

NOVEMBER 2010

DAY IN THE LIFE OF A CONCIERGE LIFESTYLE/BOUTIQUE CONFERENCE WRAP YOUR INTRO TO LEED

# LODGING HOSPITALITY



**FOX**  
NETWORKS

## [BRANDS WITH FANS.]

 <p>JUST ONE OF THE OVER 4 MILLION PASSIONATE RENEGADES WHO TUNED IN FOR THE SEASON 3 PREMIERE OF SONS OF ANARCHY</p>	   <p>CAPTIVATING IMAGES AND AMAZING STORIES MAKE FOR FAN LOYALTY THAT'S A FORCE OF NATURE.</p>	 <p>FROM GLEEKS TO DEVOTEES OF AMERICAN IDOL, HOUSE, FAMILY GUY AND OTHER HITS, FOX FANS MAKE IT THE #1 NETWORK.</p>
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by Hilton  
Tops 300 Hotels,  
Readies  
New Brand

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The Homewood executive team (from left): Carla Raynor, vp-marketing; Don Willingham, senior director, national brand sales; Mike Mallott, director, internal culture/communications; Dawn Koenig, vp-brand support; and Bill Duncan, global head.



**[BRANDS WITH FANS.]**

**BIG BRANDS ATTRACT BIG-TIME FANS.**



**FSN**



4,200 LIVE MLB, NBA,  
NHL AND NCAA GAMES  
A YEAR - SO NO MATTER  
WHO SCORES, ALL THE  
FANS WIN.



WE'RE HOME OF THE MLB  
WORLD SERIES AND NFL, BUT  
WE DON'T CLAIM THE MOST  
LOYAL AND PASSIONATE FANS  
- OKAY, YES, WE DO.



TIP: NEVER TELL A  
FAN WOUND UP BY  
2,100 HOURS OF  
INTERNATIONAL SPORTS,  
"IT'S JUST A GAME".

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halogen PAR38, and lasts 15 times longer.\* Making possible uses that  
before just didn't seem practical. See how the new LED lighting from  
Philips is changing everything. [www.philips.com/EnduraLED](http://www.philips.com/EnduraLED)

CIRCLE 49 ON READER SERVICE CARD

**PHILIPS**  
sense and simplicity

\*Based on 3 to 4 hours average usage/day, 7 days/week. EnduraLED™ 16W PAR38 is designed to last up to 45,000 hours compared to 3,000 hours for a standard 45W halogen.