

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

I, Josh Solomon, representing The Matrix Edmonton hereby nominate Joel Hollingsworth, representing The 53 North Collection of Hotels 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?

After completing one year of service on the Board of Directors, I feel that I have gained valuable experience representing our industry and supporting the direction of the association as we navigate these unprecedented times.

I would like to be granted the opportunity to continue working alongside the Board in support of our industry to ensure momentum and further progress - driving our direction to achieve the goals of the Association.

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

Spending the last few years managing multiple independent properties in Edmonton, I understand the needs of many hoteliers and can provide unique input during the strategic planning sessions of the Board.

Over the past 10 years I have opened hotels across Alberta gaining a provincial understanding of the various markets and needs – from Mountain properties to Grande Prairie and Calgary to Edmonton.

In January, I finished my term on the Hotel Association of Greater Edmonton and have also completed a term sitting on the Association of Canadian Travel Agencies representing Alberta and the NWT.

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

In addition to my current position on the Board of Directors for the AHLA I have also been appointed to the Human Resource Development Advisory Council for the AHLA collaborating alongside some of the province's most active Human Resource leaders.

A long-time participant in the Employer of Choice, Housekeeping Awards, and our newest program ASAP I have always involved my properties in the programming of the association.

*Please email the completed form to 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?

A hard question to ask during a Pandemic – as in addition to our usual hardships we are now faced with many more. From Human Resource support navigating new business levels and labour standards, and AHS restrictions to financial aid programs and lobbying for further support.

We will continue to face challenges throughout the next few years - and I feel that this speaks to the importance of the Alberta Hotel and Lodging Association's dedication to being the voice of hoteliers in Alberta.

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

I believe the role of the Alberta Hotel and Lodging Association is to be the voice of its members and an advocate for the industry in terms of Government relations on a provincial and national scale. It is also important to provide value and benefit to the membership and continue to look for cost saving programs and partnerships that the members can opt in to.

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

As an active member in the association, it is my goal to foster creativity and collaboration between Board of Directors and the Association Staff. To dedicate myself to communicating with my fellow hoteliers and to represent them at the Board meetings. By attending all the strategic planning sessions and involving myself on the various committees I will be able to pull together the various initiatives and drive the association to success alongside the team.

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