

Southern California Hotel & Lodging Conference Is Announced by California Hotel & Lodging Association and the Asian American Hotel Owners Association

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The California Hotel & Lodging Association (CH&LA) and the Asian American Hotel Owners Association (AAHOA) announced that the two organizations will jointly produce the Southern California Hotel & Lodging Conference, held this year in Anaheim at the Anaheim Convention Center on Thursday, May 31, 2007.

The conference will include both educational seminars and a trade show focused on the California lodging industry professional.

This inaugural conference will include seminars on lodging law and internet marketing and distribution, as well as a lunch presentation from Chip Conley, President & CEO of Joie de Vivre Hospitality. In addition, a leadership panel discussion including Tony Bruno, Vice President of Disneyland Resort Hotels and Downtown Disney; Bob Alter, President & CEO, Sunstone Hotel Investors, Inc.; and Liam Brown, Senior Vice President for Lodging Development, Marriott International, among others, is scheduled at the conference as well.

'This joint effort builds upon the strong relationship of CH&LA and AAHOA to the benefit of the California lodging industry,' said Bankim Patel, South Pacific Regional Director for AAHOA. 'This year's conference will be a focal point for the lodging industry in Southern California.'

'We're excited to partner with AAHOA,' stated Jim Abrams, President & CEO of CH&LA. 'Along with the California Lodging Industry Legislative Awareness Summit in which we also partner with AAHOA, this is another example of both associations coming together to serve the best interests of the industry.'

About CH&LA

The California Hotel & Lodging Association (CH&LA) is the largest state lodging industry association in the nation and a Partner State Association of the American Hotel & Lodging Association. Its 1,900 members, which comprise approximately 175,000 guest rooms, include all segments of the lodging industry. CH&LA is the leading resource for communicating and protecting the rights and interests of the California lodging industry. CH&LA was established in 1893. CH&LA is on the web at www.calodging.com.

About AAHOA

The Asian American Hotel Owners Association represents more than 8,000 members and is one of the leading forces in the hospitality industry and one of the most powerful Asian American advocacy groups. AAHOA's mission is to promote and protect the interests of its members by inspiring excellence through programs and initiatives in advocacy, industry leadership, professional development, membership benefits, and community involvement. AAHOA is on the web at www.aahoa.com.

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