

California Hotel & Lodging Association Allied Membership Application



ORGANIZATION INFORMATION

Organization: _____

☐ Mr. ☐ Ms. _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Toll Free: _____ Fax: _____

Web Site: _____ E-Mail: _____

Mailing Address (If different from above): _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Toll Free: _____ Fax: _____

REPRESENTATIVE TO BE LISTED IN CH&LA PUBLICATIONS (ONE ONLY)

☐ Mr. ☐ Ms. _____ Title: _____

Phone: _____ E-Mail: _____

COMPANY/PRODUCT DESCRIPTION* (Please, 25 words or less. Also, please circle three categories on reverse.)

**CH&LA reserves the right to edit descriptions at its sole discretion.*

PAYMENT INFORMATION

Payment Method: ☐ Check Enclosed for \$395 (Make check payable to: California Hotel & Lodging Association)

Credit Card: ☐ American Express ☐ MasterCard ☐ VISA

Account #: _____ Expiration Date: _____

Cardholder: _____ Signature: _____

*Dues are payable in advance and membership is continuous unless canceled in writing.
Cancellations are effective 30 days following receipt of such notice.*

Allied Member Category Listings

Allied Member listings will be referenced in both the CH&LA Membership Directory/Buyers' Guide and the Online Buyers' Guide at www.chlaonline.com. Please circle a maximum of THREE categories from the list below under which you would like your company/organization referenced.*

Accounting Services	Consulting	Internet Services	Real Estate Brokers
ADA Compliance	Contract Services	Investment Firms	Appraisals
Advertising/Marketing Public Relations	Contractors	Janitorial Services/Supplies	Real Estate Financing Investments
Air Conditioning/Heating	Credit Card Services	Laundry Equipment Supplies	Refrigeration & Equipment
Amenities/Room Amenities	Crime Prevention	Law Firms/Legal Services	Restaurants
Appliances	Crisis Management	Lighting & Fixtures	Risk Management Services
Appraisers	Customer Satisfaction	Linen Supplies/Textiles	Safety/Safety Products
Architects	Development Companies	Liquidators	Schools/Colleges/ Universities/Training
Art & Design Consulting	Draperies & Upholstery	Locks/Keys/Locking Systems	Security Consulting
Asphalt/Concrete Services	Educational Institutions	Maintenance Supplies	Security Products/Systems
Associations	Employee Relations Benefits	Management Consultants	Signage
Audio/Visual	Employee Testing/Training	Marble/Solid Surface Products	Spotter Services
Banks/Banking Services	Employment Agencies	Membership Services	Tax Consulting
Banquet Seating/Tables & Equipment	Energy Management	Messagess On Hold	Technology
Bath Accessories & Services	Equipment Leasing/Sales	Music/Music Licensing	Telecommunication Service/Equipment
Bedding/Draperies	Executive Search	Painting	Televisions/Electronics
Beverage Dispensing Services	Feasibility/Market Research	Outdoor Furniture Refinishers	Textiles/Fabrics
Brochure Services/ Fulfillment	Financing/Financial Planning	Payroll Software/Services	Transportation
Brokers	Fitness Equipment	Pest Control/Pesticides	Travel Services/Agents
Building Maintenance	Floor Coverings	Plumbing & Supplies	Utility Services/Consultants
Cable Television	Food Suppliers/Distributors	Point-of-Sale Systems	Vanities/Tub Surrounds
Carpet & Floor Care Equipment	Franchising	Printing/Design/Production	Vacuum Cleaners
Carpeting	Furniture/Fixtures	Promotional Products	Vehicles-Manufacturing Leasing
Central Reservation Systems	Heating/Air Conditioning	Property/Casualty Insurance	Vending Equipment Supplies
CH&LA Endorsed Vendors	Hotel Management	Property Management Companies	Workers' Compensation Insurance
Cleaning Supplies/Systems	Hotel/Restaurant Equipment/Supplies	Property Management Systems	Other: _____
Coffee Supplies/Services	Housekeeping Services	Publications	_____
Computer Hardware	Human Resources Services	Quality Assurance Companies	_____
Computer Software	Insurance/Services/Brokers		
Construction	Interior Design & Decoration		

*CH&LA reserves the right to edit/consolidate, and/or eliminate categories at its sole discretion.



CH&LA's Mission

CH&LA protects the rights and interests of the California lodging industry. Legislative advocacy, educational training, communication, and cost-saving programs are provided for all segments of the industry. In addition, CH&LA supports strategic alliances to promote the value of California travel and tourism.

Legislative Advocacy

Jim Abrams, President & CEO of CH&LA has practiced law for 30 years and is a noted expert on legal, legislative, and regulatory issues of the lodging industry. He has represented numerous owners and operators of hotels, motels, and bed & breakfast inns of all types and sizes on a wide variety of issues. An active member of the State Bar of California, he is a frequent speaker and writer on all aspects of law relating to the lodging industry.

- ❖ **Laws Pertaining to the California Innkeeper** – premier legal publication written by CH&LA President & CEO, Jim Abrams (CH&LA members save \$110)
- ❖ **California Lodging Industry Legislative Awareness Summit** – An annual event produced by CH&LA
- ❖ **FREE Legal Hotline** – Jim Abrams, President & CEO answers all inquiries personally
- ❖ **Pocket Directory of California Legislature** – Reference publication of governmental information resources
- ❖ **CH&LA retains professional legislative representation** – Public Policy Advocates protects the interests of the lodging industry on CH&LA's behalf
- ❖ **AH&LA Partner State** – As the only California lodging association that is a Partner State of the American Hotel & Lodging Association, CH&LA represents your interests nationally

Education

- ❖ **FREE Educational Library** – Publications from Educational Institute of AH&LA
- ❖ **Educational Institute of AH&LA Publications** – 25% savings on purchases
- ❖ **CH&LA Bulletins** – FREE access to CH&LA Bulletins on lodging operations, food service issues, employment & human resources issues, alcohol/tobacco issues, safety & security, and tax issues
- ❖ **Educational Scholarships** – Awarded annually through the CH&LA Educational Foundation

Member Programs

- ❖ **Las Vegas Int'l Hotel & Restaurant Show** – Largest lodging trade show in the western region; lodging members attend for free and exhibiting members receive a substantial discount
- ❖ **Educational Seminars** – Highly acclaimed ADA, sexual harassment prevention training, and labor law seminars
- ❖ **FREE Operational Hotline** – Ask us, we know!
- ❖ **CH&LA Advantage monthly newsletter** – the latest in industry trends and information
- ❖ **Occupancy & Average Daily Rate Information** – Provided monthly by Smith Travel Research and PKF Consulting

Money-Saving Programs

- ❖ **Insurance:**
 - Employment Practices Liability Insurance (save 35% on premiums)
 - Exclusive CH&LA Program - Covers ADA claims!!!!
 - Health/Employee Benefit Plans
- ❖ **Telecommunications** – Save 30%
- ❖ **On-Hold Messaging** – Special CH&LA pricing
- ❖ **Credit Card Processing** – Average property saves \$1,000 annually
- ❖ **Payroll Processing** – Save 10%
- ❖ **Competitive Group Market Intelligence** – Save 20%
- ❖ **AAA TourBook** – Save 10% to 25%
- ❖ **Official California State Web Site and Visitor's Guide Listings** – Save \$275
- ❖ **FREE Room Rate Cards & Proposition 65 Signs**
- ❖ **FREE Web Site Listing on www.calodging.com**