

Contact: Jim Abrams
(916) 444-5780
jabrams@chlaonline.com

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California Hotel & Lodging Association Receives Energy Leadership Award

SACRAMENTO – The California Hotel & Lodging Association (CH&LA) received a 2002 Flex Your Power Energy Conservation Award from the Technology, Trade and Commerce Agency of the State of California. CH&LA received this award for its demonstration of early leadership and motivation of its members and the entire lodging industry to take action and achieve results in addressing California’s energy crisis.

In an award ceremony at the State of California’s new energy-efficient showcase Department of Education building, Lon Hatamiya, Secretary of Technology, Trade and Commerce for the State of California presented the California Hotel & Lodging Association with the award. In his comments, Secretary Hatamiya commended CH&LA for its advocacy and educational programs, including its series of energy seminars across California, the resource manual entitled *Innkeepers Guide for Dealing with the Energy Crisis*, as well as its \$1.85 million grant program with the California Energy Commission that put energy saving devices in many lodging properties throughout the state. Through the efforts of CH&LA, it is estimated the lodging industry reduced energy consumption during peak demand by more than 10%, significantly higher than expected.

“We’re proud of our efforts to ‘keep the lights on’ in California, and grateful to Secretary Hatamiya for recognizing our leadership,” said Jim Abrams, executive vice president of CH&LA. “This award really belongs to our members and the entire

California lodging industry for their considerable efforts to conserve energy in a great time of need.”

The California Hotel & Lodging Association (CH&LA) is the largest state lodging industry trade association in the country. Its 1,650 member properties, which comprise more than 210,000 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.

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