



## ISHC Chuck Pinkowski Service Award presented to Chad Sorensen



Bangkok, Thailand, 16 October 2017: Each year the International Society of Hospitality Consultants (ISHC) honors a member for his or her outstanding contribution of volunteer time to the Society with the Chuck Pinkowski Member Service Award. At this year's Annual ISHC Conference in Bangkok, the award was presented to Chad Sorensen, Principal, CHMWarnick, an ISHC Chair Emeritus and the current Co-Chair of the Membership and CapEx Committees. Sorensen served on the ISHC Board of Directors (2013 - 2016) and has led numerous ISHC initiatives since becoming a member in 2008.

Ron Lustig, a previous Chuck Pinkowski Award winner, presented the award with Sorensen's son Jack on stage. After receiving the award, Sorensen commented, "It was an amazing experience to be recognized by the top hospitality consultants from around the



globe. The ISHC represents the best of the best in the industry and to be affiliated with the Society is truly an honor."

Each year ISHC members collectively contribute several hundred hours in volunteer time to help support ISHC projects and operations. Members are involved in helping support virtually all aspects of ISHC; from membership development, conference planning, marketing and promotion programs, special projects, fundraising to the leadership of the organization.

The Chuck Pinkowski Member Service award was established in 2000, in recognition of Chuck Pinkowski's, Founding member and Executive Director of ISHC from 1989-2000, volunteer contributions to ISHC.

Executive Director of ISHC, Andrea Belfanti commented, "Chad has already made a lasting contribution to ISHC, and continues to contribute his time and talents for the betterment of the Society. He is a driving force in the international growth of ISHC and the CapEx Study. We could not be more pleased to honor Chad with this award and thank him for his leadership and dedication to ISHC."

Previous award winners include David Brudney, Rick Swig, Ron Lustig, Jana Hesser, Judy King, Bruce Goodwin, Maurice Robinson, Bernard Delomenie, Drew Dimond, Rachel Roginsky, Rick Pastorino, Arne Gustafson, Tom Morone, Matt Arrants, Sean Hennessey, Jim Burba, Alan Benjamin and David Berins.

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## About ISHC

The International Society of Hospitality Consultants is truly *The Leading Source for Global Hospitality Expertise*, represented by over two hundred of the industry's most respected professionals from across six continents. Collectively, ISHC members provide expert services in over fifty functional areas and have specialized skills in virtually every segment of the hospitality industry. ISHC is dedicated to promoting the highest quality of professional consulting standards and practices for the hospitality industry. Candidates undergo a rigorous screening process, ensuring that all ISHC members have a reputation of integrity and are qualified by their experience, training and knowledge to develop and express sound judgment on industry issues. Additional information about the organization, along with a directory of ISHC members, is available on the ISHC website at [www.ishc.com](http://www.ishc.com).

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