To **educate** our members' current & prospective employees so that we can ensure a vibrant, & consistent workforce for the industry.

We support workforce development with our strategic partnerships.

I appreciate that you advocate for me.

To **advocate** for laws/regulations that benefit & against laws/regulations that negatively impact Colorado's hotels so that the industry stays competitive & healthy.

CHLA is helping with that.

Every day is different.

To **network** for our members, so that they have strong relationships with other hoteliers & suppliers throughout the state.

I know someone who can help you.

What a great place for networking.

To **develop** future industry leaders, so that the industry & CHLA have a strong bench of people to fill management positions who understand the importance of engaging with CHLA.

CHLA is a top economic driver in the state.

The Colorado Hotel & Lodging Association will engage, advocate, communicate, educate & deliver impact for its members & the Colorado lodging industry at large.
EDUCATE

Mission: To educate our member's current and prospective employees so that we can ensure a vibrant and consistent workforce for the industry.
EDUCATE
2020 Goal
Expand, grow and sustain CHLA University.
To advocate for laws/regulations that benefit and against laws/regulations that negatively impact Colorado’s hotels so that the industry stays competitive and vibrant.
ADVOCATE
2020 Goal
Increase engagement between CHLA members and legislators.
To provide networking for our members, so that they have strong relationships with other hoteliers and suppliers throughout the state.
NETWORKING 2020 Goal

Integrate events to create meaningful value and connections for members to resources.
To develop future industry leaders, so that the industry and CHLA have a strong bench of people to fill management positions who understand the importance of engaging with CHLA.
DEVELOP 2020 Goal

Foster the Emerging Leaders Council to develop the next generation workforce with a meaningful career path and strong industry relationships.