



The Leading Trade Association for Independent Lodging Professionals

Membership Announcement from E Scot Fuller-Beatty

Today I am writing to share with the membership some major decisions that your Board of Directors has made and to talk about the exciting future we are working on for our Association.

ALP's foundation has been built with the strong support of our collective membership, which consists of Property Members, Allied Partners, and Aspiring Members. The Board listens to our constituents and always works for the betterment of the association. Our Mission and Vision statements guide us at all times:

ALP's Mission is to *champion current and aspiring professionals within the independent lodging community and to help them become highly successful by providing essential education, advocacy, networking, and professional development.*

ALP's Vision is to ensure a robust, independent lodging community by serving as a resource for essential industry education, an influential industry advocate, and a facilitator of strong industry alliances.

The Association of Lodging Professionals is a growing organization. To be a fully effective advocate, leading industry association, and industry partner, we will deliver more value to our members and be a more visible leader in the hospitality industry, which will also help to increase our membership. After considerable deliberation, the Board decided that to reach a higher level of membership growth and better achieve the future goals, we needed to initiate a search for a CEO who would be responsible for achieving the vision of ALP's future.

On August 15, 2022, Kris Ullmer, the CEO of the Association, was informed that the Board of Directors had voted to cancel her CEO Employment Agreement Without Cause effective 1st September 2022. As Board Chair, I was responsible for letting Kris know about the Board's decision. As part of that conversation, options for continued employment and compensation were offered. The Board had hoped she would remain until December 1st or until a new CEO Search had concluded. However, Kris' decision was to end her employment as of today.

The Board appreciates and thanks Kris Ullmer for her work to get ALP to where it is today. Kris has served as the CEO of ALP since its inception, playing to her strengths to help navigate the merger of the prior associations into the Association of Lodging Professionals. For 27 years, Kris has worked in the lodging industry, with many of those years in leadership positions. Her work for the association has been critical to getting us to where we are today. We have nothing but thanks for her commitment to the lodging industry.

The Board has heard and accepted the memberships feedback that we need a CEO to inspire and lead the association into its next growth phase, including attracting new members and modernizing ALP to keep us relevant long into the future. It is the job of the CEO to be a visionary for the association and the industry, so the search committee will be looking for a leader with the charismatic personality, strong leadership, and organizational skills required to realize this goal.

With the assistance of Property Members, Allied Partners, and Aspiring Members, we need to work harder to create valuable membership opportunities through more education on topics that matter to members, a focus on advocacy efforts at the local, state, and national levels, and create additional networking opportunities with each other.

After years of attending over 100+ conferences, I am certain of one thing: our industry wants to help lodging professionals grow in their careers, ownership, and product offerings. We are very generous in sharing what has worked and hasn't worked, advocating for the independent lodging industry, cheering our members' many successes, and providing emotional support when one of our own needs it. This is the community I want to belong to, and I hope you do as well.

So, where does that leave us logistically?

CEO Search Committee: The Board has approved the formation of a CEO Search Committee headed by ALP Board Secretary Peter MacLaren. The committee members have been chosen from previously submitted volunteer applications. They will include Board Members John Finneran and Laura Moskwa, ALP Lodging Member Jim Leitch, and ALP Allied Partner Member Carol Edmondson. E Scot Fuller-Beatty will be part of the committee as a non-voting member. The committee has created the job posting, approved today by the Board, and it can be read at <https://bit.ly/3AKHu5Z>

If you, or someone you know, meet the criteria, we highly encourage you to share and/or apply.

The Search Committee's mandate is to bring a recommended candidate to the Board for a decision by the end of October, with the hope to have the new CEO in place as soon as possible, ideally before year end 2022.

Interim-CEO & Staffing: The Board of Directors has appointed me, E Scot Fuller-Beatty, as Interim-CEO of ALP until our new CEO has been installed. To remove any conflicts of interest, I have temporarily resigned from my position as Board Chair. The current Vice-Chair, Donna Olney Kohler, will assume the role of temporary Board Chair, and Board Member Wynn Salisch will serve as temporary Vice Chair. Please note that I have informed the Board that I will not apply for the CEO position.

Two staff members who helped us get to where we are have decided to resign with this change of direction; Communications Director **Heather Turner** and Membership Coordinator **Debbie Anderson** will continue to work for the association until September 6th. As Kris has noted, “[Heather]... scours numerous publications daily to deliver curated articles to you via ALP’s publications, webinars, and website content. She is unparalleled in her breadth of knowledge; I cannot count the times I’ve asked for ‘tech’ help, and she knew “the fix.” And about Debbie, “[She]... diligently welcomes new members, provides a lesson on website ADA compliance, and monitors renewals.” We thank them for their work and best of luck in their future endeavors, as we would not have reached this point in our association's growth without them.

ALP Meeting & Conference Planner **Erik Spence**, Bookkeeper **Shelly Bacon**, and Social Media Strategist **Lydia Hallock** have each expressed their interest in continuing to work for and help strengthen our association. Please join me in thanking every staff member for helping with the transition.

Between myself and the remaining staff members, we will be sharing the work of marketing, communications, and membership, as it is best for the new CEO to make the hiring decisions for their team, as outlined by our by-laws and CEO employment agreement.

I invite you to share the enthusiasm that the Board and myself have for the future of the ALP as we work together to deliver even greater value and relevance for the independent lodging community. I look forward to working with you all over the coming months in my role as Interim-CEO.

E Scot Fuller-Beatty
Interim-CEO
The Association of Lodging Professionals
1st September 2022

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