



BLLA
BOUTIQUE & LIFESTYLE
LODGING ASSOCIATION

Contact: Ariana Squillacciotti
J Public Relations
ariana@jpublicrelations.com
Tel: 212 924 3600

**Boutique & Lifestyle Lodging Association (BLLA) Connects
Travel and Hospitality Aficionados for 3rd Annual
Executive Women's Conference in Los Angeles**

Conference to feature leading female hospitality executives for one-day event, January 27, at Hollywood Roosevelt Hotel

Los Angeles, CA, January 5, 2016 – For the third consecutive year, Boutique & Lifestyle Lodging Association ([BLLA](#)), aimed at connecting independent, upscale hoteliers with fellow industry innovators, will join forces with the Travel Industry Executive Women's Network (TIEWN) for its annual [Executive Women's Conference](#). The January 27, 2016 conference aims to support the goals of BLLA, and to further goals and objectives of women in tourism and hospitality.

Over the course of the day, top female industry leaders will share key techniques on leveraging leadership skills towards success. Executive panelists, including BLLA Founder and CEO [Frances Kiradjian](#), International Connector Founder [Marti Grimminck](#), J Public Relations Partner Sarah Evans, and [Paula Froelich](#), Editor-in-Chief, Yahoo Travel will lead a series of seven thought-provoking discussions to share knowledge, experience and education for women in the travel and hospitality spheres.

Additionally, Edie Rodriguez, CEO of Crystal Cruises, will take stage for an interview by Cindy D'Aoust, acting CEO of Cruise Lines International Association (CLIA) and provide insights on becoming the top female executive at the world's leading luxury cruise line. We've heard about Crystal Cruises' aggressive billion dollar growth with the backing of the new owner - now hear what it means to lead this ambitious enterprise - as a businesswoman.

"We are committed to creating a forum to encourage discussion of issues pertaining to women in tourism & hospitality," commented [BLLA](#) Founder and CEO Frances Kiradjian. "Our annual Executive Women's Conference continues to highlight and project the success of leading industry females of today and tomorrow."

Accompanying the panel discussions, attendees will also have the chance to participate in networking sessions, a working luncheon and closing cocktail reception. For more information regarding the conference, including a full event agenda and sponsorship opportunities, please visit [BLLA.org](#).

Elite Travel International, recently became a Sponsor of the event; Founder of Elite, Stacy Small, is also a panelist. Other sponsors include Sprinkles, SUITELIFE by Venture, Leonardo, Parker and Morgan, Greenberg Traurig, Duxiana and Weber Group.

To purchase tickets to the 2016 Executive Women's Conference, please register [here](#).

About the Boutique & Lifestyle Lodging Association (BLLA)

The Boutique & Lifestyle Lodging Association ([BLLA](#)) is the first and only alliance association dedicated to uniting the world's independent boutique and lifestyle hotels and small brands. [BLLA](#) was created to be the unifying voice of this distinctive subset within the hospitality industry. With now over 750 members, [BLLA](#)'s goal is to unite the world's collection of boutique & lifestyle properties and the suppliers that sustain them. [BLLA](#) offers their members the opportunity to successfully compete on a level playing field with major hotel companies. The association educates members in order to market themselves to meet the ever-increasing demand from discerning boutique-seeking clients. For more information or to become a member visit www.blla.org.

About the Travel Industry Executive Women's Network (TIEWN)

Founded in 2008 by Frances Kiradjian, Founder & Chair of the Boutique & Lifestyle Lodging Association (BLLA), this network is about forming connections globally both online at LinkedIn and offline through conferences and events. The more than 8,000 global members are executive women who make significant contributions to all the categories within the travel industry including hotel & lodging, airlines, cruise lines, car rental, tourism, travel agency, corporate travel manager, tour operator, rail, travel technology. They are professional women who have chosen the travel, tourism or hospitality sector and who make it their life's work and passion. This group supports all organizations in this industry who work at organizing professional women.

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