

**October 25, 2010**

**Durango's Rod Barker Inducted into the Hotelier Hall of Fame**



**October 18, 2010: COLORADO SPRINGS, Colo.** – The Colorado Hotel and Lodging Association (CHLA) held their annual conference and trade show at The Broadmoor Hotel, highlighted by this year's induction of Durango's Rod Barker into the Hotelier Hall of Fame for his contribution to the industry throughout his years of service. Owner and CEO of the Strater Hotel, Rod has been instrumental in the development of the CHLA as a member, officer and president throughout the years. Hall of Fame individuals have not only distinguished themselves in their careers as hoteliers but have been instrumental in the success of the association. This also marks the first time that both father and son have been placed in the Hall of Fame, as Rod's father Earl was inducted in 1993.

The goal of the Colorado Hotel and Lodging Association is to promote business relations among hoteliers and lodgers, encourage conventions and tourist travel, and to promote legislation to stabilize and promote hotel business. CHLA has more than 540 members representing more than 40,000 guestrooms throughout the state of Colorado and offers visitors a searchable database of travel accommodations and vacation lodging in Colorado.

