



15th Annual Lodging Industry Update
Presented by:
Metropolitan Memphis Hotel & Lodging Association
and
Pinkowski & Company

Friday, February 22, 2013
7:30 am to 10:30 am

Hilton Memphis

- 7:30 Breakfast**
- 8:10 Introductions**
 - Mary Calorio – President, MMHLA**
 - Chuck Pinkowski, Owner, Pinkowski & Company**
- 8:20 Regional and National Economic Overview**
 - Mark Herbison, The Greater Memphis Chamber**
- 8:50 Local Lodging Industry Update based on Smith Travel Research**
 - Chuck Pinkowski, Pinkowski & Company**
- 9:20 National Lodging Industry Update based on Smith Travel Research**
 - Jeff Higley, HotelNewsNow/STR**
- 9:50 Key Note Speaker**
 - William Reynolds, Jr., MCS Capital LLC – The Marcus Corporation**
- 10:25 Wrap-up**
- 10:30 Adjourn**



Greater Memphis Chamber

Mark Herbison is the Senior Vice President of Economic Development for the Greater Memphis Chamber. Prior to coming to Memphis he served as director of Economic Development for the Rutherford County Chamber of Commerce, director of Economic Development for the Nashville Area Chamber of Commerce, as an automotive marketing consultant for the Tennessee Department of Economic and Community Development and as director of Economic Development for Paris/Henry County, Tennessee.

Before entering the field of economic development, Herbison worked for almost ten years in the Tennessee Secretary of State's office in various positions including public information officer, assistant director of publications and administrative assistant to the secretary of state.

In 2004, Herbison was named economic development "Professional of the Year" in the state of Tennessee by the Tennessee Industrial Development Organization (TIDC). More recently, Herbison was recognized as one of "Ten People Who Made a Difference in the South in 2010" by Southern Business and Development Magazine. During his tenure at the Greater Memphis Chamber, his team has successfully facilitated the location of over 275 projects, representing over 23,300 new jobs and over \$4.4 billion in new capital investment.

He holds a degree from Bethel College and is a graduate of the Economic Development Institute at the University of Oklahoma. He is a past president of the Tennessee Industrial Development Council and past chairman of the Tennessee Economic Partnership.

Herbison has two sons and lives in Memphis.



Jeff Higley

Editorial Director, Digital Media/Director of Communications
Hotel News Now/Smith Travel Research

Jeff Higley is a 25-year journalism veteran who has specialized in the hotel industry for the past dozen years. Prior to joining HotelNewsNow.com and Smith Travel Research in March 2008, Higley served in various leadership positions for Questex Media Group's Hotel & Motel Management. Higley was instrumental in the company's launch of Hotel Design, Luxury Hotelier and The Hotel Times magazines.

Higley began his career in the newspaper industry and worked as a sportswriter for several medium-sized Midwest newspapers, covering everything from high school basketball to the World Series.

Higley and his wife, Cheryl, have three children: Sarah, Emily and Isabella. They reside in Avon Lake, Ohio.



PINKOWSKI & COMPANY
BACKGROUND INFORMATION

Pinkowski & Company is a consulting firm established in April of 1987 for the purpose of providing experienced, professional consulting services to companies, individuals and other entities involved in the hospitality industry. Mr. Charles G. Pinkowski, founder of the company, offers more than 35 years of consulting experience with a most diversified profile of clients. Pinkowski & Company has serviced clients on a nationwide basis for assignments located from coast to coast.

Mr. Pinkowski is a resource for many hospitality industry engagements including operational review, conceptual design and planning, internal control review, employee food service design and implementation, as well as market feasibility studies, for development of all types of lodging facilities. In this time of economic and business uncertainty, Pinkowski & Company is the right firm to assist in the evaluation of your business and the determination of how to become or remain successful throughout these challenging times.



William H. Reynolds, Jr.
MCS Capital LLC – The Marcus Corporation

Bill Reynolds is Senior Managing Director of MCS Capital LLC, an investment affiliate of The Marcus Corporation, a NYSE-listed company headquartered in Milwaukee, Wisconsin. The Marcus Corporation is a leader in the lodging and entertainment industries, with significant company-owned real estate assets. The company's lodging division, Marcus Hotels & Resorts, owns or manages 18 hotels, resorts and other properties in nine states. Its movie theatre division, Marcus Theatres, owns or manages 694 screens at 56 locations in seven states. The Marcus Corporation recently celebrated its 76th anniversary.

The Marcus Corporation formed MCS Capital to expand its investments in the hospitality space with a focus on value-add investments in hotels and resorts. The company has extensive expertise investing in and operating branded and independent upscale properties, historic hotels and complex resort operations, and is also experienced in public-private partnerships and other investment vehicles.

Prior to joining The Marcus Corporation, Reynolds served as Secretary of the College at Trinity College in Connecticut; Managing Director and Chief Investment Officer at Thayer Lodging Group; Managing Director of a venture with USAA Real Estate; EVP & Chief Investment Officer of MeriStar Hospitality REIT; and Senior VP Development of Interstate Hotels & Resorts and CapStar Hotel Company. Reynolds started his career in the hotel industry in 1985 as a principal and EVP of Metro Hotels in Dallas, Texas. Reynolds also served as President of City Associates, a Houston-based office building developer and as VP Marketing and Development for Portfolio Management, a residential developer in Texas and Connecticut.

Reynolds is a member of the Urban Land Institute Hotel Development Council, the New York Hospitality Council and the Lodging Industry Investment Council, and serves on the steering committee for America's Lodging Investment Summit ("ALIS"). He is a frequent speaker at hospitality industry conferences and serves on the board of directors of Carey Watermark Investors.

Reynolds earned a BA degree from Trinity College in Hartford, Connecticut and an MPA degree in Regional Planning from the University of New Haven. He attended law school at the South Texas College of Law in Houston. Reynolds served on the Board of Trustees of Trinity College (1999 – 2008), where, in 2011, he was voted Secretary of the College Emeritus. Reynolds also is on the board of directors of The Writer's Center in Bethesda, Maryland. He and his wife, the Rev. Nancy Lincoln Reynolds, reside in Annapolis, Maryland.