

Garfield Traub Principal Participates in HOTEL BUSINESS Roundtable
Principal Ray Garfield invited to exclusive event by leading industry magazine

(DALLAS) May 18, 2010 – **Garfield Traub**, the nation’s leading real estate development services firm for essential public projects, announced **Principal Ray Garfield** recently participated in the 2010 **HOTEL BUSINESS®** Non-Traditional Development Roundtable April 29 and 30 in New York City. The topic for discussion was thinking outside traditional means to develop hotel projects in the current recession.

“It was an absolute pleasure to be invited to such an exclusive event and to participate in a lively discussion with my peers,” said Garfield. “I appreciated the opportunity to talk about how we as an industry can work through this current economic climate.”

Roundtable participants included 10 industry executives, as well as members of the HOTEL BUSINESS staff. Some specific topics discussed include:

- What drives a good mixed-use development
- How companies are determining a good fit in terms of location, brand and potential return on investment
- Public/private developments and if they are still viable in the current economy
- What makes a project appealing
- Campus developments

Garfield Traub’s principals have superior experience in the hospitality industry, including the development, financing, and/or asset management of more than 40 hotels and \$2.5 billion of debt and equity under both private and nonprofit ownership structures. Recent hotel developments include the Sheraton Convention Center Headquarters Hotel in San Juan, Puerto Rico, the Overton Hotel and Conference Center in Lubbock, Texas and the Sheraton at the Overland Park Convention Center in Overland Park, Kansas.

An article on the roundtable discussion will publish in the May 21 issue of *Hotel Business* magazine and will be distributed at the 32nd Annual NYU International Hospitality Industry Investment Conference June 6-8 in New York.

ABOUT GARFIELD TRAUB

Garfield Traub is the nation’s leading development services firm focused exclusively on essential public facilities. Garfield Traub acts as the lead coordinator for all public and public/private project development needs, including financing, design, construction and asset management. For more than 35 years, Garfield Traub and its principals have financed more than \$11 billion in debt and equity and developed more than 30 million square feet of all property types, nationally and abroad. For more information, please visit www.garfieldtraub.com

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