

WASHINGTON, DC/BALTIMORE CHAPTER

The Cornell Hotel Society

Hospitality Leadership in Action

2010 Mid-Atlantic Hotel Real Estate Outlook

**Registration Form**

Tuesday, October 12, 2010

7:30 am to 10:00 am

Continental Breakfast Served

Doubletree Hotel & Executive Meeting Center Bethesda

8120 Wisconsin Avenue

Bethesda, Maryland

Number of Attendees: \_\_\_\_\_ Total Amount Enclosed: \$ \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Names of Guests: \_\_\_\_\_ Affiliation: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\$35 per person (Washington DC/Baltimore CHS Chapter Members)

\$45 per person (General Admission)

\$25 per person (Cornell Students with ID)

**\*\*Please RSVP by October 4, 2010\*\***

Please mail this form with your check made out to the *Cornell Hotel Society* to:

Brenna Halliday  
Host Hotels & Resorts  
6903 Rockledge Dr., Suite 1500  
Bethesda, MD 20817

or

**Pay Online:**

Credit card payments can be made at

[www.paypal.com](http://www.paypal.com):

Click on 'Send Money'; Under 'Recipient's Email' enter [chswashingtondc@gmail.com](mailto:chswashingtondc@gmail.com); Under 'Amount' enter the amount to be paid; Under 'Email Subject' enter '2010 Industry Event'

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To learn more about this event or participate as a sponsor please contact Anna Resek or Eva Moore at [chswashingtondc@gmail.com](mailto:chswashingtondc@gmail.com).

**\*\*Parking at the Doubletree Hotel & Executive Meeting Center Bethesda is an additional \$10\*\***

**\*\*A public metered parking garage is located on Woodmont Avenue\*\***

**\*\*The hotel is a half-mile north of the Bethesda Metro Station\*\***

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 Hospitality Leadership in Action

### 2010 Mid-Atlantic Hotel Real Estate Outlook

*Proceeds go to the Cornell School of Hotel Administration Scholarship Fund ~  
CHS Washington, DC/Baltimore Chapter*

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**Bethesda, Maryland**

The Mid-Atlantic Hotel Real Estate Outlook event continues the Washington, DC/Baltimore Chapter of the Cornell Hotel Society's tradition of scholarship fundraising and hospitality industry programming. Topics of discussion will include Public versus Private equity in the current market conditions, as well as the types of projects that can thrive in this economy.

#### Title Sponsor:



**DOUBLETREE®**

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#### Associate's Circle Sponsor:



#### **Featured Moderator:**

**Jan A. deRoos**

*Associate Professor and HVS International Professor of Finance and Real Estate  
Cornell University School of Hotel Administration*

#### **Panelist Include:**

**Michael D. Barnello '87**

*President and Chief Executive Officer  
LaSalle Hotel Properties*

**Jin Lee '91**

*Managing Director and Chief Investment Officer  
Thayer Lodging Group*

**Kate B. Henriksen '96**

*Senior Vice President of Investment Analysis and  
Portfolio Management  
RLJ Development, LLC*

**Raymond D. Martz '93**

*Chief Financial Officer  
Pebblebrook Hotel Trust*