

**Alberta Hotel & Lodging Association  
Board of Directors Nomination Form**

I, Rene Trinidad, representing Best Western Plus Sherwood Park Inn & Suites hereby nominate Tyson Ghostkeeper, representing Moullem Management Group for election to the Board of Directors of the Alberta Hotel & Lodging Association.

***For the nominee:***

1. Why do you want to serve on the Board of Directors of the AHLA?

*I am excited at the opportunity to serve and advocate for all the great hoteliers I've come to know in our province. I would enjoy applying my experience and to continue to learn from other members on how to best position their hotels and our industry for a successful recovery from the pandemic.*

*I am eager at the idea of being a part of a new generation to serve on the board of directors. I look forward to bringing new perspectives and being a driver in the ongoing evolution in our industry. All while working closely in compliment of the experience and wisdom of our current board and members.*

2. What skills, abilities & experience would you bring to the AHLA's Board? What other boards do you presently serve on?

*I started my hospitality career in 2009 as a room attendant. I was immediately interested in the fun of creating memorable experience for out-of-town guests and our employees at our hotel. I have served in various roles in our group of hotels including as our youngest appointed general manager back in 2015.*

*Serving on many Best Western brand level committees has given greater perspective and skills on how to provide balanced benefit to the greater goals of our entire industry, not just our own hotels.*

*I presently serve on as the vice chair of the Peaks to Prairie (Alberta, Manitoba, Saskatchewan) Marketing Committee for Best Western Hotels & Resorts since 2019. I've also remained an active member of the Best Western Future Leaders Group including being selected as a Fast-Track member since 2017.*

3. What AHLA programs & services does your property participate in?

*Multiyear Recipient of the AHLA Housekeeping Awards, ASAP Designation for all three MMG hotels. In progress of our Hospitality Certification which is presently paused COVID-19.*

Please email the completed form to [nominations@ahla.ca](mailto:nominations@ahla.ca) by 4:00 p.m., Friday, February 26, 2021. Information provided on this form will be made available to the Governance Committee and AHLA members as part of the election of the Board of Directors.

4. What do you believe are the greatest challenges our industry faces?

*Our greatest challenge will be focused on the future and what recovery will look like in our hotels and province from the pandemic. Our industry continues to evolve rapidly including all the new aggregators and the rapid advancement of technology. Combine this with much more supply in accommodation choices, OTA growth, fluctuating oil and gas prices, and climbing expense burdens as recently as the unprecedented surges in insurance. As we look forward, we should also encourage new generations to seek their career in hospitality in finding and retaining a quality workforce.*

5. What role do you think the AHLA should play in addressing these?

*Creating partnerships with businesses and vendors of our industry. Continue the great advocating work for support for our hotels as we begin recovery. Work with tourism organizations to encourage safe travel. Training and education support and partnerships.*

6. How would you work to bring this about as a member of the AHLA's Board?

**Listening and seeking out member feedback to what is most important to their hotels, measurable succession plans, and being a representative of our future leaders and the progression of our industry.**

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