



Southern California Development Forum Presents...

Tuesday, May 13, 2014, 7:00am-9:00am



Hospitality

Boutique hotels have traditionally been unique properties operated by individuals or companies with smaller collections. The rising success and popularity of boutique hotels have motivated global hotel companies to pursue establishing their own brands within this exciting and growing market.

This month's program will focus on this fast-developing trend and highlight these smaller aspirational hotel gems that put the spotlight on design and amenities.

Moderator

Tom S. Ito, AIA Principal
Gensler

Featured Speakers

Alex Moradi, Managing Partner
ICO Development

Bob Sonnenblick, Chairman
Sonnenblick Development LLC

Jay Newman, Chief Operating Officer
The Athens Group

Date: Tuesday, May 13, 2014
Time: 7:00am-9:00am

New Location:

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

For Parking Instructions
[*Click Here*](#)

For Directions
[*Click Here*](#)

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, May 9, 2014.

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.