



# HFTP ANNUAL CONVENTION

Omni Louisville Hotel • Louisville, Kentucky USA

# 2018

OCTOBER 24-26

## SCHEDULE-AT-A-GLANCE

### TUESDAY, OCTOBER 23

3:00 – 6:00 p.m.

**Attendee Registration**  
Second Street Prefunction

### WEDNESDAY, OCTOBER 24

7:00 a.m. – 8:00 p.m.

**Attendee Registration**  
Second Street Prefunction

8:00 – 8:45 a.m.

**HFTP Attendee Orientation**  
Olmsted Prefunction

8:30 – 9:00 a.m.

**Beverage Break**  
Second Street Prefunction

9:00 – 11:30 a.m.

**Disaster Planning and Recovery:  
By Failing to Prepare,  
You are Preparing to Fail**  
Commonwealth 3  
Session Type: General

**Leadership: Global Excellence Part 1**  
Commonwealth 2  
Session Type: General

**Saving Lives With Excel**  
Olmsted 5-7

Session Type: Finance, Technology

10:00 – 10:30 a.m.

**Beverage Break**  
Second Street Prefunction

11:30 a.m. – 12:30 p.m.

**Networking Lunch**  
Commonwealth 4-8

12:30 – 3:00 p.m.

**Build Your Best Career: Optimize Your  
Resumé, Networking and Social Media**  
Olmsted 5-7  
Session Type: General

**Leadership: Global Excellence Part 2**  
Commonwealth 2  
Session Type: General

**Fun With Fraud and Enchanting  
Employee Embezzlement in  
Clubs and Hotels**

Commonwealth 3  
Session Type: Finance, Ethics

1:00 – 5:00 p.m.

**CHAE and CHTP Exams**  
Germantown

3:00 – 3:20 p.m.

**Beverage Break**  
Second Street Prefunction

3:20 – 4:10 p.m.

**The Evolving Club**  
Olmsted 5-7  
Session Type: General

**A Market-Level Look at Trends in the  
Hotel Industry**  
Commonwealth 2  
Session Type: Finance, Technology

**E-Commerce in Hospitality:  
Friend or Foe?**  
Commonwealth 3  
Session Type: Technology, Finance

4:30 – 5:15 p.m.

**CHAE and CHTP Certification  
Recognition Event**  
Olmsted Prefunction

5:30 – 6:45 p.m.

**Opening Keynote:  
Can I Have Your Attention? Focus Your  
Team in the Distracted Workplace**  
Olmsted 1-4  
Session Type: General

7:00 – 9:00 p.m.

**Welcome Reception and  
Table Top Exhibits**  
Commonwealth 4-8  
*Sponsored by Jonas Club Software*

### THURSDAY, OCTOBER 25

7:00 a.m. – 4:30 p.m.

**Attendee Registration**  
Second Street Prefunction

7:30 – 8:00 a.m.

**Beverage Break**  
Second Street Prefunction

8:00 – 9:15 a.m.

**Imminent Accounting Issues  
For Private Clubs**  
Olmsted 5-7  
Session Type: Finance

**Using Emerging Technologies to Drive  
Digital Transformation in Hospitality**  
Commonwealth 2  
Session Type: Technology

**Strategies for the Overwhelmed**  
Commonwealth 1  
Session Type: General

**Ransomware: Examples of How to  
Be a Victim**  
Commonwealth 3  
Session Type: Technology

*Sponsored by Hospitality Upgrade*

9:15 – 9:35 a.m.

**Table Top Exhibits and Beverage Break**  
Commonwealth 4-8

9:35 – 10:50 a.m.

**Government Matters: 2018 Update**  
Olmsted 5-7  
Session Type: General

**Security Risks in IoT World and  
What Hoteliers Can Do About It**  
Commonwealth 2  
Session Type: Technology

**David vs Goliath: What Country Clubs  
Can Learn From Top Golf's Increasing  
Market Share**  
Commonwealth 1  
Session Type: Finance

**Evolution of AAA Diamond Ratings**  
Commonwealth 3  
Session Type: Technology

# 2018 HFTP Annual Convention Schedule-at-a-Glance *(continued)*

**10:50 – 11:10 a.m.**

**Table Top Exhibits and Beverage Break**  
Commonwealth 4-8

**11:10 a.m. – 12:00 p.m.**

**Best Practices of Club Governance**  
Olmsted 5-7  
Session Type: General

**Alphabet Soup: An Update from the HFTP HFAC and AH&LA Financial Management Committee**  
Commonwealth 1  
Session Type: Finance

**Challenges for Small IT Teams**  
Commonwealth 2  
Session Type: Technology

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**Demystifying the ROI of Social Media**  
Commonwealth 3  
Session Type: Finance

**12:00 – 1:45 p.m.**

**Lunch with Table Top Exhibits**  
Commonwealth 4-8

**1:45 – 3:00 p.m.**

**50 Shades of Grey (Club Ethics)**  
Olmsted 5-7  
Session Type: Ethics

**Personalizing the Guest Experience When on Property**  
Commonwealth 2  
Session Type: Technology

**EU GDPR: How it Affects U.S. and Hospitality Companies**  
Commonwealth 1  
Session Type: General

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**Internal Controls for Small Business**  
Commonwealth 3  
Session Type: Finance

**3:00 – 3:20 p.m.**

**Beverage Break**  
Second Street Prefunction

**3:20 – 4:35 p.m.**

**General Session: U.S. Economic Outlook**  
Olmsted 1-4  
Session Type: General

**4:35 – 6:00 p.m.**

**Chapter Leader Updates**  
Commonwealth 3  
Session Type: General

**Young Professionals Event**  
Pool Deck Terrace

**6:00 – 10:00 p.m.**

**Greater Louisville Chapter Event**  
Kentucky Derby Museum  
*(Additional registration required)*

## FRIDAY, OCTOBER 26

**7:00 a.m. – 4:30 p.m.**

**Attendee Registration**  
Level 2 Prefunction Area

**7:30 – 8:15 a.m.**

**Beverage Break**  
Level 2 Prefunction Area

**8:00 – 9:15 a.m.**

**Keynote Session: The Connected Leader**  
Olmsted 1-4  
Session Type: General

**9:15 – 9:45 a.m.**

**Annual Business Meeting**  
Olmsted 1-4

**9:45 – 10:05 a.m.**

**Beverage Break**  
Second Street Prefunction

**10:05 – 11:20 a.m.**

**Reefer Madness: Legalized Marijuana and the Workplace**  
Commonwealth 3  
Session Type: General

**Risk Management in the Hospitality Industry: Know When to Hold 'Em and Know When to Fold 'Em**  
Olmsted 5-7  
Session Type: General

**The New H-2B and J-1 Visa Landscape: Critical Strategies That National Hospitality Organizations Should Take to Achieve Seasonal Staffing Success**  
Commonwealth 2  
Session Type: General

**The Challenges of Managing in a Tipping Environment**  
Commonwealth 1  
Session Type: Finance

**11:20 a.m. – 12:35 p.m.**

**Networking Lunch**  
Olmsted 1-4

**12:35 – 1:50 p.m.**

**The Key to Performance Metrics**  
Olmsted 5-7  
Session Type: Finance

**Happy Funny Talented People (HFTP): We Are Family**  
Commonwealth 1  
Session Type: General

**Taking a Knee to Free Speech: Understanding When Employers May Limit Employee Speech**  
Commonwealth 3  
Session Type: General

**Mentorship**  
Commonwealth 2  
Session Type: General

**1:50 – 2:10 p.m.**

**Beverage Break**  
Second Street Prefunction

**2:10 – 3:25 p.m.**

**50 Shades Darker (Hotel Ethics)**  
Olmsted 5-7  
Session Type: Ethics

**Managing the Generations in the Workforce**  
Commonwealth 1  
Session Type: General

**Checking in on Tax Reform: The Tax Cuts and Jobs Act**  
Commonwealth 3  
Session Type: Finance

**3:25 – 3:45 p.m.**

**Beverage Break**  
Second Street Prefunction

**3:45 – 4:35 p.m.**

**The Hotel Pre-Opening Process**  
Commonwealth 1  
Session Type: Finance, Technology

**AP Automation — How it Works**  
Olmsted 5-7  
Session Type: Finance, Technology

**Demystifying Blockchain**  
Commonwealth 3  
Session Type: Technology

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**5:15 p.m. – Midnight**

**HFTP's Annual Tribute to Success (Formerly President's Evening)**  
Commonwealth 4-8