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California Hotel & Lodging Association Wins \$400,000 Energy Grant
California Energy Commission Funds CH&LA on Innovative Lodging Industry Program

SACRAMENTO – The California Hotel & Lodging Association (CH&LA) received \$393,750 in funding from the California Energy Commission, in conjunction with the Environmental Protection Agency, to implement CH&LA’s Energy Efficiency & Savings Program to assist the California lodging industry with energy conservation. The funding allows CH&LA to offer their member properties the opportunity to participate in a twelve month program valued at \$5,000 for only a one-time \$795 fee to participating properties.

CH&LA’s Energy Efficiency & Savings Program includes five components to help participants be more efficient and save money. The program will be administered through INNCOM, CH&LA’s energy partner, and includes the installation of an Energy Information System, a Load Analysis & Notification System, a Facility Energy Audit, automatic ENERGY STAR program participation, and the ENERGY STAR video *Energy Saving Tips for the Lodging Industry*, which is produced by the Educational Institute of the American Hotel & Lodging Association.

The grant award was based on CH&LA’s innovative approach and previous success with energy conservation programs. Last year, CH&LA received a 2002 Flex Your Power Energy Conservation Award from the Technology, Trade and Commerce Agency of the State of California for achieving a 10% reduction in energy consumption on peak demand as part of a \$1.85 million educational

program also funded by the California Energy Commission.

“CH&LA is very pleased to again assist the lodging industry in energy conservation measures,” said James O. Abrams, president & chief executive officer of CH&LA.

“Providing over \$2.25 million in assistance to our members in the last two years to promote energy conservation and reduce consumption is a great achievement and provides a huge step forward for the industry.”

“Partnering with CH&LA to implement this program is an excellent opportunity to participate in the reduction of energy consumption in California for the lodging industry,” added Rick Quirino, executive vice president of marketing and operations for INNCOM. “This program builds on INNCOM’s industry leading R&D efforts for new product applications that offer both technical and operational solutions to the lodging sector.”

The California Hotel & Lodging Association (CH&LA) is the largest state lodging industry trade association in the country. Its 1,600 member properties, which comprise approximately 200,000 guest rooms, consist of hotels, motels, bed and breakfast inns, guest ranches, resorts, spas, condominium rentals, timeshares, and vacation home rentals located throughout California. CH&LA’s mission is to “be the indispensable resource for communicating and protecting the rights and interests of the California lodging industry, for providing educational training and cost-saving programs for all segments of the industry, and for supporting strategic alliances to promote the value of California tourism and travel.” Sacramento-based CH&LA has been representing California’s lodging industry for more than a century.

Founded in 1986, INNCOM develops, manufactures and markets advanced, software-based guestroom control systems to the global lodging market. It is the acknowledged leader in this market and originated the concept of integrating

multiple communications and control functionality over a single hotel network. INNCOM systems are installed in more than 100,000 guestrooms, including many of the most notable hotels in the world, such as Mark Hopkins, St. Regis, Gaylord Palms, Fairmont, Hotel Grand Pacific, and L'Ermitage, among others.

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