



Southern California Development Forum Presents...

Tuesday, February 10, 2015 - 7:00am-9:00am



Hospitality

Low Hanging Fruit...Is the Southern California Market Ripe for Hotel Development?

Southern California, especially Los Angeles County, is one of the largest Hospitality markets in the United States. A revitalized Downtown Los Angeles, with one of the nation's largest international airports, and a diverse economy of business, entertainment, international trade, media, fashion, science, technology and education, has contributed to a strong demand for lodging. Experts look to attract as many as 4,000 additional hotel rooms over the next several years.

Our distinguished panel will share their thoughts regarding recent trends and strategies for on-going and future hotel development.

Moderator

Tom S. Ito, AIA, LEED AP, Principal
Gensler

Featured Speakers

Bruce Baltin, Senior VP
PKF

Sonnet Hui, Executive Project Director
Hazens Real Estate Group

Darrell Long, Design Director, Partner
HBA

Bob Sonnenblick, Principal
Sonnenblick Development LLC

Donald Wen, Director
North America Development Starwood Hotels and Resorts

Date: Tuesday, February 10, 2015
Time: 7:00am-9:00am

Location:

City Club Los Angeles
City National Bank Building
555 Flower Street
51st Floor
Los Angeles, CA 90071
213.620.9662

Program Price:

\$50.00 – SCDF Members
\$75.00 – Non-members
\$450.00 – Event Sponsor
(2 comp guests)
\$750.00 – Table Sponsor
(8 comp guests)
\$10.00 – Onsite Fee

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Pre-Registration for this event closes at 5:00 pm on Friday, February 6, 2015.

Cancellations will not be accepted after this time and requests for seating after this time cannot be guaranteed. Limited on-site registrations will be available on a first-come, first served basis, unless the event sells out. On-site registrations or changes to existing reservations made after close of registration will be charged a \$10 on-site fee.