



The heart of hospitality.

AHLEF exists to provide hope and opportunity to aspiring hoteliers who are passionate about a career in hospitality through scholarships, training and apprenticeships. Thanks to the incredible support and guidance of AHLEF's Board of Trustees and our extremely generous donors, in 2018 we served more students than ever while growing new programs designed to foster our industry's next generation.

\$1.3 MILLION

in Scholarships Awarded

420

Scholarships to

370

Students



393

Hotel Management
Apprentices at

240

Participating Hotel
Properties in 36 States

Nearly

\$340,000

Awarded in Research Grants
Supporting Our Industry

Continued executing

\$500,000

in Grants for the Empowering
Youth Program

THIS IS WHY WE'RE HERE

Apprentices

"The AHLA apprenticeship program has allowed me to compile all of my experience and push forward into a leadership role bound with success."

JAKE HAINES
APPRENTICE, AIMBRIDGE HOSPITALITY

"As part of the apprenticeship program I've been able to step outside of my comfort zone and gain a broader understanding of the industry. There are so many online courses to take at my own pace as well as partnering with the leaders in my building for 1-on-1 training!"

JUNA BELIZAIRE
APPRENTICE, WYNDHAM HOTELS



Scholarship Recipients

"Thank you again for your financial support. My education at Cornell and the Hotel School would not be possible without your financial support and confidence in my contribution to the hospitality industry."

ALEXANDRA WUERFEL

"As a first-generation college student, I am funding my own education and this task can be extremely difficult. Without the support of AHLEF, I would not be able to continue my education at Kansas State University."

BROOKE COLGLAZIER

"Receiving this scholarship will not only help me financially throughout the school year of 2018-2019, but it will also help me persevere to achieving my academic and professional goals."

LJ IMMANUEL TAMAYO

Empowering Youth Program Participants

"I not only obtained full time employment, but also full support from everyone who contributed by participating in the training program. I felt fully prepared and know that I am in the right place."

EMANI WILSON

**EMPOWERING YOUTH PROGRAM GRADUATE,
FRONT DESK AGENT,
CONCORD HOSPITALITY**



INVESTING IN THE HEART OF OUR INDUSTRY

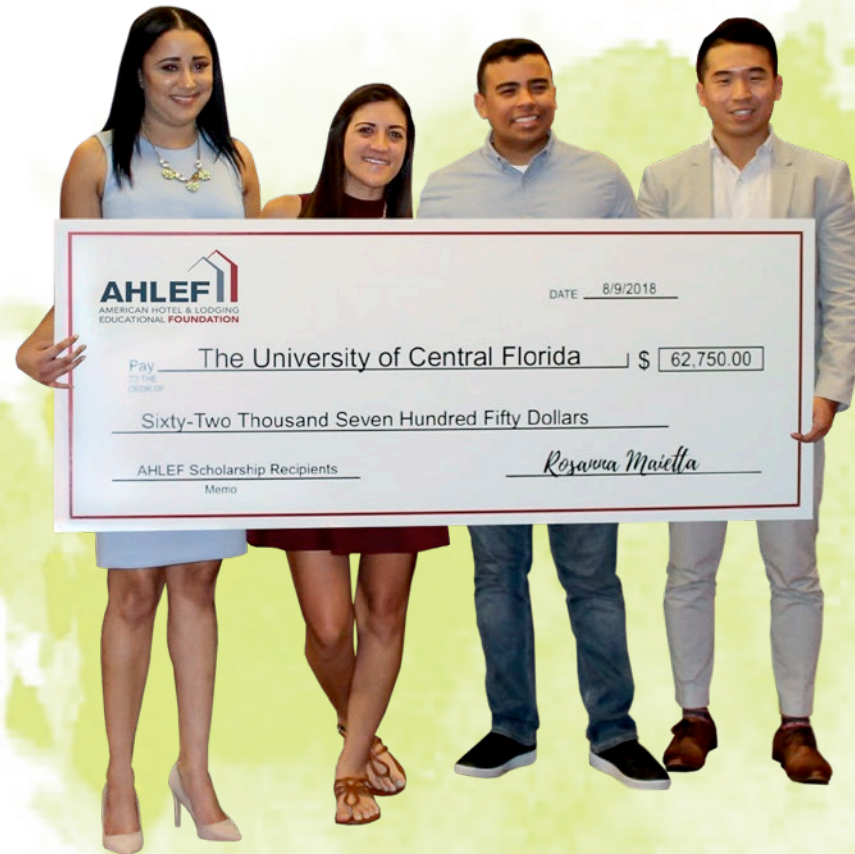
We give a helping hand to young people with the drive and potential to succeed in our industry. By making sure they get the opportunities they deserve, we see to it that nothing stops the best and the brightest from following their dreams in this wonderful industry.

A Banner Year of Scholarships

The hospitality sector is leading the curve in supporting talent and providing career pathways for students who might not otherwise be able to access education. AHLEF is proud to empower, promote and encourage a diverse workforce for the industry through scholarship awards, ensuring a strong future for the lodging sector and building the next generation of hoteliers.

In 2018 AHLEF dispersed a record **\$1.3 million** through **420 scholarships** to more than **370 hospitality management majors** around the country. An increase of over 50 percent from the previous year.

70 percent of the scholarship recipients are women, and more than one-third of the total recipients are minority students. The average scholarship award amount increased by more than 30 percent from 2017.



AHLEF celebrated its record-breaking year for scholarships with a surprise presentation to students at the University of Central Florida, which received 22 scholarships totaling \$62,750, representing the largest number of awards to students from one college.

Empowering Youth Across the Country

A major challenge for many hotels is recruiting young talent to fill open positions, meanwhile there are thousands of Opportunity Youth around the country who are not enrolled in school, unemployed and have the desire and resilience to succeed in the workplace. AHLEF's Empowering Youth Program bridges this gap by funding training for these Opportunity Youth so they can begin a successful career in hospitality and attain the AHLA Certified Guest Service Professional designation, the highest acknowledgment of guest service for employees in the hospitality industry.

In 2018 AHLEF's Empowering Youth Program continued executing \$500,000 in grants to community-based organizations to kick-start pilot programs in four high-demand cities: Los Angeles, Chicago, Washington, D.C. and Baltimore. To distribute the grants and execute the pilots, AHLEF partnered with Grads of Life, the leading national nonprofit specializing in helping employers build talent pipelines for Opportunity Youth.



CHICAGO

MARCH 19, 2018

AHLEF announces a \$75,000 grant to help Chicago community-based organizations recruit and train Opportunity Youth to fill local job openings in the hospitality industry. Leaders from AHLEF were joined by representatives of the Illinois Hotel & Lodging Association, Hyatt, Grads of Life and LeadersUp.



WASHINGTON, D.C.

APRIL 19, 2018

In partnership with the Hotel Association of Washington D.C., AHLEF hosts an Empowering Youth Program ceremony at Covenant House to celebrate the first graduating class of 22 local youths who received training in the hotel industry thanks to a \$75,000 grant commitment from AHLEF to Covenant House and Goodwill of Greater Washington.



LOS ANGELES

JULY 19, 2018

AHLEF celebrates the first graduating class in LA of 27 who earned the AHLA Certified Guest Service Professional designation. The graduation comes on the heels of a \$75,000 AHLEF grant commitment to local Los Angeles community-based organizations to train youth in the hospitality. The initiative was in partnership with the California Hotel & Lodging Association (CHLA), Hotel Association of Los Angeles and Grads of Life, along with local community-based organizations LeadersUp and iFoster.

Advancement Through Apprenticeship

To help address the need to build a strong bench of managers and supervisors for the lodging industry, AHLEF created an apprenticeship program. In 2018 the program enrolled nearly 400 apprentices in more than 35 states across the country for over 25 different employers. Apprentices in the program can earn while they learn, acquiring industry certifications and credit toward a college degree.



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Hotel industry associates visit AHLA headquarters before the White House announcement on apprenticeships.

From the White House to the Front of THE House

In 2018 AHLEF was invited to the White House on two occasions to celebrate the work the industry is doing to further develop our employees. In May, AHLEF met with President Trump in the Oval Office to discuss apprenticeship and recommendations on a newly enhanced apprenticeship system that will help scale the work more broadly.

In July, AHLEF representatives attended an Investing in America's Workforce event held at the White House where we committed to providing training opportunities to 130,000 industry employees over the next 5 years through a combination of apprenticeship, certifications, cost-free college and more. Indeed, our industry was featured as one of

the keynotes called on by President Trump, who invited Johnita McNair, a housekeeping manager at Wyndham Orlando International Drive, to speak about her experience in the AHLEF Cost-Free College program, receiving a standing ovation for her story.



AHLEF's President & CEO, Katherine Lugar speaks at White House press event on apprenticeships.



Shelly Weir, AHLEF's Senior Vice President of Career Development joins Ivanka Trump and the Secretaries of Labor, Education, and Commerce in the Oval Office with President Trump.



Johnita McNair, Cost Free College student, Wyndham Hotels & Resorts speaking at the White House.

Launching a Cost-Free College Program

AHLEF partnered with Pearson Education this past year to create a groundbreaking cost-free college program. As a model for other industries to follow, this new program offers employees at more than 1,500 hotel properties nationwide a chance to earn a college degree at no cost and no debt to them. The program works with a consortium of two- and four-year accredited colleges and universities to provide continuing education and access to a cost-free degree. In 2018 participants began enrolling all over the country.

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 **MORNING CONSULT**

OPINION

Investing in America's Hotel Workforce Is an Investment in Our Future

BY KATHERINE LUGAR & KEVIN CAPITANI
March 19, 2018

 **CNN Money**

Hotel industry wants to pay for their workers' college degrees

THE WALL STREET JOURNAL.

Free Tuition: Hotels' Latest Attempt to Stem Employee Turnover

The American Hotel & Lodging Association and education company Pearson PLC are pairing up to launch a pilot program that will foot the bill for hotel-industry workers to get degrees



What the Industry is saying about Cost Free College

“Helping our employees grow through education is our responsibility as a leader in the industry. We look forward to enhancing the lives of hard-working individuals through this new partnership.”

ANDREW ALEXANDER
PRESIDENT

Red Roof

“Pyramid is committed to supporting the education goals of our team members, and we are excited to do so by making the cost-free college program available. This is an investment that works both ways—team members get to learn and expand their opportunities, and we retain great associates and future leaders.”

RICHARD M. KELLEHER
CHAIRMAN & CEO



PYRAMID
HOTEL GROUP

“Wyndham Hotel Group is focused on developing a sustained workforce that is as diverse as our customers and the communities where we do business. That’s why we’re pleased to partner with AHLEF and Pearson AcceleratED to offer our associates the opportunity to earn college degrees debt-free.”

BECKY WALNOHA,
SENIOR VICE PRESIDENT OF HUMAN RESOURCES

WYNDHAM

HOTELS & RESORTS

GETTING TO THE HEART OF THE MATTER

Through cutting edge industry research we can identify and address the most pertinent issues of our industry and discover new data and trends that help us promote the industry. In 2018, AHLEF advanced the industry by awarding nearly \$340,000 in research grants.



2018 Research Projects

- **The 2018 Lodging Survey** being conducted by STR
- **The Impact of New Tax Law on the Hotel Industry** conducted by PWC on behalf of AHLA
- **The Effect of Lodging Tax Increases on U.S. Destinations** being conducted by the University of South Carolina.
- **The Contribution of the Hotel and Lodging Industry During Disaster Response** being conducted by Rochester Institute of Technology
- **Generation Z and the Hospitality Industry** conducted by BW Research Partnership in collaboration with Hcareers
- Developing a **Regional Model to Scale Food Waste Management Across Hospitality**, conducted by the World Wildlife Fund.
- **Human Trafficking Legislation Affecting the Hospitality Industry**, conducted by ECPAT



Up Close & Personal with Generation Z

In collaboration with Hcareers and BW Research Partnership, AHLEF released a new report titled, Up Close & Personal with Generation Z in 2018 which shows that over 50 percent of the Gen Z demographic — the largest generation in the U.S. with over 60 million individuals — wants to pursue a career in hospitality. These findings heartily support our industry's job training and apprenticeship programs and will further our ability to attract, engage and retain upcoming talent.

HOME IS WHERE THE HEART IS



AHLEF launched a new online home in 2018! The newly redesigned AHLEF.org features a modern and sleek design, improved navigation, multi-media functionality and most importantly – a more effective way to tell the story of AHLEF’s programs and participants while making donating easier than ever.



AHLEF also launched a new online home for scholarship alumni through AHLEF Connect, a new platform for AHLEF scholars to keep in touch and network as well as an improved online scholarship application platform.



Additionally, AHLEF developed a new home for its major fundraising event with the Night of a Thousand Stars. This new event was developed in 2018 but will debut in 2019 and will feature AHLA’s Stars of the Industry Awards ceremony, a celebration of AHLA’s new incoming Chair while also raising money for AHLEF scholarships, workforce programs and research.



In 2018 AHLEF announced the appointment of a new president, AHLA’s own Rosanna Maietta. After an incredible year as AHLEF interim president where she helped lead the creation of several new workforce programs, Rosanna was made the official AHLEF president in 2018. During this time she continued to build on AHLEF’s success making the organization more visible with AHLA membership and the media while bringing the AHLEF Board’s vision to life. As a communications expert, Rosanna’s ability to highlight the incredible stories of our scholars and apprentices has had a great impact already and will continue to serve the organization for years to come.

TEE YOUR HEART OUT

31st Annual Golf Classic

The 31st Annual Golf Classic was another sold out event thanks to the incredible support of AHLEF funders and sponsors. This year's tournament was held at the scenic Sea Island Resort and was a smashing success raising over \$250,000 in support for AHLEF – over 60% more than in 2017! Joining the golfers this year were three beneficiaries from the Foundation – scholarship winner, Nicole Seixas, Emani Wilson, recent graduate of the Empowering Youth Project, and Jake Haines, an apprentice with Aimbridge. Each individual had an opportunity to share their story and how they've benefited from the Foundation's support during a panel discussion during the opening dinner.



\$250,000

Raised in Support of AHLEF



FROM THE BOTTOM OF OUR HEARTS,

We Thank
You!

We are grateful for each of our generous donors. This year, with your support, we have accomplished more than ever before.

FIVE DIAMOND ♦♦♦♦ \$250,000+*



FOUR DIAMOND ♦♦♦♦ \$100,000-\$249,999*



THREE DIAMOND ♦♦♦ \$50,000 - \$99,999*



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