



America's Newest and Best Economy Extended Stay Hotels™

The 2nd Annual My Place Hotels of America Owner's Conference, May 9-11, 2016, in Las Vegas, NV, was a huge success. Consistent with the brands aggressive growth, conference attendance more than doubled from 2015 and EVERYONE was there!!! The audience of current and incoming franchisees, hotel media, and business and trade affiliates, gathered at Caesar's Palace for the exciting event!!!



"We're On a Roll!" was a consistent theme of the conference Ryan Rivett, President and COO of My Place Hotels of America, kicked it off with an exciting look at what My Place is doing, both in front of and behind the curtain. Like a lucky shooter at a Las Vegas craps table, My Place is

definitely On a Roll.

 **Hotel Business** @hotelbusiness · May 10
 In 2015 @MyPlaceHotels had 11 hotels in 5 states; now has 23 in 10 states. 10-12 more in 7 new states expected by end of 2016. #hotelnews

A primary focus of both Ryan's remarks, and his everyday disciplines as a leader is to ask the question "why." He stated, "Why is a question that inspires analysis, leads us to understanding and can result in sound direction." This sentiment resonated throughout the entire conference.

 **David Eisen** @DavidEisen3 · May 10
 .@MyPlaceHotels Ryan Rivett says his favorite word is "why". Spoken like a true leader. #hotelnews

Industry Veteran and My Place's EVP of Franchise Development, Terry Kline, acknowledged Franchisees, both new and repeat, as he guided the audience on a multi-media journey through My Place franchise development over the past year. With 23 hotels currently open and a near-term pipeline to more than double that, It's clear that all of My Place's franchisees are On a Roll!!! The applause was tremendous as Terry announced new international franchise relationships set to join My Place in the coming year. There was resonating agreement as the 30-year hotel industry veteran emphasized the brand's certain growth and vision - "opportunity certainly awaits us all, as we look forward to what the future holds."



David Eisen @DavidEisen3 · May 10

.@MyPlaceHotels had discussions on properties in #Canada and #CostaRica #hotelnews

The two-day event featured a number of guest speakers and distinguished guests. Mark Skinner of the Highland Group, spoke in depth about the extended stay hotel segment, Shirley Sharpe, Dir. Franchise Operations at My Place University electrified the crowd as she introduced Stephen Barth, Professor of Hospitality Law and Leadership at Conrad N. Hilton College at the University of Houston, who received a standing ovation as he closed his talk on emotionally intelligent leadership.

Also in attendance were notable media representatives from Asian Media and Marketing, Hotel Management Magazine and Hotel Business Magazine.

My Place Hotels of America, System Operations and Technology, Hotel Operations and Sales and Marketing departments provided exceptional insights into how they keep My Place On a Roll. The announcement that the My Place VIP Club, is on track for launch in early 2017 excited the crowd and stimulated conversation during the networking breaks!



My Place Hotels of America has grown substantially in size, and capability since launching franchise sales and development in 2014! As the pace increases, its core values, and the value of the product are gaining strength. My Place is focused on the simple truth that “It is all about the people!”



As Sarah Dinger, EVP Brand Management highlighted during the conference, “the integrity of the brand is only as strong as the collective integrity of the properties and operators carrying the My Place logo.”

If this conference is any indication of what the future holds, NOW is definitely the time to JUMP IN with My Place!!