

**For Immediate Release**



### **Faith Dorn Named Director for the Iowa Hotel & Lodging Association**

**(West Des Moines, IA)—February 8, 2023**--The Iowa Hotel & Lodging Association (IHLA) today announced the addition of Faith Dorn to the team. Dorn was named the recently formed Association's Director and will focus on member relations, as well as the development of benefit programs to help the industry navigate its way back to pre-pandemic occupancy levels. Dorn brings decades of insurance expertise to the newly established role, having served most recently as a senior account executive for LMC Insurance & Risk Management, where she created programs for hotel groups across the United States.

"The Iowa Hotel & Lodging Association formed last year to provide Iowa's lodging industry with a presence at the Capitol and with state regulators," said Jessica Dunker, president and CEO of the IHLA. "We are excited to build on that foundation and expand our member value with programs and services to help Iowa's lodging industry operate more efficiently and cost-effectively. Faith is the person to build and promote those offerings."

Dorn is no stranger to new endeavors. Over her four-decade career, she has helped multiple insurance agencies get off the ground including Insurance Associates of Iowa, which she co-founded and operated for more than a dozen years before selling to another group. She will bring that sound understanding of both the entrepreneurial nature of the lodging industry as well as their business needs, to further grow the Association's membership and revenue.

In its first year, 100 hotel properties have joined the IHLA's ranks—representing 10% of the state's lodging establishments. The independent association houses with the Iowa Restaurant Association, but operates with its own Board and team. In its first year, the organization had several major legislative wins, helped expand the number of Iowa hotels to complete the state's human trafficking prevention certification, and was integral in helping its sister organization with the administration of Meet in Iowa, a program funded through the Iowa Tourism Office to help increase overnight hotel stays across the state. Since its roll-out in May 2022, the Meet in Iowa program is credited with increasing a confirmed 2,250 additional hotel room night stays across the state with thousands more expected in the coming 12 months.

For more information on the Iowa Hotel & Lodging Association, visit [www.hotellodgingiowa.com](http://www.hotellodgingiowa.com). For more information on the Meet in Iowa program visit [www.meetinia.com](http://www.meetinia.com).

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