

# 2010 Turning the Corner

Hospitality Upgrade Magazine presents

## THE CIO SUMMIT

### Wednesday, Sept. 8, 2010

10:00 a.m.-7:00 p.m.

Registration Open  
Mezzanine, Second Floor

11:00 a.m.

Complimentary Shuttle to Tournament  
Exit Lobby Left (through Bob's)

12:15-5:15 p.m.

Golf Tournament  
Presidio Golf Course

7:00-8:00 p.m.

Welcome Cocktail Reception  
Mezzanine, Second Floor

8:00 p.m.

San Francisco "Country" Barbecue  
Union Square, Second Floor

### Thursday, Sept. 9, 2010

7:00-8:30 a.m. Registration Open  
Grand Ballroom Foyer, Third Floor

7:30-8:30 a.m.

Breakfast  
Grand Ballroom Foyer/Grand Ballroom, Third Floor

8:30-8:45 a.m.

Conference Welcome  
Grand Ballroom, Third Floor

8:45-9:00 a.m.

HFTP Tweet  
Grand Ballroom, Third Floor

9:00-10:15 a.m.

Connecting the Dots: Social Media & Tech Savvy Travelers  
Grand Ballroom, Third Floor

10:15-10:30 a.m.

Break  
Grand Ballroom Foyer, Third Floor

10:30 a.m.-12:00 p.m.

Doing More with Less  
Grand Ballroom, Third Floor

12:00-1:00 p.m.

Lunch  
Mezzanine, Second Floor

1:00-1:30 p.m.

Group Photo  
Location TBD

### Wednesday, September 8, 2010

10:00 a.m.-7:00 p.m. Registration Open—Mezzanine, Second Floor

11:00 a.m. Complimentary Shuttle to Tournament—Exit Lobby Left (through Bob's)

12:15-5:15 p.m. Golf Tournament—Presidio Golf Course

Join us for the ninth annual CIO Summit Golf Scramble at the Presidio Golf Course, a San Francisco tradition delivering great golf experiences to Presidents of the United States, famous military officers, civilians and visitors since 1895. The tournament is a fun-filled shot-gun-style event (teams of four, where only the best shot is played). Lunch will be provided.

7:00-8:00 p.m. Welcome Cocktail Reception—Mezzanine, Second Floor

It's no secret: the CIO Summit focuses on peer-to-peer interaction. It is important to us that you get to meet everyone and we are very creative when it comes to our opening night ice-breaker. It can be silly, but is always fun. Come see what we have planned!

8:00 p.m. San Francisco "Country" Barbecue Dinner—Union Square, Second Floor

Join us for our annual barbecue dinner served with a San Francisco twist on the normal barbecue fare. This event is casual (jeans are acceptable).

### Thursday, September 9, 2010

7:00-8:30 a.m. Registration Open—Grand Ballroom Foyer, Third Floor

7:30-8:30 a.m. Breakfast—Grand Ballroom Foyer/Grand Ballroom, Third Floor

8:30-8:45 a.m. Conference Welcome—Grand Ballroom, Third Floor

8:45-9:00 a.m. HFTP Tweet—Grand Ballroom, Third Floor—Speaker: Terry Price, CIO, The Grove Park Inn Resort & Spa, and current President of HFTP

9:00-10:15 a.m. Connecting the Dots: Social Media & Tech Savvy Travelers—Grand Ballroom, Third Floor

The rise in popularity of social media and user-generated content is defining travel distribution. More and more travelers—especially those tech savvy among us—are routinely engaging with and creating social content across the travel search, shop, buy and experience process. In this session, our speaker will present key trends on the size of the social travel landscape, traveler use of social media, semantic analysis of traveler reviews and the implications for travel distribution.

Speaker: Douglas Quinby, Senior Director, Research, PhoCusWright

10:15-10:30 a.m. Break—Grand Ballroom Foyer, Third Floor

10:30 a.m.-12:00 p.m. Doing More with Less—Grand Ballroom, Third Floor

The tough economy coupled with the demand for improved profits is requiring most companies to do more with less. According to Gartner's 2009 business report, IT and training are the two areas most impacted by cost-cutting efforts, yet CEOs expect more from each function creating a difficult dichotomy. Today's CIO has experienced down-sizing, right sizing or streamlining—all resulting with fewer people to more work. In this session, our speaker, a celebrated corporate consultant and trainer on productivity improvement, change and leadership, will discuss real life examples where more is being done with less and how you can do more with less too.

Speaker: Dr. Dick Ruhe

12:00-1:00 p.m. Lunch—Mezzanine, Second Floor

1:00-1:30 p.m. Group Photo—Location TBD

**1:30-2:30 p.m. Now That's Funny—Grand Ballroom, Third Floor**

Work and life in general are stressful at times, especially in the world of an IT executive. Let's lighten up the atmosphere and bust some of that stress with the acclaimed comedian Patrick Hanifin. Hailing from Southern California, Patrick brings a refreshing perspective by blending his arsenal of comedy coupled with hysterical and original material. In this session, we will relieve some stress through a unique way of looking at the world through Patrick's style of humor.

*Speaker: Patrick Hanifin*

**2:30-3:00 p.m. Break/Special Surprise—Grand Ballroom, Third Floor**

If you have been to a Summit before, you know we always have a surprise up our sleeves. This year is no different and the surprise will feature two of our very own CIOs. If you are new to the Summit, we can promise you won't be disappointed.

**3:00-4:30 p.m. CIO Panels: I Want to Know—Grand Ballroom, Third Floor**

Knowing what your peers think about the hottest topics our industry is facing can be invaluable. During this round-robin style discussion, we will look at an array of hot topics relevant to our industry today. This discussion will spark both thinking and debate between the attendee panels and the audience as we get past the "yes or no" to the "why."

*Moderator: John Burns, President, Hospitality Technology Consulting; Panelists: Ken Barnes, VP of IT, White Lodging; Scot Campbell, SVP & CIO, MGM Resorts International; Ira Greenfield, VP Technology, Extended Stay Hotels; Nick Price, CIO/CTO, Mandarin Oriental Hotel Group; Vivek Shaiva, CIO, La Quinta; Kris Singleton, CIO, Kimpton Hotels & Restaurants; Richard Tudgay, VP, Technology, Omni Hotels; Lyle Worthington, CIO, Horseshoe Bay Resort*

**4:30-5:00 p.m. TechShare: Ready, Set, Go!—Grand Ballroom, Third Floor**

*Speakers: Richard Siegel, President & Publisher, Hospitality Upgrade; Bob Bennett, President, Starr Technology Consulting*

**5:00 p.m. Adjourn—Grand Ballroom, Third Floor**

**7:00-8:00 p.m. Cocktail Reception—Mezzanine, Second Floor**

**8:00 p.m. Gala Dinner—Union Square, Second Floor**

**Friday, September 10, 2010**

**7:30-8:30 a.m. Breakfast—Grand Ballroom Foyer/Grand Ballroom, Third Floor**

**8:30-9:30 a.m. CIO Panel: That's My Perspective—Grand Ballroom, Third Floor**

Dealing with real life situations often creates challenges that most of us don't consider until they happen. During this cross-segment panel discussion, we will focus on a few critical issues using real life scenarios. Then, we will ask the panelists to give us their perspective on how they would handle the situation from their industry's perspective. As always, audience participation will make this a session to remember.

*Moderator: Jeremy Rock, President, RockIT Group; Panelists: Van Baltz, VP & CTO, Station Casinos, Inc.; Brian Garavuso, EVP Marketing & CIO, Diamond Resorts International; Bill Martin, VP & CIO, Royal Caribbean Cruises Ltd.; Jeffrey Stephen Parker, Vice President of Technology, Magnolia Hotels*

**9:30-9:45 a.m. Break—Grand Ballroom Foyer, Third Floor**

**9:45-11:00 a.m. The Cloud Economy: Moving to the World of Dynamic Multi-Sourcing—Grand Ballroom, Third Floor**

Hospitality CIOs are looking for ways to quickly take advantage of the agility and cost efficiencies that can be gained through using cloud services, but without inadvertently taking on security or quality risks. Our speaker will discuss how businesses are building and buying cloud services both for infrastructure and applications in a pragmatic way, and how your organization can benefit from cloud-based innovations—from the device to the datacenter.

*Speaker: Sandeep Johri, VP, Strategy & Industry Solutions, HP*

**11:00 a.m. Final Adjournment—Grand Ballroom, Third Floor**

**11:15 a.m. Complimentary Shuttle to SFO—Exit Lobby Left (through Bob's)**

**Thursday, Sept. 9, 2010  
(continued)**

**1:30-2:30 p.m.**

**Now That's Funny**  
Grand Ballroom, Third Floor

**2:30-3:00 p.m.**

**Break/Special Surprise**  
Grand Ballroom, Third Floor

**3:00-4:30 p.m.**

**CIO Panels: I Want to Know**  
Grand Ballroom, Third Floor

**4:30-5:00 p.m.**

**TechShare: Ready, Set, Go!**  
Grand Ballroom, Third Floor

**5:00 p.m.**

**Adjourn—Grand Ballroom**

**7:00-8:00 p.m. Cocktail Reception**  
Mezzanine, Second Floor

**8:00-9:00 p.m.**

**Gala Dinner**  
Union Square, Second Floor

**Friday, Sept. 10, 2010**

**7:30-8:30 a.m.**

**Breakfast—Grand Ballroom Foyer/  
Grand Ballroom, Third Floor**

**8:30-9:30 a.m.**

**CIO Panel: That's My Perspective**  
Grand Ballroom, Third Floor

**9:30-9:45 a.m.**

**Break**  
Grand Ballroom Foyer, Third Floor

**9:45-11:00 a.m.**

**The Cloud Economy: Moving to the  
World of Dynamic Multi-Sourcing**  
Grand Ballroom, Third Floor

**11:00 a.m.**

**Final Adjournment—Grand Ballroom**

**11:15 a.m.**

**Complimentary Shuttle to SFO**  
Exit Lobby Left (through Bob's)

**\*\*PHOTOGRAPHS/VIDEO\*\***

Hospitality Upgrade takes photos and video at its meetings and events, some of which may be used in publications or for general conference promotions. Unless you inform us that you object, permission is assumed.

