INSIDE AH&LA

On Capitol Hill, face time makes a difference. Whether you're talking to a member in the House of Representatives or in the Senate, they will all tell you the same thing: They want to hear from the people in their district or state about the issues that matter to them. It makes it personal and it matters.

Members of Congress reiterate the importance of constituent relations all of the time, and I couldn't agree more. With the 2016 election cycle well underway and many important issues at stake, there has never been a more opportune time to make our voices heard on Capitol Hill. I am asking you to join us and encourage your team members to come with you to attend the 2016 Legislative Action Summit, in conjunction with our partners, the Asian American Hotel Owners Association, May 17-18 in Washington, D.C.

LAS provides a unique opportunity to share your story and the industry's shared narrative of growth and innovation, while educating Congress on some of the most the important policy priorities affecting the hotel and lodging business today.

During the course of two days, participants will learn about the latest policy developments, as well as hear from political analysts and members of Congress. But most importantly, you will have the opportunity to educate members of Congress and their staff about the issues that matter most to you and your businesses, guests and team members. You will be able to meet directly with your member of Congress and Senators to not only build a relationship, but to reveal how your company contributes to the economic development and social fabric of their communities. And, you will be able to share with them first-hand how the policies that they are discussing will affect you and your employees. Your involvement and the perspectives help to tell our story and advance our advocacy efforts.

With your support we will be more formidable and more effective. Join us as we rise to new heights during this crucial time for our industry. We hope to see you in Washington, D.C., this May. You can register for LAS online at www.ahla.com/las.

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Producing Exceptional Results for Branded & Lifestyle Independent Hotels

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- Strategic deployment of systems and top line strategies to maximize RPI & RGI
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