

AAHOA Hires New VP of Government Affairs

ATLANTA, Ga., Apr. 19 – AAHOA, the nation’s largest hotel owners association, is pleased to welcome Dean Heyl as its new Vice President of Government Affairs. He will lead AAHOA’s Washington, D.C. office and join the association’s Executive Leadership Team.

“As hoteliers navigate the road to recovery, I am confident that Dean’s deep policy background and connections with lawmakers will enhance our advocacy efforts. Hotel owners across the country are struggling. The issues confronting them are complex, and we must continue to educate lawmakers about what they can do to help these small business owners come out on the other side of this pandemic. From labor and taxation issues to franchising and economic relief, Dean’s experience will be critical to supporting AAHOA’s ongoing advocacy efforts. His previous work with several national and international associations is an invaluable asset to our government affairs efforts. Dean is a valuable addition to our team and will help AAHOA further establish itself as the foremost resource and advocate for America’s hotel owners,” said AAHOA President & CEO Cecil P. Staton.

Heyl brings decades of experience from many sectors of the U.S. government and in the c-suites of substantial industry associations. Prior to joining AAHOA, he served as the U.S. Department of Labor’s director of the Office of Public Liaison where he reported directly to the U.S. Secretary of Labor. In this role, Dean was responsible for stakeholder outreach with an emphasis on COVID-19 issues, including PPP, as well as OSHA and Wage and Hour guidance. Dean also worked with several national and international associations as chief legal officer, federal lobbyist, executive director, and senior advisor. Prior to his work for the Department of Labor, Heyl served as the International Franchise Association’s Chief Legal Officer, where he oversaw all federal, state and local advocacy efforts related to the franchise business model. Additionally, he worked for the Direct Selling Association as a state and federal lobbyist and before that was the Executive Director of the Coalition for Affordable Accounting. His earlier public sector experience includes serving as a senior advisor to the Idaho Attorney General and Governor. From 2008 – 2011, he was a member of the Internal Revenue Service Advisory Council.

“I have been fighting for entrepreneurs for more than 20 years and look forward to doing the same for AAHOA Members. AAHOA's bold vision statement to be the foremost resource and advocate for America's hotel owners resonated with me,” Heyl said. “I look forward to building upon AAHOA's excellent government affairs foundation and helping the nation’s hoteliers progress on the road to recovery.”

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About AAHOA:

AAHOA is the largest hotel owners association in the world. The nearly 20,000 AAHOA members represent almost one in every two hotels in the United States. With billions of dollars in property assets and hundreds of thousands of employees, AAHOA members are core economic contributors in virtually every community. AAHOA is a proud defender of free enterprise and the foremost current-day example of realizing the American dream.