



NEWS

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Hotel Brokers International bestows highest honor on La Quinta Inns executive

KANSAS CITY, Mo.—February 9, 2004—Hotel Brokers International, the country’s leading hotel brokerage organization, has bestowed honorary membership on Alan Tallis, CHB, executive vice president and chief development officer of La Quinta Inns Inc.

HBI presented the mark of distinction to Tallis during its 2004 Annual Awards Banquet on Jan. 31 at the St. Anthony Hotel in San Antonio, Texas.

“Alan’s ongoing support of HBI throughout the years exemplifies the type of mutually beneficial relationship that our association thrives upon,” said Ron McCord, CHB, HBI president. “His contributions to HBI and to the entire hospitality industry have been invaluable.”

HBI awards honorary membership to only a few select individuals who have given exceptional service to the association and the hospitality industry. For more than 10 years Tallis has lent unparalleled support to HBI programs and services. Under his guidance, La Quinta Inns has sponsored many of the association’s courses and events. He has given countless hours of his time and industry expertise as a guest speaker at various HBI meetings and as a guest writer for HBI publications. In 1993, Tallis was instrumental in the development of the HBI Certified Hotel Broker program and today continues to serve as one of the program’s strongest advocates.

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