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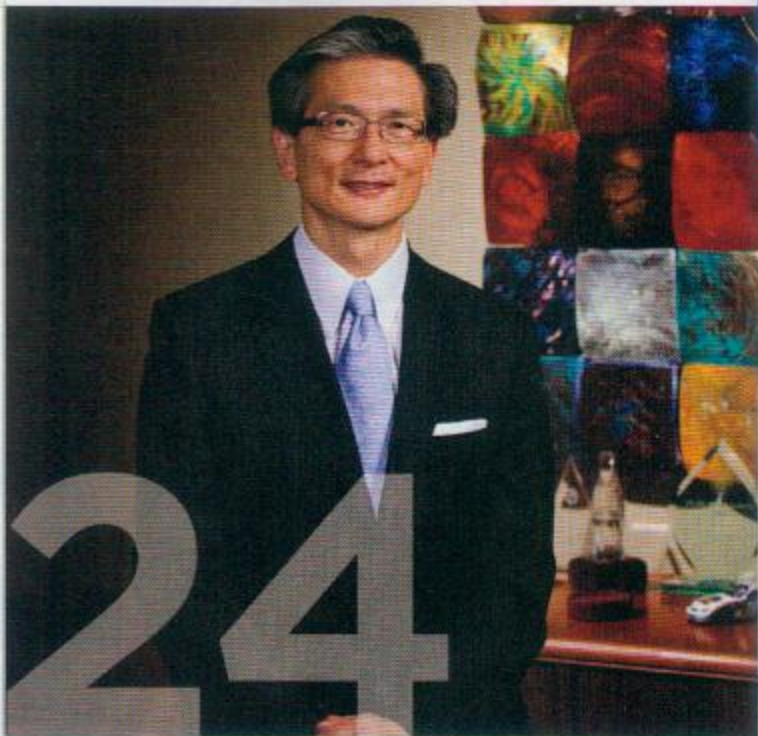
## → Features

**4/Forum Editor Ed Watkins** writes that consensus is building for a better 2010. He lists seven key factors that need to happen to make it a positive year.

**24/A Leader for a New Century** David Kong, Best Western CEO, takes the reins of the AH&LA during its centennial year.

**30/Lessons From a Fallen Economy** The first installment of a three-part series looks at the industry as it recovers from its worst collapse.

**34/Distressed Hotels** The recent Sheraton Orlando sale sparks hope for more transactions.



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