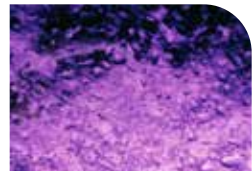


SACRAMENTO HOTEL ASSOCIATION



MEMBER BENEFITS AT-A-GLANCE

MARKETING & PROMOTION OF MEMBERS

- Sacramento Tourism Marketing District (STMD) Involvement
- Online Member Listings
- Hotel Employee and Key Supplier Recognition Program
- Challenge of the Chefs
- Vendor Spotlights to Showcase Your Products/Services
- Job Announcement Program and Career Opportunities
- California Green Lodging Program

EDUCATION PROGRAMS & NETWORKING

- Common Business Environment
- Industry Trends and Projections
- Luncheon Meetings with an Education Component
- Annual Fundraising/Marketing Events
- Visit Sacramento Updates
- HR Professionals Roundtable

ADVOCACY & PUBLIC RELATIONS

- Updates on Local, State and National Industry Trends
- Information from City/County and Law Enforcement Agencies
- Monitoring of and Advocating for Local Hotel Interests
- Partner with Civic and Political Leaders on Key Common Issues
- Recognition for Members and Their Accomplishments

COMMUNITY SERVICE & SCHOLARSHIPS

- Volunteer Opportunities for Your Team Members
- "The Hospitality Industry Helping in the Community"
- Partnerships with Charitable Organizations
- Challenge of the Chefs
- Student Scholarship Program at Local Colleges/Universities

COMMUNICATIONS & INDUSTRY NEWS/ALERTS

- Association Newsletter
- Annual Membership Directory
- Website www.sacramentohotellassociation.com
- Email Alerts About Industry Issues



SACRAMENTO HOTEL ASSOCIATION



WHAT OUR MEMBERS SAY!

"Prestige Cleaners has been a Sacramento Hotel Association member for more than 20 years and the Association has provided our company an opportunity to get to know our customers better and reaffirm our relationships with all the hotels that support our business. SHA has wonderful monthly luncheons and annual events that provide our company the support we need to maintain and grow our business. We value the Association's dedication to the hotel industry in addition to the charitable contributions they provide to our community."

~ Jane Douglas
Owner
Prestige Cleaners

"Serving as the Association's Board President is very rewarding in terms of a volunteer leader position. I have the opportunity to conduct Board meetings and oversee monthly luncheon programs, as well as our community service and fundraising events. I also have the opportunity to partner with a terrific association management team of professionals to deliver programs and services to our members."

~ Doug Warren
Regional Director of Operations
Marriott Courtyard Cal Expo
and Fairfield Inn Cal Expo

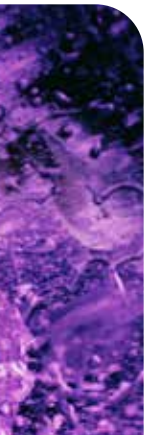
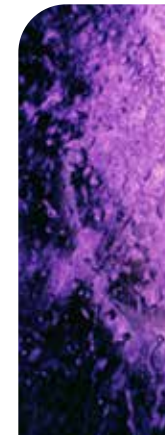
"The Sacramento Hotel Association provides great networking opportunities with the hoteliers from the region. As an Associate member, I have learned a lot about the tourism and lodging sector. The meetings are an excellent setting to meet and connect with my customers on a regular basis."

~ Issa Ndiaye
Strategic Account Advisor, Commercial Delivery
SMUD (Sacramento Municipal Utility District)

www.sacramentohotellassociation.com

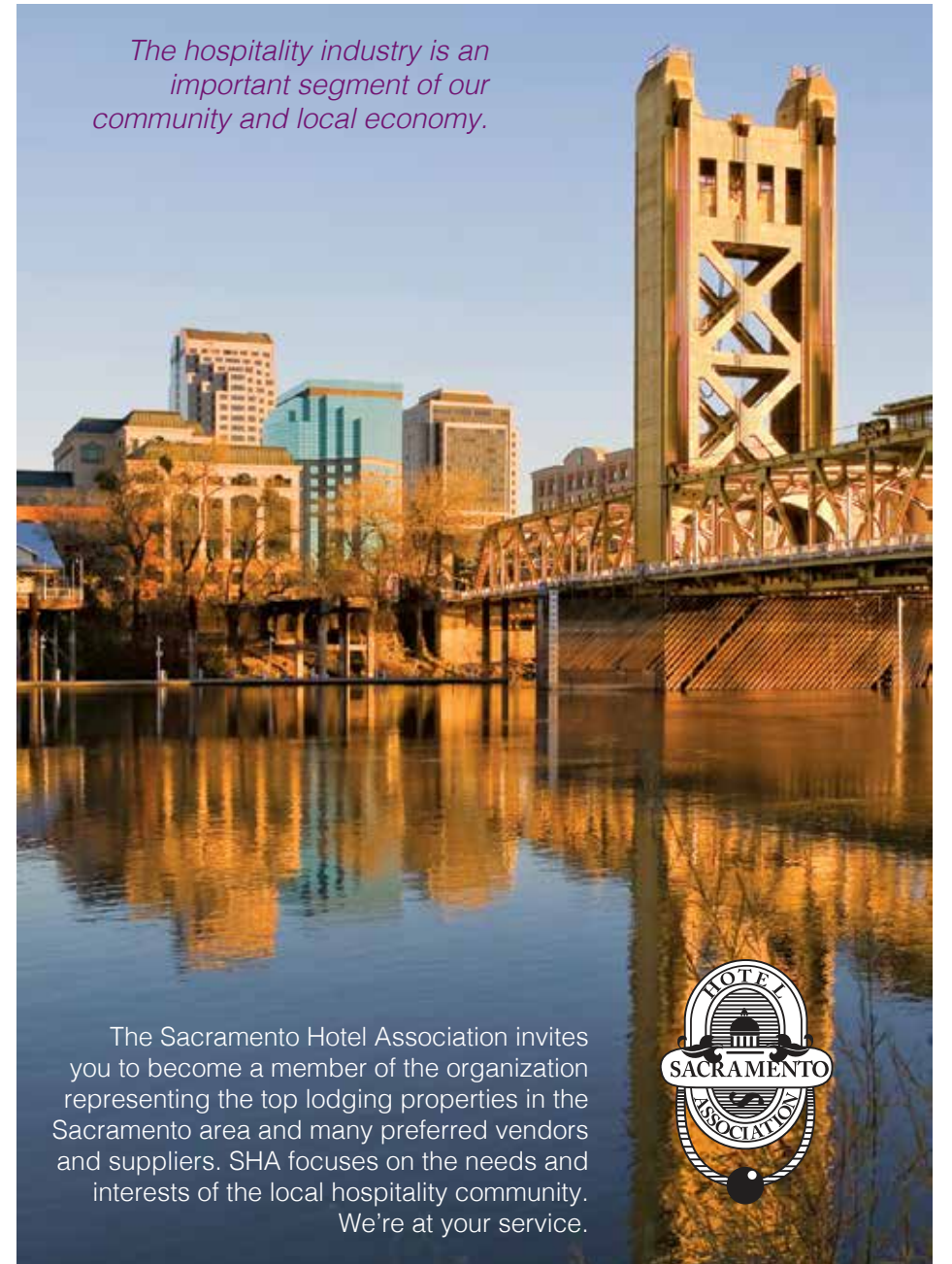
SACRAMENTO HOTEL ASSOCIATION

MEMBERS MEAN BUSINESS



MEMBERSHIP INFORMATION

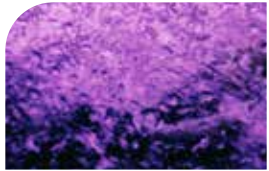
The hospitality industry is an important segment of our community and local economy.



The Sacramento Hotel Association invites you to become a member of the organization representing the top lodging properties in the Sacramento area and many preferred vendors and suppliers. SHA focuses on the needs and interests of the local hospitality community. We're at your service.



www.sacramentohotellassociation.com



MISSION STATEMENT

The mission of the Sacramento Hotel Association is to provide the environment within which those engaged in the lodging industry in the Sacramento region may obtain educational, informational, and networking experiences, to actively advocate the association's position on issues, and to foster local government and community recognition of the industry as an important segment of the regional economy.

JOIN YOUR HOSPITALITY INDUSTRY COLLEAGUES TODAY...

FIND YOUR VALUE IN SHA MEMBERSHIP...

Joining the Sacramento Hotel Association means adding volume to the voice of the local lodging industry, as well as learning about current industry trends and understanding the importance of the hospitality industry in our community. Building business relationships between lodging properties and hospitality service/product providers to strengthen your business is also a key benefit.

SHA's membership is a cross section of the hospitality industry—lodging properties and suppliers/vendors.

Through your membership, you will also benefit from an increased awareness of the hospitality industry in the Sacramento area, a collective voice in local government issues, and continuing interaction with industry and community leaders.

YOUR SPECIFIC BENEFITS AND SERVICES

■ DESTINATION MARKETING AND NEW BUSINESS

Sacramento Tourism Marketing District (STMD)

The hospitality industry is a competitive business and reputable lodging properties play a key role in the desirability of a destination. SHA is **committed to the growth and prosperity of the entire area's hotel/travel industry**. SHA lead the industry in establishing the Sacramento Tourism Marketing District (STMD). The marketing dollars generated by this district are vital to the marketing of our destination. The Association leadership is responsible for nominating candidates for service on the STMD Tourism District Committee, which oversees the district's budget and marketing program. SHA supports of the **marketing efforts** of Visit Sacramento and Visit California.

■ INDUSTRY LAWS AND REGULATIONS

Lodging properties are **subject to accountability through various laws and regulations**. To keep members informed of these issues, SHA invites the California Hotel & Lodging Association to present updates on new state laws and industry regulations, as well as pending legislation affecting the lodging industry.

■ HOSPITALITY/TRAVEL TRENDS AND STATISTICS

SHA provides "big picture" information to members about hospitality/travel trends and statistics from such organizations and research firms as CBRE Hotels, the U.S. Travel Association, American Hotel & Lodging Association, Meeting Professionals International and American Express. **Members attend an annual overview of trends and projections in the lodging industry.**

■ GOVERNMENT RELATIONS PROGRAM

SHA has established itself as a major participant in those areas of hospitality industry concern within city and county government. The Association conducts **an ongoing government relations program to effectively represent industry interests.**

■ EDUCATIONAL PROGRAMS AND MEMBER ACTIVITIES

The Association works diligently **to inform and educate the hospitality community** about industry issues and community developments that effect lodging properties and our destination's image. SHA offers members quality educational experiences and networking opportunities for all employee segments of the industry.

SHA sponsors a series of luncheon meetings with **an educational component at each luncheon**. Speakers address hospitality industry and community development issues. The Association also sponsors a holiday reception to collect new toys for the less fortunate children in our community.

SHA coordinates a **Human Resources (HR) Professionals Group** that meets several times a year. In a roundtable setting—often times with an expert speaker—the group addresses issues and challenges facing HR professionals and general managers in the lodging/hospitality industry.

■ RECOGNITION OF EMPLOYEES/KEY SUPPLIERS

Those in the hospitality industry work continuously to provide high-quality customer service to their guests day after day! At the annual **Hospitality Gala**, industry and community leaders and colleagues honor local hospitality employees and suppliers. The evening is a memorable way of recognizing those who best symbolize excellence in service.

■ JOB OPPORTUNITIES

SHA distributes information about **local hospitality job openings to assist members in filling vital employee positions**. The job opportunity notices benefit both the lodging properties and those individuals seeking new prospects.

■ COMMUNICATIONS

www.sacramentohotelassociation.com

It is an ongoing goal for members to **receive the industry news they need to perform their jobs**. Through the **Reader Board** newsletter, the annual membership directory, job opportunity distributions, the website and email alerts, members are informed of current items of importance to the lodging/hospitality industry and the Association.

■ SACRAMENTO HOTELS FARM-TO-FORK SHOWCASE: CHALLENGE OF THE CHEFS

At the **Sacramento Hotels Farm-to-Fork Showcase: Challenge of the Chefs**, explore the region's delectable offerings alongside local hotel chefs, craft brewers and winemakers. Along with the savory (and sweet) tastings, attendees celebrate **a friendly competition among the hotel chefs and their culinary teams** as they bring their best to the showcase. Proceeds from the event benefit local organizations helping those in need in our community.



■ COMMUNITY RELATIONS & COMMUNITY SERVICE

SHA is committed to sponsoring **community-service programs** that provide opportunities for SHA members to participate in projects that benefit our community and neighborhoods—**"The Hospitality Industry Helping in the Community."** The Association maintains a community relations program that assures recognition of SHA as the representative entity for the lodging industry in the Sacramento region and secures public recognition for members and their accomplishments.



■ SCHOLARSHIP PROGRAM AND EVENT FUNDRAISER

SHA sponsors an annual **special event** each fall **to fund the Association's scholarship program**. The event provides marketing and networking opportunities to showcase Sacramento as a desirable destination, along with products and services available to clients and customers. The Association **grants scholarships to college students** pursuing a hospitality/tourism degree or a business-related degree.

■ GREEN INITIATIVE AND GREEN HOTEL CERTIFICATION

SHA has an ongoing green initiative to promote "green hotel" practices and operating procedures to reduce energy usage and promote sustainable environmental practices. SHA is working with the California Green Lodging Program, administered by the Department of General Services, to promote certification as green lodging properties. A related goal of this initiative is the ability to **market Sacramento as a "green" destination to meeting professionals and visitors.**



SACRAMENTO HOTEL ASSOCIATION

MEMBERSHIP APPLICATION

Membership applied for: Professional (Lodging Properties) Associate (Preferred Vendors)

Name of Property/Company _____

Business Address _____

City/State/ZIP+4 _____

Telephone _____ Fax _____

Website _____

If hotel, how many rooms? _____

Number of employees at this address: Full-time _____ Part-time _____

Name, title and email of designated representative(s) _____

Annual Dues (Membership year is January-December)

Membership dues are prorated based on join date for new members.

Professional (Lodging Properties)
Tier One: 1 to 99 rooms – Dues: \$350 (flat fee)
Tier Two: 100+ rooms – Dues: \$9 per room

Associate (Preferred Vendors)
\$500 per company

Dues or contributions to SHA are not tax deductible as charitable contributions for state or federal tax purposes. However, dues payments to SHA may be deductible by members as an ordinary and necessary business expense. A portion of dues, however, is not deductible as an ordinary and necessary expense to the extent that SHA engages in lobbying. The non-deductible portion of your SHA dues is estimated to be ten (10) percent. With this application is my (our) agreement to support the goals, programs, and standards of the Sacramento Hotel Association. If accepted, my organization and I will adhere to the bylaws and pay the membership dues established by SHA.

I (we) wish to affiliate with other Sacramento area lodging and hospitality industry leaders and become a member of SHA. By becoming a member, I (we) authorize SHA to send information about program, products and services by phone, fax or e-mail under U.S.C. 47sec.227. I (we) certify that the foregoing information is correct and authorize SHA to process my (our) chosen method of payment and activate membership. I (we) understand SHA memberships are non-transferable and non-refundable.

Signature _____ Date _____

Total \$ _____ Dues prorated based on join date for new members.

Payment Options

Check # _____

Credit Card AMEX MasterCard Visa Please invoice.

Card Number _____ Exp. Date _____ VCode _____

Card Address _____

City/State/ZIP+4 _____

Name on Card _____

Signature _____



Remit dues payment with this application to:

Sacramento Hotel Association
3620 American River Drive, Suite 230
Sacramento, CA 95864
(916) 441-6110 • (916) 932-2209 Fax
info@sacramentohotelassociation.com
www.sacramentohotelassociation.com