



NEWS RELEASE

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CALIFORNIA HOTEL & LODGING ASSOCIATION MEMBERS RECIEVE THREE AH&LA STARS OF THE INDUSTRY AWARDS

Chicago – Members of the California Hotel & Lodging Association (CH&LA) won three national Stars of the Industry Awards at the American Hotel & Lodging Association (AH&LA) Stars of the Industry Awards luncheon. The Stars of the Industry awards were created more than 40 years ago to honor lodging employees and properties that best symbolizes the quality service of the industry. CH&LA members were recognized for general manager of the year, guest relations and the environmental category of good earthkeeping. The awards were announced during the AH&LA Summer Summit held this afternoon at the Chicago Hilton in Chicago, Illinois.

The Outstanding General Manager of the Year award recognizes a general manager who goes above and beyond normal job responsibilities. Nominees are judged on outstanding performance to their property, to the guests, and to their subordinates. The Outstanding General Manager Award winner was Jim Durbin, general manger of the San Diego Marriott Gaslamp Quarter.

The Guest Relations Award is given for programs that develop a climate conducive to new or repeat business, create goodwill among guests, provide special services, reverse negative public relations situations, or effectively solve guest complaints. The Guest Relations Award winner was West Inn & Suites, Carlsbad, California.

The Good Earthkeeping award recognizes lodging properties that have developed a culture toward integrating environmental management practices that improve everyday operations and the bottom line, while maintaining quality service and meeting guest expectations. The program must demonstrate success in one or more of the following areas: energy conservation, solid waste reduction, effluents and emissions, water conservation, purchasing and business issues. The Good Earthkeeping Award was given to the Orchard Garden Hotel, San Francisco, California.



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"The California Hotel & Lodging Association is very proud of our award winning members," said Lynn Mohrfeld, President & CEO of CH&LA. "We appreciate the hard work and dedication of the employees and properties for their exceptional and significant contributions to the industry."

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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 1,800 members, which comprise approximately 175,000 guest rooms, include all segments of the lodging industry including the California Association of Bed & Breakfast Inns - California's largest association of professional innkeepers and certified bed and breakfast inns. 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.