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Hotelier Honored as 2011 ‘Innkeeper of the Year’

Bob Dhir of the DHIR Group LLC presented with annual award

BROOKFIELD, WI (November 11, 2011) – The Wisconsin Hotel & Lodging Association (WH&LA) has honored hotelier Bob Dhir, DHIR Group LLC, Milwaukee, with its annual “Innkeeper of the Year” award for 2011. The award recognizes one individual each year for outstanding leadership in the Wisconsin lodging industry. Dhir was presented with the award at the 2011 Wisconsin Lodging Conference held at the Radisson Paper Valley Hotel, Appleton, on November 7.

Dhir is the Owner/President & CEO of the DHIR Group LLC, whose portfolio currently consists of the recent award-winning Quality Inn Milwaukee/Brookfield; Best Western PLUS Milwaukee Airport; and Super 8 Milwaukee Airport. Dhir and his wife, Anita, are a well-known team in the Dhir Group, continually striving to make their properties the best from the inside to the outside in operations, appearance and service.

Dhir has served for the past six years on the WH&LA Board of Directors, and was instrumental in gaining approval for the change of the organization’s name from the Wisconsin Innkeepers Association to its current name. He has also served as president of the Wisconsin Coalition of Asian-Indian Organizations, and serves on the advisory boards of franchisors Wyndham Hotels Group/Super 8, and Choice Hotels International.

For his service to the lodging industry, Dhir also received a special commendation from Gov. Scott Walker.

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The Wisconsin Hotel & Lodging Association (WH&LA) represents more than 700 hotels, motels, resorts, inns, hotel condos, and bed & breakfasts throughout Wisconsin. Established in 1896, WH&LA provides marketing, education, legislative and information services to Wisconsin’s lodging industry