

Choice Hotels VP Brian Parker Receives Recognition From Black Enterprise and Black Professionals Magazine

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When Choice Hotels International executive Brian Parker moved from the company's Sports Marketing division to his role as Vice President of Emerging Markets and New Business Development, he was expected to make an impact, but the exposure and results that he produced for the company in the minority ownership arena came much faster than expected. His track record in creating new business opportunities for Choice Hotels and impact on the overall lodging industry resulted in publications like Black Enterprise and Black Professionals Magazine sitting up and taking notice. Black Enterprise magazine included Parker on its "Hot List: America's Most Powerful Players Under 40" and Black Professionals Magazine listed Parker as one of the "Top 100 Blacks in Corporate America."

Power players listed along with Brian on Black Enterprise's Hot List, which was the magazine's cover feature in the December issue, included CEOs, politicians, financiers, scientists, and numerous entertainment moguls including Tyra Banks, Halle Berry, Sean "Diddy" Combs, Beyonce Knowles, Will Smith and Eldrick "Tiger" Woods. The Black Professionals Magazine list included representatives from numerous industries including telecommunications and financial services.

"To be recognized by both Black Enterprise and Black Professionals Magazine for our work recruiting more minorities into the ownership side of the hospitality industry is extremely rewarding," said Parker. "I greatly respect both publications and feel honored that they have chosen to acknowledge our achievements."

Parker leads the Choice Hotels franchise sales efforts in identifying and recruiting qualified entrepreneurs and developers from outside the lodging industry. He also is responsible for diversifying the franchisee base by recruiting successful minority entrepreneurs to become owners of any one of Choice's ten brands -- Cambria Suites, Clarion, Quality, Comfort Suites, Comfort Inn, Sleep Inn, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn.

"It is a privilege to work for an organization like Choice Hotels that truly embraces diversity," Parker added. "I hope my professional success will inspire young business professionals to pursue careers in the lodging industry because it's full of opportunity."

Before undertaking his role in new business development, Parker created and ran the Choice Hotels sports marketing division, which currently generates more than \$20 million annually. Earlier this year he was named one of the lodging industry's "Leaders Of Tomorrow" by Hotel & Motel Management magazine. He has spoken at several conferences and conventions including, but not limited to, the Congressional Black Caucus Convention, Rainbow Push Coalition Conference and National Urban League Conference. Parker is a founding member of the American Hotel & Lodging Association's Multicultural & Diversity Advisory Council. He earned his Bachelors in business administration and marketing from Delaware State University.

About Choice Hotels International

Choice Hotels International is one of the world's largest lodging franchisors, marketing more than 5,000 hotels open or under development in more than 40 countries under the Cambria Suites, Clarion, Quality, Comfort Suites, Comfort Inn, Sleep Inn, MainStay Suites, Suburban

Extended Stay Hotel, Econo Lodge and Rodeway Inn brand names. For more information on Choice, visit the company's web site at <http://www.choicehotels.com/>.

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SOURCE: Choice Hotels International

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