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FOR IMMEDIATE RELEASE

**Fred Schwartz, President of the Asian American Hotel Operators Association,  
Visits USC**

The University of South Carolina's School of Hotel, Restaurant, and Tourism Management recently welcomed Fred Schwartz, President of the Asian American Hotel Operators Association (AAHOA), as a speaker at its Lodging Lecture Series.

AAHOA is a major lodging industry organization whose members own or operate over 22,000 of the nearly 50,000 hotel properties in the United States. The organization formed in 1989 to unify and represent the interests of Asian American hotel owners and operators. Their founding mission sought to protect against discrimination and unfair business practices against the Asian American hotel community.

Speaking to students on February 11<sup>th</sup>, 2010, Schwartz highlighted the role, history, and issues facing AAHOA. Schwartz provided insight into the reasons behind Indian success in hotel ownership and operations. He attributed much of the success to Indian culture and their entrepreneurial spirit. Schwartz ended his presentation by identifying some of the latest challenges facing hotel owners and operators.

The Lodging Lecture Series was developed by Instructor Kiran Shah and Professors Sheryl F. Kline and Brumby McLeod in the School of Hotel, Restaurant, and Tourism Management at the University of South Carolina as a way to better prepare students for their futures in the hotel, restaurant and tourism industries, and to introduce them to successful individuals in their general fields of interest.