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AAHOA Announces Keynote Speakers, Full Agenda for HerOwnership

ATLANTA, GA, August 23—Taking place next month, AAHOA's (Asian American Hotel Owners Association) Third Annual HerOwnership Conference will feature a full agenda of speakers and sessions focused on helping women in hospitality gain the tools, knowledge, and connections they need to succeed in hotel ownership.

The conference will be held September 12-13 in Redondo Beach, CA. Complete information and registration are available [here](#).

"As the son of a woman hotelier, I am well aware of the remarkable women who have shaped our industry and continue to drive it forward," said **AAHOA Chairman Miraj S. Patel**. "Their dedication, innovation, and leadership are vital to our success. We must continue supporting and empowering these women to lead and succeed. One way AAHOA does so is through the HerOwnership initiative and conference. We offer this conference to celebrate the successes of women in our industry and provide tools to help them connect, learn, and expand their thinking."

Keynote speakers are:

- Neeti Dewan, author, speaker, and CEO: Will focus on "Mindset Makeover: Personal and Business Growth Strategies of Top Women Hoteliers."
- Raji Brar, co-founder of The Bakersfield Sikh Womens Association and chief operating officer of Countryside: Will speak on "Building Bridges: The Power of Women in Political Engagement."

The two-day event also features three diverse breakout sessions, each covering one of this year's HerOwnership Conference's pillars: hotel ownership, mental health and wellness, and executive leadership.

There will also be two pre-conference masterclasses: one by Kalibri Labs on commercial lab strategy and the second by Gauthier, Murphy & Houghtaling on insurance-purchasing essentials.

Networking breaks, ownership conversations, and panel discussions await attendees. To wrap up Day 1, the HerOwnership La Dolce Vita Festa Reception, powered by Sonesta, will transport attendees to the Italian Coast for a relaxing evening, encouraging everyone to enjoy la dolce vita, or "the sweet life."

"Our Third Annual HerOwnership Conference is more than just an event; it's a movement that amplifies the voices of women in hospitality," said **AAHOA President & CEO Laura Lee Blake**. "I am excited to engage with and learn from these trailblazing women as we continue to empower each other, push boundaries, and redefine leadership in our industry and beyond. We are also grateful to the event's sponsors, who continue to support women in our industry and help make this remarkable event possible year after year."

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About AAHOA

AAHOA is the largest hotel owners association in the world, with member-owned properties representing a significant part of the U.S. economy. AAHOA's 20,000 members own 60% of the hotels in the United States and are responsible for 1.7% of the nation's GDP. More than 1 million employees work at AAHOA Member-owned hotels, earning \$47 billion annually, and member-owned hotels support 4.2 million U.S. jobs across all sectors of the hospitality industry. AAHOA's mission is to advance and protect the business interests of hotel owners through advocacy, industry leadership, professional development, member benefits, and community engagement.