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FOR IMMEDIATE RELEASE

**Ilene Kamsler Presented with Lifetime Achievement Award**  
***President of Colorado Hotel & Lodging Association Honored for Her***  
***Outstanding Service to the Denver Community!***

*October 15, 2007, Denver, Colo., ...* Ilene Kamsler, president of the Colorado Hotel & Lodging Association, was recently awarded the Lifetime Achievement Award for her outstanding service and support of the Denver chapter of the Hospitality Sales and Marketing Association International (HSMAI).

Ilene has been a member of HSMAI for 21 years, including a number of years as managing director. This award recognizes Ilene's leadership in the hospitality industry and the Denver community.

"We're extremely honored and grateful to have Ilene as a part of our organization. Ilene's service to HSMAI goes above and beyond extraordinary. This award is only a token of the recognition she truly deserves," said Susan Cecere, president of the Denver chapter of HSMAI.

Ilene was honored at the Denver chapter of HSMAI's 40<sup>th</sup> anniversary party on September 12, 2007 at Palette's Restaurant, located in the Denver Art Museum. Ilene was the only recipient of this prestigious award in 2007, which is given to individuals who support HSMAI by furthering its mission as the leading professional association and information portal for those who direct sales and marketing functions in the hospitality, travel and tourism industries.

HSMAI is a member-based organization of sales and marketing professional representing all segments of the hospitality industry. For more information on the Denver chapter of HSMAI, please visit [hsmail\\_denver.org](http://hsmail_denver.org).

For the past 21 years, Ilene Kamsler has been president of the Colorado Hotel & Lodging Association, a trade association for the lodging industry in Colorado and a partner state association of the American Hotel & Lodging Association.

Ilene is a graduate of Brooklyn College of the City University of New York and attended graduate school at UCLA. She is also a graduate of the Institutes for Organizational Management, a six-year program developed by the US Chamber of Commerce.

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Prior to coming to Colorado, Kamsler was executive vice president of the Utah Hotel & Motel Association for five years and was the assistant director of the Utah Ski Association. She went to Utah to learn to ski and worked for five years at the Snowbird Ski and Summer Resort; when she left Snowbird, she was the assistant food & beverage director having managed all but one of Snowbird's eleven food outlets.

She has been the president of the Utah Society of Association Executives, the Colorado Society of Association Executives, the Utah Tourism Industry Coalition, the Tourism Industry Coalition of Colorado and the International Society of Hotel Association Executives. She has actively worked with Colorado's tourism industry to retain a funding mechanism for tourism promotion.

Prior to her work in the hospitality/tourism industry, Kamsler worked for the City of Los Angeles and then the City of Torrance in California as a recreation supervisor. Along with managing facilities, she was responsible for program development at city parks and recreation centers.

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](http://www.coloradolodging.com). All press releases and media materials, including high-resolution photography in a downloadable format, are available via [www.kruzic.com](http://www.kruzic.com).

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