
Jay S. Patel - CHA



Jay S. Patel-CHA is a real estate developer who manages multiple franchised hotels and various related assets in the panhandle area of the Gulf Coast and nationwide. He is an early member of the Asian American Hotel Owners Association (AAHOA). For over three decades he and his network have brought thousands of Asian Hoteliers together to speak with one voice and has, with others, led AAHOA, GCIA and other Asian Associations to evolve to become the world's largest Hotel Association with 22,000 hotels and 16,000 members.

Mr. Patel is the author of *Franchising Is It Fair? Or How to Negotiate an Equitable Franchise Agreement!* He is a recognized expert in the Hospitality Franchised Industry. He realized at an early stage that franchising had many pitfalls that needed to be addressed. He felt the need to communicate and educate hoteliers/Franchisees about these pitfalls thus protecting many life time savings investments and related properties' loans. Mr. Patel and a private banking partner have donated over 15,000 hard copies of his book to inform Franchisees and Hospitality students all over the country of their rights and obligations. *FranchisingIsItFair.com*

He is also very involved within the State of Florida where he was appointed in 2010 and reappointed in 2016 to the Board of Trustees of the University of West Florida by Governor Scott. He has now been appointed to the Florida State University System (FL-SUS) Board of Governors. He is also the appointed Board of Governor's representative to the Florida Institute for Machine Cognition (IHMC).

Mr. Patel also co-founded the National Association of Black Hotel Owners, Operators and Developers (NABHOOD). NABHOOD has successfully helped African Americans to acquire more than eight hundred Hotels and become a major player of the Hospitality Industry. Mr. Patel also helped bringing additional resources such as Franchising, Capital Funding and Management Companies.

Mr Patel has been recognized and presented with three Honorary Doctorate for his accomplishments, rewarding him for his implication in education, theology and the hospitality industry. Over the years, Mr. Patel has been the recipient of multiple hospitality industry awards from various national organizations including the prestigious Outstanding Service Award, The Award of Excellence, The Spirit Award, The Strategic Partnership Award, The Chairman's Award and most recently, The Hispanic Industry Leadership Award from the International Hispanic Meeting Professional.

Mr. Patel is also facilitating the transition of the hospitality industry to the 21st century by testing, promoting and using various blockchain technologies through smart contracts, distributed reservation systems, payments, evaluation and smart hotel monitoring. This model is also meant to digitally monetize Hotels' most underperforming assets.

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