

The Northern California Chapter of HSMIAI invites you to join us for
PKF Silicon Valley Trends
Our Annual Look at Where the Industry Has Been
And Where the Industry is Going!



**What are the future performance expectations
for Silicon Valley Hotels?**

- How Silicon Valley Hotels finished 2002
- Projected performance expectations for 2003
- New & proposed hotels entering our competitive sets
- How the war & current economic conditions have changed the marketplace
- Strategies to succeed in a post-war environment

Our speaker, Kenneth Kuchman, is a Vice President in the San Francisco office of PKF Consulting. Mr. Kuchman specializes both in the appraisal of hotels, motels & resorts and also in the analysis of existing & proposed lodging industry operations. Mr. Kuchman embarked on his post-undergraduate hospitality career with the Mandarin Oriental Hotel Group where he spent several years living in the company's headquarters city of Hong Kong. He is a president of the Northern California Chapter of the Cornell Hotel Society.

Tuesday, May 20, 2003

11:30am Registration & Networking

12:00pm Lunch & Program

at

Garden Court Hotel

520 Cowper Street, Palo Alto, CA • (650) 323-1912

Admission: \$35 - Pre-paid \$45 - Non-Members & Walk-ins

RSVP by Friday, May 16 to hsmainc@yahoo.com, online at www.hsmainc.com
or fax your reply to (408) 395-3730. ALL NO SHOWS WILL BE BILLED. For more information, call the
Hospitality Sales and Marketing Association Int'l. Northern California Chapter at (408) 395-3765.

Mark your calendars...meetings held the 3rd Tuesday of each month.

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