



LEGISLATIVE ADVOCACY

CH&LA MISSION

CH&LA protects the rights and interest of the California lodging industry. Legislative advocacy, educational training, communicating, and cost-saving programs are provided for all segments of the industry. In addition, CH&LA support strategic alliances to promote the value of California Travel & Tourism.

- **California Lodging Industry Legislative Awareness Summit** – An annual event produced by CH&LA
- **FREE Legal Hotline: 800-678-2462**
Jim Abrams, CH&LA’s Members Legal Advisor answers all inquiries personally
- **Directory of California Legislature**
Reference publication of governmental information resources
- **Laws Pertaining to the California Innkeeper** – premier legal publication written by CH&LA’s Member Legal Advisor, Jim Abrams
- **CH&LA’s Professional Legislative Representation** – Public Policy Advocates protects the interest of the of the lodging industry on behalf of CH&LA
- **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 and in California

EDUCATION

- **Educational Seminars** – CH&LA hosts educational seminar series throughout the state on such topics as Labor Law, Customer Service, Internet Marketing, and more
- **Educational Institute of AH&LA Publications and Certifications** – Save 25% on purchases
- **CH&LA Reference Articles** – FREE access to CH&LA reference articles on lodging operations, food service, alcohol/tobacco, safety & security, and tax issues
- **Educational Scholarships** – Awarded annually through the CH&LA and AH&LA Education Foundation

COMMUNICATIONS

- CH&LA Advantage Newsletter
- Lodging Magazine
- Lodging Sourcebook
- CH&LA Resource Guide
- Lodging HR Newsletter
- Lodging Law Newsletter
- Construction & Renovation Reports
- Media eAlerts
- PKF Consulting
Occupancy & Rates Averages
California Forecasting
- Smith Travel Research
Occupancy & Rate Averages
National Forecasting

MEMBER PROGRAMS

- **Insurance** – Exclusive Member Programs, Workers Compensation Insurance, Employment Practices Liability Insurance (covers ADA claims), Health/Employee Benefit Plans and more
- **Telecommunications** – Save 30%
- **On-Hold Messaging** – Member Pricing
- **Credit Card Processing** – Average property saves \$1,000 annually
- **Payroll Processing** – Save 10%
- **AAA Tour Book** – Save 10-25%
- **Official California State Web Site and Visitor Guide Listing** – Save \$275
- **FREE Room Rate Cards & Proposition 65 Signs**
- **Brochure printing** – Save 10%
- **Co-op Advertising** – Save 40%
- **Employee Recruitment** – Save 20%
- **Office Supplies** – Save 20-40%
- **Music Licensing Fee** – 1-5% discount
- **FREE California Hospitality Labor Guide**
- **Discounted Reservation Service on Consumer Website**
- **Advertising Opportunities on Consumer Website**

CALIFORNIA HOTEL & LODGING ASSOCIATION

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www.calodging.com



California Hotel & Lodging Association Membership Application



PROPERTY INFORMATION

Property Name: _____
 Property Address: _____
 City: _____ Zip Code: _____ County: _____
 Phone: _____ Toll Free: _____ Fax: _____
 Website: _____ E-Mail: _____
 Number of Rooms: _____ Type of Rooms: Rooms Suites Cabins Condos Other:
 On-Site Food & Beverage: Restaurant Lounge
 General Manager: Mr. Ms. _____
 E-Mail: _____

PRIMARY CONTACT (If different than above)

Mr. Ms. _____
 Title: _____ E-Mail: _____

MAILING ADDRESS (If different than above)

Mailing Address: _____
 City: _____ State: _____ Zip Code: _____
 Phone: _____ Toll Free: _____ Fax: _____

CH&LA MEMBERSHIP DUES

Categories	CH&LA Dues	AH&LA Dues (Additional)
1-15 Rooms	\$195	\$115 (Optional)
16-35 Rooms	\$295	\$115 (Optional)
36-50 Rooms	\$395	\$115 (Optional)
51+ Rooms	\$10 per Room	Included

Properties Under Construction: \$350 **Scheduled Opening Date:** _____

Amount Due: _____ Check Enclosed (Make payable to: *California Hotel & Lodging Association*)

Billing Contact: General Manager Primary Contact Other: _____

Credit Card: American Express MasterCard VISA

Account # _____ **Expiration Date:** _____

Cardholder: _____ **Signature:** _____

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

In compliance with Omnibus Reconciliation Act of 1993, it's estimated that 80% of your membership dues are fully deductible as an ordinary and necessary business expense. The remaining 20% is related to legislative advocacy activities and is therefore not deductible.