

- ATTIRE: *Business casual for meetings*  
*Cocktail attire for Gala Dinner*
- BREAKFAST & TRADESHOW EXHIBITS:  
7:30 – 8:45 a.m. *Caprice Room*
- HOSPITALITY DESK:  
7:30 a.m. – 4:00 p.m. *4th Floor Registration Desk*
- LUNCHEON: 12:30 p.m. *Hall of Mirrors*

## THE LADY IN GREEN



When The Netherland Plaza opened in 1931 to rave reviews of the population, critics said that the hotel challenged the splendor of Solomon's Temple, and the state-of-the-art French art deco structure was instantly acclaimed as a significant new design.

The hotel had luxurious features, including indirect lighting, modern baths, and high speed elevators. The hotel was nothing short of lavish, with Brazilian rosewood, brass, marble and stylized Egyptian and floral motifs.

### But, did you know it also had something else...

This legendary and historic hotel is rumored to have a lovable ghost haunting the premises. The ghost, known affectionately as "Lady in Green" wanders the ornately decorated hallways of the hotel, desperately searching for her lost husband.

The Lady in Green has been seen walking the Hall of Mirrors and Mezzanine level of the hotel, and was rumored to be seen by numerous construction workers during the hotel's renovation in 1983.

Legend has it that the Lady's husband, a hotel laborer, was killed during early hotel construction in 1930. The body of the young man was never found. The Lady in Green is believed to be spending her time looking for her husband as she wanders mournfully through the elegant hallways.

*We will have a special prize for anyone who is able to photograph her during our conference.*

## CONFERENCE SCHEDULE

### THURSDAY NOVEMBER 17

- 7:30 Breakfast & Tradeshow Exhibits – *Caprice Room*
- 9:00 General Session III – *Pavillion Ballroom* – Larry Horwitz, Host
  - National Trust for Historic Preservation Update – Stephanie Meeks, President, National Trust for Historic Preservation
  - How Do Marketing and History Relate? – Dr. Bradford Hudson, Professor of Marketing and Business History, Boston University
- 10:50 Break — Sponsored by Coffee Bean & Tea Leaf and Odwalla – *Caprice Room*
- 11:10 Breakout Session III
  - Distribution: Knowing Changes Everything – Salons BC – Matthew Paul, Revenue Account Manager
  - Reaching the Heritage and Cultural Audience – Salons DE – Erin Ross, Manager, Partnership Relations
  - Enhancing Exposure and Dazzling With History – Salons FG – Gina Galatro, Manager, Marketing Communications
  - Mining the Preservation Vertical Market to Increase Group Sales – Salons HI – Michael DiRienzo
- 11:50 Breakout Session IV – *Pavillion Ballroom*
- 12:30 Luncheon: Historical Milestones & Celebrations – Sponsored by Monarch/Cypress – *Hall of Mirrors*
- 2:30 General Session IV – *Pavillion Ballroom*
  - Back to Basics: Print in the Digital Age (Media Panel) – Gina Galatro, Moderator
  - James Schwartz, Editorial Director, The National Trust for Historic Preservation
  - Ken Price, Public Relations Director, Palmer House Hilton
  - Linda Feagler, Senior Editor, Ohio Magazine
  - The Year Ahead – Larry Horwitz
  - 2012 Annual Conference Announcement
- 4:00 Free Time
- 7:00 Gala Dinner — *Hall of Mirrors* – Thierry Roch, Host
  - Sponsored by American Express
  - Historic Hotels of America Awards of Excellence

