



News Release

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International Society of Hotel Association Executives Expands Membership Opportunities with New Name

Introducing the “International Society of Hotel Associations”

Boston, Massachusetts, September 24, 2018 ... Expanding the scope of its membership to include all staff of state hotel and lodging association members, the International Society of Hotel Association Executives has officially changed its name to the International Society of Hotel Associations (ISHA). ISHA is the unified voice of lodging associations throughout the United States, Canada and the Caribbean. The renaming is part of the International Society of Hotel Associations’ initiative to offer a wider range of members from each lodging association ISHA’s extensive advocacy, information, networking and professional resources.

According to ISHA’s Chair, Jennifer Flohr, Senior Vice President, California Hotel & Lodging Association, the new name signifies a major expansion of ISHA’s focus and mission. “The industry is enjoying a stellar period of growth and profitability, but increasingly complex challenges demand access to information and solutions for matters impacting the industry,” she says. Ms. Flohr cited an array of issues, including advocacy, legal and regulatory issues, sustainability, security, technical advances, crisis management, member and revenue generation, among other issues.

ISHA serves as a centralized conduit of information that supports its members’ efforts to deal with these issues, particularly where state and local advocacy is concerned. “We have the collective voice that we use when we talk to AH&LA and AAHOA on national issues. Additionally, ISHA can link our members who need assistance dealing with a particular advocacy issue together with other member hotel and lodging associations

that have successfully dealt with similar advocacy or regulatory problems,” said Christina Pappas, Executive Director, ISHA.

The new name signals a strategic emphasis on professional development and the need to prepare *all* staff members for a wider role in the lodging industry at every stage of their hospitality careers. By providing current, accurate and pertinent information on a wide range of topics, ISHA creates lifelong learning opportunities that enable members to deal with the challenges the lodging industry will face in the coming years. ISHA provides a range of professional development and networking opportunities for lodging association staffers, including two annual conferences, bi-monthly membership calls, monthly newsletters, and more.

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ISHA also champions the many accomplishments of the state associations and their members. For example, a recent survey conducted by ISHA showed that in the past two years, eighteen lodging associations fought to level the playing field between hotels and short-term rentals passing legislation to regulate the industry. A number of lodging associations continue to fight human trafficking, as well as increases in lodging taxes which are ultimately passed onto the consumer.

The International Society of Hotel Associations’ industry partners includes AH&LA, AAHOA, ARDA, AH&LEF, United Health Group, Best Western, IHG, Hilton, Marriott, Fisher Phillips, Heartland, ServSafe and STR.

About the International Society of Hotel Associations

Formed in 1946, ISHA is a professional association consisting of staff members of local, state, national and international lodging trade associations. Membership spans associations throughout the United States, Canada and the Caribbean.

ISHA provides professional development and networking opportunities for lodging association personnel in collaboration with its national industry partners. Its primary function is to enhance communication among ISHA members, to provide an effective forum for member input, and to share best practices, ideas and important industry news. ISHA also provides essential information on advocacy and legislative issues.

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INTERNATIONAL SOCIETY OF HOTEL ASSOCIATIONS

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🕒 September, 24 2018 📄 Hotel News Resource

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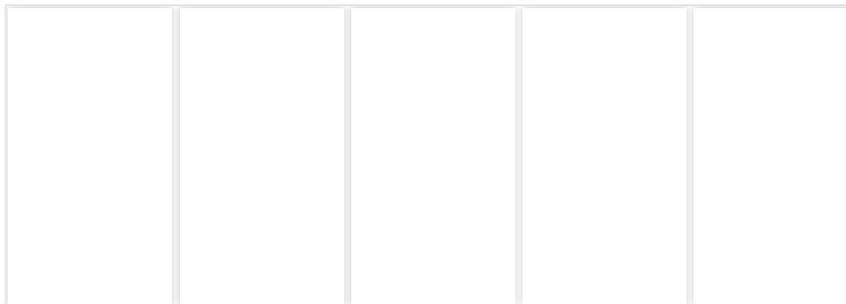
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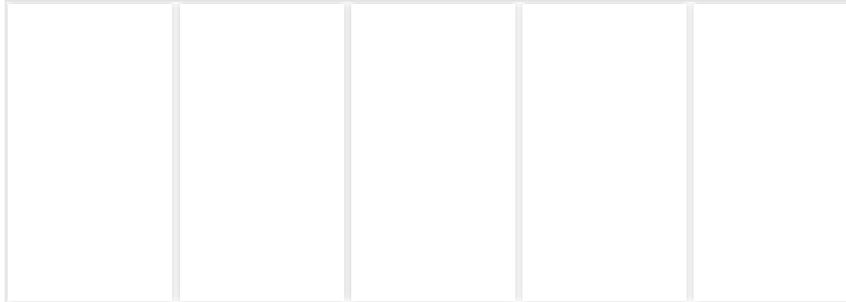


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Associations

International Society of Hotel Association Executives expands membership opportunities with new name

Tatiana Rokou (/profile/u/tatiana.rokou) / 26 Sep 2018 ⌚ 10:08 👁 844

Introducing the "International Society of Hotel Associations".

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According to ISHA's Chair, **Jennifer Flohr**, Senior Vice President, California Hotel & Lodging Association, the new name signifies a major expansion of ISHA's focus and mission. *"The industry is enjoying a stellar period of growth and profitability, but increasingly complex challenges demand access to information and solutions for matters impacting the industry,"* she says. Ms. Flohr cited an array of issues, including advocacy, legal and regulatory issues, sustainability, security, technical advances, crisis management, member and revenue generation, among other issues.

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PRESS RELEASE

25 September 2018

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2 min read

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About the International Society of Hotel Associations



International lodging trade associations. Membership spans associations throughout the United States, Canada and the Caribbean. ISHA provides professional development and networking opportunities for lodging association personnel in collaboration with its national industry partners. Its primary function is to enhance communication among ISHA members, to provide an effective forum for member input, and to share best practices, ideas and important industry news. ISHA also provides essential information on advocacy and legislative issues. www.isha.biz

United States

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INTERNATIONAL SOCIETY OF HOTEL ASSOCIATION EXECUTIVES EXPANDS MEMBERSHIP OPPORTUNITIES

By **kostuch** - September 26, 2018



Photo: [instagram.com/radissonhotels/](https://www.instagram.com/radissonhotels/)



BOSTON — The International Society of Hotel Association Executives has expanded the scope of its membership to include all staff of state hotel and lodging association members and has officially changed its name to reflect the shift. The association is now the **International Society of Hotel Associations** (ISHA).

The renaming is part of the association’s initiative to offer a wider range of members ISHA’s extensive advocacy, information, networking and professional resources. It also signals a strategic emphasis on professional development and the need to prepare all staff members for a wider role in the lodging industry at every stage of their hospitality careers.

“The industry is enjoying a stellar period of growth and profitability, but increasingly complex challenges demand access to information and solutions for matters impacting the industry,” says ISHA’s Chair, Jennifer Flohr, SVP, California Hotel & Lodging Association.

ISHA is the unified voice of lodging associations throughout the U.S., Canada and the Caribbean. The association provides a range of professional development and networking opportunities for lodging association staffers, including two annual conferences, bi-monthly membership calls and monthly newsletters.

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INTERNATIONAL SOCIETY OF HOTEL ASSOCIATION EXECUTIVES REBRANDS

Introducing the “International Society of Hotel Associations”

POSTED SEPTEMBER 25, 2018

The International Society of Hotel Association Executives is expanding its membership opportunities with a new name: the International Society of Hotel Associations (ISHA). Now, the scope of its membership will include all staff of state hotel and lodging association members. ISHA is the unified voice of lodging associations throughout the United States, Canada and the Caribbean and will now offer extensive advocacy, information, networking and professional resources to a wider range of members.

The new name signifies a major expansion of ISHA’s focus and mission. “The industry is enjoying a stellar period of growth and profitability, but increasingly complex challenges demand access to information and solutions for matters impacting the industry,” said Jennifer Flohr, senior vice president, California Hotel & Lodging Association.

ISHA serves as a centralized conduit of information that supports its members’ efforts to deal with issues such as sustainability, security, technical advances, member and revenue generation, and crisis management. “We have the collective voice that we use when we talk to AH&LA and AAHOA on national issues. Additionally, ISHA can link our members who need assistance dealing with a particular advocacy issue together with other member hotel and lodging associations that have successfully dealt with similar advocacy or regulatory problems,” said Christina Pappas, executive director, ISHA.

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International Society of Hotel Association Executives Expands Membership Opportunities with New Name (./news/22600/international-society-of-hotel-association-executives-expands-membership-opportunities-with-new-name)

🕒 24-9-2018 📄 Turismo (./category/5/turismo) 📄 Hotel news resource (./source/17/hotel-news-resource) 📄 33

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ISHAE Rebrands as the International Society of Hotel Associations (ISHA)

By **Lodging Staff** - October 1, 2018



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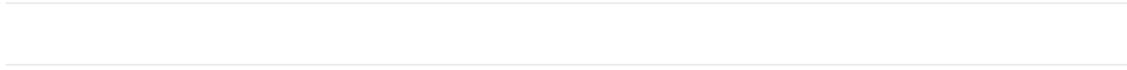
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Top photo: Christina Pappas, Executive Director, ISHA



Lodging Staff





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September 24, 2018 12:57pm



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According to ISHA’s Chair, Jennifer Flohr, Senior Vice President, California Hotel & Lodging Association, the new name signifies a major expansion of ISHA’s focus and mission. “The industry is enjoying a stellar period of growth and profitability, but increasingly complex challenges demand access to information and solutions for matters impacting the industry,” she says. Ms. Flohr cited an array of issues, including advocacy, legal and regulatory issues, sustainability, security, technical advances, crisis management, member and revenue generation, among other issues.

ISHA serves as a centralized conduit of information that supports its members’ efforts to deal with these issues, particularly where state and local advocacy is concerned. “We have the collective voice that we use when we talk to AH&LA and AAHOA on national issues. Additionally, ISHA can link our members who need assistance dealing with a particular advocacy issue together with other member hotel and lodging associations that have successfully dealt with similar advocacy or regulatory problems,” said Christina Pappas, Executive Director, ISHA.

The new name signals a strategic emphasis on professional development and the need to prepare *all* staff members for a wider role in the lodging industry at every stage of their hospitality careers. By providing current, accurate and pertinent information on a wide range of topics, ISHA creates lifelong learning opportunities that enable members to deal with the challenges the lodging industry will face in the coming years. ISHA provides a range of professional development and networking opportunities for lodging association staffers, including two annual conferences, bi-monthly membership calls, monthly newsletters, and more.

Through its partnership program, ISHA offers affinity programs for supplies and services from such nationally known vendors as Dell, BMI, LobbyLights, Windfall, Wellspring, Growthzone, Class Action Capital and Approve for Good.

ISHA also champions the many accomplishments of the state associations and their members. For example, a recent survey conducted by ISHA showed that in the past two years, eighteen lodging associations fought to level the playing field between hotels and short-term rentals passing legislation to regulate the industry. A number of lodging associations continue to fight human trafficking, as well as increases in lodging taxes which are ultimately passed onto the consumer.

The International Society of Hotel Associations’ industry partners includes AH&LA, AAHOA, ARDA, AH&LEF, United Health Group, Best Western, IHG, Hilton, Marriott, Fisher Phillips, Heartland, ServSafe and STR.

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About the International Society of Hotel Associations



(<https://www.isha.biz/>)

Formed in 1946, ISHA (<https://www.isha.biz/>) is a professional association consisting of staff members of local, state, national and international lodging trade associations. Membership spans associations throughout the United States, Canada and the Caribbean.

ISHA provides professional development and networking opportunities for lodging association personnel in collaboration with its national industry partners. Its primary function is to enhance communication among ISHA members, to provide an effective forum for member input, and to share best practices, ideas and important industry news. ISHA also provides essential information on advocacy and legislative issues. www.isha.biz (<http://www.isha.biz/>)



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International Society of Hotel Association Executives Expands Membership Opportunities with New Name

25 September 2018

Expanding the scope of its membership to include all staff of state hotel and lodging association members, the International Society of Hotel Association Executives has officially changed its name to the International Society of Hotel



Associations (ISHA). ISHA is the unified voice of lodging associations throughout the United States, Canada and the Caribbean. The renaming is part of the International Society of Hotel Associations' initiative to offer a wider range of members from each lodging association ISHA's extensive advocacy, information, networking and professional resources.

United States

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International Society of Hotel Association Executives Expands Membership Opportunities With New Name



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Expanding the scope of its membership, the International Society of Hotel Association Executives has changed its name to the International Society of Hotel Associations.

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