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AAHOA Leaders to Speak at Red Roof Forum on Leadership for Women

ATLANTA, November 1, 2016 - Red Roof Inn leadership will welcome Asian American Hotel Owners Association (AAHOA) Treasurer Hitesh “HP” Patel and Female Director at Large (Western Division) Dina Patel today at the Red Roof Forum on Leadership for Women in New Orleans.

The forum will focus on helping participants hone their business skills and acquire the tools necessary to thrive in today’s hospitality industry.

Mr. Patel, president of Capital City Hospitality Group and creator of Global Green Consultants, will participate this evening in an interview with Red Roof President Andy Alexander and Red Roof Chief Development Officer Phil Hugh. Ms. Patel, an industry investor, hotel owner, and single-property manager, will give the keynote address tomorrow in an interview format.

The event will also feature multiple panel discussions and one focus session on digital marketing and loyalty. Many AAHOA members will be panelists and attendees.

“I am extremely proud of all that both Red Roof and AAHOA are doing to encourage women in our industry to develop their business skills and take on leadership roles,” said Mr. Patel. “It’s an honor to be part of an event that celebrates their expanding presence in hospitality and offers them new opportunities for professional development.”

Red Roof leadership echoed his enthusiasm.

“At Red Roof, we believe women owners and general managers are vital to our brand’s success and to the overall health of the hospitality industry and AAHOA has been our partner in this success,” said Marina MacDonald, Creator of the Women’s Forum and Red Roof’s Chief Marketing Officer. “This Forum is intended to help women leaders and entrepreneurs build stronger businesses through empowerment and the sharing of best practices. We value our relationships with our franchisees, franchisees who are largely members of AAHOA, and know they’ll benefit greatly from this event and its range of focus sessions, guest speakers and discussion groups. This is a multiplatform event that will transform attendees, igniting and exciting them about their next and future steps.”

The forum will conclude Wednesday evening with a reception and dinner with Red Roof’s Franchise Advisory Committee. The Forum Advisory Committee is composed of AAHOA

members Kamini Patel, Rita Patel, Pratixa Kumar, Bhavna Vasani, Janki Patel, and Kajal Bhakta.

Founded in 1989, AAHOA is the largest hotel owner's association in the world, with more than 16,000 small business owner-members. AAHOA members own almost one in every two hotels in the United States.