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FOR IMMEDIATE RELEASE

**Colorado Hotel & Lodging Association Introduces New
President: Christine O'Donnell**

O'Donnell steps into leadership on August 4, 2008

June 16, 2008, Denver, Colo., ... The Colorado Hotel & Lodging Association (CH&LA) is proud to announce that Christine O'Donnell will return as president of the association, effective August 4. O'Donnell, who served as deputy director for CH&LA from 1994-1998, will be replacing Ilene Kamsler, who is retiring after 22 years.

"Ilene's history and legacy with the CH&LA will be remembered and appreciated in the lodging industry for a very long time," said O'Donnell. "I have had the honor and pleasure of working with her in the past, and feel fortunate to be stepping into a solid organization that enjoys credibility on both the state and national scene. I look forward to continuing her goal and vision for not only the lodging industry in Colorado, but for the tourism and hospitality industry as a whole."

Kamsler will remain on with the CH&LA through the Democratic National Convention (August 24-28), at which time O'Donnell will assume all responsibilities of the association.

O'Donnell brings with her 18 years of experience in selling and marketing associations and non-profits from the outside in. Prior to joining the CH&LA, O'Donnell served as the director of advertising and sales for the National School Boards Association, where she oversaw sales teams expected to generate \$1 million in annual ad revenue. Before that, she was the executive Vice President of the Colorado Restaurant Association (CRA) from 2005 - 2007. At the CRA, her responsibilities included oversight of membership sales, marketing, communications and public relations as well as lobbying and testifying for or against bills of interest to the restaurant industry.

Beginning in 1998, Christine worked with Marketing General, Inc., starting as an account supervisor, and working her way up to senior account director. She assisted the organization through the opening of its Denver satellite office; overseeing, creating and managing direct response marketing campaigns for national association clients, eventually supervising both the Denver and Dallas offices.

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In her new role as president of the CH&LA, O'Donnell looks forward to getting back to basics and re-engineering well-established areas of the organization in order to maximize revenue through not only membership growth, but other recognized mediums as well.

"In my mind, there is no reason that a lodging property would not be a member of its own professional trade organization," said O'Donnell. "Membership will be a major focus area for me in this first year, and in the future." O'Donnell graduated from the University of Maryland, College Park with a bachelor's degree in communications and psychology. She is also a graduate of the US Chamber of Commerce Institution for Organization Management program.

The Colorado Hotel & Lodging Association has more than 470 members representing more than 40,000 guestrooms throughout the state of Colorado.

CH&LA's member properties include romantic bed and breakfast inns, luxury hotels, affordable motels, Colorado ski resorts, Rocky Mountain cabins, rustic guest ranches, relaxing spas, weekend getaway timeshares, and condominium and vacation rental services, ranging in size from three to 1,600 rooms.

The Colorado Hotel & Lodging Association offers visitors the leading searchable database of travel accommodations and vacation lodging in Colorado, from the plains to the Front Range and from the Rocky Mountains to the Western Slope.

For more information on CH&LA, visit www.coloradolodging.com.

All press releases and media materials, including high-resolution photography in a downloadable format, are available via www.kruzic.com.

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