



For Immediate Release

Nov 9, 2009

Colorado Hotel & Lodging Association
303-297-8335

O'Donnell Named in the 2009 *Denver Business Journal* Power Book.



Christine O'Donnell

2009 Power Book Award Finalist *Travel and Tourism Category*

Power Book Awards are presented annually by the Denver Business Journal to C-level executives who have "made the cut." The recognized individuals are considered by their peers and the community-at-large to be among Denver's most influential business leaders in 14 recognized industries.

Christine O'Donnell, president and CEO of the Colorado Hotel & Lodging Association (CH&LA) has been with the organization for just over a year and brings more than 18 years of career experience in growing revenue for non-profits and trade associations. She served as Sr. Account Director for the Marketing General – the largest association marketing agency in North America, was vice president of the Colorado Restaurant Association, and was Director of Advertising for the National School Boards Association.

She leads CH&LA's membership, non-dues growth, legislative fundraising, lobbying, communications and strategic alliances.

She holds a Bachelor of Science degree from the University of Maryland, College Park and is a graduate of the US Chamber of Commerce Institute for Organization Management Program (IOM). She currently serves on the board of the Tourism Industry Association of Colorado and Visit Denver.

CH&LA is the professional trade association representing the lodging industry and the companies that service the industry. With over 600 members, the organization focuses on legislative representation and protection and marketing outreach to provide awareness of its member properties to the traveling public.

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