

Young Hotelier Selected to Present Student Membership Plan to AH&LA Board

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Edward Reynado Wins 2008 'Gateway to CEO' Contest, Will Outline Outreach Plan for 2009 Implementation

Edward Reynado, assistant lodging manager of the MacDill Inn in Tampa, Florida, will present his comprehensive plan to increase association membership among the 50,000 U.S. hospitality students during the American Hotel & Lodging Association's (AH&LA) board of directors meeting in November. Elements of Reynado's presentation will be implemented in the association's 2009 business plan.

'Gateway to CEO' applicants were tasked with conceptualizing and explaining how they would orchestrate a major industry initiative if they had the power of AH&LA's CEO. Reynado's plan outlined a clear and comprehensive strategy working with universities to boost student membership and build the association's brand recognition and loyalty amongst the future of the industry at an early age. His proposal was selected by AH&LA senior staff via the 'Gateway to CEO' contest, organized by the Under 30 Gateway, AH&LA's new membership category offering tailored career resources for the young hospitality professional.

'The senior staff and I were thoroughly impressed by the caliber of entries received in this contest's first year, though it was clear that Edward's proposal stood out among the rest,' said AH&LA president/CEO Joseph McInerney, CHA. 'Edward's plan puts onto paper a complex, multi-faceted plan for student outreach that our board of directors has only so far discussed, this plan provides the association with a clear strategy for tapping into large pool of our industry's future leaders from the inception of their careers.'

Reynado will present his plan at AH&LA's board meeting on Sunday, November 9, during the AH&LA Fall Conference, held in conjunction with the International Hotel/Motel & Restaurant Show, at the Jacob K. Javits Convention Center in New York City. Additional Under 30 Gateway-sponsored events during the 2008 Fall Conference include two educational sessions on cross-generational workplace communication and career success strategies, and the Gateway Reception: Not Your Boss's Party, hosted by the Hudson Hotel.

Reynado sits on the association's Under 30 Council, made up of 29 of the best and brightest young hospitality professionals who are responsible for overseeing Under 30 Gateway membership initiatives. The Under 30 Gateway is free for association members who qualify based on age. In addition to various networking and career development programs, benefits of Gateway 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, and complimentary subscriptions to The Gate eNewsletter and Lodging magazine.

To read more about Edward, and see the other top ten applicants, [click here](#). For more information, visit the Under 30 Gateway Homepage, or contact Jessica Soklow at jsoklow@ahla.com.

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