

COPYCAT OR DOMINATOR

It's easy to be a copycat. The real challenge is to dominate a market segment regardless of size or competition. As the hospitality industry in San Francisco matures and evolves, and guests become more educated and specific with their tourism choices, the marketing challenge is to find that next GREAT something that will be different and better. This Symposium explores ways the industry is reinventing itself to succeed in this marketplace, finding niche markets, and connecting to potential guests through effective marketing.

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| 8:30 | Welcome Tom Costello, Director, Hospitality Industry Management Program, USF |
| 8:40 | Oren Harari, "Dominate or Leave" Professor, USF School of Business and Management & Author, <i>Break From the Pack: How to Compete in a Copycat Economy.</i> |
| 9:30 | Niche Marketing Panel Bonnie MacLaird , Panel Moderator, President, MacLaird Marketing, & Adjunct Professor, USF School of Business and Management Dave Escobar , Market Manager-Northern California Americas, Orbitz Rob Goldberg , COO, Village Roadshow Gold Class Cinemas Bonnie Lewkowicz , Director, Access Northern California Jenny Toomer , Assistant General Manager, Hotel Monaco |
| 10:30 | Sara Lee Coffee & Tea Networking Break |
| 11:10 | Marketing Maven Milestones and Connector Creations Andrew Freeman , President, Andrew Freeman & Co. Els Cooperrider , Owner, Ukiah Brewing Company and Restaurant Jennifer Johanson , CEO, EDG Design |
| 12:00 | Marketing Best Practices Eric Friedenwald-Fishman , Creative Director & President, Metropolitan Group & Author, <i>Marketing that Matters: 10 Practices to Profit Your Business and Change the World.</i> |
| 12:30 | Richard L. Swig Hospitality Leadership Luncheon Michael Davidson , Vice President, National Circulation Sales, USA TODAY |



Symposium Speakers:

Els Cooperrider Els was 16 when she emigrated with her family to live in Mendocino County. She studied Botany at UC Berkeley, where she received her Bachelor's and Master's degrees. Els, her husband and two sons own and operate the Ukiah Brewing Co. & Restaurant, the first certified organic brewpub in the U.S. Active in the local community, Els was the mastermind behind Measure H, banning the growing of genetically engineered organisms in Mendocino County, the first GMO ban in the Americas. She also fought to stop the spraying of roadsides with toxic herbicides and began a Public Radio program exploring alternatives to oil dependency.

Michael Davidson As USA TODAY Vice President, National Circulation Sales, Michael leads their national circulation sales efforts—providing overall direction targeted to travel-related sales in the U.S., resulting in travel category circulation growth of 52% since 1999. Michael began his USA TODAY career in 1985 in Kansas City, creating that market's subscription telemarketing program. He progressed to Regional Marketing Director in Chicago, successfully developing and implementing sales strategies in the hotel, retail, food service and education industries. Michael is on the Board of the American Hotel & Lodging Educational Foundation and is a member of the Board of Overseers of the University of Houston, Conrad N. Hilton College Hospitality Hall of Honor.

Dave Escobar David's more than 20 years of experiences in the hospitality industry range from day-to-day operations, sales, and group housing management in both large chains and boutique hotels. In the late 1990's, with one of the groundbreaking on-line hotel reservation companies, he trained hotels and inns to market and distribute their inventory worldwide. Many of these hotels had no prior experience with the Internet and on-line reservations. With Marriott, David was instrumental in identifying a web-based solution that brought greater efficiency to both hotel and meeting planners, offering 24/7 access to real-time registration and reservation information. Currently Market Manager for Orbitz Worldwide, David manages the San Francisco and Monterey markets, consulting with hotels to expand their sales and revenue.

Symposium Speakers: (continued)

Eric Friedenwald-Fishman, Creative Director/President of the Metropolitan Group, is nationally and internationally recognized for his developing/implementing strategic communication and social marketing campaigns that achieve high returns on investment. He specializes in creating major public-private partnerships for public awareness and cause-related marketing and has extensive experience in socially and environmentally responsible business marketing, corporate social responsibility, and tourism and hospitality promotions. Eric is the co-author of *Marketing That Matters: 10 Practices to Profit Your Business and Change the World*, and is also the principal author of MG's Public Will Framework.

Andrew Freeman Andrew's passion for the hospitality industry was born at the French Culinary Institute, where he launched L'Ecole, the student-run restaurant and did sales and marketing. He moved up to Director of Marketing for the Russian Tea Room and then VP of Public Relations and Marketing for The Rainbow Room and Windows on The World. Andrew opened his hospitality/lifestyle marketing company, Andrew Freeman & Company in 2005. Prior to AF&CO, he was VP, Public Relations and Strategic Partnerships for Kimpton Hotel and Restaurants. Andrew is a Board member of the Anti-Defamation League, Dress for Success San Francisco, and the Richmond Ermet AIDS Foundation, and serves on the SF Convention and Visitors Bureau marketing committee.

Rob Goldberg Goldberg started his career managing the Hard Rock Café in L.A. and opening and operating Hard Rock Cafés throughout North America. He then served as general manager of L.A.'s exclusive Vertigo. Rob returned to the Hard Rock Café group, and as corporate director of operations, was responsible for millions in sales and was directly involved in the development of properties. Rob was also president and CEO of the Plumpjack Group and president of the Moana Hotel & Restaurant Group, sister company of Auberge Resorts. Currently Rob is COO of Village Roadshow Gold Class Cinemas, an Australian entertainment company that is poised to launch its luxury cinema concept in America. A San Francisco native and a fervent advocate of California food and wines, Goldberg has made a career reinventing how consumers eat, drink and sleep.

Oren Harari, a Professor at the USF Graduate School of Business and Management, currently teaches strategic and global management. His association with The Tom Peters Group from 1984–1996 had the greatest impact on the shaping of his career. He continues to consult and speak about competitive advantage, global management, organizational change, and transformational leadership. Harari has contributed to many professional journals and trade publications and has written 8 books, the most recent titled, *Break From the Pack: How to Compete in a Copycat Economy*, which discusses achieving competitive advantage in a marketplace where commodities and services are being imitated. Oren is a member of the U.S. State Department's Advisory Council on Leadership and Management and a Founding Member of The Integrity Institute.

Jennifer Johanson As EDG's CEO, President and design leader, Jennifer Johanson has over seventeen years of experience in the development strategic restaurant and food service concepts. Her clients have included many of the premier chefs in the United States such as Wolfgang Puck, Joachim Splichal, Kent Rathbun and Bradley Ogden. In addition to her work with signature chefs, Jennifer has guided the design of new hotel restaurant venues for Conrad, Four Seasons, Hilton Hotels, Marriott and Ceasars Palace. She has a high level of expertise with casual dining concepts and has developed multiple prototype formats for clients including Nordstrom and other Fortune 500 companies. Jennifer has traveled extensively in Europe and Japan and recently toured the best of France's restaurants with renowned chef Joachim Splichal. She brings a solid understanding of restaurant design and strategic brand development to the table together with a balance of wit, partnership and focused leadership.

Bonnie Lewkowicz has a degree in Adapted Recreation and has worked for over 25 years in various capacities in the travel industry. She founded and is director of Access Northern California, a non-profit organization committed to expanding opportunities to accessible travel and recreation. Bonnie is a contributing writer for several travel magazines and has authored an access guide to San Francisco and a book about accessible trails titled, *A Wheelchair Rider's Guide: San Francisco Bay and the Nearby Coast*. She conducts disability awareness trainings for the hospitality industry and is nationally recognized as a leader in the emerging field of accessible tourism.

Bonnie MacLaird, owner of MacLaird Marketing in Sausalito, has extensive experience in marketing and as a travel industry consultant. She was Marketing Director for American Hawaii Cruises, Seabourn/Cunard Cruise Line, and the San Francisco Zoological Society, as well as Vice President of Marketing & Revenue Management for World Explorer Cruises, Inc., an education-focused cruise line that partners with educational institutions. Previous ventures include BBA Travel Marketing owner/consultant in San Francisco and owner of Habitat Books in Sausalito. Bonnie earned her BA degree at Sonoma State and MIM/MBA at the American Graduate School of International Management.

Jenny Toomer Jenny's passion for hospitality began in 1994 at the Fairmont Hotel, San Francisco. In 1999, she joined up with Kimpton Hotels, opening Hotel Palomar as Sales Manager, eventually becoming Director of Sales & Marketing. As she continues to grow within San Francisco's hotel world, her roles have progressed from food server to her current position as Assistant General Manager at the beautiful 201 room Hotel Monaco. Jenny has served on many of Kimpton's committees including the annual Dress for Success fundraisers and the hotel pet program.

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18th Annual Hospitality Industry Symposium and Richard L. Swig Hospitality Leadership Luncheon

The Most Dangerous Marketing Dilemma:

COPYCAT OR DOMINATOR

\$ Low Rates

\$ Luxurious Spa

\$ GLBT

\$ Old World Charm

\$ Romantic Specials

\$ Intimate Dining

\$ Superior Amenities

\$ The Next Great "!"

Tuesday, April 8, 2008

8 am to 2 pm

Hilton San Francisco

333 O'Farrell Street