



Jim Burba and **Bob Hayes** have been life partners for more than 26 years and business partners for more than 15 years. They were married in 2014 on the stage of the Nokia Theatre (now Microsoft Theatre) in Los Angeles. As co-founders of the Burba Hotel Network (BHN), the enterprising couple develop and produce the world's most prominent annual gatherings of the hotel and tourism investment community in such far-flung locales as Hong Kong, Delhi, Singapore, Los Angeles, and London.

Their events, including the world's largest hotel investment conference, the Americas Lodging Investment Summit (ALIS), have attracted such high-profile speakers as Sir Richard Branson, Steve Forbes, Michael Eisner, Ivanka Trump, Earvin "Magic" Johnson, California's Lt Governor Gavin Newsom and Attorney General Kamala Harris, and Mexico's former President Vicente Fox.

In 2013, the duo formed Burba Hayes LLC, an entertainment production company. In 2014, their first film production, "Space Station 76," debuted to rave reviews at the SXSW Film Festival in Austin, Texas. Directed by Jack Plotnick, the film stars Matt Bomer, Patrick Wilson, and Liv Tyler. Burba Hayes' second film, "Walking Out," starring Matt Bomer, just wrapped filming in Montana. Coming up is "Disaster!," a 1970s musical that Burba Hayes co-produced, which is set to open on Broadway at the Nederlander Theatre on March 8, 2016.

Burba and Hayes are the authors of a business book that will be published by SelectBooks, New York, in August 2016. *Smart Partners* focuses on how to create and maintain successful partnerships—in business and in life. Based on their principles for partnering, the book covers everything from deciding if you really need—and want—a partner, to how to pick a partner whom you trust and who shares your core values. The book is chock-full of colorful anecdotes and wisdom garnered from more than two decades of experience as life and business partners.

When Burba and Hayes aren't writing books and producing events, films, and Broadway musicals, they are involved in a number of global initiatives and charitable causes. Their company BHN was founded on the principle of sharing success with the communities it serves. Through BHN events and their community involvement, Burba and Hayes have contributed more than US \$15 million for scholarships, education and social services organizations.

For the past three years, Burba and Hayes have been included on *Out Magazine's* list of "20 Power Couples to Know," which includes such luminaries as clothing designer Tom Ford and his partner, Richard Buckley; singer Sir Elton John and his husband, David Furness; and talk show host and actor Ellen DeGeneres and her wife, Portia di Rossi.

Burba and Hayes enjoy escaping to their Palm Springs home for rest, relaxation, and martinis!

Jim Burba Biography

SYNOPSIS

Entrepreneur James E. (Jim) Burba was born in a small suburb (Carrollton) of a fairly typical auto industry city of Saginaw Michigan, on August 9, 1954. From his humble beginnings working on the auto assembly line in Saginaw to hotel HQ boardrooms and big stage ballrooms, Burba is now a world-renowned hospitality financial/investment expert. Not only is Burba a celebrated expert, his philanthropic efforts are one of the cornerstones of his company, Burba Hotel Network (BHN). Since 2000, BHN produced events have donated more than \$8 million to charity and educational causes and this is just the beginning. Burba will announce in early 2012, involvement with YCI (Youth Career Initiative), which helps train/educate young people – who have nearly no chance of breaking out of poverty – to have career opportunities and a future in the hospitality industry.

QUOTES

- Launching his first Hotel Investment Conference: *“It wasn’t about the money, it was about creating something that was needed in the market and that could help people get their deals done,”* states Burba.
- One of his *favorite* quotes that shaped much of his adult life, and indeed the business (BHN) is from noted author Alan Ashley-Pitt *“The man who follows the crowd, will usually get no further than the crowd..... You have two choices in life, you can dissolve into the mainstream, or you can be distinct...To be different, you must be what no one else but you can be”*. BHN is unlike any other company in the hotel industry, and that’s why it’s the leader.
- On philanthropy: *“I believe that if you work hard and have integrity, there will always be enough to go around. We give without expectation; and believe that if our community is better off from our efforts, in the end that’s really all that matters”*

PROFILE

Entrepreneur James E. (Jim) Burba was born in a small suburb (Carrollton) of a fairly typical auto industry city of Saginaw Michigan, on August 9, 1954. From his humble beginnings working on the auto assembly line in Saginaw to hotel HQ boardrooms and big stage ballrooms, Burba is now a world-renowned hospitality financial/investment expert.

His parents (Ed and Rose) were classic hard-working first generation, nose-to-the grindstone children of Polish immigrants. Their work ethic and integrity rubbed off on Jim – who remembers vividly learning at a young age that “EVERYTHING you do – big and small – is a reflection of who you are. So do it right! If you do a sloppy job, you’re a sloppy guy”. His parents were hard working perfectionists and it rubbed off.

In 1977, Burba graduated with honors from Michigan State University with a BA from the School of Hospitality Business. After graduation, Burba moved to Los Angeles where he obtained his MBA from the University of California at Los Angeles (UCLA) with a specialization in finance and marketing in 1979.

Burba, always the hard worker, was employed during his tenure at UCLA. In fact, he worked for Pannell Kerr Forster (PKF), formerly Harris Kerr Forester, from 1978-1992. Burba took a hiatus from PKF in 1982-1983 and worked for Montgomery Realty Investors as an analyst in the hotel acquisition department.

His career at PKF, a prominent international firm with a specialty in hotel accounting and tax, started as a consulting intern and turned into a full-time consulting position in the areas of real estate, market, economic and finance related to the hotel industry. In 1986, he was the youngest person in the firm to be voted in as a partner.

In 1986, as a practicing partner of PKF, Burba launched the first hotel investment conference on the west coast of the US, in conjunction with UCLA Extension. He thrived in this environment and was paid \$5 per 'student' for his efforts to create this event.. "I would have done it for free. It wasn't about the money it was about extending the education process and helping our industry grow," states Burba. Burba continued his work at UCLA until he launched Burba Hotel Network in 2000.

Before and while building BHN, Burba was hard at work perfecting and honing his skills in hospitality finance and investment including:

- 1996 - 2000: As the Senior Managing Director for the advisory services department at CBRE, formerly known as Hotel Partners International. Under his tenure the advisory services department and marketing/business development became the largest hotel brokerage firm in the world.
- 2000 - 2003: At Wimberly Allison Tong & Goo, Newport Beach, California, the world's largest hotel architecture/design firm, he was Worldwide Director of Advisory Services. Burba developed and managed the hotel consulting practice and lead the business development function.
- 2003 – 2007: President, Horwath HTL, Costa Mesa, California. Served as President of the US affiliate of Horwath HTL, then became an advisor to the firm.

Today, Burba is the front man and spokesperson for Burba Hotel Network, in Costa Mesa, Calif. BHN is the largest hotel investment conference producer in the world, with more than 120 conferences hosted in more than 22 countries. BHN owns most of its events, but Burba and team are often called upon to assist other organizations with their missions to grow tourism including the International Trade Center (ITC) UN, and the governments of Mexico, Puerto Rico and Montenegro.

Burba is often called upon from the media to share his knowledge and views from around the globe and within the United States.

ACTIVE IN

- California Travel & Tourism Commission, Commissioner (CTTC), re-appointed by Governor Schwarzenegger in 1997, and served for a period of time on the CTTC Executive Committee
- Industry Real Estate Advisory Council (IREFAC) of AHLA, member
- International Society of Hospitality Consultants (ISHC), member
- Chancellor's advisory council, hospitality programs, California State University System

AWARDS/HONORS

- ISHC Pioneer Award
- IREFAC Crystal Ball Award
- Educational Institute of AHLA, Lamp of Knowledge Award
- Alumni Hall of Fame, Michigan State University
- Partners for Life Award, Steve Chase Humanitarian Awards

PHILANTHROPY

The success of BHN/Burba moves beyond hard work, as his capacity to give has no bounds. With more than \$15 million contributed to date and more philanthropic partnerships on the horizon Burba is a man to emulate. His charitable acts are never self-serving as his belief is to "give without expectation." "If you get back, great, but I don't expect it, nor do I seek it." Currently Burba/BHN participates in the following philanthropic activities:

- American Hotel & Lodging Educational Foundation
- Michigan State University Alumni Association
- AIDS Services Foundation
- Laguna Beach Art Museum
- Desert AIDS Project, Palm Springs, California
- Human Rights Campaign (HRC)
- Orange County Gay/Lesbian Center
- Youth Career Initiative (YCI)
- The Actors Fund

Bob Hayes Biography

SYNOPSIS

Robert A. Hayes (Bob) is a fifth generation Californian born on September 9, 1958, in Newport Beach. A political science graduate of California State University Fullerton, he is a past instructor for the UCLA Extension in real estate investment, an award-winning real estate sales professional, an entrepreneur, and an avid history buff. In 2000, Bob became the co-founder and vice president of Burba Hotel Network (BHN), known today as the worldwide leader in developing and organizing conferences for the hotel and tourism investment community. Bob often says that he is the “power behind the BHN throne.” In reality, Bob holds the Scottish title Baron of Delgaty, which is associated with the Clan Hay Centre at Delgatie Castle. Along with his partner, Jim Burba, Bob believes strongly in giving back to the community through philanthropic efforts.

QUOTES

- On founding Burba Hotel Network: *“We talked, and decided to launch BHN as a way to take more control over our destinies. I left my old life and started a new one in the hotel business.”*
- His role with Burba Hotel Network: *“I often describe my role as the power behind the BHN throne.”*

PROFILE

Bob is a fifth generation Californian born on September 9, 1958, in Newport Beach. Ancestry is important to Bob as his mother’s side goes back to the 1600s in New York when the Dutch settled Manhattan Island. In fact, he is related to some of the first families in America, including the Townsend, Vanderbilt, and VanCleve families, as well as United States President Polk, Daniel Boone, and the Wright Brothers.

In the late 1940s, Bob’s maternal grandparents moved to Laguna Beach, California, owning a trailer in the original Treasure Island development, now the site of the Montage Hotel. Bob and Jim have lived in their historic home in South Laguna since 1996.

A political science graduate of California State University Fullerton, Bob went straight to work with Orange County government in the Airports Department. According to his father, “in those days if you had a job in government, you had a job for life.” He continued working in public service, serving the City’s Manager’s office for Vista, California, until 1989.

From there, Bob decided to pursue his passion for real estate becoming an award-winning sales associate for two real estate companies in Orange County. During this time, he organized and hosted the annual “Glamour Real Estate Conference” for UCLA Extension. Bob proceeded to spend the next four years selling his own line of antiques and custom accessories, as well as representing high-end furniture lines in several showrooms at Laguna Design Center.

In 2000, Bob became the co-founder and vice president of Burba Hotel Network (BHN). *“[Jim Burba and I] talked, and decided to launch BHN as a way to take more control over our destinies. I left my old life and started a new one in the hotel business.”*

Today BHN is known as the worldwide leader in developing and organizing conferences for the hotel and tourism investment community, having produced more than 120 events which have drawn more than 90,000 delegates. Bob primarily focuses on the financial aspects and company marketing, supporting Jim Burba, and enabling him to “do what he does best.”

ACTIVE IN

- Human Rights Campaign (HRC), major donor and former Federal Club committee member in Orange County
- Desert AIDS Project, activist
- Laguna Art Museum, activist

AWARDS/HONORS

- Partners for Life Award, Steve Chase Humanitarian Awards

PHILANTHROPY

Through Burba Hotel Network events and personal contributions, Bob Hayes and his partner Jim Burba have donated over \$15 million, and more philanthropic partnerships are on the horizon. Their charitable acts are never self-serving as their belief is to “give without expectation.” Below are some of the beneficiaries.

- AIDS Services Foundation
- Desert AIDS Project
- Human Rights Campaign (HRC)
- Laguna Beach Art Museum
- Orange Country Gay/Lesbian Center
- Youth Career Initiative (YCI)
- American Hotel & Lodging Educational Foundation
- The Actors Fund