

'Gateway to CEO' Contest Awards Millennials Face Time with AH&LA Board of Directors  
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One Young Hospitality Professional's Research Proposal to be Considered for National Implementation

The American Hotel & Lodging Association's (AH&LA) new 'Gateway to CEO' contest, run by the association's recently-launched Under 30 Gateway for young hospitality professionals, will afford one young industry employee the chance to present their proposal for the next big industry initiative to AH&LA's board of directors, an audience of 83 C-level executives from all sectors of the lodging field. This marks the first time in its almost-100 year history that AH&LA's board of directors will consider a research proposal from an emerging industry leader via a contest of this nature.

Under 30 Gateway members are encouraged to imagine taking on the role of the association's CEO and outlining the industry's next big initiative, research study, and/or event. In 1,000 words or less, entrants can explain why it's important, associated research that needs to be conducted, how AH&LA's resources could be used to execute this mission, as well as an anticipated outcome of such measures.

The winning proposal will be presented to the board during the next board of directors meeting on November 9, 2008, during the AH&LA Fall Conference held in conjunction with the International Hotel/Motel & Restaurant Show in New York City. The winning proposal will be considered for funding by the American Hotel & Lodging Educational Foundation and potentially implemented into AH&LA's 2009 business plan. Prize package also covers transportation costs and accommodation for two nights in New York.

All entries must be received by September 30, 2008 and winners will be notified by October 15. More details are online at the [Under 30 Gateway Website](#), and interested applicants can email Jessica Soklow at [jsoklow@ahla.com](mailto:jsoklow@ahla.com) with questions. All AH&LA Under 30 Gateway members are invited to submit a proposal and there is no application fee.

The Under 30 Gateway, AH&LA's membership program designed to provide connectivity and career development opportunities to hospitality professionals under age 30, is free for association members who qualify based on age, \$95/year for individual members. Other benefits of membership include access to a password-protected Website featuring professional development resources and interactive Q&As, mentorship and networking opportunities both online and in person, exclusive discounts on professional certifications from the AH&LA Educational Institute, and complimentary subscriptions to The Gate eNewsletter and Lodging magazine. For more information, visit the Under 30 Gateway member benefits webpage, or contact Jessica Soklow at [jsoklow@ahla.com](mailto:jsoklow@ahla.com).

Serving the hospitality industry for nearly a century, AH&LA is the sole national association representing all sectors and stakeholders in the lodging industry, including individual hotel property members, hotel companies, student and faculty members, and industry suppliers. Headquartered in Washington, D.C., AH&LA provides members with national advocacy on Capitol Hill, public relations and image management, education, research and information, and other value-added services to provide bottom-line savings and ensure a positive business climate for the lodging industry. Partner state associations provide local representation and additional cost-saving benefits to members.

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