



# NHHLA Technology Committee Kick Off

Co-Chairs:

Shannon McCallum

Susan Ryan

# Agenda

- Welcome
- Council Member Introduction
- Goals of the Technology Committee
- Framework and Expectations
- Questions and Feedback
- Next Steps





# Council Members

Name	Company	Position	Email	Category
Shannon McCallum	Nevada Hotel and Lodging Foundation Chairperson	Co-Chair	<a href="mailto:slmccallum@icloud.com">slmccallum@icloud.com</a>	Hotel
Susan Ryan	MGMRI	Co-Chair	<a href="mailto:sryan@mgmresorts.com">sryan@mgmresorts.com</a>	Hotel
JoAnn Moreno	Boyd Gaming	IT Initiatives Product Manager-Hospitality Solutions	<a href="mailto:joannmoreno@boydgaming.com">joannmoreno@boydgaming.com</a>	Hotel
Robin Davis	MGMRI	Executive Director of Application Support and DBA	<a href="mailto:rdavis01@mgmresorts.com">rdavis01@mgmresorts.com</a>	Hotel
Michael Ellis	Hilton Grand Vacations/Elara	General Manager	<a href="mailto:michael.ellis@hgv.com">michael.ellis@hgv.com</a>	Hotel
Alfred Smith	Cosmopolitan	Sr. Director-IT Applications	<a href="mailto:Alfred.Smith@Cosmopolitanlasvegas.com">Alfred.Smith@Cosmopolitanlasvegas.com</a>	Hotel
Ryan Heideman	React Mobile	VP of Sales	<a href="mailto:ryan.heideman@reactmobile.com">ryan.heideman@reactmobile.com</a>	Vendor
Philip Hamlin	SECURAlert	Regional Sales Manager	<a href="mailto:philiph@securalert.com">philiph@securalert.com</a>	Vendor
Rick Shaw	Awareity	Founder/CEO/CDO	<a href="mailto:rick.shaw@awareity.com">rick.shaw@awareity.com</a>	Vendor
Ted Ladomersky	Intech LV	Head of Sales, Hotels and Institutins	<a href="mailto:ted@intechlv.com">ted@intechlv.com</a>	Vendor
Eric Robinson	FreshAir Sensors	Director of Sales	<a href="mailto:eric@freshairsensor.com">eric@freshairsensor.com</a>	Vendor
Richard O'Brien	Xpodigital	Director of Business Development	<a href="mailto:robrien@xpodigital.com">robrien@xpodigital.com</a>	Vendor
Kathryn Koning	SurferQuest	CEO	<a href="mailto:kathrynkoning@yahoo.com">kathrynkoning@yahoo.com</a>	Vendor
Matt Ward	Hospitality WiFi	Chief Development Officer	<a href="mailto:mward@hospitalitywifi.com">mward@hospitalitywifi.com</a>	Vendor
Diane Estner	DANNI Enterprises	Owner	<a href="mailto:DianeEstner@danni-enterprises.com">DianeEstner@danni-enterprises.com</a>	Vendor
Patricia LaRocca	Beekeeper	Global Head of Hospitality – Sales	<a href="mailto:patricia.larocca@beekeeper.io">patricia.larocca@beekeeper.io</a>	Vendor

# Creation of the Technology Committee



## TECHNOLOGY COMMITTEE ALIGNMENT

- Form a technology committee to present innovation to the NHLA members
- Enhance dialog between Members, the Technology Committee and Vendors
- Understand new technology through conferences, demonstrations, presentations
- Organize agreed upon events and presentation
- Expose technology to members, not just individual vendor products
- Build relationships and network between committee and association members
- A one-year term on the committee

**Committee to work closely together to drive member engagement and technology knowledge**

# Technology Committee Goals

- Meet quarterly either by conf call or in person
- Plan a technology conference for mid-year 2021
  - Ideally in person, back up virtual plan
  - Morning to consist of presenters from 9:00 to noon
  - Lunch: Keynote speaker and one sponsor
  - Afternoon: Workshop for 90 minutes
- Virtual presentations – educational
  - One per quarter – 45 minutes
- In-person demonstrations (when allowed)
  - In-person demonstrations can be promoted amongst our members through direct emails, social media, and other channels. The member is responsible for securing the space and any associated costs.
- Videos
  - Member videos can be loaded on the NHLA YouTube channel
  - Encourage technology companies to submit short videos for inclusion and promotion through our social channels
- Communication
  - Encourage technology members to write a blog post for our Master Key
- Educational
  - “Have you met” – introducing the company
  - Trends
- Promotions
  - Encourage technology members to offer a special promotion or discount to NHLA members.
  - They create the flyer and send to us
  - We promote it on our Deals and Discounts page
  - We promote in our social channels



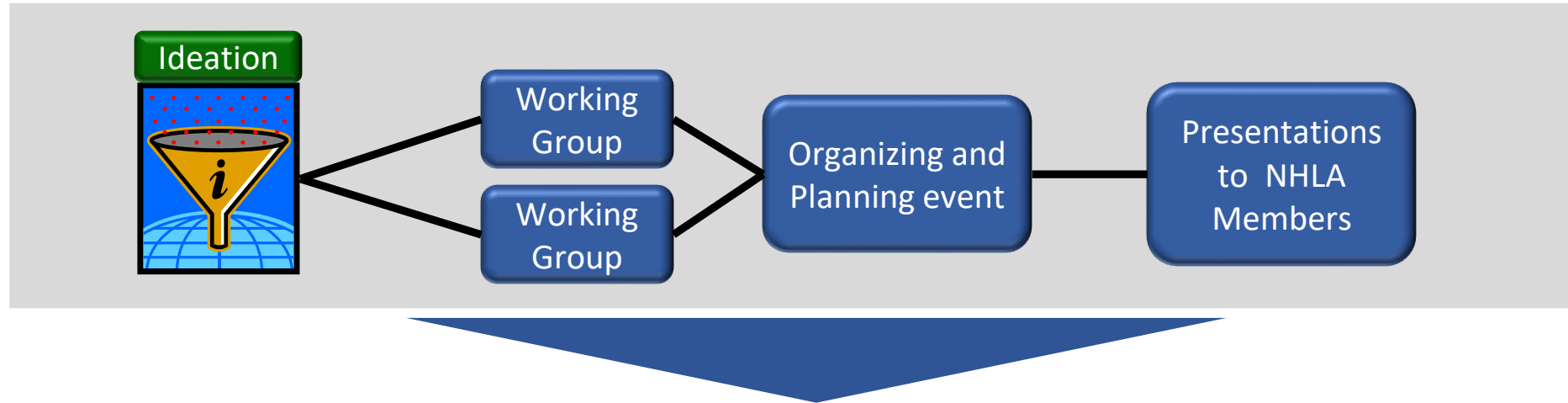


# Framework



# Governance

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- Ideation can be from anyone in the NHLA Organization
- After approval, Working Groups formed from members in the Technology Committee
- Co-Chairs and NHLA President decision making body

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## Presentations

- Demos
- Conferences
- Videos
- In-Person presentations (when allowed)



# Expectations

## Do:

1. Represent your Business Strategy
2. Always consider the impact to the Organization
3. Participate
4. Communicate
  - Share the process, roadmap, & decisions of the Council
  - Represent technology agenda to Co Chairs
  - Engage in Working Groups
5. Sponsor projects & product development
6. Attend/Join Working Groups
7. Champion & enforce the process

## Don't:

1. Ask to delegate the role/responsibility
2. Use the platform to sell products



# Getting Started & Going Forward



## KICK OFF

### Agenda

- Introduce Members
- Review framework
- Expectations
- Commitment

*TODAY*

1. Committee Meeting Frequency
2. Agree on day/time of meeting

## RECURRING COMMITTEE MEETINGS

### Agenda

- Present Idea/s
- Present Results / Request for Approval
- Planning
- Review Presentation List
  - Confirm Priorities
  - Updates
- Other Topics as Requested by the Committee or Members Team

## REFINE ROADMAP

- Update Roadmap & Priorities based on Committee Strategy
- Follow process
- Continuously improve process



Questions  
Feedback  
Next Steps