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FOR IMMEDIATE RELEASE

Lodging Lecture Series Welcome Karen Berg

COLUMBIA, SC – On September 22, 2009, the Lodging Lecture Series welcomed Karen Berg, the Regional Director of the Southeast and Caribbean Regions of the InterContinental Hotels Group (IHG). The University of South Carolina School of Hotel, Restaurant, and Tourism Management and the Greater Columbia Hotel and Motel Association hosted the presentation for interested students.

Berg's talk emphasized the roles of franchisors, owners and managers in the success of a hotel's performance. She discussed the involved role her company plays with the hotels and brands that exist within IHG. Students were also informed about InterContinental Hotels Group itself: the seven brands, 4,303 hotels and 629,700 rooms it encompasses as the world's largest hotel group. All those in attendance were given an opportunity to ask questions about how best to build their future careers in the hotel industry.

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.

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