

AH&LA Educational Institute Awards 11 Certified Industry Icons Emeritus Status During 'Celebration of Excellence'

2008-10-08

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Noted Entrepreneur and Leadership Strategist Peter Burwash Delivers Keynote

The American Hotel & Lodging Educational Institute (EI) will honor 11 certified professionals with a distinguished Emeritus status during its 'Celebration of Excellence' in New York City on Monday, November 10. This year's breakfast marks the first time individuals holding an EI Master Hotel Supplier (MHS) certification will be honored with Emeritus status alongside Certified Hotel Administrator (CHA) professionals. Breakfast attendance is open to all attendees of the International Hotel/Motel & Restaurant Show (IH/M&RS), and will also feature a keynote on leadership strategies by Peter Burwash, founder and president of Peter Burwash International (PBI).

Those honored at the 2008 breakfast include:

Ernest Boger, CHA - chairman and associate professor, Hotel & Restaurant Management Department at the School of Business & Technology, University of Maryland, Eastern Shore

Ronald Cichy, CHA - director and professor, The School of Hospitality Business, Michigan State University

Elaine Etes, CHA - president, Elaine G. Etes Associates, director of hospitality at Forest Trace

Robert Hazard, CHA - president of Birnam Wood Golf Club, previously chairman, president/CEO of Choice Hotels, International, and Best Western

Earle Jones, CHA - president, MMI Hotel Group/Dining Systems

Michael Leven, CHA - vice chairman, The Marcus Foundation

Robert Riedel, CHA - retired professor, Florida State University (FSU), presently developing Florida Hospitality and Tourism Learning Center & Hospitality and Tourism Research Center on the FSU Campus

Joseph Rook, MHS - vice president, global account management, iBAHN

Thomas Stead, CHA - owner, Stead Family Associates

Leo Vogel, MHS - senior vice president of sales and marketing, American of Martinsville

James Weitkamp, MHS - vice president of sales, Harbor Linen

In addition to the award presentation, the 'Celebration of Excellence' will feature a keynote address by Peter Burwash, founder and president of PBI, the world's largest tennis management company for more than 30 years, currently operating in 32 countries. Noted entrepreneur, professional tennis player, and author, Burwash will outline effective leadership strategies detailed in his book, *The Key to Great Leadership*, and discuss what makes a great leader from an employees' perspective. Attendees will have the opportunity to self-assess their own leadership tactics and goals throughout the session.

This exclusive event is held Monday, November 10, 8:00 - 9:30 a.m. during the AH&LA Fall Conference in New York. Attendance is open to all IH/M&RS attendees, and is limited to 200 people. Cost is \$75/person, and registrations must be received by Friday, October 24. For more information and to register, visit the EI Website, or contact Lee Ann Lonsdale at [llonsdale@ahla.com](mailto:llonsdale@ahla.com), or (800) 349-0299.

This article comes from Hotel News Resource

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