

HISTORIC HOTELS  
of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION\*

HISTORIC HOTELS OF AMERICA  
TRADESHOW DIRECTORY

2011

Cincinnati, Ohio



Historic Hotels of America

**2011 Annual Conference**

Hilton Cincinnati Netherland Plaza

November 15-17, 2011

## WELCOME

*This 2011 Historic Hotels of America Tradeshow Directory lists exhibitors and sponsors at the 2011 Annual Conference at the Hilton Cincinnati Netherland Plaza, Cincinnati, Ohio.*

*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.*

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**HISTORIC HOTELS**  
**of AMERICA**

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NATIONAL TRUST FOR HISTORIC PRESERVATION®

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**2011 Annual Conference**

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## ALLERGY TECHNOLOGIES, LLC

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+1 215 654 0880

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With its cutting-edge product, ActiveGuard™ mattress liners for use against bed bugs and dust mites, Allergy Technologies LLC is making significant strides against the current bed bug epidemic. ActiveGuard™ is an easy to install,

comfortable mattress and box spring liner that provides a proactive way to combat bed bugs, giving the consumer an added level of comfort and security.

## AMERICAN EXPRESS®

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[www.PreferredHotelGroup.com/amex](http://www.PreferredHotelGroup.com/amex)  
+1 212 640 6462

Representative:  
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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

Go to [www.PreferredHotelGroup.com/amex](http://www.PreferredHotelGroup.com/amex) and discover the many ways to work and grow together.

## COCA-COLA®

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www.coca-cola.com  
+1 800 232 2652, ext. 3266

Representative:  
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trockow@na.ko.com

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Representative:  
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National Account Executive – Foodservice  
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Since 1963 The Coffee Bean & Tea Leaf® has been proudly offering premium coffees and teas carefully nurtured from seed to cup. They are the largest and oldest family-run coffee and tea company in the country, with over 800 stores

across 22 countries, traveling the globe to find the highest quality harvests available. The Coffee Bean & Tea Leaf® is a perfect fit for every area of your hotel and resort. Contact them for a list of product offerings.

## DIGITAL ALCHEMY

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www.data2gold.com  
+1 817 939 6781

Representative:  
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shannon@data2gold.com

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
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## HISTORIC HOSPITALITY: PROVIDENCE HOUSE PUBLISHERS

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www.historichospitalitybooks.com  
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**Roger Conner**, President and Publisher  
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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.

## HOSPITALITY TECHNICAL SERVICES

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www.htsnow.com  
+1 859 795 0464 x 308

Representative:  
**Ken Martinez**  
VP Global Business Development  
ken@htsnow.com

HTS has the expertise required for new development projects, renovations or management of day-to-day technology needs. They provide guest Internet access, Wi-Fi, hotel

systems, and custom A/V technology for hotels, casinos, marinas and resorts. Contact them to get things done right and save time and expense.

## HUNTER AMENITIES INTERNATIONAL

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www.hunteramenities.com  
+1 847 566 6037

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Hunter Amenities International is foremost a designer and creator of exquisite crafted and fully customized personal care amenity programs for major hospitality corporations, boutique hotels, spas, cruise lines, and retailers. Over the years they have developed and meticulously formulated their own brands that

appeal to a diverse range of demographic groups. From concept to packaging, these appealing brands have been created to offer an innovative and varied selection of shampoos, conditioners, body creams and soaps for retail or amenity channels.



## IDEAS – A SAS COMPANY

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Founded in 1989, IDEaS is the premier provider of enterprise revenue management and optimization solutions. IDEaS invented critical decision solutions that enable global organizations to understand, anticipate, and react to consumer behavior in order to maximize company-wide revenue or profits.

IDEaS offers proven solutions that:

- Determine correct pricing for perishable capacity, products and/or services
- Analyze market behavior and capture revenue opportunities
- Expand competitive set performance
- Forecast business demands
- Manage and control distribution channels

## KAHLER SLATER ARCHITECTS

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www.kahlerslater.com  
+1 414 272 2000

Representative:

**Doug Nysse, Principal**

dnyss@kahlerslater.com

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.

## MICROS / TIG GLOBAL

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TIG Global, a subsidiary of MICROS Systems, Inc., is dedicated to assisting the travel industry with exceeding their online marketing goals and specializes in hotel Internet marketing and destination Internet marketing. TIG Global offers multi-language websites, a vast network of

internationally based strategic linking partners, email, and pay-per-click marketing campaigns tailored to all international markets, custom social media solutions, and websites optimized for major search engines around the world.

## MONARCH / CYPRESS

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www.monarchbathbedspa.com  
+1 413 229 8200

Representatives:

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ichief@aol.com

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karenfaul@monarchrobe.com

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. Come see what they have to offer.

## MSI (MULTI SYSTEMS, INC.)

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www.msolutions.com  
+1 602 385 3926

Representative:  
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Serving the hospitality industry since 1990, MIS is a leading supplier of hotel technology and property management software solutions. With over 5,800 hotels and resorts throughout North America, MSI is one of the largest privately held

providers of fully-integrated property management, sales and catering, marketing, point of sale, web booking, and centralized corporate services.

## NATIONAL TRUST FOR HISTORIC PRESERVATION

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www.preservationnation.org  
+1 202 588 6327

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A non-profit member organization, the National Trust for Historic Preservation helps people protect, enhance, and enjoy places that matter to them. The National Trust for Historic Preservation provides leadership, education, advocacy, and resources to people, organizations,

and local communities committed to saving places, connecting us to our history, and collectively shaping the future of America's stories.

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

## ODWALLA

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www.odwalla.com  
+1 847 600 2676

Representative:

**Bob Atwood**, National Account

Development Manager - Odwalla Foods  
ratwood@coca-cola.com

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
- Guaranteed sales (no spoilage)
- Free use of merchandising equipment

## SABRE HOSPITALITY SOLUTIONS

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Sabre Hospitality Solutions is Preferred Hotel Group's new partner to bring all of its brands onto 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.

## SERTA INTERNATIONAL

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+1 312 399 7208

Representative:  
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Serta International is the leading mattress supplier to the hospitality industry. The comfortable and durable Perfect Sleeper sleep system is found in more hotels in North America than any other manufacturer.

With factory direct representation, and no middlemen, your project will be cared for by mattress experts that will provide you with the best options for your desired objective. Serta makes the world's best mattress.

## SKYWARE HOSPITALITY SOLUTIONS

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Skyware Hospitality Solutions is a full-service property management system offering hotels, resorts, and enterprises multiple deployment options. This enables the hotel to install the latest technologies on-site or in the cloud.

Skyware's next generation PMS solution includes the following product suite: Hotel Front Office, Sales & Catering, Accounts Receivable, and Preferred Hotel/GDS Interface.

## STANDARD TEXTILE CO., INC.

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Standard Textile's Hospitality Division is revolutionizing the hospitality industry with innovative textile products. Serving the world's most preferred hotels, Standard Textile has collaborated with award-winning hospitality designer Todd-Avery Lenahan to

present a ground-breaking collection of striking jacquard ensembles, delicately colored for the bed, that combine Standard Textile's patented Centium Satin Sheeting® with TAL's uniquely elevated aesthetic.

## THE RGU GROUP

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The RGU Group specializes in quality souvenir and gift products that make lasting impressions. They are passionate in creating original, one-of-a-kind stuffed animals that are cute and cuddly, as well as collectible. Distinctive and delightful,

their products are all about details. Uniquely designed with colorful embroideries that represent each destination, their ultra soft plush animals offer retailers the invaluable opportunity to bring travelers and families closer together.

## USA T O D A Y

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www.usatoday.com  
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special corporate program. Delivery programs from US \$0.30 per copy.

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