

California Hotel & Lodging Association Wins Award of Excellence from the Int'l Society of Hotel Association Executives

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The California Hotel & Lodging Association (CH&LA) has received an Award of Excellence from the International Society of Hotel Association Executives for its successful partnership with the California Association of Bed & Breakfast Inns (CABBI). The Awards of Excellence are recognized as the most sought after lodging industry association awards.

CH&LA's award was in the membership category for its integration of CABBI programs and services into existing operations, while keeping CABBI's branding and image distinct. In partnering with CABBI, CH&LA was able to provide its member benefits as well as those of its national affiliate, the American Hotel & Lodging Association while continuing and expanding CABBI marketing programs. Ultimately, the combination of CH&LA and CABBI significantly enhanced association membership, solidifying both groups as the best in their respective areas.

'It's a good day when we can strengthen the industry by working together,' commented Peggy Mosley, CH&LA Chair and owner of the Groveland Hotel. 'This award belongs to both CABBI and CH&LA for having the vision to unify as a single association.'

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