

THIS EVENING I AM PROUD TO REINSTATE THE TRADITION OF RECOGNIZING OUTSTANDING IH&RA MEMBERS FOR THEIR DEDICATION AND CONTRIBUTION TO THIS ASSOCIATION AND TO THE HOTEL AND RESTAURANT INDUSTRY WORLDWIDE. TONIGHT, IH&RA WILL WELCOME SEVERAL OF ITS MEMBERS AS **“OFFICIERS DE LA CONFRERIE INTERNATIONALE DES AMIS DE L’HOTELLERIE ET DE LA RESTAURATION”**. PLEASE JOIN ME IN CONGRATULATING:

GUILLERMO ROCHA

GUILLERMO ROCHA, PAST PRESIDENT OF THE MEXICAN HOTEL ASSOCIATION, AND PRESIDENT OF IH&RA IN 1995 AND 1996, HAS CARRIED THE ASSOCIATION'S FLAG THROUGHOUT LATIN AMERICA, FIRST IN HIS CAPACITY AS PRESIDENT AND LATER IN THE MANAGEMENT OF IH&RA'S LATIN AMERICAN OFFICE.

HE HAS BEEN THE FOUNDER AND CEO OF SEVERAL COMPANIES INVOLVED IN THE OWNERSHIP AND MANAGEMENT OF HOSPITALITY ENTERPRISES. HE HAS EXCELLED AS MASTER DEVELOPER FOR HOWARD JOHNSON HOTELS IN LATIN AMERICA AND THE CARIBBEAN AND WAS NAMED HOWARD JOHNSON FRANCHISEE OF THE YEAR IN 1991. HE ALSO RECEIVED THE MEDAL FOR TOURIST MERIT, THE HIGHEST RECOGNITION GRANTED ANNUALLY BY THE PRESIDENT OF MEXICO FOR ACHIEVEMENTS IN THE FIELD OF TOURISM IN 1996.

GUILLERMO AND HIS BEAUTIFUL WIFE MARTA HAVE GRACED IH&RA'S FUNCTIONS FOR MANY YEARS, WHERE HE WILL ALWAYS BE REMEMBERED FOR HIS MAGNIFICENT SINGING VOICE, AS WELL AS HIS COURTEOUS PROFESSIONALISM IN TENDING TO THE AFFAIRS OF THE INTERNATIONAL HOSPITALITY INDUSTRY.

ERIC PFEFFER

ERIC PFEFFER HAS HAD A STELLAR CAREER IN THE HOSPITALITY INDUSTRY WORKING HIS WAY UP FROM THE FRONT DESK TO SERVING IN THE ROLE OF CHAIRMAN AND CEO OF CENDANT'S HOTEL DIVISION. HE IS CURRENTLY AN ENTREPRENEUR EXTRAORDINAIRE AS PRESIDENT OF THE PFEFFER GROUP, AN INTERNATIONAL HOSPITALITY CONSULTING FIRM . ERIC SERVED AS PRESIDENT OF IH&RA IN 1998 AND AGAIN IN 2002 DURING WHICH TIME HE CHAMPIONED THE MERITS OF THIS GLOBAL HOTEL ASSOCIATION, SIGNIFICANTLY ENHANCING IH&RA CHAIN MEMBERSHIP. ERIC SPEAKS 4 LANGUAGES AND HAS BEEN DECORATED MANY TIMES FOR HIS CONTRIBUTIONS TO THE HOSPITALITY INDUSTRY. HE HAS REPRESENTED IH&RA IN HIS HOME COUNTRY OF USA, BUT ALSO THROUGHOUT HIS COUNTRIES OF ORIGIN WHICH EXTEND FROM VENEZUELA, COLOMBIA TO ISRAEL. ERIC HAS DEDICATED HIS HEART TO IH&RA - - LITERALLY – WHO CAN FORGET ISTANBUL WHEN HIS HEART LITERALLY STOPPED AT AN IH&RA FUNCTION! ALTHOUGH ERIC AND HIS LOVELY WIFE CARLA CANNOT BE HERE WITH US TONIGHT, IT GIVES ME A GREAT PLEASURE TO RECOGNIZE HIS ACHIEVEMENTS HERE TONIGHT. ERIC, WE COMMEND YOU.

LADIES AND GENTLEMAN, PLEASE JOIN ME IN CONGRATULATING GUILLERMO ROCHA AND ERIC PFEFFER WHO I INVITE TO THE STAGE TO RECEIVE THEIR AWARD OF OFFICERS OF THE LEAGUE OF THE HOTEL & RESTAURANT INDUSTRY.

CHEVALIERS

BRUCE COTTON

BRUCE COTTON WAS NOMINATED TO THE IH&RA BOARD BY AMERICA'S NATIONAL RESTAURANT ASSOCIATION WHEN THE DECISION WAS TAKEN TO BROADEN THE ASSOCIATION'S MEMBERSHIP BASE, BY JOINING FORCES WITH THE INTERNATIONAL RESTAURANT INDUSTRY.

OVER THE LAST FIVE YEARS BRUCE HAS BRAVELY CARRIED THE RESTAURANT FLAG IN ALL IH&RA'S ACTIVITIES WITHOUT EVER MISSING A BOARD MEETING, AND HAS ALWAYS ENSURED THAT IH&RA WAS PROPERLY ACCREDITED AND WARMLY WELCOMED AT NRA'S PRESTIGIOUS RESTAURANT SHOW EACH YEAR IN CHICAGO. UPON HEARING OF BRUCE COTTON'S AWARD THIS EVENING, CRAIG S. MILLER, CHAIRMAN OF THE BOARD OF THE NATIONAL RESTAURANT ASSOCIATION, SAID "THE NATIONAL RESTAURANT ASSOCIATION JOINS THE CHORUS OF THOSE PAYING TRIBUTE TO AND WHOLEHEARTEDLY SUPPORTS THE RECOGNITION OF BRUCE C. COTTON AS A CHEVALIER OF THE LEAGUE OF THE INTERNATIONAL HOTEL AND RESTAURANT ASSOCIATION. BRUCE COTTON HAS WORKED TIRELESSLY FOR OVER THIRTY-ONE YEARS AS AN EMPLOYEE IN THE RESTAURANT INDUSTRY. BRUCE HAS RECEIVED NUMEROUS ACCOLADES FROM INDUSTRY ASSOCIATIONS INCLUDING BEING NAMED TO THE HALL OF FAME OF THE INTERNATIONAL FRANCHISE ASSOCIATION." BRUCE WE ARE HONOURED TO ADD "CHEVALIERS" DISTINCTION TO YOUR LONG LINE OF CREDITS!

BERND GEYER

BERND GEYER IS NOTHING OTHER THAN A MONUMENT TO THE GERMAN, EUROPEAN AND INTERNATIONAL HOSPITALITY INDUSTRY. BERND HAS DEDICATED HIS LIFE TO HOSPITALITY AND SERVED AS A LEADER OF THE GERMAN HOTEL ASSOCIATION, 12 YEARS AS THEIR CHIEF EXECUTIVE OFFICER AND MEMBER OF THEIR BOARD. BERND HAS ALSO BEEN ACTIVELY INVOLVED IN THE AFFAIRS OF IH&RA FOR MORE THAN 30 YEARS. HE WAS THE FIRST CHAIRMAN OF NACE, AND HAS ALWAYS PLAYED A LEADERSHIP ROLE IN SEEKING TO REFORM THE IHA FROM ITS ORIGINAL STATUS AS AN EXCLUSIVE EUROPEAN CLUB, TO BECOME AN EFFECTIVE GLOBAL ASSOCIATION CAPABLE OF ADVOCATING AGGRESSIVELY ON BEHALF OF THE INTERNATIONAL HOSPITALITY INDUSTRY.

TODAY BERND GEYER IS THE ELECTED PRESIDENT OF HOTREC, AN ORGANIZATION WHICH HE HELPED TO FOUND, AND HAS BEEN LARGELY RESPONSIBLE FOR THAT ORGANIZATION'S OUTSTANDING SUCCESS.

NACEUR MALOUCHE

NACEUR MALOUCHE FROM THE TUNISIAN HOTEL ASSOCIATION IS ONE OF THE MOST WIDELY RECOGNIZED FIGURES OF THE TUNISIAN TOURISM AND HOSPITALITY INDUSTRY AND HAS BEEN AN OVER 30-YEAR ACTIVE SUPPORTER OF IH&RA. HE IS IH&RA'S LONGEST SERVING FINANCE COMMITTEE CHAIRMAN, A JOB NOT RENOWNED FOR ITS GLAMOUR, AND OFTEN NOT APPROPRIATELY RECOGNIZED, YET VITALLY IMPORTANT TO THE WELL BEING OF ANY ASSOCIATION.

NACEUR HAS BEEN DECORATED MANY TIMES FOR HIS OUTSTANDING CONTRIBUTION TO DEVELOPING TOURISM AND HOSPITALITY IN TUNISIA AND WAS RECOGNIZED IN 2003 AS AN IH&RA MEMBER OF HONOUR. HERE TONIGHT TO ACCEPT THE CHEVALIER AWARD FOR MR. MALOUCHE IS HIS EXCELLENCY SAHBI BASLY, THE AMBASSADOR OF THE REPUBLIC OF TUNISIA. WE ARE HONOURED BY YOUR PRESENCE HERE TONIGHT AND IT IS A TESTAMENT TO NACEUR'S LEADERSHIP THAT YOU HAVE JOINED US HERE TONIGHT TO PAY TRIBUTE TO NACEUR.

TONY POLLARD

TONY POLLARD, FOUNDING PRESIDENT OF THE HOTEL ASSOCIATION OF CANADA, AND AFTER 5 YEARS, THE LONGEST SERVING CHAIRMAN OF NACE, HAS FAITHFULLY SUPPORTED ALL OF IH&RA'S PROJECTS AND ACTIVITIES WHENEVER CALLED UPON, FROM MEETINGS OF THE BOARD, AT WHICH HE HAS NEVER BEEN ABSENT, TO ATTENDANCE AT ADVOCACY HEARINGS AT THE UN AND ILO, TO TIME CONSUMING PARTICIPATION ON VARIOUS COMMITTEES, AND MOST RECENTLY IN THE CRUCIAL SELECTION OF IH&RA'S NEW CEO.

TONY IS A CONSUMMATE ASSOCIATION MANAGEMENT PROFESSIONAL WHO HAS BROUGHT HIS LEGAL BACKGROUND TO FIGHT ON BEHALF OF THE HOSPITALITY SECTOR BOTH AT HOME AND ABROAD, ALWAYS SHARING SELFLESSLY HIS ACHIEVEMENTS WITH COLLEAGUES AROUND THE WORLD. TONY RECENTLY RECEIVED THE PRESTIGIOUS HOTELIER

FAKHRI TWAL

FAKHRI TWAL IS THE LOYAL FLAG BEARER OF THE JORDANIAN HOTEL ASSOCIATION AND HAS POSSIBLY BEEN IH&RA'S MOST LOYAL SUPPORTER THROUGHOUT THE YEARS. FAKHRI HAS NEVER MISSED A MEETING OF ANY KIND FOR LONGER THAN ANYONE CAN REMEMBER. ALWAYS ACCOMPANIED BY HIS LOVELY DAUGHTER, WHOSE PRESENCE HAS PROVED TO BE INVALUABLE IN KEEPING FAKHRI FROM GETTING INTO TOO MUCH TROUBLE WHEREVER HE HAS GONE.

HONORED TWO YEARS AGO BY PRESIDENT ERIC PFEFFER AT THE CONGRESS IN CAIRO AS AN IH&RA MEMBER OF HONOUR, WE ARE HERE TONIGHT TO HONOUR FAKHRI'S DEDICATION AND STELLAR CAREER IN THE JORDANIAN HOSPITALITY INDUSTRY. WE THANK YOU FOR YOUR VALUABLE CONTRIBUTION TO IH&RA AND FOR ALWAYS REPRESENTING THE MIDDLE EAST REGION HELPING TO EXPAND OUR MEMBERSHIP THERE. IH&RA WOULD NOT BE WHAT IT IS TODAY WITHOUT FAKHRI TWAL.

ANDRIES DE VAAL

DRIES DE VAAL HAS BROUGHT AN INVALUABLE CONTRIBUTION TO THE IH&RA BY TIRELESSLY WORKING ON BEHALF OF THE IH&RA'S CHARITABLE FOUNDATION – THE FOUNDATION FOR THE FUTURE. DRIES FORMERLY LED THE HOTEL, LEISURE, FOODSERVICE AND TRAVEL INDUSTRY GROUP AT DELOITTE AND IS ONE OF THE MOST EXPERIENCED EXPERTS IN THESE AREAS IN EUROPE, HAVING BEEN INVOLVED IN NUMEROUS ASSIGNMENTS THROUGHOUT THE REGION AND OVERSEAS. HE IS WIDELY KNOWN AND RESPECTED AMONGST HOTEL CHAINS, DEVELOPERS, BANKS AND OTHER INVESTORS AND OWNERS, CHARTERED SURVEYORS AND ARCHITECTS. HE HAS BEEN AN INVALUABLE ASSET TO THE IH&RA AND HAS DEDICATED HIS LIFE TO HELPING OUR FUTURE LEADERS RECEIVE OPPORTUNITIES AND EDUCATION THROUGH HIS CHARITABLE EFFORTS.

LADIES AND GENTLEMAN, I WOULD LIKE TO WELCOME TO THE STAGE: BRUCE COTTON, BERND GEYER, TONY POLLARD AND ACCEPTING ON BEHALF OF NACEUR MALOUCHE IS HIS EXCELLENCY SAHBI BASLY, THE AMBASSADOR OF THE REPUBLIC OF TUNISIA AND ACCEPTING ON BEHALF OF DRIES DE VAAL, IH&RA INDUSTRY AFFAIRS DIRECTOR AND EXECUTIVE SECRETARY OF THE IH&RA FOUNDATION FOR THE FUTURE - ELIZABETH CARROLL-SIMON.