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**AAHOA Secretary to Join Best Western Annual Conference
“Women in Leadership” Panel**

ATLANTA, Oct. 14, 2016 - Jagruti Panwala, secretary of the Asian American Hotel Owners Association (AAHOA), will speak Monday as part of the “Women in Leadership” panel at Best Western’s annual conference.

The all-female panel will focus on common leadership challenges, developing and honing new leadership skills, and best practices for grooming new and emerging leaders within the hospitality industry. Other panelists include Melissa Maher of Expedia; Fran Brasseur of HSMAI; Michelle Lee of WiNIT; Debbie Johnson of the Arizona Office of Tourism; Dorothy Dowling of Best Western; and moderator Dr. Laila Rach.

“It is truly an honor to have Jagruti Panwala participate in our special panel featuring extraordinary female leaders in our industry,” said Dorothy Dowling, Chief Marketing Officer and Senior Vice President at Best Western Hotels & Resorts. “I am thrilled to have the opportunity to share the stage with these accomplished women and learn how their paths led them each to success. Their stories will undoubtedly be both insightful and inspirational.”

“Best Western is one of AAHOA’s most valuable brand partners and a true industry leader,” said Ms. Panwala. “It’s a privilege to be included both at the Best Western conference and on a panel alongside some of the smartest and most accomplished executives in the industry.”

Ms. Panwala, AAHOA’s first female elected officer, is a longtime hotel owner and president and CEO of Wealth Protection Strategies, a financial-management firm.

“AAHOA values its strong relationship with Best Western and we are pleased that Best Western recognizes Ms. Panwala’s contributions to the lodging industry,” said AAHOA President and CEO Chip Rogers. “She continues to set a great example for hospitality-industry leaders.”

The Best Western conference will be held next week in Phoenix and is open only to Best Western owners and special guests.

Founded in 1989, AAHOA is the largest hotel owner’s association in the world, with more than 15,000 small business owner-members. AAHOA members own almost one in every two hotels in the United States

About Best Western:

Best Western Hotels & Resorts, headquartered in Phoenix, Ariz., is a privately held hotel brand with a global network of 4,100+ hotels in more than 100 countries and territories worldwide. Best Western

offers seven types of hotels to suit the needs of its guests for any travel occasion: Best Western® , Best Western Plus® , Vīb® , Best Western Premier® , GlōSM Best Western Executive Residency® and BW Premier CollectionSM. Best Western is celebrating its 70th anniversary this year.