

For Immediate Release

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Hotel Brokers International Presents Leadership Award to Ron McCord

KANSAS CITY, Mo., April 17, 2008—Hotel Brokers International (HBI), the nation's largest brokerage organization with more than 30 offices coast to coast, today announced that Wisconsin-based broker Ron McCord, CHB, CHA, has received HBI's top leadership honor, the Noah L. Canfield Distinguished Service Award. First presented in 1994, the award recognizes HBI member brokers or associates who have demonstrated distinctive leadership within the organization and the hospitality industry at large.

“Ron conducts himself with integrity and professionalism and has always displayed extraordinary dedication to this organization,” said H. Brandt Niehaus, CHB, CHA, CCIM, HBI board president, and president, Huff Niehaus & Associates, Inc. “He has served nine of his 13 years with HBI on the board of directors, was the organization's president for two consecutive years in 2003-04, and constantly volunteers his time for various committees. Ron is a skilled broker with an insightful understanding of our industry, but what sets him apart is his dedication—his commitment adds immeasurable value to this organization.”

Niehaus noted that in HBI's 50 year history, McCord is only the second member to be elected to two consecutive terms.

Ron McCord is president of Milmark Hotel/Motel Investments, LLC and has more than 35 years of experience in hotel real estate sales. He was recognized by HBI in 2002 as the regional broker of the year and was a founding member of the Council of Inns & Suites of the

American Hotel and Lodging Association. He also has served as a board member with AH&LA for eight years, in addition to serving as president of the Wisconsin Innkeepers Association.

Hotel Brokers International, with more than 100 hotel brokerage specialists, is the world's leading hotel sales organization. The organization annually accounts for the greatest market share of mid-market transactions in the United States. HBI also hosts the Hotel Investor's Marketplace, sponsors the Certified Hotel Broker program and publishes *TransActions Recap*, the leading source of hotel real estate sales data.

HBI currently has more than 150 properties listed for sale in its proprietary database and access to more than 10,000 hotel investors and owners. In addition to broker services, HBI offers affiliate membership to professionals in allied fields, including franchising, lending, appraisals and investment services. For more information about HBI's hotel listings or to become a broker or affiliate member, HBI may be reached at (816) 505-4315 or via the Internet at www.hbihotels.com.