



COLORADO
HOTEL AND LODGING
ASSOCIATION

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FOR IMMEDIATE RELEASE

CH&LA President Ilene Kamsler Announces Retirement

Kamsler served the Colorado lodging industry for 22 years

June 10, 2008, Denver, Colo., ... After serving the Colorado hotel and lodging industry for 22 years, Colorado Hotel & Lodging Association (CH&LA) president, Ilene Kamsler has announced her retirement effective August 29, 2008

"The past 22 years have been an amazing journey, and I am honored to have had the opportunity to see the lodging industry both in Denver and across the state grow into what it is today," said Kamsler. "Twenty-two years ago, no one would have ever thought that Colorado would shed its cowtown image enough to proudly host the Democratic National Convention. The state's lodging industry has come so far in both the service and facilities offered to our guests, and I'm confident this trend will continue."

The goal of the CH&LA is to act as an advocate for the lodging industry in Colorado at all levels of government. CH&LA also works to level the playing field for its members throughout Colorado, equipping each with a wealth of resources and services at a low cost-of-entry. CH&LA has more than 480 members representing more than 40,000 guestrooms throughout the state of Colorado, from Denver to Durango and Colorado Springs to Ft. Collins.

"Ilene's impact on Colorado's lodging and tourism industry over the last two decades is immeasurable," said CH&LA chairwoman, Patti O'Keefe. "Her dedication, leadership and friendship are unparalleled; she will be truly missed."

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Kamsler has served as the president of CH&LA since 1986. Before coming to Colorado, she was the executive vice president of the Utah Hotel & Motel Association for five years and was the assistant director of the Utah Ski Association. She also worked five years at the Snowbird Ski and Summer Resort with her last position being that of the assistant food and beverage director.

Kamsler has also served as the president of the Utah Society of Association Executives, the Colorado Society of Association Executives, the Utah Tourism Industry Coalition, the Tourism Industry Association of Colorado and the International Society of Hotel Association Executives.

Most recently, Kamsler was conferred an honorary doctor degree of Business Administration with a specialty in Hospitality by Johnson & Wales University in recognition of her services in the hospitality industry. Among many other awards, she was also inducted into the Tourism Hall of Fame, by the Denver Metro Convention & Visitor's Bureau in 2007.

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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