

HISTORIC HOTELS
of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION*

HISTORIC HOTELS OF AMERICA
TRADESHOW DIRECTORY

2012

Ojai, California



Historic Hotels of America

2012 Annual Conference

Ojai Valley Inn & Spa, Ojai, California

November 6-8, 2012

**HISTORIC HOTELS
of AMERICA**

NATIONAL TRUST FOR HISTORIC PRESERVATION*

WELCOME

This Historic Hotels of America 2012 Tradeshow Directory lists exhibitors and sponsors at the 2012 Annual Conference at the Ojai Valley Inn & Spa in Ojai, California.

The guide is an easy reference for you to use when looking for a specific product or service. Keep it close at hand as you are visiting exhibitors. If you have questions about any of the products or services, stop by the booth, and visit with the company's representatives.

All of these companies support Historic Hotels of America by exhibiting at the conference or sponsoring a function. To thank them for their support, we encourage you to patronize them when making purchasing decisions.

Historic Hotels of America

2012 Annual Conference

Ojai Valley Inn & Spa, Ojai, California

November 6-8, 2012

HISTORIC HOTELS OF AMERICA
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2012 Annual Conference

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American Express® is a proud partner with Historic Hotels of America and its hotels using the HE GDS. Together the two companies have launched successful programs that have grown their luxury, leisure, and meetings and events businesses.

Participating hotels enjoy numerous benefits:

- Member hotels receive a transaction rate discount
- Member hotels can also benefit from a three-day payment plan

BUENA VISTA WINERY

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Before there were vineyards in every valley north of San Francisco, before Napa and Sonoma were household names, before there was a California wine world at all, there was Buena Vista. Founded in 1857, Buena Vista is California's first premium winery, and its history is as colorful as it is proud. Today, the legend is being re-born under the vision of Jean-Charles Boisset.

Just outside the town of Sonoma, the original winery is now a California Historic Landmark, and home to the Winery, Tasting Room, and Visitor's Center. Buena Vista wines are the finest expression of true varietal character, with great acidity, balance, and structure. Their personality reflects the region's abundant stylistic diversity across the five tiers: Private Reserve, Vinicultural Society, Carneros, The Count, and Sonoma.

CASA BARRANCA

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The Casa Barranca Certified Organic Winery is a central feature of the Casa Barranca Estate, designed in 1909 by Greene & Greene. Located in picturesque Ojai Valley, California, Casa

Barranca is the first certified organic winery in the Santa Barbara region. At Casa Barranca, we are dedicated to making the finest wines.

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Roasted To Perfection Since 1963, The Coffee Bean & Tea Leaf® has been offering premium coffees and teas nurtured from seed to cup. We are the largest and oldest family-run coffee and tea company in the country, with over 800 store locations across 22 countries. All products are purchased direct from origin countries and

are Kosher Certified. The Coffee Bean & Tea Leaf® is a perfect fit for your hotel or resort.

- Restaurants and bars, in-room coffee service, banquets, lobby and room service
- Customized equipment programs and marketing materials
- Special “Preferred Member” pricing!

Contact us for a list of product offerings.

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Located in St. Louis, Missouri, Guest DirectSM is a division of the industry leading outsourcer, Customer Direct. Guest DirectSM has been providing a wide variety of outsourced contact center solutions for the Lodging and Hospitality industry since 2003.

The Guest DirectSM brand was developed specifically to address the many guest interaction needs of today’s hoteliers. Whether booking hotel reservations or serving the HSIA technical support needs of guests, Guest DirectSM has become the leader in specialized guest support services for the Lodging and Hospitality Industry.

DIGITAL ALCHEMY

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Digital Alchemy brings increased revenue through development of powerful guest relationships and targeted e-marketing offers. These automated messages, wrapped in rich images, are delivered at optimal times and are available in formats optimized for email and for mobile devices.

All services are available at special pricing:

- Digital Alchemy Advantage CRM suite at up to 40% discount
- eBlast e-marketing campaigns with ROI guarantees
- Related CRM and comment card services at substantial discounts
- Micro mobile solutions with expandable options

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Gilchrist & Soames is a sophisticated purveyor of fine English toiletries. From our selection of distinctive house-brand and retail collections to complete bespoke services, Gilchrist & Soames is

your partner in providing a superior guest experience. We pursue eco-friendly practices in all aspects of product creation, from ingredients and packaging to sourcing and manufacture.

HISTORIC HOSPITALITY PUBLISHERS

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Historic Hospitality Publishing is an imprint of the Southwestern Publishing Group, a 155-year-old company in Nashville, Tennessee. They collaborate with historic hotels, resorts, inns, spas, and other noteworthy properties to develop

custom books and cookbooks for sales and marketing. In addition, they offer full editorial and design services as well as marketing consultation, free storage, flexible payment plans, and distribution.

HUNTER AMENITIES INTERNATIONAL LTD.

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Hunter Amenities International Ltd. (Hunter) is a privately held manufacturer, assembler, and distributor of hotel amenities for the hospitality industry as well as a manufacturer of retail and spa products. Established in 1981 as a supplier

to airlines and the vending industry, Hunter has become the largest manufacturer of hotel amenities and spa products in Canada, and the second largest in North America.

HYPERDISK MARKETING

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HyperDisk Marketing is an international eMarketing agency that focuses on web marketing solutions, interactive development, and full-service consulting services. For nearly 20 years, HyperDisk has been creating compelling digital strategies that drive revenue, market share, and brand value. With clients from around the globe and in nearly every major U.S. market,

HyperDisk has the ability to immediately impact your bottom line.

HyperDisk has strategic solutions that address website and mobile ecommerce, search engine marketing, social media, online campaigns, database marketing, and a full range of strategic consulting packages.

IDEAS REVENUE SOLUTIONS

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IDEaS Revenue Solutions - a SAS Company, is the leading provider of pricing and revenue management software, services and consulting. IDEaS enables global organizations such as hotel,

travel, and transportation companies to understand, anticipate, and react to consumer behavior in order to optimize revenue and profits. Please visit www.ideas.com for more information.

K A H L E R S L A T E R A R C H I T E C T S

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Kahler Slater is a creative, multi-disciplinary design enterprise of architects, designers, and consultants working with visionary clients throughout the world. The Kahler Slater Hospitality Team uniquely combines a passion for hotel, spa, and resort projects with a specialized expertise in the restoration and renovation of

historic properties, such as the Skirvin Hilton, the Kohler American Club, The Carolina Inn, Chapel Hill, and Hotel Phillips. Their collaborative approach and in-depth knowledge of hotel and resort development from a business perspective results in architecture that improves their clients' bottom line.

L U M A T O P

www.lumatop.com
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We have the worldwide patent of the DVD-card. This concept implies a traditional postcard which contains a DVD. The weight and size are chosen in that way that minimum postage costs apply. The card offers an added value in different kinds of your clients: companies, sports clubs, fairs historic buildings, events, festivals, government agencies, product presentation, amusement parks, Christmas.

The card can be used as a promotional tool or it can be sold as a souvenir.

We are proud to say that we are working together with one of the five finest chocolatiers of Belgium. The different between these pralines is that we have bought the beans ourselves in the original country and prepared them. So you can't compare them with more common chocolate products.

MAJESTIC INTERNATIONAL

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Specifically designed to meet the needs of luxury properties, Majestic International offers the finest bathrobe selection in the industry. With an array of classic designs, Majestic has a robe for any climate, from soft and supple waffle cotton to tailored microfiber and elegant Turkish terry velour collections.

- Special member discount
- Green/sustainable options
- In-house design capability for custom property-exclusive robes
- Stock robe modifications to add distinctive detailing

MARIOFF

www.marioff.com
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Marioff is the leading developer of water mist fire protection technology and supplies system solutions worldwide. The company designs and manufactures all key components of the water mist fire protection system under the name

HI-FOG. It uses up to 90 percent less water than traditional sprinkler systems.

Marioff is part of UTC Climate, Controls & Security Systems, a unit of United Technologies Corp.

MICROS SYSTEMS, INC.

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MICROS is the premier provider of enterprise wide integrated information technologies for the hotel industry.

- The most flexible, comprehensive property management solution available today
- Installed in over 20,000 locations in 80 countries
- Multi-language and multi-currency
- Highly scalable
- Feature and function rich
- Highly accurate guest information

- Dashboard screen – access all modules of OPERA from one screen
- One button check-in

MICROS eCommerce is a digital marketing and e-commerce technology provider for the hospitality industry. They focus on helping hotels grow your business by increasing direct-to-supplier Internet channels. They do this specifically through award-winning services that include:

- Website – UX & design and development

MONARCH CYPRESS

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Monarch Cypress is headed up by industry veterans Gene Faul, CEO, and Karen Faul, President. Their bathrobes, towels, and now Liddell Linens can be found at many of the

world's most prestigious hotels and spas. Monarch Cypress products are a perfect match for Historic Hotels of America.

MULTI-SYSTEMS, INC. (MSI)

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Serving the hospitality industry since 1990, MSI (Multi-Systems, Inc.) is a leading supplier of hotel technology and property management solutions. With an installed customer base of over 3,900 hotels and resorts throughout North America, MSI is one of the largest providers of fully integrated property management, sales and

catering, marketing, point of sale, Web booking, and centralized corporate services. MSI specializes in “total system solutions” for management companies and hotel chains by providing central reservation and property system integration. For more information on MSI, visit www.msisolutions.com.

NATIONAL TRUST FOR HISTORIC PRESERVATION

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The National Trust for Historic Preservation works to save America’s historic places for the next generation. We take direct, on-the-ground action when historic buildings and sites are threatened. Our work helps build vibrant, sustainable communities. We advocate with

governments to save America’s heritage. We strive to create a cultural legacy that is as diverse as the nation itself so that all of us can take pride in our part of the American story.

Historic Hotels of America is a program of the National Trust for Historic Preservation.

NAVIS

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The NAVIS Reservation Sales System helps resorts and hotels increase leisure revenue dramatically. Using innovative technologies and client-proven best practices, the NAVIS system increases conversion, optimizes your marketing, and captures more data about your reservations staff, callers, leads, and your business.

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- Implement proven programs to increase conversion rates
- Accurately measure your online and offline marketing campaigns
- Reallocate your marketing spend to what works

ODWALLA

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Odwalla has over 35 delicious beverage and nourishing food-bar varieties. Odwalla offers positive branding with premium, natural, earth-friendly products and ideas for your hotel,

including breakfast, meeting breaks, café, pool, gym, spa, and golf. Benefits include:

- Special national discount pricing
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- Free use of merchandising equipment

PRESERVATION MAGAZINE

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Preservation is the magazine for people who love historic places. Each issue spotlights sites that have shaped the American identity and the people working tirelessly to protect them. Through provoking narratives and brilliant photography celebrate historic places of all kinds from houses, train depots, and theaters

to battlefields, national parks, heritage travel destinations, and sacred sites. As the quarterly publication and voice of the National Trust for Historic Preservation, the magazine inspires readers to save the past and enrich the future through NTHP membership, charitable giving, advocacy, and volunteerism.

RESORT HOTEL ASSOCIATION

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The Resort Hotel Association (RHA) provides insurance exclusively for independently-owned hotels, resorts, and spas. We leverage the buying power of our members' 22,000 guest rooms and

\$7.8 billion in property values into a high-quality, stable insurance program, with some of the best rates in the industry.

SABRE HOSPITALITY SOLUTIONS

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Sabre Hospitality Solutions provides a unified platform of distribution technology, products, and services.

After a multi-year search, Historic Hotels of America selected Sabre due to its comprehensive suite of products and services. The suite of end-to-end solution services provided by Sabre

includes the unsurpassed performance, reliability, and security of the SynXis CRS; interfaces to the leading PMSes; a full suite of e-marketing services; and affordable access to Global Distribution System (GDS) media and other business units of Sabre Holdings.

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Serta® is proud to be the manufacturer of the World's Best Mattress™. Their commitment to quality has made them a leader in the hospitality industry. We can work with your property directly or with your Design Firm. Take advantage of factory-direct preferred pricing

on the exclusively designed "Preferred Hotel Sleepers."

- Innovative technology prevents sagging and rolling
- Revenue-sharing guest purchase programs
- Sustainable/green materials

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Standard Textile Hospitality Division offers a complete line of textile products designed to increase guest satisfaction and lower operating costs. They are revolutionizing the hospitality industry with patented products that combine luxurious comfort with unsurpassed durability and superior cost management.

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- Access to the new Todd-Avery Lenahan collection
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The Turkish Towel Company is a leading producer of luxury towels and bathrobes to the hospitality, spa, and consumer markets. Based in Peabody, MA, with our own production facilities

in Turkey, The Turkish Towel Company marries modern American design with old-world craftsmanship. One-time special offer: 15% off our Lexus Collection or Velsoft Robe.

TWININGS OF LONDON®

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Since 1706, Twinings of London® has delivered the finest tea experience. Nine master blenders travel the world seeking the finest teas, spices and herbs, then blend them using techniques

perfected over 300 years. Whether it's a refreshing Black, soothing Green or flavorful Herbal, we'll make you teatime worth every sip.

VIZERGY®

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Vizergy® is a digital travel marketing company empowering hoteliers to know more, do more and achieve more with the ultimate goal of delivering maximum online revenue. Online marketing services include website/mobile

design & development, advanced analytics, reservation solutions, online distribution services, pay-per-click & display advertising, search engine optimization and more.



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