



JULY 2008

Peak: How Great Companies Get Their Mojo from Maslow

After fifteen years of rising to the pinnacle of the hospitality industry, Chip Conley's company was suddenly undercapitalized and overexposed in the post-dot.com, post-9/11 economy. For relief and inspiration, Conley, the CEO and founder of Joie de Vivre Hospitality, turned to psychologist Abraham Maslow's iconic Hierarchy of Needs. Conley will discuss how his company "the second largest boutique hotelier in the world" overcame the storm that hit the travel industry by applying Maslow's theory to what Conley identifies as the key Relationship Truths in business with Employees, Customers and Investors. His book, *Peak: How Great Companies Get Their Mojo from Maslow*, part memoir, part theory, and part application, tells of Joie de Vivre's remarkable transformation while providing real world examples from other companies and showing how readers can bring about similar changes in their work and personal lives. Conley explains how to understand the motivations of employees, customers, bosses, and investors, and use that understanding to foster better relationships and build an enduring and profitable corporate culture. Attendees will receive a signed copy of Chips book.

Speaker:

Chip Conley

CEO and founder of Joie de Vivre Hospitality

Chip Conley is the founder, President, and CEO of Joie de Vivre Hospitality, California's largest independent hotel company-and America's second largest boutique hotelier. Starting out in 1987 at the age of 26 with his creation of San Francisco's legendary rock 'n roll hotel.

The Phoenix, Chip has always been on the cutting edge of what's new in hospitality. Inspired by the French expression for "joy of life," Chip created Joie de Vivre with the intention of developing what USA Today has called "the most delightfully schizophrenic collection of hotels in America."

Each of the company's 40 award-winning hotels has an original theme, personality and unique collection of services and amenities. The company gleans inspiration for the original personality of each hotel from popular magazines so that the Hotel Rex in San Francisco resembles The New Yorker, the Hotel Avante in Mountain View resembles Wired, and the The Shorebreak Hotel in Huntington Beach feels like Outside magazine meets Elle Decor. In a feature article on the growing proliferation of boutique hotels in the U.S., Time magazine suggested that "few boutique hotels are as genuine as those run by Joie de Vivre."

Chip has written a series of business books including *The Rebel Rules: Daring to be Yourself in Business* (foreword by Richard Branson) and *Marketing That Matters: 10 Practices to Profit Your Business and Change the World*. In his recent bestselling new book, *PEAK: How Great Companies Get Their Mojo From Maslow*, Chip shares his unique prescription for success based on legendary psychologist Abraham Maslow's iconic Hierarchy of Needs. Chip's new theory illustrates how Employees, Customers and Investors are ultimately motivated by peak experiences that address their higher needs-and he demonstrates how to create these experiences for each using real-world examples from his own company and others. Chip credits this theory for helping Joie de Vivre triple its annual revenues between 2001 and 2008 (2008 projected revenues of \$250 million).

Chip has received numerous awards including Guerrilla Marketer of the Year for the U.S., National Humanitarian Hospitality Company of the Year, and Northern California Entrepreneur of the Year. In 2007, Chip was honored by the San Francisco Business Times as the Most Admired CEO in all of the Bay Area (including Silicon Valley) in the category of Innovation. He is a committed philanthropist who founded San Francisco's Annual Celebrity Pool Toss, which has raised over \$3 million for inner city youth programs that now thrive in the troubled neighborhood where he launched his first hotel. Chip received his BA and MBA from Stanford University.



VENUE

July 9, 2008

**Flight Path Museum
6661 W. Imperial Highway
Los Angeles, CA 90009**

In November 2002 the Los Angeles Board of Airport Commissioners officially authorized Flight Path to operate an educational facility and museum in the LAX Imperial Terminal. During the next year, Flight Path refurbished the terminal with major support from Los Angeles World Airports, the City agency which operates LAX.



Thank yous

Richard Reeves
Director of Transient Sales
Sheraton Universal Hotel
Universal City

New Members

Michael Janssen
President West Division
BCD Travel

Debra Shortley
Vice President, Sales
BCD Travel

Chad Rodarme
Manager, Corp. Travel
Irwin Naturals

Leonard Dobrowolski
Asst. Director of Sales
Hilton LAX

Ana Maria Tolces
Director of Business Travel Sales
Westin Pasadena

Andreas Thompson
Director of Business Development
Archer Travel Services

Cyndy Hayes
Travel Coordinator
Move, Inc.

Dana Meyer
Regional Director of Sales
Ayres Hotels

Jeanie Harvey
Travel Manager
DIRECTV, Inc.

Sue Lynch
President
Oakmont Limousine Services, Inc.



Photo Gallery





Releases

As you may or may not know, many of our LABTA allied members are out in the field visiting the many direct Travel Managers around Southern CA negotiating possible business. Our 1992 President, Mr. Kerry Flowers (pictured second from left) is dressed in military wear with his 'Campers' from Shade Hotel Manhattan Beach with direct member, Jill Goldner (third from left), Travel Manager, Sketchers. Like Jill, Kerry Camp; Boot Camp sales training, has enlisted many Travel Managers around our fair city to help train the new generation of sales people coming up through the trenches. Thank you Jill and Kerry for keeping the light within LABTA alive!





Corporate Partner

Los Angeles World Airports announces new international service at LAX



The expansion of new international air service at LAX offers travelers an additional 126 arrivals and departures per week. As a business traveler, you'll appreciate more than 600 daily flights to 85 destinations in the U.S. and over 1,000 weekly nonstop flights to 65 international destinations. LAX, working hard to meet your business needs.



* All service commencement dates are tentative and subject to government approval.