

MICHAEL CHAFFIN

I've spent nearly three decades learning how to manage hotels. I've done practically every job and worked in just about every style of hotel, from boutique inns to convention properties all at the upscale or luxury level. So I'm told I have a pretty good handle on the job of managing a hotel. However, my real work, my legacy, didn't start until I quit being a hotel manager and started being an innkeeper, about twelve years ago.



Actually, my innkeeping career began when I was a child, growing up in Germany. The influence of my numerous visits to small town guest houses and B&B's left a lasting impact on me. So much so, that years later as I moved along my progressive management career, I began to realize that I wasn't practicing hospitality...I was practicing efficiency. Sure, I learned the best service techniques and even helped develop the scripts commonly used on the front line. But in the end, I knew something was missing...the art. And so my hospitality crusade was born. An unopened idea for years, it finally emerged publicly in 2006 when I wrote my first manifesto on the subject...[Vanished](#).

Since then, I started a blog called [*Star in The Margin](#), created and hosted the [Indiehotelier](#) podcast for two years, and founded [Memorable Solutions](#), a firm dedicated to helping people with hospitality, tourism and independent hotel development. More recently, I began spreading my ideas as a speaker and am now working on a new manifesto and book...Hospitality Matters.

I also manage the Capital Hotel in Little Rock, Arkansas, which allows me to mix it up with some really smart people and put many great ideas into practice.

I'm lucky to be married to Nancy who inspires me daily and supports my relentless pursuit to spread my hospitality gospel. Thankfully we have our children to keep me grounded.

We love the outdoors, spend a lot of time at our home in Pagosa Springs, Colorado and believe we can counter the aging process by running marathons...join me at [chaffinsrun.com](#).

You can learn more about me and see what I'm up to here...

[michaelchaffin.com](#) [Facebook](#) [Twitter](#) [Squidoo](#)

Opening Experience

[Capital Hotel](#), Little Rock, Arkansas
[Keyah Grande](#), Pagosa Springs, Colorado
[El Monte Sagrado](#), Taos, New Mexico
[Inn on Biltmore Estate](#), Asheville, North Carolina
[Intercontinental Stephen F. Austin Hotel](#), Austin, Texas
[Crossings](#), Austin, Texas
[Edelweiss Lodge & Spa](#), Taos Ski Valley, New Mexico

Management Experience

General Manager

[Capital Hotel](#), Little Rock, Arkansas
[Keyah Grande](#), Pagosa Springs, Colorado
[Inn on Biltmore Estate](#), Asheville, North Carolina
[Intercontinental Stephen F. Austin Hotel](#), Austin, Texas
[Omni Hotel](#), Austin, Texas

Progressive Management

Omni Hotel, San Antonio, Texas
Doubletree Hotel, Walnut Creek, California
Inn at The Park, Anaheim, California
DoubleTree Hotel & Conference Center, St. Louis, Missouri
Doubletree Hotel, Orange, California
Doubletree Hotel, Vail, Colorado
Doubletree Hotel, Houston, Texas

Volunteer Experience

Pagosa Springs Lodging Association- Member
Pagosa Springs Town Tourism Council- Board Member
American Hotel & Lodging Association, Resort Committee- Member
Asheville Tourism Product Development Committee, Chair
North Carolina Hotel & Lodging Association, Board Member.
Western North Carolina Pilots Association, Board Member, President
Angel Flight Mid-Atlantic, Volunteer Pilot

Michael Chaffin Bio

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Federal Aviation Administration, Aviation Safety Counselor

Greater Austin Chamber of Commerce, Board Member

Texas Hotel Motel Association, Board Member

Austin Hotel Motel Association, Board Member, President

Downtown Austin Alliance, Board Member

Boy Scouts of America, Assistant Scoutmaster

General Aviation Pilots Association, President

Education

University of Florida, Gainesville. B.S. Business Administration, Marketing

Cornell University, Ithaca, New York. Advanced Hotel Investments