

today's hotelier

MAY 2023 | todayshotelier.com

The Official Publication of AAHOA



THE YOUNG LEADERS ISSUE

AAHOA takes over

Los Angeles

PAGE 10

Nearly 8K Attendees

Profiling tomorrow's industry leaders

PAGE 22

Recapping AAHOA's Spring National Advocacy Conference

PAGE 32

TODAY'S HOTELIER

AAHOA'S OFFICIAL PUBLICATION





OUR NAME SAYS IT ALL

Americas Best Value Inn. Best value for the guest. Best value for the owner. Best value. Period.

REASONABLE BRAND STANDARDS + **OWNER-FRIENDLY** CONTRACTS + **LOW** FLAT FEES (per room per month)

Join a brand with 500+ properties nationwide. You will become part of Sonesta's growing brand portfolio, brought to you by owners who know what it means to own, invest in and operate powerful brands that enable you to stand out from the competition and grow.



Americas Best Value Inn & Suites Gun Barrel City

Americas Best Value Inn & Suites Northeast Houston

Americas Best Value Inn & Suites Overland Park

Americas Best Value Inn & Suites Elk City



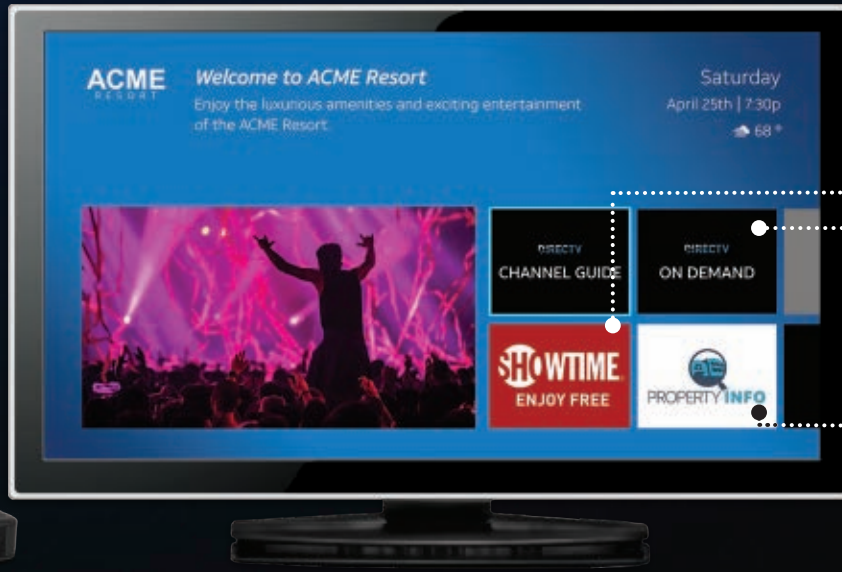
FRANCHISE.SONESTA.COM



THE ADVANCED ENTERTAINMENT PLATFORM^o

Get HD
equipment
included at no
extra cost!
Details on back.

Set-top box
and custom
antimicrobial
remote.



Example Home Screen pictured for illustrative purposes only.

The **SHOWTIME[®] App** lets customers stream thousands of premium entertainment titles, like *Billions[®]* and *The Chi*, plus movies, sports, documentaries and more.

Access thousands of hours of On Demand titles from dozens of programmers; allows customers to watch what they want, when they want.












The customizable Property Information App, included at no additional cost, allows the property to highlight information to guests such as amenities, a property map, restaurant hours, and fitness center location.

GIVE YOUR CUSTOMERS MORE ENTERTAINMENT OPTIONS AND WAYS TO CONSUME CONTENT

The Advanced Entertainment Platform^o (AEP) combines DIRECTV[®] linear satellite and broadband over-the-top content for an enhanced entertainment experience for your guests, residents or patients.

AEP adds an in-room set-top box, antimicrobial custom remote and cloud services to HD COM Systems to bring app-based content from SHOWTIME[®], Hallmark TV and Music Choice[®]. Plus, customers get access to thousands of hours of content from dozens of programmers in the DIRECTV On Demand App, allowing viewers instant access to stream entertainment with no login or password required.

PLATFORM BENEFITS

-  **Flexible, cloud-delivered updates** to meet changing market needs
-  **Remotely manageable**
No PMS integration required
-  **Streaming from personal devices** through STAYCAST^{™+}
-  **Customizable Home Screen** includes a logo, welcome message, background image and more
-  **Add your own promotional channels** and share information with your customers with local and over-the-air content insertion features
-  **App-based and On Demand programming** content at no additional cost
-  **Optional ability to use a personal mobile device** to control the in-room TV
Requires a mobile device running Android 8 or later, or iOS 14 or later. Requires download and installation of the DIRECTV Mobile Remote app. Data charges for the app download may apply. Requires acceptance of terms and access to device Bluetooth radio and location information. Device limitations may apply.
-  **Easy-to-clean remote features antimicrobial additives**
-  **Live TV** includes sports, breaking news, hit shows and more
-  **4K[^] HDR content**
-  **Customizable Property Information App** included at no extra cost

Offer ends 12/31/22. New or renewing approved H&I customers only. 5-year programming agreement req'd. Credit card required (except MA & PA). Early Cancellation Fee may apply.

Call **877.233.1787** today to learn more.



DIRECTV
HOSPITALITY
AUTHORIZED DEALER



Payment processing that's simple, secure and trusted by over 10,000 AAHOA Members

We've been AAHOA's preferred partner for more than 25 years. As the number-one merchant acquirer in the U.S.,¹ processing \$2.15 trillion globally² and backed by financial powerhouse JPMorgan Chase (named World's Best Bank 2020),³ our strategic payments experts, solutions engineers and fraud specialists are here to help you.

With Chase you'll benefit from:

- A dedicated lodging team
- Preferred group rates
- 24/7/365 customer support
- In-person, online and on-the-go payment options



Call 1-800-727-1872 or email lodging_team@chase.com today to learn more.

¹Nilson ranking March 2022

²JPMorgan Chase Q4 2022 Earnings Presentation

³Euromoney, September 2020

Businesses are required to complete an application and agree to terms and conditions at the time of enrollment. All businesses are subject to credit approval. Merchant services are provided by Paymentech, LLC ("Chase"), a subsidiary of JPMorgan Chase Bank, N.A. ©2023 JPMorgan Chase & Co. All rights reserved.

contents

May 2023 | todayshotelier.com



10

AAHOACON23 recap

Honoring the past,
creating a bolder future.

22

Youth movement

AAHOA's young leaders are finding
success through talent, work
ethic, and drive

by NICK FORTUNA

26

Where have all the good people gone?

On the hunt for
the next generation of leaders

by TOM GRESHAM

departments

- 7 5 THINGS TO KNOW ABOUT
AAHOA THIS MONTH
- 8 LETTER FROM THE CHAIRMAN
- 9 LETTER FROM THE
PRESIDENT & CEO
- 48 TELL ME SOMETHING GOOD
- 52 AAHOA CLUB BLUE,
PLATINUM SILVER & BRONZE
INDUSTRY PARTNERS
- 54 AAHOA MEMBERS IN ACTION
- 56 CLASSIFIEDS
- 58 ADVERTISERS INDEX

columns

- FOCUS: ADVOCACY IN ACTION AAHOA GOES TO WASHINGTON**
AAHOA's Spring National Advocacy Conference brings together lawmakers and
200+ AAHOA Members strongly advocating for the hospitality industry 32
by EVELYN HOOVER
- FINANCE**
(In)valuable relationships: Secure financing and grow a commercial real estate business..... 38
by RUSHI SHAH
- INDEPENDENT HOTELIERS**
Full throttle: The allure of independence for younger hoteliers 40
by ARMAAN PATEL
- BACK OF THE HOUSE**
Slam dunk! Score big by improving how you train today's hotel maintenance engineers 42
by DAN CLAPPER
- OPERATIONS**
Smooth Sailing: Technology optimization for hotel staff and guests..... 46
by BRANIGAN MULCAHY

Today's Hotelier (ISSN 24174062), volume 23, issue 5, is published monthly by Naylor Association Solutions, for AAHOA, 1100 Abernathy Road, Suite 725, Atlanta, GA 30328. Periodicals postage paid at Gainesville, Florida, and at additional mailing offices. Postmaster: Send address changes to Today's Hotelier, 11350 McCormick Rd #1000, Hunt Valley, MD 21031.

2023-2024 AAHOA BOARD OF DIRECTORS

AAHOA OFFICERS

Bharat Patel, CHO, CHIA
Chairman

Miraj S. Patel, MBA, CHO, CHIA
Vice Chairman

Kamalesh (KP) Patel
Treasurer

Rahul Patel
Secretary

Laura Lee Blake, Esq.
President & CEO

DIRECTORS

Nishant (Neal) Patel, CHO, CHIA
Past Chair

Sanjay M. Patel
Alabama Regional Director

Danny (Chintu) Patel
Arkansas Regional Director

Arti Patel
Central Midwest
Regional Director

Chetan (Chris) Patel
Florida Regional Director

Vik Zaver
Georgia Regional Director

Naresh (ND) Bhakta
Greater Los Angeles Area
Regional Director

Vimal Patel
Gulf Regional Director

**Mahendra (MZ) Patel, CHA, CHO,
CHIA**
Mid Atlantic Regional Director

Harikrishna (HK) Patel
Mid South Regional Director

Pinkesh Patel
North Carolina Regional
Director

Bhavesh N. Patel
North Central Regional Director

Ankit Panchal
North Pacific Regional Director

Dhiren Masters
North Texas Regional Director

Preyas Patel, CHA
Northeast Regional Director

Taran Patel, MBA
Northwest Regional Director

Fenil Desai
South Carolina
Regional Director

Kiran (Kevin) Patel
South Central Texas
Regional Director

Mike Riverside, CHO, CHA
South Pacific Regional Director

Ailesh Mulji
Southeast Texas
Regional Director

Dharmesh Ahir
Southwest Regional Director

Kalpesh Joshi
Upper Midwest
Regional Director

Deepak Patel
Washington DC Area
Regional Director

Pinal S. Patel
Director at Large
Eastern Division

Nalin (Neil) Patel

Director at Large
Western Division

Purnima Patel
Female Director
Eastern Division

Tejal N. Patel, CHIA, CHO
Female Director
Western Division

Dylan Patel
Young Professional Director
Eastern Division

Tanmay Patel, MBA
Young Professional Director
Western Division

Industry Partners
Amir Ahmed
John Houghtaling
Abraham Tieh



FIND THE LATEST AT
WWW.TODAYSHOTELIER.COM

CONNECT

EMAIL:
todayshotelier@naylor.com

FACEBOOK:
facebook.com/AAHOAofficial

INSTAGRAM: [AAHOAofficial](https://www.instagram.com/AAHOAofficial)

LINKEDIN: [AAHOA](https://www.linkedin.com/company/AAHOA)

TWITTER: [@TodaysHotelier](https://twitter.com/TodaysHotelier)

YOUTUBE: youtube.com/AAHOA

Today's Hotelier

is the official monthly
publication of AAHOA
1100 Abernathy Road, Suite 725
Atlanta, GA 30328
P: (404) 816-5759
info@aahoa.com
www.aahoa.com

AAHOA STAFF CONTRIBUTORS

Laura Lee Blake Esq., President & CEO
Heather Carnes,
EVP, Communications, and Chief Strategy Officer
Evelyn Hoover, Public Relations Manager
Melissa Rosenbaum, Director, Corporate Communications
Olivia Story, Marketing & Communications Coordinator
Nancy Taylor, Director, Marketing

Today's Hotelier

is published by
NAYLOR
ASSOCIATION SOLUTIONS

550 SW 2nd Avenue
Gainesville, FL 32601
P: (800) 369-6220
www.naylor.com
todayshotelier@naylor.com

NAYLOR STAFF CONTRIBUTORS

24-7creative, Layout & Design
Carter Davis, Managing Editor
Ben Hopper, Account Manager
Kira Krewson, Project Manager
Alexandra Lewis, Project Administrator
Chris Zabel, Advertising Director
Shane Holt and Norma Walchuk, Advertising Associates



Opinions expressed are those of the contributors
and do not necessarily reflect the policy of
AAHOA or Today's Hotelier magazine. Publication
of an article or advertisement does not imply
approval or endorsement by AAHOA.

©2023 AAHOA, all rights reserved. The contents of this
publication may not be reproduced in whole or in part
without the prior written consent of the publisher.

PUBLISHED MAY 2023/AAHOM0523/9703

5 Things to Know About AAHOA This Month

1 AAHOA WELCOMES BHARAT PATEL AS CHAIRMAN.

Last month, Bharat Patel, CHO, CHIA, took the helm as AAHOA Chairman. He has been an active member of the association since 2008 and served as an ambassador for several years before being elected Florida Regional Director in 2015. Bharat is a second-generation hotelier who learned the hotel business through hands-on experience at properties owned by his parents. He has rented rooms, cleaned rooms, and worked nearly every part of a hotel. As AAHOA Chairman, Bharat wants to help members **honor their past while creating a bolder future**, regardless of where and how they started their hotel entrepreneurial journey. In this edition of *Today's Hotelier*, you can read Bharat's first letter as AAHOA Chairman. Please join us in congratulating and welcoming Bharat! **See Letter From the Chairman on page 8.**



2 AAHOACON23 SIGNALS THE START OF A NEW ERA.

AAHOACON23 was action-packed last month. Thousands of hotel owners listened to world-class keynote speakers, attended top-level education sessions, and networked at four unforgettable evening events, including the Welcome Reception at the world-famous LA Coliseum. The annual convention also saw the election of the 2023-24 Board of Directors. **Congratulations to new AAHOA Secretary Rahul Patel and all our newly elected 2023-24 leaders! See p10 for complete recap. AAHOA.com/BoardOfDirectors.**



3 AAHOA CONGRATULATES 2023 AWARD WINNERS.

AAHOA is always thrilled to recognize leaders for their contributions to hospitality during the AAHOA Convention & Trade Show. On behalf of the entire AAHOA community, we congratulate the eight outstanding leaders who demonstrated their drive to find new solutions for hotel businesses and are taking the industry to the next level. Let's celebrate them! **AAHOA.com/Awards.**

4 HAPPY ASIAN AMERICAN AND PACIFIC ISLANDER HERITAGE MONTH.

May is designated Asian American, Native Hawaiian, and Pacific Islander Heritage Month by presidential proclamation. As an organization that has long represented the interests of Asian Americans in hospitality, today and every day, AAHOA is proud to celebrate the contributions of our nearly 20,000 members, who own 60% of the hotels in the nation and contribute \$368.4 billion to the nation's annual GDP.



5 2023 REGIONAL CONFERENCES & TRADE SHOWS CONTINUE THIS MONTH.

AAHOA's popular annual series continues on Tuesday, May 30, in Tampa, FL. The Florida Conference & Trade Show will give attendees access to top vendors, incredible networking opportunities, and region-specific industry updates. With AAHOA Members owning 65.2% of the hotels in Florida and contributing \$33.9 billion to the state GDP, this regional event empowers hotel owners to thrive in the Sunshine State. Mark your calendars today! **AAHOA.com/Regionals.**



BHARAT PATEL, CHO, CHIA
AAHOA CHAIRMAN (2023-2024)

“
AAHOA
leadership
meets with
legislators at the
highest levels
of government,
and we’re
doing so while
simultaneously
showing the
industry, and
beyond, that
representation
matters.”

A wave of the future

AHOACON23 HAS COME AND GONE, AND I’M READY TO HIT THE GROUND RUNNING as AAHOA’s newest Chairman.

I made several promises in my speeches on stage at our annual Convention and Trade Show, and I plan on keeping those promises to AAHOA Members and the entire hospitality industry.

I wanted to make difference starting at a young age, which is why I wanted to join AAHOA in the first place.

AAHOA Leadership meets with legislators at the highest levels of government, and we’re doing so while simultaneously showing the industry, and beyond, that representation matters.

Part of my focus as Chairman is making advocacy front and center of AAHOA’s overall mission and vision. My ultimate goal is to rebuild AAHOA’s D.C. office, reset AAHOA’s goals and presence in Washington, re-establish strong partnerships with our state associations, and grow the AAHOA PAC to new record levels.

In 2022, AAHOA launched HerOwnership: Opening Doors for Women in Hospitality, which is aimed at elevating, educating, and empowering the established women hoteliers of AAHOA and across the industry. We hope to create educational and networking opportunities for the next generation, AAHOA’s rising stars, renew their sense of belonging to AAHOA, and reimagine the way they interact and support the association.

But, on top of that, my hope is that AAHOA has a renewed focus on giving members the content they need, where they need it, in a way that’s engaging, accessible, and helpful.

AAHOA will continue to develop an educational strategy that all members can take advantage of, to elevate how AAHOA, the largest hotel owners association in the world, acts as a resource to hoteliers nationwide.

We’re our own best advocates, and I’m focused on advocating for all AAHOA Members.

Under my leadership, AAHOA Membership Benefits will continue to improve. I’m looking forward to a bigger and bolder year ahead and continuing to build on the success this association has built during the past 30-plus years. ■



LAURA LEE BLAKE, ESQ.
AAHOA PRESIDENT & CEO

Fostering the next generation

“
We must continue to advocate for our members, and ensure the next generation is equipped with the tools they need to continue the momentum we have already started.”

"Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has." - Margaret Mead

T IS A NEW SEASON AT AAHOA. A NEW BOARD, A CHANGE IN LEADERSHIP, AND A new and improved AAHOA team.

AAHOACON23 was a great success, and I want to give a warm welcome and a huge congratulations to our new Secretary and Board Members.

As this association evolves and time goes by, the long-held traditions are steadfast, one of which is the ongoing support and encouragement of our young leaders.

The future, the next generation, is going to be the face of AAHOA one day, and it is important that we make a steadfast effort to ensure our young professionals are getting involved. During the next few months, AAHOA will be launching a new initiative for young professionals. The idea is to help pave the way for these young professionals, the next generation of hoteliers, in the hospitality industry.

The leaders of today were once young professionals. We all had to start somewhere, and it is our job to be a support system and sounding board for tomorrow's leaders. It is amazing to see the young professionals running for board seats, winning awards at AAHOACON, and showing up at the various YP events to network, learn, and begin their journey as leaders of AAHOA.

AAHOA has a rich history and a growing membership that relies on the leadership team, who makes decisions that affect their livelihoods. Whether it is at an AAHOA event, at advocacy summits on Capitol Hill, or at private meetings with lawmakers, we are implementing changes that directly impact our members and the hospitality industry as a whole.

We must continue to advocate for our members, and ensure the next generation is equipped with the tools they need to continue the momentum we have already started.

AAHOA, and the hospitality industry, need young professionals to continue the essential work AAHOA already has in progress today. We depend on them to be prepared to confront future challenges.

Without these YPs and without the next generation, this important work would be in jeopardy.

Let us continue to provide career and educational opportunities, advocacy-related information, and a support system that holds no bounds. Then one day, when we look back on this time, we can rest assured that we did our part to help the next generation thrive. ■

AAHOACON

Recap

Honoring the Past,
Creating a

Golden

Future



THIS YEAR'S AAHOACON WAS one of historic proportions. Nearly 8,000 AAHOA Members showed up and showed out in Los Angeles for the biggest and best industry event of the year. AAHOACON23 kicked off the four-day event with multiple masterclasses, a late-night karaoke party, and the Welcome Reception, where thousands of attendees enjoyed spectacular fireworks and an epic drone show at the historic and 100-year-old Los Angeles Memorial Coliseum.

Ukraine resumes exports of electricity

Infrastructure attacks by Russia failed to cripple the country, which is meeting 100% of domestic demand.

By SAMYA KOLLAR

KYIV, Ukraine — Ukraine on Tuesday began resending electricity exports to European countries, its energy minister said in a dramatic turnaround from its months-long, when Russian bombardment of power stations plunged much of the country into darkness.

The announcement by Energy Minister Herman Halushchenko that Ukraine was not only meeting domestic consumption demands but ready to restart exports to neighbors was a clear message that Ukraine's attempt to deter Moscow's attempt to target its infrastructure did not work.

Ukraine's domestic energy demand is "90%" supplied, Halushchenko told the Associated Press, and has never stopped exports to neighboring countries.

Russia targeted up infrastructure attacks in September, when waves of missiles and exploding drones destroyed about half of Ukraine's energy system. Power cuts were common across the country as transformers dropped below operating levels and tens of millions were forced to keep warm.

Moscow said the strikes were aimed at weakening Ukraine's ability to defend itself while Western officials said the blackouts that caused civilians to suffer amounted to war crimes. Ukrainians said the timing was designed to destroy their morale as the war marked half a year.

Ukraine had to stop exporting electricity in October to meet domestic needs.



BOPIHA SQUARE in Kyiv, Ukraine, usually flooded with light, is dark during a blackout Nov. 8. Energy Minister Herman Halushchenko said the country is resuming electricity exports to neighbors, starting with Moldova.

Engineers worked among the electric, often riding their lives at power plants to keep electricity flowing. Kyiv's allies also U.S. Secretary of State Antony J. Blinken announced \$2 billion in bilateral aid to help the country acquire electricity grid equipment, most of it nuclear and coal-fired power plants.

But to unclear Ukraine can keep up exports amid the constant threat of Russian bombardment.

"Unfortunately now, a lot of things depend on the war," Halushchenko said. "I would say we feel quite confident now until the first winter."

Exports to additional countries are on schedule to resume, he said.

"Today we are starting with Moldova, and we are talking about Poland. We are talking about Slovakia and Romania," he added, noting export more than the 400.

that how much will depend on their needs.

"For Poland, we have only one line that allows us to export 200 megawatts, but I think this month we will install another line which will increase this to an additional 400 megawatts, so there figures could change," he said.

Export revenue will depend on fluctuating electricity prices in Europe. In 2022, Ukraine was able to export energy, its companies averaged monthly revenue of 40 million to 70 million euros (\$42 million to \$75 million), depending on prices.

Halushchenko said even its 20 million euros (\$21 million), he said, "it's still a good money. We need transaction lines."

Ukraine has the ability to export more than the 400.

At a price of 300 to 1,000 per megawatt, the monthly income for Ukraine would at reach 10 million euros (\$10 million). As capacity grows, however, energy will move from supply to demand, he said.

Ukraine's coal plants paying almost nothing for carbon emissions while EU competitors pay 30 euros per ton.

Halushchenko wants to increase the maximum technical capacity to 1.5 gigawatt. At the very least, he would like to meet the country's import needs.

EUROPEAN countries are electricity transmission system operators from 15 European countries.

Ukraine began trading electricity with European countries in June. In a bid to move away from Russia's sphere of influence, power lines were shut down in March 2022, shortly after the war began.

Regulators sped up the process to link Ukraine to the continental grid, allowing the country to decouple its power system from that of Russia.

Moldova had asked later. Before that, Ukraine and Moldova were part of a power sharing system that included Russia and Belarus.

The resumption of exports is an obvious win for Ukraine, but it also benefits Europe, according to energy analyst Olena Pavlenko of the Kyiv-based think tank Dake Group.

"European consumers need this — it increases competition in the [European] market, lowers prices and makes energy secure," she said. "For Ukraine, this is a solution to not just take money in grants and credit but to earn money. This is a good start for the future operation and partnership with the EU as a business partner."

Kollab writes for the Associated Press.

As a price of 300 to 1,000 per megawatt, the monthly income for Ukraine would at reach 10 million euros (\$10 million). As capacity grows, however, energy will move from supply to demand, he said.

Ukraine's coal plants paying almost nothing for carbon emissions while EU competitors pay 30 euros per ton.

Halushchenko wants to increase the maximum technical capacity to 1.5 gigawatt. At the very least, he would like to meet the country's import needs.

EUROPEAN countries are electricity transmission system operators from 15 European countries.

Ukraine began trading electricity with European countries in June. In a bid to move away from Russia's sphere of influence, power lines were shut down in March 2022, shortly after the war began.

Regulators sped up the process to link Ukraine to the continental grid, allowing the country to decouple its power system from that of Russia.



Ukraine's energy ministers and EU counterparts in Brussels, April 11, 2023.



Kollab writes for the Associated Press.

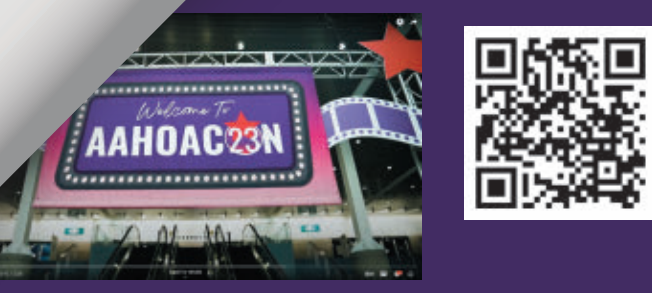
AAHOAC 23N
2023 AAHOA CONVENTION & TRADE SHOW | APRIL 11-14 | LOS ANGELES

The Largest Hotel Owners Association in the World

60% Percentage of U.S. hotels owned by AAHOA Members
34K 04,208 AAHOA Member owned hotels in the U.S.
1.1M Employed at AAHOA Member owned hotels

Honoring the Past, Creating a *Golden* Future

AAHOA.COM



Relive the excitement all over again
Scan the QR code to watch a quick recap video, highlighting the amazing experiences of AAHOACON23.

Welcome



Attendees boarded a fleet of buses that were shepherded by a police escort to the AAHOACON23 Welcome Reception at the Los Angeles Memorial Coliseum.

LOS ANGELES
MEMORIAL
COLISEUM



AAHOACON23 *Keynotes*



ON WEDNESDAY, APRIL 12, 2023, Keynote Speaker Hasan Minhaj helped us launch into AAHOACON23 as our first keynote speaker. Minhaj used his experience as a comedian, writer, and Peabody award-winning entertainer to deliver a one-of-a-kind General Session.

AAHOACON23 continued with another stellar keynote speaker, Swami Brahmaviharidas, BAPS, during the General Session on Thursday, April 13. As a relentless champion of humanitarian causes worldwide and the Global Outreach of BAPS leader, he inspired attendees to act with compassion, synergy, and spiritual awareness.

The Honorable Sadhguru, founder and head of the Isha Foundation, wrapped up our fantastic General Session Keynote Speaker lineup on Friday, April 14. Sadhguru emphasized the power of meditation and stressed the importance of raising human consciousness, an important concept for busy hotel owners.



“People underestimate Indian-Americans and the impact we could offer America,” said Wednesday’s General Session keynote speaker, the multi-talented comedian, writer, and Peabody award-winning entertainer Hasan Minhaj.



“Nothing will ever happen 100% of the way you want it. As beings, we have a choice in how we respond to challenges and we can decide how to be,” said Friday’s General Session keynote speaker Honorable Sadhguru, founder and head of the Isha Foundation, highly sought-after inspirational speaker, and *New York Times* bestselling author.

AAHOACON23



BHARAT PATEL BECOMES NEWEST CHAIRMAN OF AAHOA

Florida hotelier Bharat Patel, CHO, CHIA, became the new Chairman of AAHOA's Board of Directors at AAHOACON23.

"I am honored to serve America's hotel owners as the newest AAHOA Chairman," Patel said, "and I look forward to working with AAHOA's nearly 20,000 members to ensure we reestablish strong partnerships with our state associations, grow the AAHOA PAC to new record levels, and make advocacy front and center to AAHOA's mission and vision."

"Congratulations to Bharat Patel on becoming AAHOA's newest Chairman," said AAHOA President & CEO Laura Lee Blake. "Working alongside you as Vice Chairman over the past year has been a pleasure, and I am looking forward to all that you will accomplish in the year ahead."

Patel has been an active member of AAHOA since 2008. He served as an Ambassador for several years before his election to the Board of Directors as the Regional Director for Florida in 2015. He is a second-generation hotelier who learned the hotel business through hands-on experience at properties owned by his parents. Today, along with other family members, including his wife, Manisha, they own and operate Gulf Coast Hospitality, a company based in Sarasota, Fla.

"From a young age, I wanted to make a difference, which is why I joined AAHOA," Patel said. "AAHOA Leadership meets with legislators at the highest levels of government, and we're doing so while simultaneously showing the industry, and beyond, that representation matters."

Bharat plays an active role in his community and previously served on the Florida Restaurant & Lodging Association Board of Directors, the Florida Department of Business and Professional Regulation Hotel and Restaurant Advisory Council, the Sarasota County Tourism Development Council, and the Sarasota County Sheriff's Office Advisory Board.

"My main focus is all about AAHOA priorities, strategic planning, and laying the path for the future of AAHOA," Patel said. "We will continue to create educational and networking opportunities for the next generation, create new revenue streams for AAHOA, new sponsorship opportunities, and focus on how AAHOA can provide more value for our members and loyal industry partners for years to come."



It's no secret that today's women hoteliers are bolder and more empowered to become immersed in hospitality. That's why AAHOACON23 offered several HerOwnership-driven events, workshops, and learning sessions created just for women hoteliers. During the HerOwnership Women's Hotelier Session & Luncheon, Communication coach Denise Thomas helped the women hoteliers in the room embrace their identity as a woman in a predominantly "other" environment.

"We had a room full of close to a thousand women, all under one roof," said Lina Patel, former AAHOA Women Hoteliers Director Eastern Division (2017-2023). "We discussed how we can advance ourselves and be out in the world where we are one of the best. It was a very encouraging session."

On Thursday, April 12, HerOwnership & Wyndham's Women Own the Room Presented "Setting the Foundation for Successful Hotel Ownership," where women hoteliers heard from Helen Zaver, Senior Vice President at Colliers International, Stacey Nadolny, Senior Vice President at

Wyndham Hotels & Resorts, and Bella Silverberg, Vice President, Development Marketing at Wyndham Hotels & Resorts on what to take into consideration when deciding to build or buy a hotel.

AAHOA's young professionals also brought energy, excitement, and an unwavering commitment to learning at the 'Super Bowl' of the industry. That's why AAHOACON23 offered two Young Professionals Sessions, "It's Your Time!" on Wednesday, April 12, and "Caution! Opportunity Ahead!" on Thursday, April 13.

Both sessions uniquely equipped young professionals to make their hotel goals and mindset future-ready.

"It was amazing. We had a packed room. In fact, there were so many people that some people had to stand in the back," said Tanmay Patel, Young Professional Director Western Division. "We have been curating these educational sessions specifically for young professionals."

Apart from the education sessions, masterclasses, HerOwnership-driven events, and a massive Trade Show floor (more on that in just a bit), attendees were afforded plenty of opportunities to unwind and catch up with friends old and new. Despite a little bit of rain, the Wednesday Block Party featured plenty of food, drink, and even some outside entertainment once the skies cleared a bit.

The Thursday night Raas Garba night allowed more than attendees to dance the night away, many of whom brought their families with them, and Friday night's Gala Reception was the perfect way to cap off an amazing week. Thank you to everyone – attendees, AAHOA staff, sponsors, etc. – who worked tirelessly to make AAHOACON23 an event to remember and one that will help us create a bolder future together.



Tech Pitch

VIRDEE WINS ANNUAL TECH PITCH COMPETITION AT 2023 AAHOA CONVENTION & TRADE SHOW

Virdee took home the top prize in the AAHOA Tech Pitch Competition, Co-Powered by HFTP. A panel of five judges with expertise in technology and hospitality chose Virdee's guest experience technology platform from a field of eight finalists. Virdee Virtual Reception Software is aimed at helping properties become more efficient. Whether it's to help front-of-house staffing, provide guests with their keys, or help them pay for their stay, their goal is to free up staff in a way that allows them to deliver a true guest experience.



"It's super exciting when you start a company, and you start selling the product, and the first thing you want to do is get product market fit and start building your client base. And then any sort of recognition like this is a huge honor for us. So really, it's a cool experience and a great feeling," said the winner, Branigan Mulcahy, Co-Founder of Virdee, "There's a lot of great things we learned from the other companies that presented. There are things that help housekeeping be more efficient, and hiring and in tipping, and all of these other technologies that come into the flow."

"It was just amazing to be invited. There are a lot of amazing companies that presented as part of the tech pitch competition," added the winner, Mulcahy. "I learned a lot about some of these other platforms, and it was great for us to be able to get our message out."

2023 AAHOA AWARD WINNERS REVEALED

AAHOA also recognized the achievement and excellence of its members at AAHOACON23. The AAHOA Award recipients received their awards and were celebrated on the main stage during the general session on Thursday, April 13. The 2023 award winners are:



AAHOA Award of Excellence

This award recognizes a hotelier who has demonstrated strong leadership, has high standards of excellence, and is making a significant contribution to the lodging industry. This year there were two winners:

Mahesh Ratanji, CEO, Ratan Management Group LLC, AAHOA Lifetime Member, Northeast Region

and

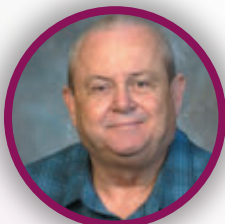
Jayesh Patel, CEO, Athena Hospitality Group, AAHOA Member



Cecil B. Day Community Service Award

Named in honor of Cecil B. Day, the founder of Days Inn known for his commitment to community service, this award recognizes someone who has demonstrated a strong commitment to serving his or her community.

Chandrakant (Chan) Patel, CEO, State Bank of Texas, AAHOA Lifetime Member, North Central (Dallas), Texas Region



Outreach Award for Philanthropy

This award is given to an individual deeply involved with helping humanity through philanthropic and charitable activities, domestically or overseas.

Harold Daniels, General Manager, EAS Graceland LLC, AAHOA Member, Memphis, TN



Outstanding Woman Hotelier of the Year Award

This award recognizes a woman hotelier for strong leadership, a commitment to lodging excellence, and her significant contributions to the industry and her community.

Nimisha Patel, Partner, Vue Hotels, AAHOA Lifetime Member and former member of the board, San Antonio, TX



Outstanding Young Professional Hotelier of the Year Award

This award is for young hoteliers under the age of 30 who have exemplified the spirit, dedication, and achievement of a professional hotelier.

Rickesh (Ricky) Patel, Vice President, Premier Hotels KC, AAHOA Ambassador / Committee Member (Education & Professional Development), Central Midwest Region



Political Forum Award For Advocacy

This award is given to an individual who is extensively involved with helping advance AAHOA's mission and the interests of its members by participating in the legislative process through political involvement and government affairs.

Danny Gaekwad, CEO, Danny Gaekwad Developments & Investments, AAHOA Government Affairs Committee Chairman



IAHA Independent Hotel of the Year Award

This award honors an independent hotel that sets a high standard of excellence in quality, service, and guest satisfaction. This award honors a specific hotel rather than an independent hotelier in general.

Jagubhai Patel, Co-Founder, The Metric, AAHOA Lifetime Member, Greater Los Angeles Area Region



Largest trade show in AAHOA

History

With a record level of booth sales for the trade show, it was the largest trade show in AAHOA's 34-year history, and a 22% increase over 2022. There were nearly 520 total exhibiting companies, the second largest exhibitor total in AAHOACON history.

CHECK OUT WHAT SOME PEOPLE HAD TO SAY ABOUT AAHOACON23:

"This is like the granddaddy of all events. Everyone's been talking to me about AAHOACON since I started brokerage," said Sean Kumar, Marcus and Millichap Hotel Broker. "This is my first time attending, and it's unbelievable. There are so many people, so many different vendors, so many attractions and events going on throughout the day, and so much education at the same time. But that it's like spectacular, it's very much worth the time and effort just for that."

"As someone who is new to the hotel industry, we had a chance to see the tremendous amount of support and, for me, coming to AAHOACON, with 8,000 other hoteliers, one thing that's really unique I think about the hotel industry and about AAHOA, is everyone's willingness to help," said Hotelier Dr. Ruby Dhalla. "They're so incredibly supportive and helpful. I feel blessed and fortunate to be a part of the AAHOA Family."



AAHOACON23
Honoring the Past, Creating a *Golden* Future

Support the Brands that Support Us

BW | Best Western. Hotels & Resorts

6

50

SONESTA

WYNDHAM HOTELS & RESORTS

CORBLESTONE HOTELS

extended STAY AMERICA

hihotels

MY PLACE



RAHUL PATEL IS THE NEW AAHOA SECRETARY

AAHOA congratulates Rahul Patel of Bradenton, Florida, as the new AAHOA Secretary. Rahul Patel is Proprietor of Wisdom Group, LLC.

AAHOA Members also elected the following 10 members to the Board of Directors:

- **Arkansas Regional Director:** Danny (Chintu) Patel
- **Florida Regional Director:** Chetan (Chris) Patel
- **Georgia Regional Director:** Vikesh (Vik) Zaver
- **Greater Los Angeles Area Regional Director:** Naresh (ND) Bhakta
- **North Central Regional Director:** Bhavesh N. Patel
- **North Pacific Regional Director:** Ankit Panchal
- **North Texas Regional Director:** Dhiren Masters
- **Director at Large Western Division:** Nalin (Neil) Patel
- **Young Professional Director Eastern Division:** Dylan Patel
- **Women Hoteliers Director Eastern Division:** Purnima Patel

The AAHOA Board of Directors also elected the following three members to serve as Industry Partners on the AAHOA Board:

- **Amir Ahmed**, Executive Vice President, DISH Business
- **John Houghtaling**, Managing Partner and Majority Owner, Gauthier Murphy & Houghtaling, LLC
- **Abraham Tieh**, Director of National Commercial Property Tax, O'Connor & Associates

“Congratulations to our new AAHOA Secretary, Rahul Patel, and all of our newly elected board members. It is truly encouraging to see so many members volunteering to serve America’s hotel owners,” said AAHOA Chairman Bharat Patel. “Together, we are continuing to showcase the value and importance of AAHOA, the largest hotel owners association in the world, and I am thrilled to start working alongside the new AAHOA Officers, our Board of Directors, and the entire AAHOA Team.”

“The greatest leader is not necessarily the one who does the greatest things. He is the one who gets the people to do the greatest things.” - *Ronald Reagan*

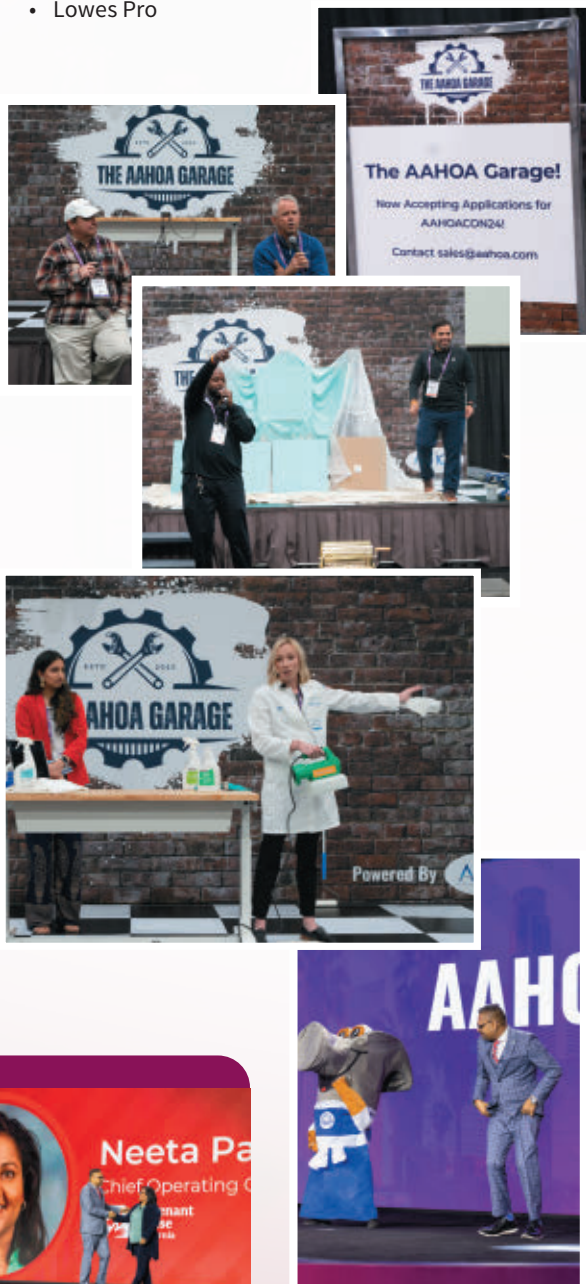


EXPLORING THE AAHOA



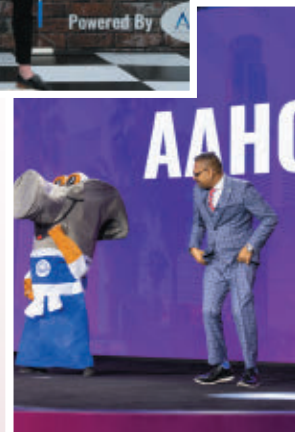
Attendees discovered new tips and tricks to professionally maintain, refresh, and upgrade their hotel guest rooms, common areas, facilities, equipment, and systems. The following companies showcased essential skills and cutting-edge technologies to help hotel owners improve and grow their businesses:

- AmBath
- Amana PTAC
- BlueVue
- EcoLab
- Lowes Pro
- First Choice Luxury Vinyl Plank
- Hospitality Robots
- WrkSpot



AAHOA MEMBERS SUPPORT HUNDREDS OF L.A.’S UNHOUSED YOUTH

AAHOA was proud to partner with Covenant House California at this year’s AAHOACON to help raise money and awareness for youth facing homelessness and trafficking. To give back, AAHOA Members bought AAHOACON23 branded socks and T-shirts at the AAHOA Booth during the Trade Show, where up to 80% of the proceeds went directly to Covenant House California.



AAHOA ANNOUNCES NEW FOUNDATION TO SUPPORT DISASTER RELIEF, CHARITABLE INITIATIVES ACROSS THE COUNTRY

At AAHOACON23, AAHOA also announced the launch of the AAHOA Charitable Foundation. Forming later this year as an IRS-recognized 501(c)(3) nonprofit, the AAHOA Charitable Foundation will aim to support humanity, providing disaster relief, educational scholarships and grants, charitable initiatives for worthy causes, and humanitarian aid.

"I can think of no better way to conclude my chairmanship of AAHOA than by launching the AAHOA Charitable Foundation," said Past Chairman Nishant (Neal) Patel (2022-2023). "AAHOA Members are hard-working, creative, and entrepreneurial. They are also generous and community-minded. The AAHOA Charitable Foundation gives all of our Members a new outlet to continue supporting our communities."

AAHOA's 20,000 members already contribute to their communities by supporting charitable organizations that provide services ranging from education and disease research funding to humanitarian efforts. Thanks to the generosity of vendor partners, members, and sponsors, AAHOA has been able to donate millions of dollars to charities that touch lives and make the world a better place.

"Through charitable golf tournaments, hurricane relief efforts and other charitable activities, AAHOA Members believe in giving back to our local communities," said AAHOA Chairman Bharat Patel. "The AAHOA Charitable Foundation builds on these efforts and provides a new venue for AAHOA Members to support their communities."

"AAHOA Members own hotels in thousands of communities in all 50 states, which provide safe and comfortable accommodations for 3.5 million guests each night, along with employing one million workers," said President & CEO Laura Lee Blake. "Our Members stand strong as pillars of their communities and care deeply about those who need help. They contribute in so many ways. Through the AAHOA Charitable Foundation, our Members will have a new way to support charitable activities that will make a remarkable difference in each and every community across the country." ■



प्रधान मंत्री
Prime Minister

MESSAGE

It is heartening to learn about the 2023 Asian American Hotel Owners Association (AAHOA) Convention & Trade Show in Los Angeles, United States of America. Greetings and best wishes to everyone associated with AAHOACON 2023.

India's ancient culture teaches the principle of 'Atithi Devo Bhava', which asks us to treat guests like God. We have all grown up on numerous tales from our scriptures about people who went to great lengths to take care of a guest. Coming from such a culture, it is heartening that many people of Indian origin form a key part of the hospitality industry in the U.S., living by the value of service.

I have often said that each member of our diaspora is India's 'Rashtrdoot', or brand ambassador. Even in the U.S., through the AAHOA, our diaspora is playing the role of a Rashtrdoot. Each person who felt taken care of would have gone back with respect and admiration for Indian values and culture.

At a time when India is striding ahead with confidence, the U.S. is its one of the most important partners, where a strong friendship based on shared values has been formed. Culture, trade and tourism are key areas of cooperation and all these sectors are people-driven and people-centric. The contribution of the service sector, particularly the hospitality industry in taking this partnership to even greater heights is invaluable.

India is one of the most preferred destinations for investors and tourists alike. Every member of the Indian diaspora is a valuable stakeholder in the nation's growth story, often being the first-hand source of information about India to the world.

The organisation of AAHOACON 2023 holds a special relevance in this context. Given the diverse socio-economic profile of the AAHOA, it can truly become a catalyst in the endeavour to further economic ties and cooperation for larger benefit.

I am positive that this gathering of experts from the service sector, hospitality industry and trade will share practices and experiences for mutual benefit. May AAHOACON 2023 be a huge success.

(Narendra Modi)

New Delhi

चैत्र 16, शक संवत् 1945

06th April, 2023







Where have all the **GOOD PEOPLE** gone?

On the
hunt for
the next
generation
of leaders

by TOM GRESHAM

IN TODAY'S ULTRA-TIGHT LABOR landscape, the competition for hiring and retaining staff can be a tough, and ever-present, obstacle to overcome. Against that backdrop, finding and developing a new generation of leaders becomes even more challenging.

"The war for talent in any customer-facing industry has become fierce and somewhat counterproductive to ensuring sectors, such as hospitality, survive," said Christina Reti, head of real estate and hospitality, EMEA, for Korn Ferry. "The hospitality sector isn't sustainable without people."



Developing a leadership mindset for your newest workers

It's never too early for a new generation of workers to begin to develop a leadership mindset, and organizations play a major role in helping them see the career possibilities that could lie ahead.

Christina Reti, head of real estate and hospitality, EMEA, for Korn Ferry, said organizations that offer team members the freedom to demonstrate their unique skills and personality within the structures of their jobs will be providing them with a chance to show their leadership potential – and to realize it for themselves.

“Providing opportunity for individuals to impress their personality on decision-making and service delivery is essential to encourage accountability, which is central to the leadership mindset,” Reti said. “This often is difficult within hospitality because of the desire for brand consistency, but celebrating each employee’s interpretation of the brand is helpful to ensure employees remain engaged and develop brand affinity. Whether someone greeting guests at the door says, ‘Good morning, sir’ or ‘How are you today?’ shouldn’t matter; it’s the smile on that person’s face that will resonate in the guest’s memory of their stay at a hotel.”

Reti said giving young workers those kinds of chances and a view of the future can help the hospitality sector promote itself to up-and-coming talent.

“Young talent needs to be made aware of all the flexibility, mobility, and career longevity that exists within this incredibly rewarding sector,” Reti said. “Organizations don’t have the option to be as selective anymore and need to ingratiate those willing to enter the world of hotels. Thank them, encourage them to speak their mind, and offer their opinion of what could be changed in how something is done. Listen and respond to young staff to constantly keep them engaged and motivated to make a difference.”

“

The biggest mistake that organizations make is putting people in leadership roles officially, but then without any significant training.”

Bruce Tulgan, founder and CEO of Rainmaker Thinking and an author who specializes in management training and generational diversity in the workforce, said identifying and developing the next generation of leaders depends on an organization-wide emphasis on cultivating leadership skills in team members and creating a culture “where the best can rise to the top.” That will not only help attract workers but will help to keep them and encourage them to develop and grow with an organization.

“You’re telling them and showing them that this is a place

where we seek to develop leaders,” Tulgan said. “This is a place where we want the right kind of leaders.”

IDENTIFYING POTENTIAL LEADERS

To find and cultivate future leaders, Reti said hotel operators need to offer a culture that will appeal to younger workers and offer them a clear path to build a career that includes leadership opportunities.

“Hotel operators need to align their cultures with the current generation of youth who enter



the sector, either for a short period or a longer term career,” Reti said. “Ensuring the organization’s values resonate with those of the staff on the floor is critical to attract and retain staff, and to build a culture that encourages personal development alongside service delivery.”

A “strong, identifiable group culture” makes finding future leaders easier, Reti said.

“Employee engagement increases significantly when employees’ values are reflected in the corporate ethos,” Reti elaborated. “Leadership develops from within a healthy and happy workforce, and this is where the mindset is critical to reinforce.”

Tulgan noted that some organizations are much better at selecting leaders than others. Those who don’t put the effort into identifying leaders risk allowing the wrong people to seize those opportunities.

“If you do not have a rigorous, purposeful selection process, then fundamentally you will be erring on the side of letting leaders self-select,” Tulgan said.

Self-selection leads to putting those who are “power hungry” in charge, Tulgan said.

“The people who are the most outspoken, opinionated, and ego-driven are the ones most likely to jump to the front of the line and demand and badger and bribe and threaten,” Tulgan said. “Those aren’t good criteria for leaders. At many organizations, though, because those people are the most visible, they’re the most noticed and they seem to want it – so they find their way to the top.”

Tulgan said organizations should look for staff members who are good at self-evaluation against an objective standard and who understand personal responsibility.

“It’s people who have good work habits, people who are good at interpersonal communication, people who have good critical thinking skills, people who understand teamwork, and people who have a service mindset,” Tulgan said. “Being a good citizen in the organization, playing your role on the team, but being aware of how that role fits in with other members of the team – that’s what we look for when we look for new leaders.”

Tulgan said managers should pay attention to who team members turn to for help. Who is a frequent “go-to” person for others?

“They’re always willing to help and do a little extra heavy lifting,” Tulgan said. “Find people who go out of their way to quietly teach their peers and co-workers. It’s not who stands out because they have the loudest voice or the most opinions or who is the most demanding; it’s who stands out for always being willing to help their colleagues.”

The performance of current leaders also will impact how well organizations identify strong leadership candidates internally. Tulgan said highly engaged leaders are much more likely to properly identify potential successful future leaders.

“If managers throughout the organization are managing properly, if they’re in dialogue with people, then they’re going to be much more likely to be identifying the right people,” Tulgan said.

TRAINING

Once team members are selected for a leadership track, Tulgan said it’s crucial to provide them with a technical framework for being a leader. That means teaching them skills such as decision-making,

communication, teaching others, talking like a coach, setting clear expectations, providing feedback, solving problems, resource planning and how to monitor, measure and document performance.

Tulgan added that the organizations excelling at cultivating and promoting effective leaders maintain an intent focus on training, coaching, and mentoring.

“The lion’s share of this formula is training, training, training, training, training, training, training,” Tulgan said.

Tulgan said organizations too often put people in leadership roles and fail to ensure they excel in their new role.

“The biggest mistake that organizations make is putting people in leadership roles officially, but then without any significant training,” Tulgan said. “So, we tell them ‘here’s a little extra paperwork you have to do,’ but nobody ever teaches them how to do the paperwork. And then, every so often, we send them to a seminar where somebody tells them a whole bunch of stuff that’s probably not very good advice.”

Ultimately, someone with promise for a leadership position will not reach that promise without the proper help.

“If you put somebody in a position of leadership because they were very good at their job, it may not be because they’re good at managing people,” Tulgan said. “And even if they have what it takes to manage people, maybe they have no experience, and then what they do is they start making it up as they go along and follow the path of least resistance to do what everyone else is doing. It’s so much smarter to train and teach them the evidence-based best practices of management.” ■

FRANCHISE LITIGATION



Legal assistance in reviewing/
negotiating franchise agreements
and liquidated damages settlements.



Mahesh I. Patel
Patel & Associates, Attorneys at Law
Phone: 972-643-1813
Fax: 972-231-0104
Email: mpatel@patellaw.net

FORMERLY
HOTEL VANITIES
INTERNATIONAL



VANITIES INTERNATIONAL

SINCE 1999,
GLOBAL LEADER
IN HOSPITALITY
PRODUCTS

Vanity Tops & Bases
Shower Surrounds & Pans
Granite & Quartz
Domestic & Import Options

Visit our website to download our Catalog
vanitiesinternational.com

888-457-7465
sales@VanitiesInt.com

AAHOA's young leaders are finding success through talent, work ethic, and drive

by NICK FORTUNA

THERE'S ARGUABLY NEVER been a more interesting time to be a young professional in the hospitality industry. Within the span of three years, they've seen the industry band together to weather an existential threat, then come roaring back to pre-pandemic levels, illustrating the highs and lows of small-business ownership.



Youth m

PRESSMASTER/SHUTTERSTOCK.COM



overement



Vik Zaver
AAHOA's Georgia
Regional Director

Undergoing trial by fire has given AAHOA's young professionals a wealth of experience that will serve them well as they prepare to take the reins, according to Vik Zaver, AAHOA's Georgia Regional Director.

"The talent level for AAHOA's young leaders is high," Zaver said. "Every year brings new challenges and opportunities to which this generation has to learn from and adapt to be successful. They're an asset to the association because of the insight and experience they can bring to the table that other generations may not necessarily have given a thought."

Tejal N. Patel, AAHOA's Women Hoteliers Director, Western Division, echoed those sentiments, calling AAHOA's young leaders "the cream of the crop."

"They are highly skilled and talented individuals who have demonstrated a strong commitment to their careers," Patel said. "Many of them have impressive academic credentials, work experience, and leadership skills. Beyond that, they have a strong entrepreneurial spirit and innovative ideas."

With a membership of more than 20,000 hoteliers nationwide, it would be impossible to showcase every impressive, young

leader in AAHOA. But here's a look at a few members under the age of 35 who are proving that the industry's future is in good hands.

PUTTING DOWN ROOTS

For Tanmay Patel, the hospitality industry isn't just a career, it's a home.

In 2007, Patel's parents purchased a rundown hotel near downtown Dallas, TX, renovated the 30-unit building, and made it their home in addition to their business. Since then, SG Hotels LLC has expanded to include five properties in Texas, but the Inn of the Dove is still his family's gathering place.

Patel, 31, now lives there with his wife and infant daughter. His parents split their time between India and the United States and often stay there as well. Born in Bardoli in the Indian state of Gujarat, Patel moved to America with his parents in 2003 and helped them run their fledging hotel business by cleaning rooms and working the front desk.

Patel now manages the family business, and though he's considered house hunting in the past, he has no plans to leave the Inn of the Dove. The hotel is centrally located, not just in Dallas but in his heart.

"It's a home, it's a workplace, it's everything," he said. "This is where we started in the hospitality industry."

The Inn of the Dove also owns a place in history as the last Green Book hotel in the Dallas-Fort Worth area. Patel said he's weighing the pros and cons of having it included in the National Register of Historic Places, including concerns that the designation might complicate future renovations.

While working for his parents, Patel also hit the books, earning a bachelor's degree in computer science and master's degrees in business administration and real estate development from the University of Texas at Arlington. He said those skills and his extroverted nature help him to network and find the best deals on the products and services that are vital for his properties.

"I've always been more of a social person, so I like interacting with

YOUR #1 HOTEL MATTRESS MANUFACTURER NATIONWIDE
NEW YEAR! NEW PRODUCTS!
NEW LOWER PRICES!

107 E Rialto Avenue, San Bernardino, CA 92408
1.888.850.1044
www.hotelmattresses.com

WE ACCEPT:

Dura Bed Platform Bundles!

All Dura Bed Bundles ON SALE!

- Platform
- Hotel Mattress
- Bed Bug Cover

CHOOSE YOUR BUNDLE! and Save \$

GOOD BETTER BEST

CALL FOR PRICING

Hotel Deluxe Comfort Model 2014

Hotel Preferred Model 2028

NEW PRODUCTS

Hotel Fairmont Model 3240 PTSS

Hotel Memory Lux Hybrid Model 3112 TTSS

Available in: Full, Full XL, Queen, King

people and finding out what's going on in my markets," he said.

Patel said he's benefited greatly from the networking and educational opportunities provided by AAHOA, and he's spreading that message as the association's Young Professional Director, Western Division.

Some sons and daughters of hoteliers aren't as passionate about the industry because they watched their parents work extremely hard and struggle through economic downturns, so they wonder if another field would be a better fit, he said. That trend motivates Patel to mentor young professionals, connect them with resources from AAHOA and "help them get to the level where they want to be," he added.

"Sometimes people view hospitality as a job, but we want them to have the same passion that our parents had because that's what defines the hospitality industry," Patel said. "If you just view it as work, you won't really stay interested in it, and you won't innovate. When you're passionate about it, you will innovate and advance the industry as a whole."

Patel said part of his role with AAHOA is to listen to young professionals and help them identify the hospitality role that will spark that passion. From there, he can connect them with the right mentors

at AAHOA's numerous events for young professionals and at major functions such as AAHOACON. During the years, he's made many important connections at AAHOACON, including business partners and friends.

"The breadth of experience at the AAHOA convention is so vast, so if you can tap into that, you'll be successful," Patel said.

FORMATIVE EXPERIENCES

Bhavik Patel said he knew hospitality was the right field for him when guests at his parents' hotels would smile and thank him for a wonderful stay. Born in Punta Gorda, Fla., and now living in St. Petersburg, Patel would clean rooms and work the front desk at his parents' two properties, gaining valuable experience and developing a passion for guest satisfaction.

"I grew up in the industry," he said. "Delivering the best experience that you can for guests through a smooth, seamless process was always something that I enjoyed."

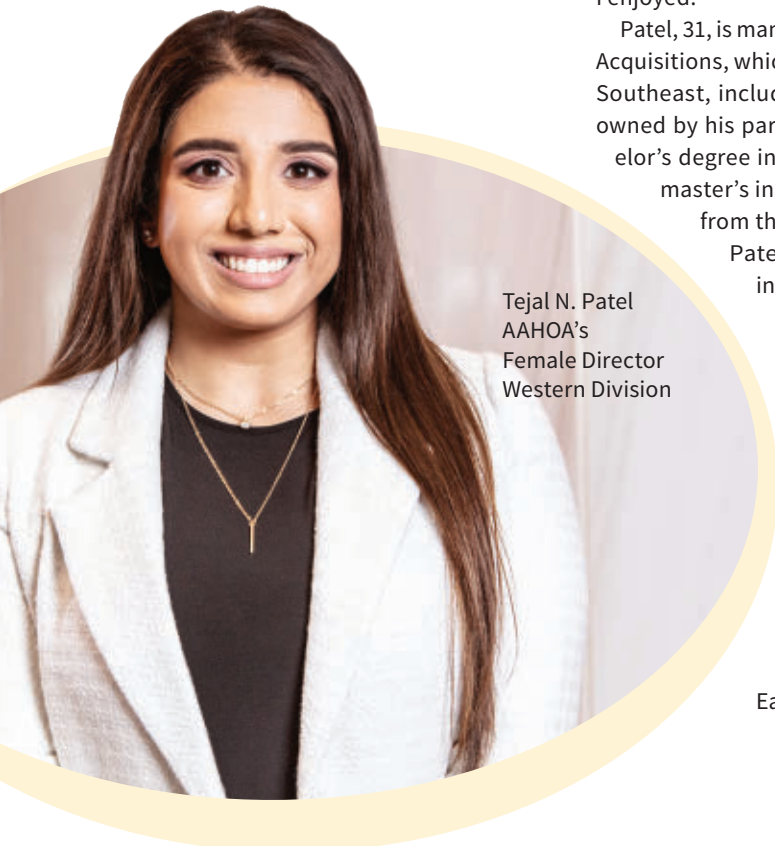
Patel, 31, is managing director of Conor Acquisitions, which has five hotels in the Southeast, including the two originally owned by his parents. He holds a bachelor's degree in applied science and a master's in international business from the University of Florida.

Patel said his background in finance helps him perform many important duties, including analyzing profit-and-loss statements, finding operational efficiencies, and evaluating potential business deals.

Patel said it was an honor to serve as AAHOA's Young Professional Director Eastern Division and help



Tanmay Patel
AAHOA's Young
Professional Director
Western Division



Tejal N. Patel
AAHOA's
Female Director
Western Division

develop the next generation of industry leaders.

AAHOA's educational resources helped him navigate the process of taking over his family's business, and he knows other young professionals face similar challenges. He's also passionate about advocating for the industry at the local, state, and national levels, and he strives to educate young professionals about the importance of getting involved.

The national labor shortage affecting the hospitality industry has been well-documented, but that issue also extends to the top of many hotel companies, Patel said.

"It's important to invest in our young professionals because in the hospitality industry, some of our youth aren't as involved," he said. "Some young people are shying away from the industry, so it's critical to keep them engaged on the ownership side."

Patel said his leadership strategy focuses on the three Cs: communication, commitment, and consistency. Communication is vital not only when dealing with employees, vendors, and business partners but when advocating for the industry to elected officials, he said. Through commitment and consistency,

GIVE YOUR GUESTS PEACE OF MIND

with the Zonline® PTAC with IEQ from GE Appliances*

Average

93.9%

reduction of airborne viruses
within 180 minutes



UV-C LIGHT TECHNOLOGY

Customized for the PTAC application. Designed to apply UV-C light to the air as it passes through the unit.



HIGH-POWERED LED ARRAY

High-powered LED array treats air passing through the PTAC.



FOCUSED UV-C DIRECTION ON FAN

Powerful UV-C lights focus on the PTAC blade, where air movement occurs.



UL CLASSIFIED EQUIPMENT

Representative samples of this product have been evaluated by UL and meet applicable safety standards.

To explore Zonline® PTAC, contact your trusted GE Appliances dealer.

IEQ models can be sold in all states except: CO, DC, IN, NM, OK, WV, WY

*GE Appliances tested a Phi-X174 bacteriophage virus, nebulized in a sealed test chamber (10' x 10' x 10' (1000 ft 3)) with an average temperature of 68°F and relative humidity of 50.3%. Air sampling was taken every 30 minutes with the Zonline PTAC on high speed with a new UVC kit active over 3 hours & compared to natural decay results. Testing was conducted at a nationally accredited laboratory.



AIR&WATER
SOLUTIONS

young hospitality professionals can grow into the leadership roles that suit them best, he added.

AAHOA's events for young professionals help to spur their professional growth, as does attending events such as AAHOACON, Patel said.

"It brings the industry together and gives everyone a chance to bounce ideas off each other and network, so that's a big value add for the members," he said. "When you have everyone in one place, it becomes more of an innovation hub as well."

GETTING A RUNNING START

When Rhea Patel becomes a full-time hospitality professional this spring, she'll be hitting the ground running.

Patel, 21, spent eight months working the front desk at the Hyatt Regency Cincinnati before moving over to the Residence Inn by Marriott, where she was a front-office associate focused primarily on guest satisfaction. In early March, she had just transferred into the new role of sales coordinator, tasked with booking large groups to stay at the Residence Inn.

Patel was working from 7 a.m. to noon each weekday, then hustling over to the University of Cincinnati to complete her bachelor's degree in operations management and marketing. She was scheduled to graduate this May and join the Residence Inn full time. Patel said she was grateful

that the hotel had been flexible with her work schedule, allowing her to gain experience while finishing school.

"I'm really excited," Patel said of training for her new role. "I've been at this property for a little over a year now, so I feel like I know it like the back of my hand, but being in a different department will show me a different side of the hotel and will teach me new things."

Patel plans to bring that knowledge back to her family business. Her father, Bhavesh N. Patel, owns about a dozen hotels in Texas and Ohio and serves as AAHOA's North-Central Region Director. Rhea Patel serves as an AAHOA ambassador for the region and helps out with the family business whenever she can.

"My favorite thing about this industry is the customer-satisfaction and experience part of it," she said. "I find consumer behavior extremely interesting, and you get to see a lot of that in hospitality. I want to understand the ins and outs of the industry so I can help with our properties as well."

Patel said being in school makes it difficult to travel for many AAHOA functions, but she's enjoyed participating in local events, including the inaugural HerOwnership Conference & Retreat in Cincinnati last October. The initiative aims to educate and empower women hoteliers across the industry, removing barriers to hotel ownership.

Last fall, Patel joined fellow AAHOA Members in Washington, D.C., to advocate for the industry. Among the issues she addressed was the need to give small-business owners more time before requiring them to repay COVID Economic Injury Disaster Loans.



Rhea Patel
AAHOA
Member



Bhavik Patel
Former AAHOA
Board Member

"I've made so many connections through AAHOA," Patel said. "Getting involved with government affairs and advocacy was really cool as well. That's one of the main things AAHOA Members should try to do. Government officials have so much to deal with and may not understand every issue, so they need people to explain to them what's going on in the industry."

In March, Patel said she was looking forward to attending AAHOACON for the first time this year, and she planned to become more active in the association after graduation.

"AAHOA has really great educational seminars, wellness seminars, and other events aimed at helping members," she said.

Patel said she enrolled in college to study sports management, but when she got a job at the Hyatt, she knew it was time to change course.

"That's where I realized that hospitality is something that I love and I'm passionate about," she said, adding that she's looking forward to spending more time helping her father. "That will mean wearing a lot of different hats, but it's something that I'm ready to dive into." ■

AAHOA goes to WASHINGTON

AAHOA's Spring National Advocacy Conference brings together lawmakers and 200+ AAHOA Members strongly advocating for the hospitality industry

by EVELYN HOOVER

IN MARCH, HUNDREDS OF AAHOA

Members and leaders from across the U.S. flew into Washington, D.C., for AAHOA's Spring National Advocacy Conference (SNAC) to discuss critical issues impacting America's hotel owners.

The advocacy event kicked off on Tuesday, March 7, with the "Hail to the Chiefs" panel, where Kirtan Mehta, Chief of Staff to Senator John Hickenlooper (D-CO), and Shil Patel, Chief of Staff to Senator Thom Tillis (R-NC), discussed the significant role that chiefs of staff play in the legislative process and the importance of creating relationships with these key players. Mehta and Patel also emphasized that everything starts at the local level and encouraged SNAC attendees to create relationships where it matters most: in their local community.

After the panel discussion, U.S. Representative Dr. Richard McCormick (R-GA), who has a unique background as a Marine helicopter pilot and emergency room doctor, took the stage to speak to AAHOA Members and leaders. He commented on the work of AAHOA's entrepreneurs, and their success and backgrounds, saying, "One thing we don't want to do in America is punish successful people."

POWERFUL PRESENTATIONS

The advocacy event also ensured to motivate and empower the women hoteliers in attendance. The "HerOwnership on the Hill" panel welcomed the House Democratic Caucus Executive Director Sonali Desai, Former Women Hoteliers Director Eastern Division Lina Patel (2017-2023), and Women Hoteliers Director Western Division Tejal Patel on stage for an engaging conversation on women in leadership, entrepreneurship, and Desai's path to success.

The first day concluded with the Congressional Reception in the Senate Hart Building where AAHOA welcomed several Members of Congress (MOCs) to attend and make remarks to attendees. From U.S. Senator Rick Scott (R-FL) to U.S. Representative Sheila Jackson Lee (D-TX), and many others, AAHOA Members were immeasurably grateful for the time these representatives took out of their packed schedules to educate and encourage greater involvement in advocacy and the legislative process.

MAKING CONNECTIONS

AAHOA's advocacy continued on Wednesday, March 8, on Capitol Hill. The SNAC Delegation held more than 200



meetings with MOCs and their staffs. AAHOA Members focused on obtaining greater access to capital and addressing the severe labor shortages plaguing the industry. AAHOA leaders helped expand lawmakers' knowledge around the importance of hotels to their communities and the economy at large.

Political affiliations aside, those in attendance were representing the interests and issues that are important to America's hoteliers and the broader travel and hospitality industry.

During the two-day advocacy event, AAHOA Members urged Congress to support the following four issues.

“

AAHOA Members were immeasurably grateful for the time these representatives took out of their packed schedules to educate and encourage greater involvement in advocacy and the legislative process.”



The EWEA creates an H-2C visa program for nonimmigrant, nonagricultural service workers. It's intended for small businesses in industries with lower educational thresholds and comparatively low sales per employee."

PROMOTE ACCESS TO CAPITAL BY INCREASING SBA LOAN CAPS/ LIMITS

- **SBA 7(a) and 504 Loan Limits to \$10 Million:** Obtaining access to capital is a critical factor for small businesses to operate and thrive in a challenging economy. Currently, Small Business Administration (SBA) 7(a) and 504 loans are capped at \$5 million, which was last set in 2010. For hoteliers, the costs of constructing and purchasing properties have skyrocketed during the past decade.

PERMANENTLY EXPAND THE EARNED INCOME TAX CREDIT (EITC)

- **Business owners across the country face critical labor shortages.** Earned income tax credit (EITC) improvements affecting workers without children that expired at the end of 2021 should be made permanent.

ADDRESS THE INDUSTRY'S LABOR SHORTAGE BY SIGNIFICANTLY INCREASING THE NUMBER OF H-2B VISAS AND CREATING A NEW H-2C VISA.

- **Address the Hospitality Labor Shortage with H-2B visas:** The unemployment rate in the leisure and hospitality sector is 5.2%, which is 36% higher than the 3.6% overall unemployment rate for the country, according to the latest February 2023 data from the U.S. Bureau of Labor Statistics.
- **The Biden Administration announced its expansion of an additional 64,000 temporary nonagricultural worker H-2B visas for FY 2023.** This is in addition to the 66,000 H-2B visas that are normally available each year. However, the total number of available visas does not come close to the estimated 1.5 million open jobs in the industry.
- **AAHOA seeks for Congress to:** Eliminate caps on the H-2B visa program altogether so there are no constraints on addressing

employers' needs for additional seasonal workers. Also, if an already-approved worker is brought back, they shouldn't be counted against the cap of a new visa.

- **Allow these visas to be valid for multiple years,** so businesses don't have to undergo the onerous filing process every year.

COSPONSOR THE ESSENTIAL WORKERS FOR ECONOMIC ADVANCEMENT ACT

- **The Essential Workers for Economic Advancement Act (EWEA)** would help business owners address the critical labor shortage by filling a need currently unaddressed in the U.S. immigration system.

- **The EWEA creates an H-2C visa program for nonimmigrant, nonagricultural service workers.** It's intended for small businesses in industries with lower educational thresholds and comparatively low sales per employee.

AAHOA further offers numerous opportunities for elected officials to utilize and learn about the needs of AAHOA Members and to speak directly with key constituents back home. These include attending regional conference meetings and speaking at AAHOA town halls, as well as participating in interviews with *Today's Hotelier*, AAHOA's monthly magazine distributed to 20,000 Hoteliers. ■

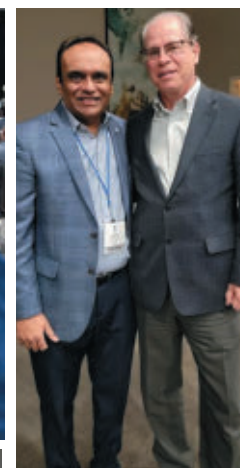




“It was an honor to attend my final advocacy conference as Chairman of AAHOA. We brought nearly 200 AAHOA leaders to Washington, D.C., to advocate on behalf of our industry and on behalf of 20,000 AAHOA Members,” said **AAHOA Past Chairman Nishant (Neal) Patel (2022-2023)**. “Creating relationships with our elected officials is a top priority for AAHOA, and we will continue to work on your behalf, strengthening relationships so we can continue to represent the entire hospitality industry with your best interests at heart.”



“AAHOA provides a platform to voice our concerns by continuing to strengthen its position and influence in the hospitality industry, as well as in key political circles at the federal, state, and local levels,” said **AAHOA President & CEO Laura Lee Blake**. “We are making a true difference for the benefit of our members, and it is fantastic to see the impact we are having. I know policymakers will remember us the next time they make decisions affecting the hospitality industry.”





To learn more about AAHOA's policy priorities and issues advocated for at the 2023 AAHOA SNAC, scan the QR code:



(In)valuable relationships

Strong leadership can help secure financing and grow a commercial real estate business

by RUSHI SHAH

FOR HOTEL OWNERS, leadership goes beyond generating revenue and managing employees effectively. Leadership is a mindset and strategy that must be practiced at all levels of real estate ownership. It means establishing and maintaining professional relationships with franchisors, lenders, equity partners, lawyers, financial advisors, and intermediaries and vendors. It also involves adopting a more sophisticated mindset, with the goal of institutionalizing your business and opening the door to better financing and future growth.

RELATIONSHIPS CLOSE DEALS

Loyalty to people and institutions who've helped you scale is a tenet of leadership that's often dismissed yet can have

the most profound effect on future success. Commercial real estate is a relationship business with all stakeholders relying on and trusting in each other to get deals closed. These relationships are on a continuum with value built over time. Borrowers who are good leaders will protect and nurture these connections because they know, the next time they need financing, they'll start out already ahead. Furthermore, borrowers who are becoming more sophisticated may outgrow community banks or credit unions who can't lend above certain thresholds, making having an expert intermediary with deep institutional relationships by their side even more critical. Commercial real estate ownership is a journey and bridges should be protected not burned.

As an example of the importance of loyalty, let's consider

a situation where a financing intermediary was able to successfully negotiate a cash out refinance for a borrower despite the borrower's lack of experience, background issues, or other pain points. If that borrower is serious about growing the business, he or she will put stock in the groundwork already laid and work with the same intermediary for the next transaction. The intermediary knows the nuances of the borrower's business, has heard the back story, and previously mitigated potential obstacles that could derail the transaction. Already having a clear vision of the transaction and the borrower's goals ensures the intermediary can get to work right away and, more importantly, can start providing value.

And, we see the effects of good leadership in relationships every day. Recently, a certain client had a loan that

“Loyalty to people and institutions who have helped you scale is a tenet of leadership that's often dismissed yet can have the most profound effect on future success.”

was maturing and was having a hard time refinancing or selling the asset. After three extension requests, the lender was running out of patience and the borrower contacted Mag Mile Capital for help. Fortunately, the company happened to have a great relationship with the lender's president and was able to negotiate one last extension without any fees or penalties. This gave the team time to find a new lender willing to refinance the loan, saving the client at least a million dollars in fees and other expenses. This illustrates how the team was able to push and pull through existing relationships to achieve a positive outcome for the client and the existing lender. By showing leadership and enlisting an expert to deal with a negative situation, the owner avoided foreclosure, and Mag Mile now has a client for life who has

already referred new business to the company.

DON'T OVERLOOK YOUR FRANCHISOR

Prudent owners also will show leadership in how they perceive and interact with their franchisor. Instead of seeing a required PIP as an affront, leaders recognize that the franchisor has a vested interest in the asset's success and is only trying to preserve their brand. Having a PIP can also get borrowers to the closing table. Capital providers, especially non-recourse lenders, like it when a franchisor makes owners invest capital into the asset because it improves the collateral and decreases the likelihood of default.

TO BE SUCCESSFUL, BE REALISTIC

Approaching lender and servicer relationships from a perspective of leadership also is key for a more successful outcome. Owners who demand unreasonable discounts are perceived as amateurs and not taken seriously. Conversely, leaders enjoy more favorable outcomes because they approach loan negotiation as a give and take and don't ask for concessions without giving something in return. We see this play out when approaching bankers and capital markets in the current rate environment. Regulatory and market pressures make it impossible for a banker to lend money at 5% when the prevailing market is 6.5%. Owners will have more chance of success if they are up to date on market

dynamics and accept reality before asking for unrealistic loan terms. ■



Rushi Shah is Principal and CEO of the commercial mortgage and real estate investment

banking firm and AAHOA Allied Member Mag Mile Capital. As a leader in hospitality financing, Shah specializes in structuring and placing high leverage, nonrecourse bridge and permanent debt with cash out for full- and limited-service hotels nationwide. Since joining the firm's predecessor, Aries Capital, in 2015, Shah has structured and closed hundreds of millions in financing for all property types. Shah has held previous positions at Northern Trust and has an MBA from the University of Chicago's Booth School of Business.



by ARMAAN PATEL

FOR A YOUNG HOTELIER, THE notion of operating an independent property can be immensely attractive because the only limits exist within one's imagination.

Plus, at its core, the independent segment of the market is very welcoming and allows us to add as many bells and whistles to our properties as we desire and pushes us out of our comfort zones. And, we can create a property's design, its structure, or its culture with meanings as unique as we are. Creating a unique identity and the freedom of structuring innovations without the limits that might come from operating under the umbrella of a brand can generate positive feedback – from those employed by the hotel and from those staying there. Put another way, employees often are happier and guests are more satisfied.

Full throttle

The allure of independence for younger hoteliers

AUDIO UNID WERBUNG/SHUTTERSTOCK.COM

As a young hotelier, however, it can be quite tough without proper guidance in place. You're on your own, but the positive is that you learn from your own experiences and aren't dependent on other individuals or brands for improvements, compliances, and expansions. Creating the guidelines, building a unique guest experience, and pursuing your passion without feeling restricted by a flag is something many in the independent segment look forward on a daily basis.

GETTING STARTED

For the young hotelier still working through college, playing the owner-operator role while working toward a degree can lead to seemingly endless months of multitasking and time-management hurdles. However, making all the necessary sacrifices and seeing the future that's being built ahead helps ease the burden and can allow passion to lead the journey. As any younger individuals in the industry likely can attest, it's quite intimidating when older, more established leaders express a belief that the younger generation is lacking knowledge and real-world experience.

Unfortunately, the industry is lacking in its support of younger hoteliers, including brokerage, loan acquisitions, and operational assistance, and that doubt and lack of support are key reasons why young hoteliers aren't more involved. To allow for more growth, it's crucial that the industry steps up to provide tools, as well as advice and mentorship to the current/next generation of hoteliers still early in their careers.

But, it's still possible to establish a foothold in the industry, regardless of experience level, by focusing on building relationships with industry experts. This, alone, can help build a portfolio, acquire indispensable know-how, and build

“As a young hotelier, however, it can be quite tough without proper guidance in place. You're on your own, but the positive is that you learn from your own experiences and aren't dependent on other individuals or brands for improvements, compliances, and expansions.”

powerful connections, leading to exponential growth. After all, who you know is often more important than what you know.

LEVERAGE YOUR SKILLS

One major advantage younger hoteliers have is their understanding, and embrace, of new and emerging technologies and trends. For example, in a typical 9-to-5 office scenario, it's frequently the younger employees who staff the marketing department, because they often have the most familiarity with the tools of the day and best know how to leverage them for maximum impact. Similarly, younger hoteliers can utilize these skills to help their properties compete with those that have deeper pockets but might not be as able – or willing – to capitalize on newer trends.

For independent operators, marketing resources and know-how can provide a major advantage over the larger players,

especially in markets oversaturated with branded properties. Among other positives, a creative and well-implemented marketing strategy can help a hotel create and share, a unique culture, which allows the property to better communicate with its guests.

LEAN ON ME

Many young hoteliers – and this is especially true of AAHOA Members – followed older family members into the industry and have the automatic advantage of being able to regularly access that built-in knowledge base. To maximize the opportunities for success, the second/third/etc. generation of hoteliers need to take advantage of the experiences of those who have gone before them, especially when it comes to handling rejection and treating that experience as a redirection moment. Chances are, there's no situation you'll encounter that someone else hasn't already faced or isn't facing at the same time.

But, while it's true that the influence of family and friends can play an invaluable role in shaping the growth of those newest to the industry, independence is ultimately up to the hotelier – young or not-so-young – and it's vital that every operator in this industry have their own vision for the future.

After all, without a vision, you won't have a plan; without a plan, you won't have a business. ■



Armaan Patel is a second-generation hotelier who began his career at the age of 16. Today, Armaan is the founder of AGA Hotels, a growing boutique hotel brand

based in Los Angeles, California. He can be reached at (818) 395-9949 and armaan@agahotels.com.

SLAM DUNK!

ONEINCHPUNCH/SHUTTERSTOCK.COM, IR STONE/SHUTTERSTOCK.COM

Score big by improving how you train today's hotel maintenance engineers

by DAN CLAPPER

RECRUITING AND PREPARING engineers for the job is one of the most painful challenges facing hotel management and leadership teams. And, the difficulty of retaining skilled engineers amplifies the problem. The disruption and churn associated with engineering recruiting and retention often serve as a roadblock to efforts that might alleviate the situation. Many companies have accepted that frequent turnover on their engineering teams – and the associated costs – are simply part of the business.

However, investing in an effective, repeatable maintenance-engineering training program, is a process that can deliver meaningful, real-world benefits in the hotel industry. Developing and implementing a training strategy can

help companies streamline operations, enhance performance and productivity, ensure continuity, and ultimately boost customer satisfaction – and profitability.

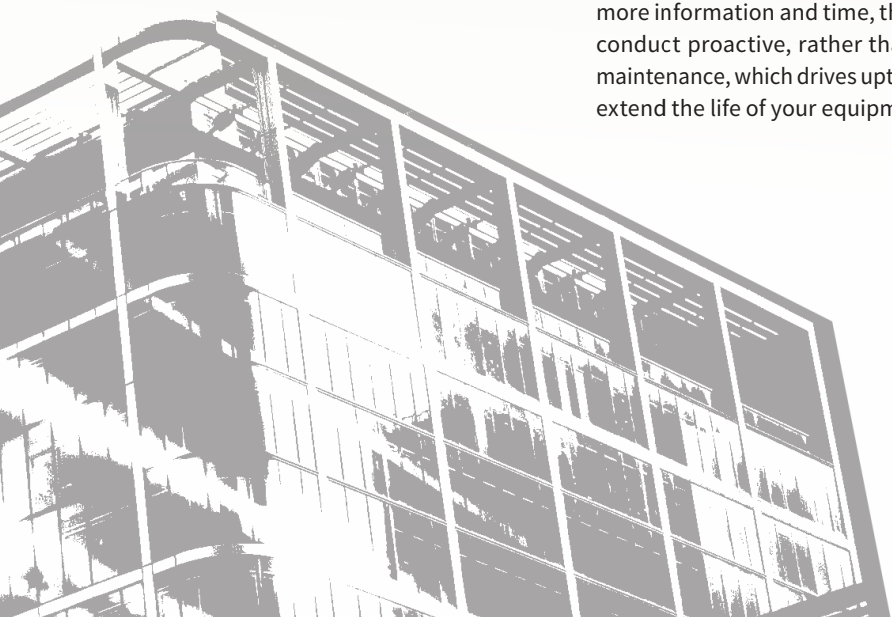
Maximizing the results of a successful training strategy can produce short-term efficiency wins and lead to long-term performance gains that have a significant impact on a company's bottom line and help differentiate them in a competitive marketplace.

TRAINING ROI

Here are six major benefits of effective hotel maintenance training.

Increased efficiency and performance:

Well-trained engineers can accomplish their tasks faster and more accurately. With more information and time, they also can conduct proactive, rather than reactive, maintenance, which drives uptime and can extend the life of your equipment.



2 Improved bottom line:

Effective training can allow you to contain capital costs and reduce outsourcing expenses. Employees will be able to diagnose issues correctly the first time and will be better able to make repairs instead of opting for replacing equipment such as appliances. Even if outsourcing is necessary, a well-trained employee can troubleshoot the problem and make a more informed decision about the suggested repairs an outside provider recommends.

3 Improved customer satisfaction:

With cross-trained and continuously upskilled engineers, your team can respond to service calls faster, decrease callbacks, and keep guests happy.

4 Higher employee morale and engagement:

Training can play a critical role in employee satisfaction. Creating career laddering programs (like aligning employee responsibilities to growth opportunities, for example) helps improve employee engagement and reduce turnover, which can prevent you and your business from being understaffed.

5 A competitive edge:

Younger generations increasingly are interested in career laddering and formalized in-house training programs that enable growth. With an effective training program in place, you'll be able to broaden your candidate pool and reduce turnover with training designed to both upskill newer engineers and refresh experienced engineers.

6 Improved safety:

Safety training ensures your workers are protected in the field and reduces the number of incidents that occur. Workplace safety also helps improve productivity and reduce liability risks. ■



Dan Clapper is commercial HVAC and facilities maintenance market director for Interplay Learning, the leading provider of online and VR training for the essential skilled trades. He has more than 25 years of experience in HVAC service and installation, wholesale sales and distribution, and manufacturer training.

4 Elements Of Successful Training For Maintenance Engineers

Designing and successfully implementing in-house maintenance training can be a challenge for most hotel management leaders. Innovative digital training platforms, however, offer an easier path to effective training than ever before. **Here are four features to look for.**

1

Learning management: An effective learning-management system streamlines the administrative side of a training program. Ideally, the learning-management system will allow you to track the progress of all employees, look at their last activity and see how often they are interacting with the training program. It also will allow you to assign content and due dates.

2

Field-like assessments: Managers can benefit from training that offers built-in assessments, which help them understand where employees' skills are versus where managers want them to be.

3

Customized learning paths: Training that allows managers to customize pathways for each learner addresses the fact that different employees have different skill sets, learning styles, and experience. Curated learning paths help maintenance engineers learn the right skills in the right order.

4

Cross-training opportunities: A range of training offerings provides value and helps increase efficiency on the job. Learners can take advantage of different training while utilizing the same platform, meaning they don't have to spend time learning how to maneuver the site. When employees are cross-trained, they can fill in when others are out, maintaining service levels.

Whatever training program you decide to implement, it's important to know why you're doing it. Effective, targeted training that accelerates ramp time and improves performance is one of the most powerful tools hotel-management professionals can employ to meet the challenges they face.

Digital learning platforms provide unique flexibility. Training programs can assess an employee's skill level and be personalized for their unique learning needs. Training schedules can be threaded throughout a company's workflow. Learning from experts simply becomes part of the job.

Not only is this kind of flexible, customized, online training the most efficient way to match educational content with a range of experience and learning styles, but it's also a critical tool for connecting with young talent and efficiently preparing techs for the job.



Be a Pro with Our New Amenity Program

Long-Lasting

Bottles are 360 ml, so amenities can last days without needing a replacement bottle.



Easy Installation

Can be mounted with adhesive tape or screws and anchors. Mounting kit and key included.

Hassle-Free

Bottles have a clear "window" on the side, so housekeepers can easily see when replacement is necessary!



SpringMist

Green Tea Leaf
Luxurious spa-inspired hotel amenities brand. Bring a warm and kickass appeal while nourishing the body. Sleek and modern design.



Refresh

Refreshing Experience
Provide your guests with the ultimate experience of Refresh—distinct, luxurious personal care brand. Classic, clean, contemporary, and eco-friendly.



MANGO

Exotic Tropical Fragrances
Treat your guests with Mango amenities. Unique formulas, environmentally-friendly, and beautiful packaging brings elegance to any property.



800-537-7915 | sales@pactex.com | pactex.com



SAVE THE DATE!

AAHOACON 24

For Tomorrow

APRIL 2-5, 2024
ORLANDO, FL

Smooth sailing

Technology optimization for hotel staff and guest

by BRANIGAN MULCAHY

AS HOTELS CONTINUE TO make their way back from the massive customer downturn of the pandemic, they're now seeing their guest reservations get back to pre-pandemic levels. However according to a recent industry report, 97% of hotel respondents said they were still experiencing staffing issues and don't see any end in sight in acquiring experienced help at the levels needed.

For hotels to thrive in today's economic environment, they must be smart, efficient, and agile. There are many forces for change that affect how hotels function and, ultimately, survive – including labor and hiring challenges, and their remediation depends upon providing an excellent customer experience. Adopting specialized technology can help provide the high-level

interactions needed to keep hotel budgets in the black.

State-of-the-art hotel technology can help power positive change in several different ways. This technology can be used as the underpinning for deploying strategies and actions hotels can use to provide an optimal customer experience in the face of those forces for change and, at the same time, insulate themselves from the next economic downturn. Let's look at four reasons why implementing the right technology at the right time can help ease the pain of day-to-day operations.

IMPROVE THE GUEST EXPERIENCE

Onboarding technology that creates an easy way for guests to check in and access other services is the first way hotels can exploit processes technology can optimize to provide a business benefit. In this instance, for hotels that are struggling to find front-desk help, technology can accommodate and expedite check-in for arriving guests, reducing wait times and the need to stand in line, no matter the time of day. For guests arriving off hours, technology enabling self-check-in can facilitate safe guest arrival as people can arrive at the hotel and go straight to their rooms. And finally, with the ongoing limited staff constraints, tech can remove the front-desk barrier and eliminate transactional hospitality, empowering each member of the staff to instead be more of a hotel's brand ambassador.

PROVIDE A COMPETITIVE ADVANTAGE

An estimated 49% of consumers say their hotel selection is influenced by high-tech features. Hotel-specific technology provides business benefits by differentiation, improving guest interaction, and capturing data that can be used to increase loyalty-program adoption and guest marketing touchpoints. Technology also can be used to make the loyalty program sign-up process a seamless, one-click experience, and helps level the playing field for independent and boutique hotels, too.

CREATE OPERATIONAL EFFICIENCY

Hotel technology can make the check-in and stay process for guests – and employees – a smoother and expedited experience. Specifically, it can reduce the instances of highly repetitive tasks, allowing staff to spend more time creating and executing more memorable moments that personalize the guest’s stay, such as sourcing products to create a special honeymoon or vacation experience. Additionally, there’s a level of protection provided to staff by prioritizing safety and social distancing. Technology also can eliminate manual ID checks, transactional payment processing, and even data-entry errors while, at the same time, reducing charge-backs. And, of course, this tech helps mitigate labor availability challenges when they arise.

SEE FINANCIAL IMPROVEMENT

Onboarding hotel technology often results in an almost immediate increase in profits through upsell/cross-sell efforts at optimal, time-sensitive points within the guest journey, such as room upgrades, additional housekeeping, and related offerings, as well as early check-in and late checkout. The degree to which these amenities can be made easy to obtain will hasten their adoption.

Additional areas for financial and operational improvement via tech include the opportunity to reduce front-desk labor costs, repurposing employees for more meaningful work and interactions, and optimizing overall staff productivity. The opportunity for creating additional

marketing touchpoints and new revenue streams is also a massive upside – think late-night check-in and buying a pizza and soft drinks – to onboarding this customer-experience-enhancing technology.

As businesses of all shapes and sizes look for ways to more easily engage with and please their customers – while optimizing staffing resources and spend – the latest state-of-the-art technology can be a boon for not only the hotel owner, but also the staff and customers who increasingly expect this level of service. Technology can provide a competitive advantage, set up a seamless guest experience, create a smooth-running establishment, and help achieve a financially sound hotel business. ■



Prior to co-founding Virdee, Branigan Mulcahy was the head of real estate at The Guild, where he led expansion into new locations and markets. Throughout his career, he has spent 10-plus years investing in and developing commercial real estate. In a previous life, Branigan was a captain in the Marines where he deployed twice to the Middle East. Branigan holds an MBA from the University of Virginia’s Darden School of Business and a bachelor’s from Texas A&M University. In his free time, Branigan enjoys running marathons with his wife, Christine, and fostering dogs from local rescue shelters in Austin, TX.



Creating Connections

AAHOA Hosts HerOwnership Panel on Capitol Hill

by EVELYN HOOVER

Sonali Desai,
Executive Director of the
House Democratic Caucus





IN MARCH, AAHOA HOSTED ITS SPRING NATIONAL ADVOCACY Conference, bringing together lawmakers and 200-plus AAHOA Members strongly advocating for the hospitality industry. AAHOA rounded out the advocacy event with a HerOwnership panel discussion that featured House Democratic Caucus Executive Director Sonali Desai, former AAHOA Women Hoteliers Director Eastern Division Lina Patel (2017-2023), and Women Hoteliers Director Western Division Tejal N. Patel.

It was an honor to have Desai join AAHOA Members for a powerful HerOwnership panel conversation and champion diversity and representation.



Lina Patel (left), Former Women Hoteliers Director Eastern Division (2017-2023), Sonali Desai (right), House Democratic Caucus Executive Director, along with Tejal N. Patel (not pictured), Women Hoteliers Director Western Division, championed diversity and inclusion during the HerOwnership panel discussion on Capitol Hill.



Launched in 2022, AAHOA's HerOwnership initiative offers networking and educational opportunities for women hoteliers and hospitality industry professionals, and supports all women in their hotel ownership endeavors and aspirations, helping to ensure more stability and opportunities for generations of women to come.

Like the women of AAHOA who pioneered gender equality, inclusion, and women's participation in the association, Desai also shared her experience breaking barriers on Capitol Hill.

"When I first came to Capitol Hill," Desai shared, "I did not see many Indian faces at all. And that was on the member level and on the staff level. I kept having to explain myself and felt very much like an outlier. But, as time went on, I learned about different groups in Congress that support staff. I got involved with the Congressional Asian Pacific American Staff Association and the South Asian Staff Association."

IN THE BEGINNING

In 2011, Desai kicked off her career in government as a legislative assistant for U.S. Representative Melvin Watt (NC-12), where she worked on legislative issues including energy, environment, small business, trade, tax, welfare/hunger, animal rights, and census. Then, in 2014, Desai moved to U.S. Representative Judy Chu's (CA-27) office, where she was the legislative director from 2016 to 2019.

During the panel discussion, Desai explained the importance of having Asian-American representation on Capitol Hill and how to expand opportunities for minorities in D.C.

"Having voices that understand our community and keep an eye out for issues that are important to us is critical," Desai said. "It's not just about getting the members elected, but it's also keeping them elected, so they can then rise the ranks. On the staff level, it's really important, too. There are a



Having voices that understand our community and keep an eye out for issues that are important to us is critical."

lot of different perspectives, whether it's the communications angle – like how are we messaging and talking about certain policies, and are there certain things that we're not being sensitive to? For example, this week, we were writing a statement about Holi, and we were making a graphic about Holi. We talked about what should this look like and talked to folks on the team that are having these experiences."

While her career path eventually led her to become the executive director at the House Democratic Caucus in January 2023, Desai is no stranger to the hospitality industry. She spent her childhood attending AAHOA events and growing up in her family's hotel business.

"My dad had odd jobs when he first moved to the U.S., but then he ended up going into hotel ownership," she said. "Eventually, my dad had a few different hotels that he owned and managed along with my uncle, who was also involved in the industry. From there, they had a ton of family and friends who were also supporting their hotel ownership goals. It was a big part of the community that we had during my time growing up, and I'll never forget it."

The entire AAHOA team sincerely thanks Desai for her invaluable contribution to the AAHOA Spring National Advocacy Conference and for speaking on the HerOwnership panel. Her work has championed South Asians in government and created a more inclusive society for everyone to achieve their version of the American Dream.

AAHOA will continue to host important women-centric events on Capitol Hill and across the U.S. These conversations show that today's women are bolder, business-savvy, empowered, and are making a name for themselves while empowering others in the process. ■

Best Hotel Products

Furniture from \$799/room!	Best PTAC & TTW Pricing	Mattresses and Drapes

Save on franchise approved products!
Everything you need for your hotel...nationwide!
 847.440.5562 | besthotelproducts.com/aahoa

AAHOA
2023 REGIONAL
CONFERENCES
& TRADE SHOWS

Thank Your
Calendars!

CROSS COUNTRY WITH AAHOA

- 5/30** Florida Regional
Tampa, FL
- 6/01** Georgia Regional
Atlanta, GA
- 6/07** Northeast Regional
Hartford, CT
- 6/16** Alabama Regional
Birmingham, AL
- 6/22** Southwest Regional
Phoenix, AZ
- 7/11** North Carolina Regional
Raleigh, NC
- 7/25** Mid South Regional
Lexington, KY
- 08/01** Arkansas Regional
Little Rock, AR
- 8/08** North Texas Regional
Dallas, TX
- 8/10** Upper Midwest Regional
Elmhurst, IL
- 8/15** Northwest Regional
Portland, OR
- 8/17** South Central Texas Regional
San Antonio, TX

- 8/22** Washington DC Area Regional
Arlington, VA
- 8/29** Greater Los Angeles
Area Regional
Los Angeles, CA
- 8/31** South Pacific Regional
San Diego, CA
- 9/06** North Pacific Regional
San Jose, CA
- 9/08** Gulf Regional
New Orleans, LA
- 10/11** Southeast Texas Regional
Houston, TX
- 10/13** South Carolina Regional
Columbia, SC
- 10/17** Mid Atlantic Regional
Cherry Hill, NJ
- 10/19** North Central Regional
Detroit, MI
- 11/07** North Central Regional
Cincinnati, OH
- 11/09** Central Midwest Regional
Oklahoma City, OK

Learn more at AAHOA.com/Events

AAHOA CLUB BLUE, PLATINUM, SILVER AND BRONZE INDUSTRY PARTNERS

The following companies provide generous ongoing support to AAHOA and its members. A heartfelt and sincere thank you is extended to every one of our Industry Partners for their contributions to AAHOA and the industry at large. When searching for a provider, consider doing business with the Industry Partners.

AAHOA CLUB BLUE INDUSTRY PARTNERS



Always Designing for People

ADP, Inc.

Thomas Bell: (973) 510-0196



Anand Systems Inc

Best Hotel/Hospital Software

Anand Systems Inc.

Bhavesh Vakil: (209) 627-5396



Avendra

Mara Radis: (301) 825-0311



Chase

Faheem Khan: (972) 324-5510



DISH Business

Khalid Jivani: (510) 299-7935



Gauthier Murphy & Houghtaling

John W. Houghtaling, II:
(504) 456-8600



Home Box Office

Michelle Mahoney:
(347) 610-1081



Leyton

Vivek Arora: (781) 985-2784



Lowe's ProServices

Julie Patel: (210) 627-3830



Room Service Reinvited

Anand Patel: (323) 236-5317



Advantage Alliance

David Nylec: (469) 823-2895



Amana PTAC

Byron Cortez: (800) 647-2982



ARS Global Emergency Management

Piro Hernandez:
(786) 575-2131



Best Western Hotels & Resorts

Michelle Zajac:
(800) 847-2429



bookit n go

Sarah Eley: (949) 329-8181



Champion PTAC, LLC

Chris Goreman:
(754) 224-9498



American Hotel Register

AMTEX

Consolidated Hospitality Supplies

Angela De Los Santos:
(224) 786-1294



Ecolab, Inc.

Michael Pfister:
(317) 250-5189



Extended Stay America

Linda Trexler: (980) 345-1600



Fortis

Raj Pannu: (972) 979-2296



G6 Hospitality Franchising, LLC

Mike McGeehan:
(972) 360-900



Guest Supply - A Sysco Company

Justin Haggart:
(732) 868-2331



O'Connor & Associates

Andrew Choy: (713) 375-4224



Procell

Catherine Nelson:
(289) 838-4759



Red Roof Inn

Matt Hostetler:
(713) 576-7426



Sonesta

Jordan Langlois:
(954) 254-3539



TV Asia

Pradeep Hegde:
(732) 650-1100 ext.26



Wyndham Hotels & Resorts

Kevin Brickner:
(973) 753-7158

AAHOA PLATINUM INDUSTRY PARTNERS



AccuLock, Inc.

Dan Brown: (866) 222-8562



All Insurance Underwriters

Regina Johnston:
(813) 343-3100, ext. 149

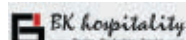


Alvi Satellites
Prashant Ajmera:
(678) 466-7868



American Express

Merchant Services:
(800) 528-5200



Bath Knot Hospitality

Gavin Hsu: (347) 337-0691



Berkshire Hathaway Direct Insurance Company

Rakesh Gupta: (402) 301-8081



Bokser Home
Ed Guzek: (651) 505-3760



Booking.com
Richie Yang: (702) 235-5488



CIA Solutions

Ralph Thiergart:
(443) 220-3821



Coast to Coast Computer Products, Inc.

Kyle Kurtz: (800) 231-4553



Cobblestone Hotels, LLC

Brian Wogernese:
(920) 230-2622



Cox Business

Alea Riley: (404) 269-3057



Curve Hospitality

Sargent Khan: (713) 819-7296



Dickson Furniture

Paul Mougel: (713) 747-0341



DIRECTV, Inc.

Jeff Fox: (310) 560-0323



Docyt Inc.

Sid Saxena: (844) 663-6298



Elkay Interior Systems (EIS)

Greg Gliniewicz:
(630) 346-7549



ERC Provider

Sunshine Chapman:
(385) 330-7070



Ferguson

Eric Tucker: (434) 249-3785



Floor & Decor Commercial

Delana Delgado:
(877) 659-2478

AAHOA SILVER INDUSTRY PARTNERS



AAHOA SILVER INDUSTRY PARTNERS (cont'd)



Focus Brands
Rani Bhatt: (404) 978-4829



Foliot Furniture
Mahesh Parekh:
(702) 278-7380



Friedrich Air Conditioning Company
Dave McDonald:
(210) 546-0500



GoDo
Blair Gatchel: (404) 441-3521



Graniti Vicentia Group
Megha Raja: (713) 869-0800



Hcareers
Doug Tutt: (605) 409-1304



hihotels by Hospitality International
Gary Gobin: (770) 270-9398



Hospitality1st
Dhar Patel: (714) 473-9813



Hyatt Hotels Corporation
Jim Tierney: (617) 803-4489



IdeaS
Emily Walsh: (952) 698-4317



INFINITI HR
Daniel Mormino:
(623) 455-6234



Jacaruso Enterprises
Melanie Calcagno:
(210) 415-0522



Lodging Concepts Manufacturing
Neil Shah: (917) 365-2003



M3
Haley Wolf: (770) 531-3746



Marcus & Millichap
Biran Patel: (214) 505-4547



Mass Mutual
Candy Chan: (848) 228-1822



Matrix Hospitality Furniture, Inc.
Dilpreet Deol: (647) 847-1299



Matrix Telecom
Ashu S. Upa: (800) 283-0539



MSI Surfaces
Anil Palasamudram:
(713) 570-7000



My Place Hotels of America
Terry Kline: (605) 229-8684



National Hot Water
Randy Meyer:
(888) 444-4435



National Solutions
Keith Hudgins:
(800) 222-1028



NewGen Advisory
Dinesh Rama: (602) 648-2700



Nimble Accounting
Rahul Kumar: (866) 964-6253



P&G Professional
Maria Early: (904) 591-8644



PMC Commercial Trust
Kristi Lewis-Hodge:
(972) 349-3200



PPDS
Scott Adams: (678) 908-9294



Prem Supply
Deepak Panchmia:
(806) 745-6651



Procure Hospitality
Jyotish Patel: (408) 674-5930



Rheem Manufacturing
Dave Hanley: (817) 680-4117



RoomOne Solutions
Nathan Faircloth:
(865) 302-3531



Serta Simmons Hospitality Bedding
Andrea Hochworter:
(770) 353-0122



Showtime Networks, Inc.
Doug Markott:
(770) 698-6937



Sonu Satellite
Neil Doshi: (877) 999-7668



Spectrum Enterprise Solutions
Stephanie Pitts:
(212) 379-5826



State Bank of Texas
Melissa Butler:
(469) 200-8245



stayAPT Suites
Franchise Sales:
(662) 607-1591



Tetto5G
Tony Lent: (248) 974-5428



USA Digital, Inc.
Aaron Gomez:
(909) 200-5445



Wizehire
Madison Mask:
(817) 914-7623



World Cinema, Inc.
Ella Ahmed: (713) 266-2686



AAHOA BRONZE INDUSTRY PARTNERS



Cetis Inc.
Kevin Lesniewski:
(719) 638-8821



Dairy Queen
Jennifer Rude: (952) 830-0391



DPA Attorneys at Law
Pooja Patel: (760) 372-0007



HelloGM
Ngoc Thach: (605) 940-8824



Hytera
Ty Estes: (213) 519-7465



Intertek Cristal
Seth Martin: (978) 614-0619



OYO Rooms & Technology, LLC
Stephen Jarrett:
(423) 426-3148



Parth Hospitality
Aakruti Thakkar:
(803) 319-7365



Peoples Bank
Ashley Jones: (601) 867-6263



PhoneSuite
Angela Koslowski:
(303) 991-2649



Pinnacle South, LLC
Stephanie Harrell:
(770) 227-3476



PureHD
Ryerson Ciesluk:
(978) 460-5560



Queen Bee Purchasing
Robert Brown: (972) 743-1254



Shree Ram Industries
Ankit Harbhajanka



Subway
Ursula Lane: (800) 888-4848



Visual Matrix
Albert Sledge:
(512) 693-4622



Verdant Energy Management Solutions
Erika Webber: (888) 440-0991

AAHOA MEMBERS IN ACTION



AAHOA President & CEO Laura Lee Blake shared the association's latest initiatives and legislative priorities at the California Hotel & Lodging Association's Legislative Action Summit.



AAHOA Members received updates on upcoming issues and concerns during the South Pacific Town Hall Meeting.



(Left to Right) Neal Patel, AAHOA Past Chairman (2022-2023), Adam Glickman, Vice President of brand strategy for Actabl, Susan (Sue) Sanders, EVP & Chief Human Resources Officer of HVMG, Laura West Presnol, Vice President of Talent & Culture at Davidson Hospitality Group, and Lisa Lombardo, Chief Culture and Strategy Officer for HDG Hotels, discussed the challenges and opportunities around labor issues during a panel conversation at the HUNTER Conference.



Alabama Regional Director Sanjay Patel (fourth from left) welcomed AAHOA Members to the HerOwnership & Young Professionals Networking Reception at the HUNTER Hotel Conference.



The Harris County Sheriff's Department and AAHOA Members gathered for a productive BEST Inhospitality to Human Trafficking Training, Sponsored by AAHOA, at the Houston Town Hall.



Former Young Professional Eastern Division Bhavik Patel (2020-2023) (fourth from left) discussed hospitality careers and entrepreneurship with young professional hoteliers at AAHOA's HerOwnership & Young Professionals Reception at the HUNTER Conference.



AAHOA Mid Atlantic Regional Director Mahendra (MZ) Patel (third from left), Chairman Bharat Patel (fourth from left), Past Chairman Bhavesh Patel (2017-2018, fifth from left), and several local AAHOA Members attended a public hearing on hospitality franchise agreements held by New Jersey's Assembly Commerce and Economic Development Committee.



Women hoteliers enjoyed appetizers, refreshments, and networking with fellow hospitality professionals at AAHOA's HerOwnership & Young Professionals Reception at the HUNTER Conference.



Women hoteliers participated in important conversations that took place during the South Pacific Town Hall Meeting.



GLOBAL SAFE

23 YEARS

Our Safes have been Installed in Every Major Hotel Brand in the U.S.A.



Custom Colors Available



OUR SAFES HAVE BEEN INSTALLED IN THESE HOTELS.

- | | | |
|---------------------------|-----------------------------------|----------------------------|
| HILTON DAYTONA BEACH, FL | HYATT MCCORMICK PLACE CHICAGO, IL | MARRIOTT BUFFALO, NY |
| HILTON EAST BRUNSWICK, NJ | HYATT RESORT & SPA GUAM | MARRIOTT LOS ANGELES, CA |
| HILTON HARTFORD, CT | HYATT ROSEMONT, IL | MARRIOTT RIVERSIDE, CA |
| HILTON TORONTO, ON | HYATT VINEYARD CREEK, CA | MARRIOTT N. CHARLESTON, SC |

Global Safe Corporation **800-545-4947** WWW.HOTELSAFES.COM

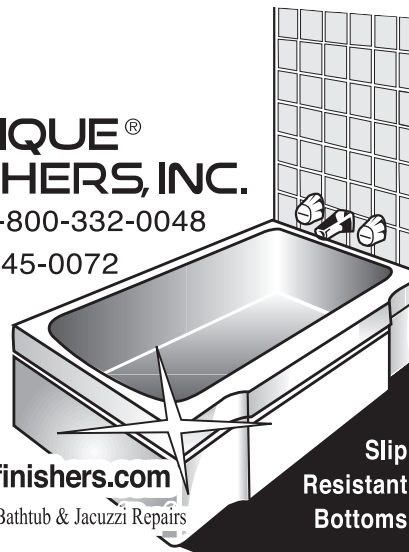
BATHTUBS RESTORED

Don't Let Amateurs and "Fly-By-Nights" Ruin Your Bathtubs!
 Unique Refinishers is the nation's oldest and largest bathtub repair, reglazing and restoration company. You can be assured of the highest quality workmanship and materials. *Coast to Coast.*



UNIQUE[®] REFINISHERS, INC.

Nationwide 1-800-332-0048
 Atlanta 770-945-0072



www.uniquerefinishers.com

We specialize in fiberglass Bathtub & Jacuzzi Repairs

Slip Resistant Bottoms



5 Years Warranty
Easy Financing

5000+ HOTELS-MOTELS WORLD-WIDE TRUST
MATRIX COMMUNICATION & SECURITY SOLUTIONS FOR EFFICIENT FUNCTIONING

- Hospitality IP Phone System
- Time-Attendance and Access Control
- HD IP Security-Camera System



Call: 1-(800)-283-0539
 Fax: (888) 717-7472
sales@matrixhotelpbx.com
www.matrixhotelpbx.com



HOTEL RENOVATION LLC

Specializing in

Wallcovering, Carpet, Tile, Texture, Interior and Exterior Painting, Tub Surrounds, Granite Tops, Pool Deck Coatings, FF&E

(303) 808-9500
hotel.reno.llc@gmail.com

BUILDING A BETTER America

SBA Lending with the Right Tools to **Grow Your Business**



- ✓ Hospitality Specialist
- ✓ Quick Loan Decisions
- ✓ Extremely Talented Team



Adam Patel
Chairman
of the Board



Vik Patel
SBA Relationship Manager
Senior Vice President

404.989.7032
vikpatel@americanpridebank.com

American Pride Bank is pleased to announce that Ajitkumar (Adam) Patel was elected as the Chairman of the Board for American Pride Bank and American Bancorp Inc. Adam has been on the board of directors since the bank was founded in 2007.



americanpridebank.com Member **FDIC**  

4740 Log Cabin Dr. • Macon GA 31204 • 478.784.1448
4511 Forsyth Rd. • Macon GA 31210 • 478.784.1450
4001 Russell Pkwy. • Warner Robins GA 31088 • 478.922.5010
1010 Pine Ridge Court • Athens GA 30606 • 706-534-9689

WATCO
IDEALLAV™



Introducing
IdealLav™

- Only lav drain to include replaceable grid strainer and internal stopper.
- No more clogs! Removable grid strainer keeps jewelry and hair out of drain.
- Internal stopper holds water overnight.
- Also available without internal stopper for public restrooms, etc.
- One-piece tube drops in for easy installation.



816.796.3900 ■ watcomfg.com
 Patent www.watcomfg.com/patents



ADVERTISERS INDEX

Alvi Satellites3
www.alvisatellites.com

American Pride Bank57
www.americanpridebank.com

Best Hotel Products, Inc50
besthotelproducts.com

Chase Payment Solutions4
www.chase.com/business/payments

GE Appliances30
www.geappliances.com

Global Safe Corporation56
solowaywright.com

Hospitality Sleep Systems.....12
www.hotelmattresses.com

Hotel Renovations, LLC56

Karcher North AmericaOutside Back Cover
karcher.com/us/professional

Matrix Telecom56
www.matrixhotelpbx.com

Patel & Associates.....25
www.patellaw.net

Red Lion
 Hotel Corp - Sonesta.....Inside Front Cover
franchise.sonesta.com

Red Roof Inn Inside Back Cover
www.redrooffranchising.com

SleepNest Beds45
www.pactex.com

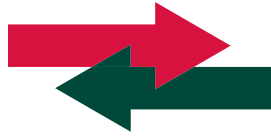
Unique Refinishers58
uniquerefinishers.com

Vanities International.....25
www.vanitiesinternational.com

Watco Manufacturing Company.....58
watcomfg.com

Thank you to the advertisers for their support of AAHOA and this publication.

today's
hotelier



Presenting a dual brand option featuring two brands franchisees and guests both know and trust.



Combining the strength of Red Roof with the success and resiliency of the extended stay market.

New prototype combines both to expand portfolios in new markets.

From day one, our professionals guide franchisees through design, construction, revenue management, staff training and more.

Genuine Relationships. Real Results.®

Contact Matthew Hostetler, Chief Development Officer mhostetler@redroof.com / redrooffranchising.com

Red Roof also includes THE Red COLLECTION® Red Roof Plus+

Celebrating  welcoming years.

KÄRCHER

BIG IN PERFORMANCE, NOT IN COST

The Ranger vacuum from Kärcher is a commercial vacuum specifically built to handle the wear and tear of the hospitality industry. For hotels seeking a professional vacuum to keep lobbies, entry areas, hallways, and guest rooms clean, the Ranger is a great, economical solution. [Karcher.com/us/professional](https://www.karcher.com/us/professional)



SCAN WITH YOUR
SMARTPHONE CAMERA
TO LEARN MORE

