

# BOUTIQUE LIFESTYLE LEADERSHIP *Symposium 2015* BY **BLLA**

## QUOTES FROM SYMPOSIUM ATTENDEES:

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The BLLA is not only the leading association for Boutique and Lifestyle hoteliers, but a mentor to those of us wishing to better understand, support and educate their membership. The partnership they have provided between hoteliers and suppliers is second to none.

**James Shaeffer, Executive Vice President Sales and Marketing, Venture Insurance Programs**

I've been to my fair share of industry conferences over the years and I can tell you that BLLA is up there with the best in terms of educational value, exceptional and targeted networking and welcoming hospitality.

**Darlene Rondeau, VP, Best Practices, Online Merchandising / Leonardo**

The conference was really fantastically put together. The attention to detail within the design was very refreshing. There were quite a few really great brands as well as owners and developers in attendance.

**Natalie Reeve, Solutions Consultant, HBA Design**

The conference was well executed and organized. It was relevant to me on a variety of levels. I love how tech savvy the event was too.

**Kasia Russell, Managing Director, HVS**

I really enjoyed the Boutique Hotel Symposium, for me it was an excellent crash course in the boutique hotel industry and its specific needs and goals.

**Jana Rosenblatt, Owner/Designer, Jana Design Interiors**

The event content was diversified and very informative. The setting was perfect. I enjoyed my discussion with the attendees.

**Doug Murphy, Sr. Vice President, Ticor Title**

Quite fast-paced symposium with a group of well-selected speakers.

**Svetlana Muzaleva, Principal Designer, Next Design Studio**

I thought that this was a fantastic, topical, well laid out event. I attend several industry events throughout the year, and this was my first time at this event. The panels of experts were very good and the exhibitors were very low key but appropriate - I am already making plans to purchase from several of them.

**Daniel Hostettler, President, Ocean House Rhode Island**

The BLLA Symposium was excellent...very professionally presented with great content and many opportunities for networking. My head is spinning (in a good way) and I can't wait to pass on what I learned to my counterparts at our property.

**Tamara Erickson, COO, Santa Barbara Inn**

I found it to be a serious event and the attendees are all serious business-people. This made it a good opportunity to make contacts, which we did and will follow-up on.

**Barry Cik, Technical Director, Naturepedic**

The BLLA conference was filled with innovative hoteliers who were willing and excited to exchange ideas and best practices. It's a great place to learn from colleagues as well as network and meet new industry leaders.

**Jennifer Hawkins, President, Hawkins International PR**

The BLLA's Boutique Hotel Symposium was the most comprehensive boutique lodging and lifestyle conference I have attended so far this year. As a sustainable interior design firm with a unique focus on human experience, EcoChi is on the cutting edge of wellness design. Your symposium has started conversations that other conferences have not yet addressed. You are ahead of the others and a great addition to the industry.

**Debra Duneier, President, EcoChi**

I think it is a very worthwhile event. I met so many people and the topics were right on. Literally enjoyed the whole thing from start to finish.

**Kerry Cooper, Business Development, LE Hotels**

Enjoyed the selection of speakers; nice venue!

**Steven Kalczynski, Managing Director, Townsend Hotel**

