

NEWS RELEASE

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TIM BRIDWELL WINS AH&LA INDUSTRY VOLUNTEER AWARD
Recognition for Efforts on Behalf of California Hotel & Lodging Association

SACRAMENTO - Tim Bridwell, CHA, General Manager of Fess Parker's Doubletree Resort in Santa Barbara, CA was awarded a Most Valuable Volunteer Award by the American Hotel & Lodging Association (AH&LA) during the AH&LA Annual Conference & Leadership Forum, April 3-4, at the Pennsylvania Convention Center in Philadelphia, Pa. The award was given to Bridwell for his outstanding and tireless work on behalf of the California Hotel & Lodging Association (CH&LA).

As immediate past Chairman of CH&LA's Board of Directors, Bridwell currently serves nationally on the AH&LA Board of Directors representing the interests of California and CH&LA. Bridwell is also on the Executive Committee of CH&LA and has been a long time contributor to CH&LA as a member of CH&LA's Board of Directors for over nine years. During 2001, Bridwell was instrumental in CH&LA's largest membership increase ever (19%), firmly establishing CH&LA as the largest state lodging association in the nation.

"Tim Bridwell exemplifies the leadership and integrity those in our industry strive to achieve. Tim's efforts on behalf of the lodging association toward the betterment of the entire industry are laudable," said James O. Abrams, Executive

Vice President of the CH&LA. “This honor is our opportunity to both recognize and thank our greatest asset, our volunteers.”

Launched in 1998, this annual award is presented to one person in each state who has greatly contributed to their hospitality programs and initiatives. Winners receive a commemorative silver medallion.

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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 close to 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 value 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. CH&LA is on the web at www.chlaonline.com.