

## Robert A. Rauch, CHA

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In addition to serving as President of R. A. Rauch & Associates, Inc., Mr. Rauch serves as a General Partner in Del Mar Hotels, Inc., the firm that developed, owns and manages the Homewood Suites by Hilton and Hilton Garden Inn in Torrey Hills. Rauch also serves as Co-General Partner of Pikes Peak Hospitality, a firm that operates hotels in Colorado. He is a nationally recognized hotelier with over 30 years of hospitality management experience.

Mr. Rauch also served as General Manager of full-service four Diamond hotels for Hilton and Embassy Suites. His education qualifications include a bachelor's degree in Hotel Administration from Western International University and a master's degree in Tourism Administration from Arizona State University. He is a Certified Hotel Administrator and serves as chairman of numerous tourism organizations, committees and task forces today.

Mr. Rauch currently serves as Chairman of the Board of the San Diego North Convention and Visitors Bureau. Rauch also sits on the boards of directors of the San Diego Tourism Promotion Corporation and Congregation Beth Am in Carmel Valley. Most recently, Rauch was named Chairman of the Board of Sandiego.com, a firm that specializes in promoting tourism and providing relevant information on San Diego.

Rauch has recently been recognized by the San Diego Housing Federation as "Best Neighbor," by the San Diego County Hotel Motel Association as "Member of the Year" and by the City and County of San Diego, with proclamations of "Robert Rauch Day." He also teaches a class at San Diego State University's School of Hospitality & Tourism Management entitled "Hospitality Entrepreneurship." Rauch's firm developed the web site [www.hotelguru.com](http://www.hotelguru.com) and publishes *Hospitality Insights*, an electronic Newsletter.