to brainstorm, learn, and share thoughts and ideas on challenges that state lodging associations face every day!
6:30 pm – 9:00 pm	**Dinner & BMI Performance** Join us for dinner and a performance by singer-songwriter Brody Schenk, whose music blends heartfelt storytelling with a variety of musical influences.

Friday, December 4, 2026

7:45 am – 8:45 am	**Breakfast – Network with ISHA Partners** ISHA Partners provide valuable resources to lodging associations. Join us for breakfast and learn more about what they can offer your association
8:30 am – 8:45 am	**ISHA Annual Business Meeting** Join us for the ISHA Annual Business Meeting where we'll review the status of the association and vote on the 2026 Board.
8:45 am – 9:30 am	**The Extended Stay Sector: Advancing Advocacy at the State & Local Level** Speakers: *Greg Juceam, President & CEO, Extended Stay America* *Scott Joslove, Texas Hotel & Lodging Association* This session will explore the extended stay sector's evolving role in the lodging industry and the importance of effective advocacy at the state and local levels. Examine key policy issues, emerging legislative and regulatory trends, and strategies for engaging policymakers and community stakeholders to advance the industry's priorities, address challenges, and support a favorable operating environment for extended stay properties.
9:30 am – 10:30 am	**Advocacy in Action: Strategies, Successes and Lessons Learned** *Panelists: TBD* Hear firsthand how lodging associations have turned policy challenges into opportunities for meaningful action. This case-

	study session will highlight successful advocacy campaigns, strategic approaches, and lessons learned from the field. Speakers will share what worked, what they would do differently, and practical insights attendees can apply to their own advocacy efforts.
10:45 am	**ISHA Winter Conference concludes**