

# Dreams happen here.

2018 AHLA ANNUAL REPORT



# Dreams Happened In 2018

## AHLA's Top 5 of 2018! WHAT DID AHLA HELP ACCOMPLISH THIS PAST YEAR? A LOT!

- 5 Strong member engagement across the industry while continuing to build on AHLA's historic growth
- 4 Raised \$2 Million for HotelPAC this election cycle
- 3 Growing workforce and career development programs to support our industry, including apprenticeship and cost free college and training programs
- 2 Launched 'The Five-Star Promise,' our industry's widely-lauded commitment to employee safety
- 1 Helped secure regulations reining in short-term rentals in major markets across the country



# 5-STAR PROMISE



Industry's Commitment  
Employee Safety



# 2018 Board of Directors



**Chair of the Board**  
**Mark Carrier, CHA**  
President,  
B.F. Saul Company  
Hospitality Group



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**Geoff Ballotti**  
President & CEO,  
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**Chair of the  
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**Dave Johnson**  
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Aimbridge Hospitality



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**Jim Abrahamson,  
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American Hotel &  
Lodging Association

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**Joel Eisemann**  
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**Katie Fallon**  
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**Kevin Frid**  
Chief Operating Officer,  
North and Central America,  
AccorHotels

**Alan Fuerstman**  
Founder & CEO,  
Montage Hotels & Resorts

**Ken Greene**  
President of the Americas,  
Radisson Hotel Group

**David Grissen**  
Group President,  
Marriott International, Inc.

**Bob Morse**  
President of Hospitality,  
Caesars Entertainment

**Rob Palleschi**  
CEO,  
G6 Hospitality LLC

**Ron Pohl, CHA**  
Senior Vice President & COO,  
Best Western International

**Peter Sears**  
Group President, Americas  
Hyatt Hotels Corporation

**Peter Strelbel**  
President,  
Omni Hotels & Resorts

**Alex Tisch**  
EVP of Commercial and  
Business Development,  
Loews Hotels & Co

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President & CEO,  
Davidson Hotels & Resorts

**Jeffrey Brown**  
CEO, Schahet Hotels, Inc.

**Alex Cabañas**  
President & CEO,  
Benchmark Hospitality International

**Gerry Chase**  
President & COO,  
New Castle Hotels & Resorts

**Mike Deitemeyer**  
CEO, Interstate Hotels & Resorts

**Prem Devadas**  
President, Salamander Hotels & Resorts

**Doug Dreher, CHA,**  
President & CEO, The Hotel Group

**Walter Isenberg, CHA**  
President & CEO, Sage Hospitality

**Rick Kelleher**  
CEO, Pyramid Hotel Group

**Chris Manley**  
COO, Stonebridge Companies

**Greg Miller, CHA**  
Corporate Executive,  
Founder & Managing Director,  
PM Hotel Group

**Jamie Sabatier**  
CEO, Two Roads Hospitality

**Ben Seidel**  
President & CEO, Real Hospitality Group

**Rick Takach**  
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**Len Wolman**  
Chairman & CEO,  
Waterford Hotel Group, Inc.

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Sunstone Hotel Investors, Inc.

**Mike Barnello**  
President & CEO, LaSalle Hotel Properties

**Ross Bierkan**  
President & CEO, RLJ Lodging Trust

**Barry Bloom**  
EVP & COO, Xenia Hotels & Resorts, Inc.

**Mark Brugger**  
President & CEO,  
DiamondRock Hospitality Company

**Keith Cline**  
President & CEO,  
CorePoint Lodging Inc.

**Tom Corcoran**  
CEO, TCOR Hotel Partners LLC

**Daniel Hansen**  
President & CEO,  
Summit Hotel Properties, Inc.

**Greg Juceam**  
CEO, BRE Hotels & Resorts

**Nick Kellock**  
COO, Concord Hospitality  
Enterprises Company

**Rob Kline**  
CEO & Co-Founder  
The Chartres Lodging Group, LLC

**Justin Knight**  
President & CEO,  
Apple Hospitality REIT, Inc.

**Vera Manoukian**  
President & COO,  
Denihan Hospitality

**Michael Medzigian**  
Chairman & Managing Partner,  
Watermark Capital Partners, LLC

**Pratik Patel**  
Principal, REM Hospitality

**DJ Rama**  
President, Auro Hotels

**Jay Shah**  
CEO, Hersh Investment Trust

**Rob Snyder**  
President, Tishman Hotel Group

**Jeremy Welter**  
Executive Vice President,  
Asset Management,  
Ashford Hospitality Trust

## Independent Representatives

**Steve Bartolin**  
Chairman & CEO,  
The Broadmoor

**John Campbell**  
General Manager,  
La Jolla Beach & Tennis Club

**Terri Haack**  
President, Terranea Resort

**Keith Overton, CHA**  
President & COO,  
TradeWinds Island Resorts

**Bob Smith**  
Owner, Sebasco Harbor Resort

## Partner State Association Representatives

**Lynn Mohrfeid**  
President & CEO,  
California Hotel & Lodging Association

**Paul Sacco**  
President & CEO,  
Massachusetts Lodging Association

**Eric Terry**  
President & CEO,  
Virginia Restaurant, Lodging,  
and Travel Association

## Allied Representatives

**Clinton Anderson**  
President, Sabre Hospitality Solutions

**Amanda Hite**  
President & CEO, STR

**Mike McIlwain**  
President & CEO, PSAV

**Glenda McNeal**  
President,  
Enterprise Strategic Partnerships,  
American Express Company

## At-Large Representative

**Jagruiti Panwala**  
President & CEO,  
Wealth Protection Strategies  
Treasurer, AAHOA

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# Protecting the American Dream for Our Industry

On Capitol Hill, in town halls and everywhere in between, AHLA worked tirelessly to protect your bottom line and get results on the most pressing issues facing our industry today.

## Per Diem Cuts No More!

This past summer Congress enacted the National Defense Authorization Act, which includes a provision to reverse drastic per diem rate cuts for long-term travel by Defense Department personnel. What does this mean? Hotels serving a significant number of Defense employees will continue to offer the same market-based fair rates they've always offered their loyal government guests. Building on efforts during previous years, in 2018 AHLA undertook an extensive advocacy campaign and led a coalition of interested parties while harnessing the grassroots power of individual hotel properties near military bases to help make this happen.

## AHLA Secures Additional H-2B Visas

AHLA helped push for the release of an additional 15,000 H-2B visas in 2018 by the Department of Homeland Security (DHS). AHLA, which co-chairs the H-2B Workforce Coalition, assisted in securing language in the FY18 Omnibus appropriations bill which provided the Secretary of DHS, in consultation with the Secretary of Labor, with the authority to provide immediate relief under the congressionally mandated cap of 66,000 visas.



U.S. Citizenship  
and Immigration  
Services

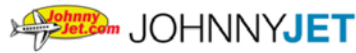
## DHS Announces Additional Visas for Foreign Workers to Assist American Businesses at Risk of Failing

Release Date: May 25, 2018

**WASHINGTON** — Today, Secretary of Homeland Security Kirstjen M. Nielsen announced that an additional 15,000 H-2B temporary nonagricultural worker visas will be available for Fiscal Year 2018. In this determination, Secretary Nielsen determined there are not sufficient, qualified, U.S. workers available to perform temporary non-agriculture labor to satisfy the needs of American businesses in FY18. This allocation is in addition to the 66,000 visas already

## Continuing the Fight Against Booking Scams

AHLA kept online booking scams in the spotlight on Capitol Hill and the media in 2018 by commissioning and widely disseminating new research showing 23 percent of consumers are misled by third-party traveler resellers— translating to 28.5 million hotel stays and \$5.2 billion in fraudulent and misleading hotel booking transactions. This research was covered in the mainstream media outlets and shared with members of Congress who were encouraged to cosponsor the Stop Online Booking Scams Act (SOBSA).



**JOHNNYJET**  
You Should Know: Misleading Sales & Marketing Tactics, Fraudulent Hotel Bookings Cost Travelers 5.2 Billion in 2017

### BOOKING YOUR NEXT HOTEL?

**DON'T GET SCAMMED**

**28.5M**

AFFECTED hotel bookings

**\$5.2B**

in FRAUDULENT and MISLEADING hotel booking transactions



#### STOP ONLINE BOOKING SCAMS ACT

**HOTELIERS ENCOURAGE CONGRESS TO STOP ONLINE BOOKING SCAMS**

🕒 October, 1 2018 🗣️ AHLA



**23%**  
OF CONSUMERS  
MISLED



**74%**  
WANT ONLINE  
TRANSPARENCY



**70%**  
SUPPORT  
FTC ACTION



**72%**  
WANT LAWS  
ENFORCED

# Living the Dream: Sharing The Story of Our Industry

The story of our industry is one of opportunity and upward mobility – where a dishwasher can become CEO and a front desk manager can move up to the executive suite. AHLA is proud to share our story on Capitol Hill and with communities across the country.

## 2018 Legislative Action Summit (LAS)

SEPTEMBER 12, 2018 • WASHINGTON, D.C.

Nearly four hundred AHLA and AAHOA members descended on Capitol Hill for the 2018 Legislative Action Summit to share their stories with members of Congress. With more than 230 meetings with Members of Congress and staff, we showed the strength, size and diversity of our industry while highlighting the vast opportunities our industry provides. LAS attendees educated congressional offices on policies that will help grow our industry such as supporting international tourism, and new protections against online booking scams for consumers. LAS attendees also heard presentations by key leaders in Washington including U.S. Department of Labor Secretary Alexander Acosta; Sen. Mike Rounds (R-SD); Reps. Henry Cuellar (D-TX), Rodney Davis (R-IL), Scott Peters (D-CA); and Deputy Assistant Secretary for the National Travel and Tourism Office Phil Lovas.



Rep. Suzanne Bonamici (D-OR)



Sen. Steve Daines (R-MT)



AHLA and AAHOA Members  
on Capitol Hill







## U.S. Conference of Mayors

JANUARY 24-26, WASHINGTON, D.C. • JUNE 8-11, BOSTON, MA

AHLA was a fixture at the U.S. Conference of Mayors in 2018, attending, presenting and sponsoring events at both their winter and summer meetings. These conferences provided an invaluable opportunity for AHLA to share the story of our industry to hundreds of mayors from across the country. Among the topics AHLA highlighted were AHLEF’s new workforce initiatives, the positive contributions hotels make to local communities through taxes and job creation and protecting local communities from illegal short-term rentals.

## Heart of the House

Giving tours of local hotels to Members of Congress is an AHLA tradition. In 2018 we gave more than a dozen tours. These tours provide Members of Congress an inside view of what makes our industry so dynamic: our people. By sharing the individual stories of the staff and the history of the hotel, we put a name to the face of our industry for Members of Congress—helping to hit home the positive impact we have in creating jobs and serving our communities.

Sen. Patty Murray (D-WA)  
at the Alexis Hotel in Seattle, Washington



Rep. Gus Bilirakis (R-FL) at the Innisbrook Resort in Palm Harbor, Florida



Rep. Raul Ruiz (D-CA) at the Hilton in Palm Springs, California



Rep. Kurt Schrader (D-OR) at the Hilton Portland and Executive Tower in Portland, Oregon

# Making Dreams a Reality in 2018

In 2018 we brought new ideas to life. In a time of great change, we kept our industry ahead of the pack by creating and launching inspiring events, uniting our industry on employee safety and leading the charge on new regulations in major markets that will curb the growth of illegal hotels.



## 5-STAR PROMISE

Our Industry's Commitment to Employee Safety



*The CEOs of Marriott, B.F. Saul Company Hospitality Group, Wyndham, Hilton, Hyatt and IHG join Katherine Lugar and Tina Tchen, co-founder of the Time's Up Legal Defense Fund, to announce the 5-Star Promise.*

Our employees are the most important asset we have and are at the core of our collective success. Ensuring the safety and well-being of our employees—as well as the millions of guests who stay in American hotel rooms each day—is critically important to us.

In September 2018, AHLA and major hotel brands announced the 5-Star Promise, a pledge to provide hotel employees across the U.S. with employee safety devices (ESDs) along with enhanced policies, trainings and resources that together aim to help prevent and respond to sexual harassment and assault.

The 5-Star Promise represents the hotel industry's commitment to advance safety and security for hotel employees and guests and includes these five core components:

- ★ Build on our People Culture
- ★ Mandatory anti-sexual harassment policies
- ★ Ongoing employee training and education
- ★ Employee safety devices
- ★ Vital partnerships with national organizations

## Hotels Lead the Charge

"America's largest hotel brands are joining a collective effort to protect workers from assault and sexual harassment. The pledge will set a new industry standard for employee security and education around harassment."

**THE WASHINGTON POST**

"U.S. hotel companies are stepping up efforts to provide employees with electronic safety devices."

**BLOOMBERG**

"Tens of thousands of employees at more than 18,000 U.S. hotels will soon carry panic buttons to help protect them from harassment and assault."

**THE ASSOCIATED PRESS**

"The American Hotel & Lodging Association and several major companies... announced a pledge to ensure hotel workers throughout the U.S. have safety devices nearby to ward off sexual assault and other crimes by 2020. 'Every industry should be looking at themselves and asking, What more can we do?' says Katherine Lugar, AHLA's president and CEO."

**USA TODAY**

## Praise for AHLA's 5-Star Promise

"Great to see industry competitors coming together in support of worker safety. This is an important step in the right direction. We applaud the hotel industry's leadership"

**@TIMESUPNOW, 9/7/18**

"This is the first industry that I have seen come together across competitors."

– Tina Tchen, partner at Buckley Sander LLP and co-founder, Time's Up Legal Defense Fund

**LOS ANGELES TIMES, 9/6/18**

"Proud that @ECPATUSA works with all major U.S. hotel chains to protect kids from trafficking. The CEOs of all of them launched today a new @AHLA initiative against sexual harassment."

**@ECPATUSACAROL, 9/6/18**

"Hotel workers across the country are finally getting the safety protections they deserve!"

**@NYCCOMPROLLER, 9/6/18**

**Hilton**

"We are and will always be a business of people serving people. And that's why it's so critical that we prioritize a people culture, and that includes ensuring our teams feel safe, secure and cared for when they come to work."

**Hilton president and CEO Chris Nassetta**

**HYATT**

"As technology evolves and as the needs change, we will continue to assess and evolve our policies and procedures and how our hotels operate."

**Hyatt president and CEO Mark Hoplamazian**

**IHG**

"The full plan—the policy, the training, the commitment, the education—creates a culture of safety and security."

**IHG CEO of Americas Elie Maalouf**

**MARRIOTT**

"One of the things that's most exciting is the opportunity that technology gives us. We now have the ability to put a device in each of our associates' hands that allow them, no matter where they are in a hotel, to call for help."

**Marriott president and CEO Arne Sorenson**

**WYNDHAM**  
HOTELS & RESORTS

"There has never been, in my career, an initiative that has brought us all together as this one has."

**Wyndham president and CEO Geoff Ballotti**

# Making Dreams a Reality in 2018

*(continued)*

## A Wave of Momentum on Illegal Hotels

We are taking the fight against illegal hotels across the country, and we're winning. Illegal hotels use short-term online rental platforms such as Airbnb to avoid paying taxes and circumvent neighborhood zoning and rent control laws. In 2018, we scored significant wins by helping legislation and enforcement efforts advance in New York, Boston, San Diego, Washington, D.C. and Los Angeles curtailing the growth of illegal hotels while setting a precedent for other local communities across the country to follow. With the support of AHILA members, partner state associations, neighborhood activists and labor groups, cities are taking on companies like Airbnb and putting local residents first.



*Boston Mayor Marty Walsh signs an ordinance regulating short-term rental platforms in the city.*

**The San Diego  
Union-Tribune**  
**SAN DIEGO COUNCIL VOTES  
TO LIMIT AIRBNB RENTALS**

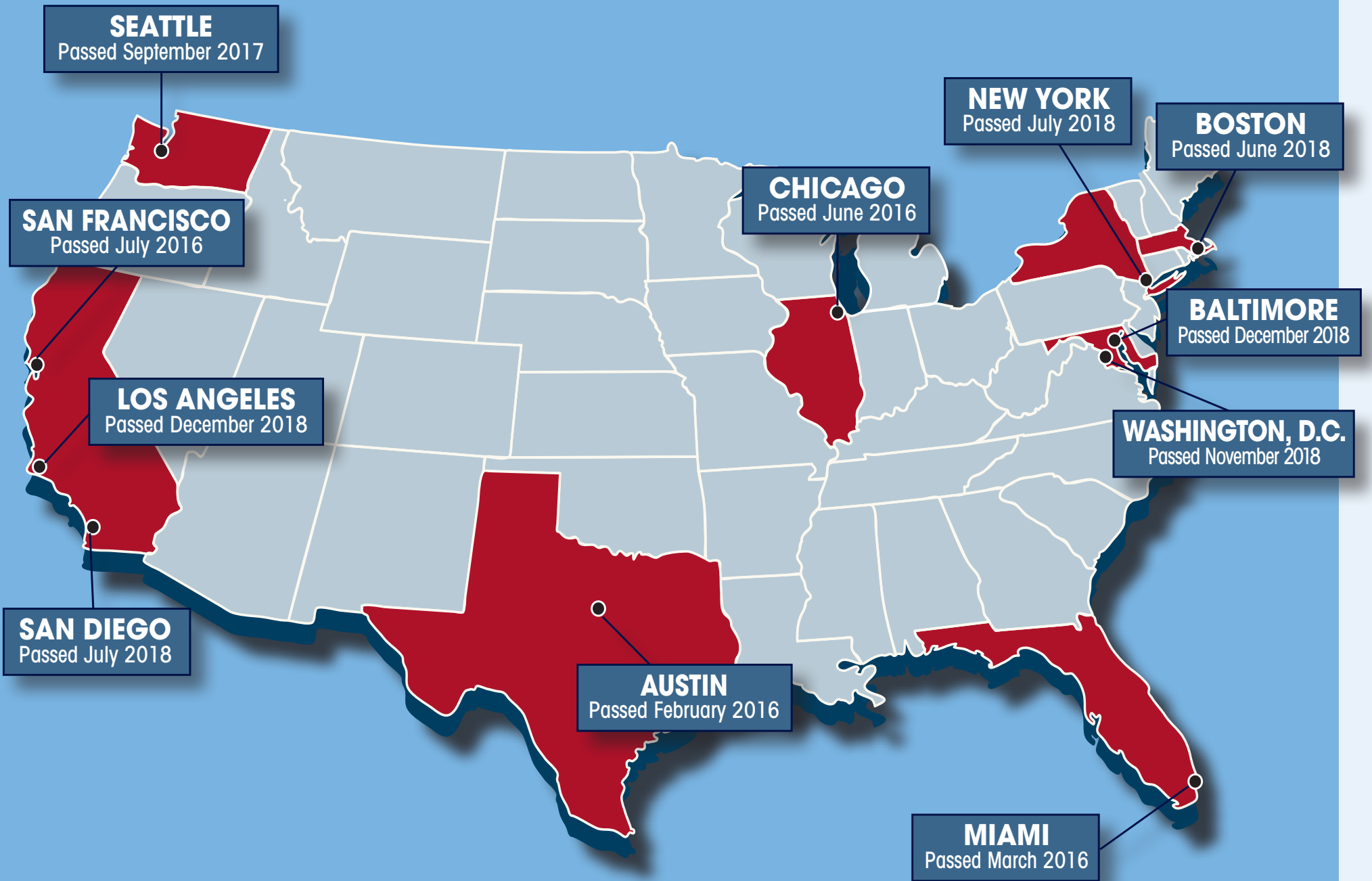
**Chicago Tribune**  
**AIRBNB RULES EASILY PASS  
CHICAGO CITY COUNCIL  
DESPITE VOCAL OPPOSITION**

**Los Angeles Times**  
**L.A. LAWMAKERS BACK NEW  
REGULATIONS ON AIRBNB**

**The Boston Globe**  
**SHORT-TERM RENTALS GET  
STRICT RULES IN BOSTON**

**The Washington Post**  
**D.C. GIVES APPROVAL TO  
TIGHTEN LIMITS ON AIRBNB**

**The New York Times**  
**NEW YORK CITY LOOKS TO  
CRACK DOWN ON AIRBNB  
AMID HOUSING CRISIS**



# Dreaming Up New Events

With technology, business and culture moving at an accelerated rate, AHLA created a series of new events to advance our industry forward while creating more value for our members.



## The Forum: An AHLA Experience™

MAY 9 - 10, 2018

SALAMANDER FARM & SALAMANDER RESORT & SPA • MIDDLEBURG, VA

What do you call it when the leading hotel executives gather at a scenic resort to hear from global luminaries and discuss issues facing our industry? We call it The Forum, AHLA's new premiere thought leadership summit attended by our industry's top executives. Over two impactful days, a who's who of the hotel industry convened to hear from such icons as Walter Isaacson and Indra Nooyi while discussing the major opportunities and challenges that face the future of our industry. No other event like the Forum has ever existed in our industry..... until now.





**Upper row from left to right:**

*Chris Thompson, President & CEO, Brand USA*

*Walter Issacson, Best-Selling Author, Acclaimed Historian and Journalist, Professor of History, Tulane University*

*James Comey, Former Director, Federal Bureau of Investigation*

*Ian Schrager, Founder, Ian Schrager Company*

*Indra Nooyi, Chairman, Pepsi Co.*

*Arne Sorenson, President & CEO, Marriott International, Inc.*

**Left:** *Sheila Johnson, Founder & CEO, Salamander Hotels & Resorts*

# Dreaming Up New Events

(continued)

FORWARD

Women Advancing Hospitality

## ForWard: Women Advancing Hospitality

NOVEMBER 14-15, 2018 • KIMPTON GRAY HOTEL • CHICAGO, IL

In the era of #MeToo this dynamic new event was created to empower female leadership while inspiring our next generation of women superstars in hospitality. Over two sold-out days, ForWard attendees gleaned important insights and heard candid remarks from some of the most successful female executives and networked, strategized, and shared knowledge with one another. With speakers including Reshma Saujani, Founder & CEO, Girls Who Code, Tina Tchen, Partner, Buckley Sandler LLP, and Ambassador Karen Hughes, Worldwide Vice Chair, Burson Cohn & Wolfe, this new event was unlike any other in hospitality and AHLA couldn't be prouder to advance our industry ForWard.

**Pictured below, left to right:**

Ambassador Karen Hughes, Worldwide Vice Chair, Burson Cohn & Wolfe  
Tina Tchen, Partner, Buckley Sandler and Co-Founder of Time's Up Legal Defense Fund  
Reshma Saujani, Author, Founder & CEO, Girls Who Code  
Kathy Burns, Managing Partner, Sea Pine Partners







## AHLA's Safety Summit

JULY 11, 2018 • HYATT REGENCY ON CAPITOL HILL • WASHINGTON, D.C.

In light of renewed safety concerns across all industries, hotels took the lead in 2018 by creating by creating AHLA's Safety Summit. Featuring a cross section of industry leaders and elected officials, the summit provided an outlet for hotels to discuss their long-standing commitment to workplace safety and share best practices and protocols. Among the featured speaker were Tina Tchen, of the Buckley Sandler LLP law firm who has played an integral role in spearheading the formation of the Time's Up Legal Defense Fund as well as Senator Rob Portman (R-Ohio) and U.S. Department of Homeland Security Assistant Secretary John H. Hill.



Q&A at AHLA's Safety Summit



Senator Rob Portman (R-OH)



AHLA members attending the inaugural summit



# Checking in with Members

## AHLA Cares About Its Members

Each year we conduct an annual member survey to make sure we are on the right on track. Member feedback also helps us guide the industry forward and based on the results of the 2018 survey we are headed in the right direction.

The 2018 result are in:

- Satisfaction with membership is up nearly 15% from 2017!
- Advocacy and communications also scored extremely high, in particular our work on short-term rentals, travel and tourism promotion, and online travel agencies
- Research is increasingly important to AHLA members
- Members are interested in workforce issues, technology, and safety and security

The good news is your voice is being heard loud and clear! In 2018 AHLA engaged in all of the priority areas that members indicated, including new research projects, career development programs, advocacy and communications campaigns and we will continue to use member feedback to guide our priorities moving forward.

## AHLA MEMBER SURVEY RESULTS

**99%**  
of Members Polled  
Indicated AHLA  
Membership is Valuable

**92%**  
Member Satisfaction  
with AHLA's Government  
Relations/Advocacy Work

**85%**  
Member Satisfaction  
with Member  
Communications

## Membership is Stronger Than Ever

 **25,000+**  
MEMBERS

**80%**  
OF ALL FRANCHISE  
HOTELS  **9** OUT OF **10**  
LARGEST  
U.S. HOTEL  
BRANDS

 **90%**  
MEMBER  
RETENTION

 **300%**  
GROWTH  
2013-2018

## Partnerships Benefiting Members

In 2018, we focused on integrating AHLA's premier partners across various touchpoints and expanding relationships with industry suppliers and service providers. As a key component of our strategic plan, partners provide enhanced value to AHLA members, as evidenced by Hcareer's new study on Generation Z, American Express's webinar on credit card disputes, STR's webinar on RevPAR and Sabre's research presentation at The Forum. We also restructured the partner program to offer meaningful offline and online engagement with opportunities to grow year over year. By aligning our partners' expertise with industry needs, we're dreaming up ways to grow the hospitality industry. For more information on the AHLA's partnership program visit: [www.ahla.com/partners](http://www.ahla.com/partners).



# Dreaming Big with Industry Partners

# Dreams Happening Across the Country

The hotel industry is a bastion of opportunity and is always in search of new talent to drive the industry forward. To help us secure a future workforce of qualified and talented people, AHLA and AHLEF created programs that give hope and opportunity to aspiring hoteliers and support current hotel professionals advance their career forward.



## Granting a Future

Opportunity Youth are motivated young adults with the desire and resilience to succeed in the workplace but who are currently unemployed. That's where AHLEF steps in to help. By working with community-based training organizations in major cities across the country including Los Angeles, Chicago, Washington, D.C. and Baltimore, AHLEF provides grants to attract and train young people to gain employment in the hospitality industry. In 2018 AHLEF continued executing \$500,000 in grants, providing hundreds of Opportunity Youth with training and AHLA Certified Guest Service Professional designations.



Creating career pathways for youth through hotel job opportunities.

OPPORTUNITY YOUTH CAN BRIDGE THE GAP

6 MILLION OPPORTUNITY YOUTH

THE EMPLOYMENT GAP

7 MILLION JOB VACANCIES

## Advancement Through Apprenticeship

While in 2017 we launched an apprenticeship program, in 2018 it really took off. To address the industry wide need for managers and supervisors, AHLEF's apprenticeship program grooms young talent for management positions. In 2018 AHLEF enrolled 400 apprentices in more than 35 states across the country for over (25) different employers.



*Hotel industry associates visit AHLA headquarters before the White House announcement on apprenticeship.*

### PARTICIPATING COMPANIES

AIMBRIDGE HOSPITALITY  
 APPLE HOSPITALITY REIT  
 BEST WESTERN HOTELS & RESORTS  
 B.F. SAUL COMPANY HOSPITALITY GROUP  
 BRANDT HOSPITALITY  
 CHARTWELL HOSPITALITY  
 CHARTRES LODGING GROUP  
 CONCORD HOSPITALITY  
 DELAWARE NORTH  
 HILTON HOTELS & RESORTS  
 HUNTINGTON HOTEL GROUP  
 HYATT HOTELS CORPORATION  
 INTERSTATE HOTELS & RESORTS

NEWCRESTIMAGE  
 OTO DEVELOPMENT  
 POST OAK LODGE  
 QUOROM HOTELS & RESORTS  
 REAL HOSPITALITY GROUP  
 SPIRE HOSPITALITY  
 STONEBRIDGE COMPANIES  
 SUBURBAN INNS  
 THE HOTEL GROUP  
 VESTA HOSPITALITY  
 WESTROC HOSPITALITY  
 NEW CASTLE HOTELS AND RESORTS  
 WYNDHAM HOTEL GROUP



*AHLA's President & CEO, Katherine Lugar speaks at White House press event on apprenticeships.*

## Appointed to National Task Force

Now recognized as a leader in developed apprenticeship programs for our industry, in 2018 the Department of Labor appointed AHLA's own President Katherine Lugar to their national Task Force on Apprenticeship Expansion. This prestigious panel represents a range of different industries tasked with providing recommendations to the Administration and in a show of support for our program, AHLA staff and apprentices were invited to speak at the White House.



*Johnita McNair, Cost Free College student, Wyndham Hotels & Resorts speaking at the White House.*

# Dreams Happening Across the Country

(continued)



## Cost Free College

Free college sounds like an impossible dream right? Not in 2018 it wasn't. AHLA broke radical new ground by partnering with Pearson Education to create the Cost Free College pilot program offering employees at nearly 2,000 hotel properties nationwide a chance to earn a college degree at no cost and no debt to them. By working with a consortium of two- and four-year accredited colleges and universities, this new program provided continuing education and access to a cost-free degree.

### PARTICIPATING COMPANIES

HERSHA HOSPITALITY MANAGEMENT  
NEW CASTLE HOTELS & RESORTS  
THE OSTHOFF RESORT  
OTO DEVELOPMENT  
THE NINES HOTEL  
PIVOT HOTELS & RESORTS  
DAVIDSON HOTEL AND RESORTS

PYRAMID HOTEL GROUP  
RED ROOF  
TRADEWINDS ISLAND RESORTS  
WYNDHAM HOTELS AND RESORTS  
INTERSTATE HOTELS & RESORTS  
REMYNTOON HOTELS

## THE WALL STREET JOURNAL.

### Free Tuition: Hotels' Latest Attempt to Stem Employee Turnover

The American Hotel & Lodging Association and education company Pearson PLC are pairing up to launch a pilot program that will foot the bill for hotel-industry workers to get degrees



### Hotel industry wants to pay for their workers' college degrees

by Katie Lobosco @KatieLobosco

The American Hotel and Lodging Association an online associate's degree at no cost to workers subsidized cost.

## MORNING CONSULT

OPINION

### Investing in America's Hotel Workforce Is an Investment in Our Future

BY KATHERINE LUGAR & KEVIN CAPITANI

March 19, 2018

#### Opposite Page

- A) Senator Jerry Moran (R-KS)
- B) Congressman Gus Bilirakis (R-FL-12)
- C) Senator Amy Klobuchar (D-MN)
- D) Congressman Derek Kilmer (D-WA-6)
- E) Congressman Joe Kennedy (D-MA-4)
- F) Senator Dean Heller (R-NV)
- G) Senator Chuck Grassley (R-IA)
- H) Senator Cory Booker (D-NJ)
- I) Congresswoman Lois Frankel (D-FL-21)
- J) Senator Chris Van Hollen (D-MD)
- K) Senator Mazie Hirono (D-HI)

# Hosting Our Public Servants at AHLA



# 2018 HotelPAC Co-Chairs

COMMITTED TO RAISE OVER \$15,000





# 2018 HotelPAC Donors

## CHAIRMAN'S CLUB

### \$10,000 Joint Contribution

Brett and Cecily Alexander  
Bob and Joni Alter  
Geoff and Leslie Ballotti  
Thomas and Hillary Baltimore  
Mike and Susan Barnello  
John and Libby Belden  
Jon and Ellen Bortz  
Patrick and Diane Colee  
Jake and Pamela Donoghue  
Dan and Melinda Hansen  
Deborah Herman and Tom Marchisotto  
Dave and Stacey Johnson  
Mark and Vicki LaPort  
Majid and Annar Mangalji  
Keith Overton and Emily Schmolli  
Buggsi and Sunita Patel  
Jay and Susie Shah  
Rick Takach and Kari Jonassen  
Bashar and Eileen Wali  
Bruce and Beth White  
William and Martha Young

### Presidential Suite \$5,000

James Abrahamson  
Andrew Alexander  
James Amorosa  
John Arabia  
Keith Barr  
Brooke Barrett  
Frank Beck  
Aarchie Bennett  
Monty Bennett  
Joseph Berger  
Barry Bloom  
Mark Brugger  
Robert Boykin  
John Boykin  
James Burba  
Burt Cabanas  
Patrick Campbell  
Lou Carrier  
Mark Carrier  
Gerald Chase  
Thomas Corcoran  
Lawrence Cuculich  
Ted Darnall  
Michael Deitemeyer  
Patrick Denihan  
Michael Depatie  
Prem Devadas  
James Dina  
Dorothy Dowling  
Joel Eisemann  
Mark Elliott  
Warren Fields  
Thomas Fisher  
James Francis  
Alan Fuerstman  
Laurence Geller  
David Grissen  
Leslie Hale  
Clark Hanrattie  
Jordan Hansell  
Amanda Hite

Hilton PAC  
Steve Holmes  
Mark Hoptamzian  
INN -PAC  
Walter Isenberg  
Kevin Jacobs  
Robert Johnson  
Shelia Johnson  
Greg Juceam  
Richard Kelleher  
Glade Knight  
Justin Knight  
David Kong  
David Lenz  
Leslie Lew  
James Lippman  
Katherine Lugar  
Elie Maalouf  
Marina MacDonald  
Frederic Malek  
Marriott PAC  
Richard Marriott  
Raymond Martz  
Chad McWhinney  
Michael Medzigan  
Steven Mendell  
Gary Mendell  
James Merkel  
Chris Nassetta  
Robert Palleschi  
Mitch Patel  
Ronald Pohl  
Dove Pollin  
Tom Pritzker  
Benjamin Raffter  
D. J. Rama  
Eric Resnik  
Jim Risoleo  
David Rothenberg  
Robert Rowling  
Anthony Rutledge  
Ryman PAC  
John Sabatier  
Ben Seidel  
Mitesh Shah  
Neil H. Shah  
Robert Snyder  
Arne Sorenson  
Richard Stockton  
Marcel Verbaas  
Bashar Wali  
William Walshe  
Rickey Whitworth  
Paul Womble  
Wyndham PAC  
Alfred Young

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Clinton Anderson  
Craig Aniszewski  
Mary Baglivo  
Thomas Bardenett  
James Carroll  
Kevin Carey  
Navin Dimond  
Douglas Dreher  
Deric Eubanks  
Jeffery Fisher  
Krispy Gathright  
Thom Geshay

Bryan Giglia  
Rob Hairman  
Rob Hays  
Thomas Healy  
Marc Hoffman  
Daniel Hostettler  
Jackson Hsieh  
Doug Kessler  
Kirk Kinsell  
Robert Kline  
Robert Lowe, Jr.  
Sean Mahoney  
Steven Margol  
Sandeep Mathrani  
Mike McIlwain  
Greg Miller  
Robert Morse  
R.D. Musser  
Sam Nazarian  
Zack Neumeyer  
Mark Nunneley  
Corry Oakes  
Ashish Parikh  
Thomas Penny  
Mark Rafuse  
Walter Rakowich  
H.P. Rama  
Christian Ryan  
Atish Shah  
Robert Smith  
Robert Springer  
Jon Stanner  
Gary Stougaard  
Mark Straszynski  
Bill Tennis  
Douglas Pasquale  
Alex Tisch  
Jeremy Welter  
Deno Yiankes

### Senatorial Suite

#### \$1,000 – \$2,499

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John Alschuler  
Paul Aughtry, III  
Jamie Behar  
Scott Ball  
Stephen Bartolin  
Keith Bass  
Andrew Batinovich  
Michael Bluhm  
Jeffrey Brown  
Robert Burg  
Chris Burgoyne  
Patrick Chaffin  
Robert Chandiramani  
Sara Cole  
Dennis Craven  
Brian Crawford  
Michael Cryan  
Jack Damioli  
Jeffrey Dauray  
Richard Delary  
Sean Dell'Orto  
Jeffrey Donahue  
Steve Ehrhardt  
Cindy Estlis Green  
Steven Angel  
Wendy Ferrill  
Mark Fioravanti  
Troy Flanagan  
Amanda Franks  
M. Brad Frazier

Troy Furbay  
Thomas Gartland  
Rob Gartner  
Michael Gillespie  
Beverly Goulet  
Amish Gupta  
Greg Hames  
David Hart  
Marc Hart  
Mark Hemmer  
Judy Hendrick  
Kate Henriksen  
Jay Johnson  
Joseph Johnson  
Andrew Jordan  
Christopher Jordan  
Naveen Karla  
Nick Kellock  
William Kellock  
Thomas Kelly  
David Klein  
Robert Klein  
Nelson Knight  
Michael Lentz  
Michel Leone  
Scott Lynn  
Chris Manley  
Martti Mannoja  
Joe Marini  
Mary McCormick  
Carrie McIntyre  
Curtis McWilliams  
Lynn Mohrfeld  
Thomas Morey  
Tyler Morse  
Greg Moundas  
Michael Murray  
Jennifer Myers  
Dennis Oklak  
Jill Olander  
Douglas Pasquale  
Pratik Patel  
Kirby Payne  
Bryan Peery  
Lou Plasencia  
Michael Pleninger  
Jay Pricher  
Briony Quinn  
Robert Rauch  
Keith Russell  
Elizabeth Schoenman  
Richard Simon  
Robert Smith  
Matthew Sparks  
William Stadler  
Arthur Stein  
Gary Sullivan  
Alan Tallis  
Amy Travieso  
Robert Tanenbaum  
Doug Vicari  
Philip Wade  
Brian Wheeler  
Peter Willis  
Len Wolman  
Dexter Wood  
Graham Wooten

### Congressional Suite

#### \$500 – \$999

Gregory Adams  
Steven Angel  
J. Thomas Baker  
Tom Bardenett  
Scott Berman  
James Biggar  
Cathy Brand

Banks Brown  
Benjamin Brunt  
John Campbell  
Barry Caplan  
Jerome Cataldo  
Jim Chu  
Steve Coe  
Vijay Dandapani  
Bill DeForrest  
Harold Dibler  
Andrew Dittamo  
Thomas Donovan  
Michael Dorula  
Chris Eng  
David Feder  
Tim Gray  
Kenneth Greene  
Terri Haack  
Pennie Beach  
Michael Harvey  
Ruth Benjamin  
Robert Hazard  
Wendy Heineke  
Douglas Henry  
Todd Hersperger  
Denise Hertle  
Craig Hill  
Richard Holtzman  
David Horowitz  
Greg James  
Harry Javer  
Larry Kaminsky  
John Kelly  
William Kelso  
Eric Kentoff  
Greg Kessel  
Russell Kimball  
Joseph Klam  
Ellie Koepfel  
Olivier Kolpin  
Kimberly Lambeth  
Patrick Li  
Christopher Manley  
James Markowitz  
Murray McCabe  
Frederick McKalip  
Larry Mendez  
James Miles  
Kimberly Miles  
Jeff Moore  
Michael Murphy  
W. Michael Murphy  
Malaika Myers  
Kari Olsen  
Cormac O'Modhrain  
Greg O'Stean  
Vinay Patel  
Mary Preusse  
Jeffery Randall  
Dinesh Reyes  
John Rissi  
Keith Roe  
David Ruff  
Paul Ruiz  
Paul Sacco  
Joe Savarise  
Kristen Schilero  
Peter Sears  
Robert Slater  
Edward Staros  
Michael Stengel  
Kalyan Stephens  
Bennett Thomas  
Gary Thulander  
Rick Werber  
Linda Yau  
Heidi Wilcox

Adam Wudel  
Jennifer Yager

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Greg Adkins  
Brad Aldrich  
Mark Aleman  
Rex Amsler  
Greg Astley  
Jeffrey Babcock  
Brett Bailey  
Kevin Baker  
Allen Balian  
Marian Barbieri  
Mark Baslis  
Eric Bates  
Pennie Beach  
Joseph Benefield  
Ruth Benjamin  
Robert Bennett  
Jon Benson  
Kathy Blakley  
Amir Blattner  
Joan Bottarini  
Justin Boutwell  
James Bradshaw  
Julie Brady  
Justin Bragiel  
Ben Brunt  
Edward Bucholtz  
James Buczek  
Katheryn Burns  
Lyn Burton  
Greg Butz  
Alex Cabanas  
Norman Canfield  
Harry Carr  
Carla Carry  
Noah Carter  
Stefani Carter  
Gabriel Castrillon  
Mark Chase  
Murray Chastan  
Alan Childree  
Richard Cialabrine  
Dana Cipollone  
Jeffrey Clark  
Brian Comes  
Allen Connors  
Maryam Cope  
Todd Costin  
James Cunningham  
Darin Dame  
David Danchenka  
John D'Angelo  
Stephen D'Agostino  
Carrie David  
Jon Davidson  
Bryan Davis  
Philip Davis  
Doug Dean  
Bill Deller  
Charles DiClemente  
Tiffany Donato  
Jim Donovan  
Tristan Dowell  
David Drennon  
Gregory Dugal  
Rebecca Eastham  
Margaret Egan  
Marc Ellin  
T. Erwin  
Carolyn Flavey  
Gregory Fang  
Michael Farney

Michael Feigenbaum  
Paul Fisher  
Robert Flook  
James Francaue  
Charles Friend  
Kerry Gaber  
Kevin Gallagher  
Ross Gimpel  
Cassandra Glass  
Ben Goh  
Eyal Goldberger  
Marlo Goldstein  
Gabrielle Gordon  
Geoffrey Gray  
Tim Gray  
Mark Grenoble  
Kirsten Guill  
Charlotte Guillermet  
Kristine Hall  
Amy Hamstead  
Erica Hageman  
Michael Harrell  
Christian Harris  
Michelle Hartman  
Dieter Heigl  
David Heinen  
Heather Henson  
Keith Hess  
Steve Hewins  
Michel Hickey  
Adam Hickman  
Isaac Hicks  
Brian Hilde  
Bethany Huan  
Matthew Humphreys  
Charles Hyatt  
Michelle Hyjek  
David Jacobs  
Emery Jansen  
Brian Johnson  
Daniel Johnson  
Michael Jokovich  
Helen Jorgenson  
Paul Joseph  
Colleen Karefi  
Peter Karpinski  
Arnold Karr  
Lindsey Kennedy  
Trisha Kerkstra  
Jenny Kessler  
David Kinsey  
Daniel King  
Chris Knipe  
Michel Koffler  
Steve Kohl  
General Kramer  
Kevin Kretch  
Jesse Krewall  
Ryan Kunz  
Daniel Kuperschmid  
Bona Kwak  
Zoe LaClair  
Robert Lafferty  
Elliot Lamb  
James Lamb  
J. Bruce Lange  
Amare Langford-Armstrong  
Mark Lauer  
David Lennon  
Greg Leonard  
Richard Levins  
David Lewin  
Ya Liu  
Mark Lomanno  
John Longstreet  
Raymond Loperena  
Edward Lynn

Todd Marinko  
Donna Marquez  
Ross Martin  
John Mauldin  
Chris McCain  
Michelle McConnell  
Bruce McDonald  
Michael McGuigan  
Peter McMahon  
James McManemon  
Ariane Mead  
Irina Medvedeva  
Huan Meng  
Zachary Meyer  
Greg Miller  
Jeff Miller  
Patrick Miller  
Annette Moody  
Paula Moore  
David Moorhead  
Nabil Moubayed  
John Murtha  
David Nadelman  
John Tomasiwicz  
Laurie Nickchen  
Robert Niersbach  
Henning Nopper  
Jason Olea  
Christopher Ostapovicz  
Greg O'Stean  
Joseph Ottinger  
Jimmy Pacheco  
Daniel Padilla  
Charles Paloux  
Christina Pappas  
Ryan Parker  
Arti Patel  
Paresh Patel  
Robert Patten  
Susan Patterson  
Michael Pedlow  
Chelsea Penn  
Jeff Penner  
Liz Perkins  
Erica Peterman  
David Peters  
Richard Pham  
David Phillips  
Kimberly Phillips  
Anastasia Platonova  
Tracey Pool  
Molly Primm  
Trisha Pugal  
Christina Purpero  
Karen Rapley  
Gerald Rapport  
Chad Reppy  
Nanette Reynolds  
Peter Rice  
W. Ried  
Dena Roady  
Michael Roch  
Michael Rock  
Shawn Rogers  
Amy Rohrer  
John Rubino  
Joanne Ruttger  
Kim Sabow  
Pete Sams  
Greg Leonard  
Richard Levins  
David Lewin  
Ya Liu  
Mark Lomanno  
John Longstreet  
Raymond Loperena  
Edward Lynn

Florence Shum  
Peter Simoncelli  
Vanessa Sinders  
Sheri Smith  
Gail Smithhoward  
Scott Snipes  
Tara Snow  
Keith Spinden  
Christina St. Amant  
Brian Steck  
Stephen Stewart  
Mark Stiebeling  
Lynnae Stoehr  
Greg Stone  
Lance Stumph  
David Tarr  
Eric Terry  
Blane Thompson  
J Randy Thompson  
K. Thrush  
Lisa Timbo  
Chia Min Tiong  
Stella Tiratsuyan  
John Tomasiwicz  
Heidi Torr  
Michael Torres  
Ghaleb Trad  
Jennifer Troutman  
Larry Trowbridge  
Liz Uber  
Jane Van Horn  
Paul Van Raamsdonk  
Scott Vandenberg  
Benjamin Vaughn  
George Vizer  
Ronald Vlasic  
Scott Vandenberg  
Benjamin Vaughn  
Catanna Vu  
Michael Waddill  
Mark Wagner  
Wendy Wang  
Osby Warren  
Michael Watkins  
Joann Weber  
Michael Watkins  
Joann Weber  
Corinna Wenks  
James Werner  
Jim Wheeler  
Joseph Wertz  
Harris White  
Dusty Whittaker  
Kenneth Widmaier  
Douglas Wilkins  
Daniel Williams  
Jennifer Williams  
James Wogick  
Dustin Worley  
Chau Wu  
Charles Young  
Stewart Young  
Mark Zerilla  
Samuel Zinsmaster



## Thank you Katherine

Thank you to Katherine Lugar for her inspiring leadership while growing AHLA's membership, HotelPAC, and government affairs efforts to historic highs as our President & CEO in the last five years.



## Welcome Chip

A warm welcome to AHLA's new President & CEO, Willam "Chip" Rogers, who after many successful years leading our friends and allies at the Asian American Hotel Owners Association (AAHOA), now takes the reigns at AHLA. We are very excited to have him!





# Thank You Mark

A big thanks to Mark Carrier for his leadership as AHLA Board Chair from 2016 to 2018. As a long standing member of the AHLA community and president of the B.F. Saul Company Hospitality Group, we look forward to continuing to work with Mark in the future!



# THANK YOU

**AHLA Partners for being committed to our industry.**

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