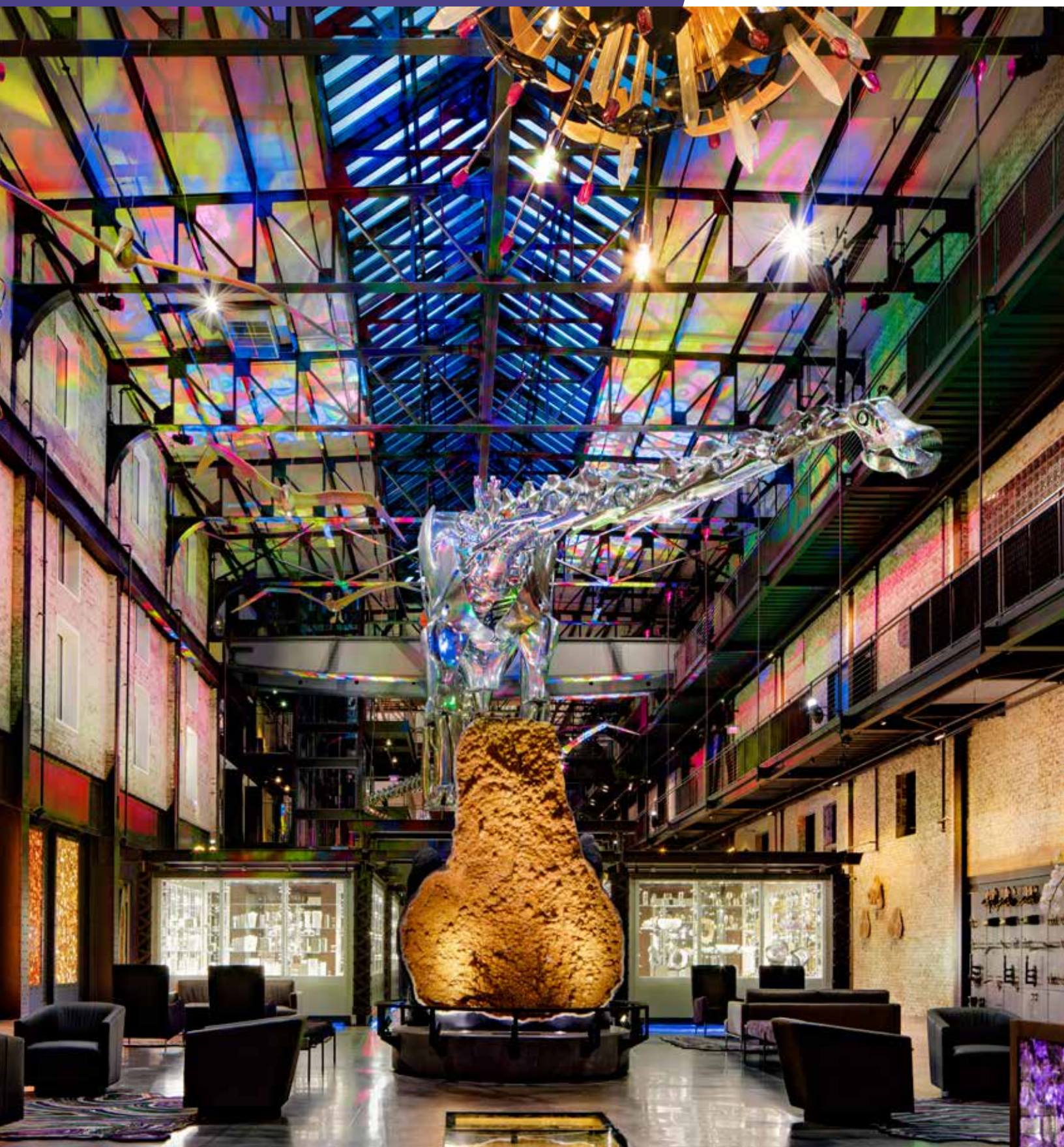
2026 ISHA WINTER CONFERENCE

JW Marriott Savannah Plant Riverside District

SAVANNAH, GEORGIA | DECEMBER 2 – 4, 2026

INTERNATIONAL SOCIETY
OF HOTEL ASSOCIATIONS







WEDNESDAY, DECEMBER 2, 2026

9:00 am – 11:00 am • Riverwalk 1

ISHA Board Meeting

Lodging Association CEOs welcome to attend. Please RSVP to cpappas@isha.biz

11:30 am • Amethyst Foyer

Registration Opens

11:30 am – 12:45 pm • Citrine

AHA Membership Meeting & Lunch

1:30 pm - 1:45 pm • Amethyst

Welcome

SPEAKER: **Bill Elliott**
Wisconsin Hotel & Lodging Assn., 2026 ISHA Chair

1:45 pm – 2:30 pm • Amethyst

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.

2:30 pm – 3:45 pm • Amethyst

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.

3:45 pm – 4:00 pm

Break

4:00 pm - 4:15 pm • Amethyst

Merchant Advocate: Delivering Measurable Financial Value for ISHA Associations and Their Members Since 2022

SPEAKER: **Howard Goldstein**
Regional Director, Merchant Advocate

Howard will walk you through Merchant Advocate's proven 3-step process that helps merchants reduce credit card processing fees without having to switch processors. He'll share the savings results generated for ISHA associations and their members over the past four years, supported by real-world case studies and testimonials.

He'll also highlight Merchant Advocate's Referral Partner Program which has created a valuable source of non-dues revenue for participating associations.

By the end of the presentation, you'll have a better understanding of who we are, what we do, and how Merchant Advocate can help your association and its members improve their bottom lines. Most importantly, you'll see how we can deliver these benefits simply by authorizing us to advocate on your behalf—with no need to change processors.

4:15 pm – 5:00 pm • Amethyst

Hot Hotel Topics

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.

6:00 pm – 8:00 pm
Baobab African Lounge JW Marriott

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
Beethoven's Music Terrace

Breakfast

Join us for breakfast – network with your peers, learn more from our partners

8:30 am – 8:45 am • Amethyst

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 • Amethyst

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 • Amethyst

ChatGPT Meets Employee Relations – 2026 Employment Law Challenges

SPEAKER: **Andria Ryan**, *Fisher Phillips*

AI tools like Chat GPT are helping employees submit well drafted and legal sounding harassment complaints, requests for accommodations and raising other employee relations concerns. This is all despite their lack of legal knowledge and without regard to the actual facts of the situation. This session will provide an overview of 2026 employment law challenges and guidance on how to help your members handle the ChatGPT "complainer."

9:50 am – 10:05 am • Amethyst

ISHA Partner Update - AAHOA

SPEAKER: **Daniel New,** *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 – 11:00 am • Amethyst

Data Privacy & Surveillance Pricing

SPEAKERS:
Travis Cutler, *Marriott*
Sarah Bratko, *AHLA*
Keenan Irish, *Illinois Hotel & Lodging Association*

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 • Amethyst

Georgia Lodging Panel

MODERATOR:
Chris Hardman
Georgia Hotel & Lodging Association

PAMELISTS:
Greg Winey
President, Northpoint Hospitality

Will Woodworth
SVP Investments, Peachtree Group

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
Stone & Webster Main Dining

Lunch

Enjoy this networking lunch with your colleagues and peers.

1:45 pm – 2:30 pm • Amethyst

US Lodging Outlook 2027: Navigating a Changing Landscape

SPEAKER: **Sebastian Colella**
Pinnacle Advisory Group

As the lodging industry faces an evolving economic environment, this session will explore what lies ahead for the U.S. lodging industry in 2027. We'll examine the key economic trends shaping hotel demand, room rates, and profitability, highlight differences in performance across U.S. markets, and discuss the challenges and opportunities facing the industry in the coming year.





2:30 pm – 2:45 pm • Amethyst

Heads Up for 2027: Protecting the Dollars That Drive Demand

SPEAKER: **Tiffany Gallagher**, *Civitas*

The lodging taxes hotels are collecting are becoming a growing target. Property tax relief proposals and efforts to divert tourism revenue to priorities such as infrastructure or workforce housing are gaining traction, and both can weaken the destination marketing that drives hotel demand. In this 15-minute update, Civitas will share the trends we're tracking heading into 2027, including recent overall lodging tax rate trends and where the biggest risks are emerging. We'll also share proactive steps the tourism industry is taking to protect and strengthen this funding.

2:45 pm – 3:00 pm

Break

3:00 pm – 3:45 pm • Amethyst

Setting the Legislative Agenda: Advancing Priorities with State Leaders

SPEAKERS:
Keenan Irish
Illinois Hotel & Lodging Association

Sarah Bratko, *AHLA*

Zak Pyzik
Pennsylvania Restaurant & Lodging Association

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.

3:45 pm – 4:30 pm • Amethyst

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

6:15 pm • Lobby

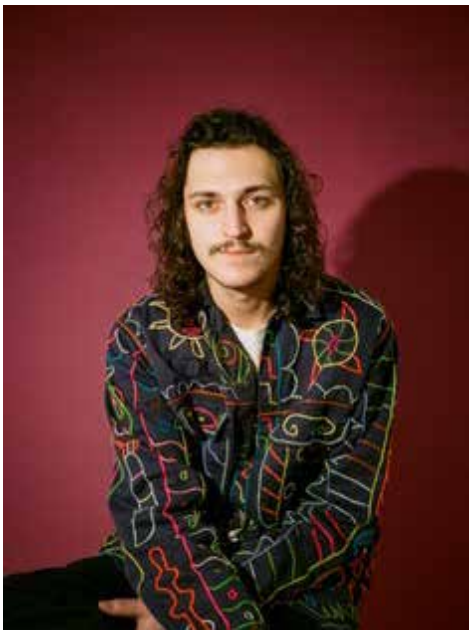
Meet in lobby for transportation to dinner

6:30 pm – 9:00 pm • Perry Lane Hotel

Dinner & BMI Performance

Join us for dinner in the ballroom of the iconic Perry Lane Hotel.

Following dinner, enjoy a performance by singer-songwriter **Brody Schenk**, whose music blends heartfelt storytelling with a variety of musical influences.



Brody Schenk is a rising singer-songwriter whose music blends heartfelt storytelling with a variety of musical influences. Brody's songs are deeply rooted in humanity, nature, the universe and the beauty found in honest moments.

Hailing from Rochester, New York, Brody picked up the guitar at a young age and quickly found his voice through songwriting and musicianship. After an adolescence spent performing locally, Brody moved to Nashville, Tennessee. Never afraid to take matters into his own hands, he has self-booked three national tours and performed in over twenty-five states at the age of 21.

Brody's solo performances showcase a wide variety of talent, combining his charismatic stage presence with thoughtful, clever storytelling and danceable guitar loops.

His latest single, "World's Tallest Man" shows not only a keen sense of musicality but also showcases Brody's talent as a songwriter. The verses, which use clever wordplay to describe the modern state of always wanting more, resolve to the realization that Brody has plenty to be grateful for. This anthem is not only fun, lighthearted, and danceable, but insightful as well.

Brody has had the opportunity to share the stage with artists such as Donna the Buffalo, Melvin Seals & JGB, Giant Panda Guerilla Dub Squad, Cory Branan, Sean Rowe, Ghost Light, Tim Reynold's Trio, and more.

Now a full-time artist, Brody has released 2 singles in 2026 with a full album, "Everyday Magic", released on April 24th, 2026. Started in late April, Brody has been embarking on a 40+ show solo tour to celebrate the release of the new record!

9:00 pm

Return to Hotel

FRIDAY, DECEMBER 4, 2026

7:45 am – 8:45 am
Beethoven's Music Terrace

Breakfast

8:45 am – 9:00 am • Amethys

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.

9:00 am – 9:45 am • Amethyst

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.

9:45 am – 10:30 am • Amethyst

Advocacy in Action: Strategies, Successes and Lessons Learned

Come prepared to share how your lodging association has turned policy challenges into opportunities for meaningful action. In this session, attendees will highlight successful advocacy campaigns, strategic approaches and lessons learned from the field. Share what worked, what you would do differently and practical insights you can apply to your own advocacy efforts.

10:45 am

ISHA Winter Conference Concludes



SCAN TO VIEW
our ISHA Partner Directory
and a digital version of this agenda.

SAVE THE DATE!

ISHA SUMMER MEMBERSHIP & MARKETING CONFERENCE

June 28 - 30, 2027

Edgewater Hotel
Seattle, Washington