

## *About the AHLA*

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The Alberta Hotel & Lodging Association is a not for profit industry association that was [founded in 1919](#) to:

1. Influence the government on questions of Prohibition;
2. Counter the criticisms of the Women's Christian Temperance Union;
3. Improve the public image of the hotel in the community by organizing sponsorship of sports teams, local fetes, and athletic and cultural events;
4. Reduce rivalry in the hotel industry;
5. Lobby municipal governments on local taxation matters;
6. Establish common policies regarding staffing, training, work hours, pilferage, security, and cheque cashing (then illegal);
7. Organize a common front to address the Bartenders' Union.

Today, [we continue to bring together Alberta hotels to help our members prosper](#). Currently, our objectives are:

1. Advocacy that helps our members prosper.
2. A skilled workforce for Alberta hotels.
3. Alberta hotels are equipped to manage emerging realities.
4. Bring together Alberta hotels & amplify our value for members.
5. AHLA is a high-performance association.

In 2018, the AHLA announced the creation of a new for profit subsidiary, the AHLA Services Corporation (ASC), which is wholly owned by the AHLA. ASC houses all of the AHLA's revenue generating programs, and is governed by a separate Board of Directors that has the business acumen required to make these programs profitable. ASC reports to the AHLA Board of Directors. Revenue generated through ASC funds the AHLA's advocacy, membership, and human resources initiatives. In 2026, ASC entered a new 3-year strategic plan, which is guided by:

1. ASC's Legacy Programs are the Suppliers of Choice for Alberta Hotels
2. Innovative & Integrated Solutions that Support Operations for Prospering Hotels
3. ASC is a High Performance Organization

Since January 1, 2020, the AHLA has been the official health & safety association for hotels and convention centres in Alberta. Safety associations represent the interests of employers and promote workplace safety through education and other initiatives. A portion of WCB premiums collected from employers is allocated to the AHLA to support health & safety initiatives. All employers in [WCB industry code 87503](#) are AHLA Safety Subscribers, regardless of whether they are AHLA members.

Led by a President & CEO that reports to the Board of Directors, the AHLA employs a committed team to deliver its programs, services, and advocacy efforts. The association is highly respected by government, stakeholders, and its sister hotel associations across Canada.

**Alberta Hotel & Lodging Association  
Board of Directors Nomination Form & Competency Matrix**

AHLA members interested in running for election must complete the [Candidate Competency Matrix](#) and nomination form below, by 4:00 p.m., Friday, February 20, 2026.

I, Michael Mazepa, representing St. Albert Inn and Suites hereby nominate Jean Bourdua, representing Grande Cache Hotel for election to the Board of Directors of the Alberta Hotel & Lodging Association.

***For the Nominator:***

**Why do you believe the nominee should be elected to the AHLA's Board of Directors?**

I have known Jean for over 30 years and have had the opportunity to witness firsthand his dedication to our industry. He understands and supports the AHLA's vision, mission, and values, and I am confident he would serve as a strong and thoughtful director.

Jean brings valuable perspective as a representative of small rural hotels and the unique communities they serve. He understands the opportunities and challenges facing rural tourism operators across Alberta and has the experience and insight necessary to advocate effectively on their behalf.

I believe Jean would be an excellent addition to the Board and would contribute meaningfully to the continued success of the AHLA.

***For the Nominee:***

**1. Why do you want to serve on the Board of Directors of the AHLA?**

1. I want to serve on the board of directors of the AHLA to lobby and advocate the federal, provincial, and municipal government to address the issues of work force, labor, in our Industry. Our employees are the backbone, biggest investment and are the biggest expense. I have been a member of the AHLA for about 34 years.

**2. What skills, abilities & experience would you bring to the AHLA's Board? What other boards do you presently serve on?**

2. 36 years of experience, hands on operations and ownership. I specialize in human resources. I am a Certified Professional Co-Active Coach. I am very good at executing process and maintaining a high level of energy with all staff members. Our retention and turn over at Johnny Canoe Hotel is kept to a minimum. My management team as been working with me for over 30 years. At this present moment I serve on the board of

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to [nominations@ahla.ca](mailto:nominations@ahla.ca) by 4:00 p.m., **Friday, February 20, 2026.**  
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and AHLA members as part of the election of the Board of Directors.*

director for the Grande Cache Tourism Association as President. I have been a member of EO Edmonton (Entrepreneur Organization) for over 12 years, and I have been a moderator for Forum Atomic for 2 years.

**3. What AHLA programs & services does your property participate in?**

3. Tourism works. We use the AHLA safety program. Health and safety training.

**4. What do you believe are the greatest challenges our industry faces?**

4. Labor shortage, More VLT's terminal in the province and bigger % for the retailer. Taxation 4% tourism levy, liability Insurance, electricity / energy to fuel our property, Carbon taxes. Cost of operation is out of control. Financing with banks is almost impossible.

**5. What role do you think the AHLA should play in addressing these?**

5. Lobby and advocate federal, provincial, municipal government . Create a strong positive rapport and relationship with government official and Canada Hotel Association. Work with CFIB. Canadian Federation Independent Business.

**6. How would you work to bring this about as a member of the AHLA's Board?**

**6. Participation at a 100% with enthusiasm. No holding back!**

**7. How will your employer/ownership support this commitment if you are elected?** The AHLA's Board of Directors has three full day in person meetings each year, as well as a two day offsite retreat, in addition to committee work and occasional virtual meetings. All candidates are asked to provide a letter of support from their ownership/employer.

**7. I will attend all the meeting, and I will get involve in a positive manner with good positive energy.**

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