CHAPTER HANDBOOK

Contact Patricia Walton at patricia@luxuryhotelassociation.org
www.luxuryhotelassociation.org

ABOUT ILHA

The International Luxury Hotel Association is a Global Non-profit association for the luxury hospitality industry. The ILHA works with industry professionals, students, executives, independent hotels, small & large hotel groups, governments, travel agencies, hospitality educators, vendors and other stakeholders to grow business in the full service hospitality industry.

Education and Training

The ILHA offers educational training, certification, and other brand-development programs to hotels, resorts and cruise lines who seek to improve the quality of the service standards in their operations. The ILHA offers grants to qualifying hospitality students and professionals to further their education.

Unification and Communication

The International Luxury Hotel Association believes that industry communication is the key to success in increasing business. The members of the International Luxury Hotel Association have agreed to put competition aside and work together to share insights through a common a forum.

Industry News Leader

The ILHA is the luxury hospitality industry's premier media provider of news and insight. Both the ILHA Smartbrief a quick-read daily news summary and Luxury Hoteliers magazine, a quarterly in-depth report of major trends in the business are respected publications read by hospitality executives.   The ILHA's Hospitality & Travel Forum is LinkedIn's largest group for hotel and travel reaching more than a quarter million people in 90+ countries.

Our Mission

To promote growth in the full service hospitality industry by providing an unbiased source of information for patients, insurance companies and employers about top hospitals, their quality of care and outcomes.
To provide hoteliers with the resources they need to grow their business, improve

standards and advance their careers.

To serve as one voice for purposes of dealing with government organizations and the media to protect the reputation of the luxury hospitality industry.

To promote and provide a forum for communication and to increase connectivity between industry stakeholders.

To seek out future affiliated industries and technologies that will allow international hospitality organizations to operate more efficiently.

To educate travel facilitators from around the world about the growth and advancement in tourism and luxury hospitality.

Non-Profit Status

The International Luxury Hotel Association is an international non-profit organization which has been designated for 501(C)(6) status by the Internal Revenue of the United States Government. Section 501(c)(6) of the Internal Revenue Code provides for the exemption of business leagues, which are not organized for profit and no part of the net earnings of which inures to the benefit of any private shareholder or individual. The International Luxury Hotel Association does not have shareholders or investors.

The ILHA believes in transparency. As a non-profit, the ILHA regularly files an annual report and a 990 Tax Return with the US Internal Revenue Service

We are a Non-Profit Organization. The International Luxury Hotel Association is the first member based non-profit association created specifically for business to business in the luxury hospitality industry. ILHA was founded and is advised by a leadership board that comprises of experts in luxury hospitality and represents varying sized organizations from the independent property to large global groups.

BENEFITS OF A CHAPTER

- Membership in a professional worldwide community of hospitality professionals
- Shared passion for luxury hospitality standards and service
- Opportunities to meet and share insight and strategy with colleagues
- Chance to show leadership and build your credibility as an influencer in the luxury hospitality industry
- Access to trends and best practices to improve and grow business

- Connections to other chapters around the world
- Special regional pricing and discounts
- Host regional meetings and events
- Professional career development
- Access to research and resources

And so much more. . . as with any professional association, you only get out of it what you put into it!

CHAPTER POLICIES & PROCEDURES

Chapter Definition
Chapters are viewed as noncommercial, nonaligned, nonprofit affiliates of the ILHA. "Noncommercial" means that ILHA Chapters do not exist to make money; they exist to serve the ILHA and their members. "Nonaligned" means that ILHA Chapters are not sponsored or run by any faction, party, cause, or organization with a commercial purpose. "Nonprofit" means that ILHA Chapters do not exist to bring financial benefits to their leadership, members,or any other organization. Chapters exist solely to serve the ILHA and their members.
After agreeing to comply with this handbook and after existing for at least one year, Chapters are granted the title of ILHA Chartered Chapter and receive a dedicated webpage on the ILHA website. Chapters may also develop their own websites, with approval of the ILHA corporate officers
.
For ILHA members wanting to start an ILHA Chapter, either virtual or local, in a location where there is not yet sufficient interest to create an actual Chapter, a volunteer may offer to become the "ILHA Contact Person" for that region until a certain threshold of people in the area is met where a Chapter can be sustained.

Note:
Chapters are viewed as noncommercial, nonaligned, nonprofit affiliates of the ILHA. Chapters may not register as a legal business entity of any kind or open a bank account without prior written approval from ILHA board of directors.

Requirements to Form A Chapter
1. To form a chapter you must have at least <u>3 paid in full members of the ILHA</u> (including the Chapter President) prior to approval of starting the chapter.
2. Members may be student, professional, vendor or hotel members.
3. You will need identify one person who will be the Chapter President.
4. You will need to provide contact details for the person that will represent the chapter as a contact point. This can be the President but you may also designate someone else.
5. Completion of the Chapter Application form found here:

Expectations

Chapters will be expected to hold one meeting each quarter (4 per year) by phone or in person to discuss goals and growth of the chapter. A Chapter Meeting Report must be filed online no later than one week after the meeting.

Meetings may also take place before, during or after an event.

Chapters are expected to host at least 1 event per year.

Chapters may wish to appoint committees and committee heads to delegate tasks, ie recruitment committee, event committee, sponsorship committee etc.

Events
Events are great for networking, sharing insight, recruiting new members and more. In the first year or two, especially while the chapter is still small, we recommend keeping events simple. Good ideas for simple events are meeting up at a local bar or restaurant, attending a sporting event or working with a local sponsor or vendor to host an event at their showroom, ie a whiskey tasting at a distributor.

Sponsorship

A great way to build resources to holder bigger events, bring in thought leaders and eventually to hold a local conference is to through getting sponsors. There are three main types of sponsors.

Financial Sponsors: they provide money in return for promotion of their company. Its good to kick off the group with one financial sponsor who may pay for the rights to be

the official chapter sponsor and have their logo next to the Chapter contact information on the ILHA website.

Barter Sponsors: These sponsors provide non-money related benefits to the ILHA in return for promotion of their company. An example would be a vendor that donates wine, food or a venue for an event.

Media Sponsors: These can be magazines, websites or other media companies that offer to promote the ILHA for free in return for sponsorship benefits.

A few important rules:
1. All sponsorship regardless of if it is financial or barter must be approved by the ILHA Corporate Office.
2. Chapters may not collect sponsorship fees directly, ILHA will invoice and collect all sponsorship.
3. 50% of all revenue collected by the ILHA from chapter sponsors will be reserved to provide create a funding reserve for the same chapter which can be requested to use for events, marketing and more.
4. Chapters may provide in writing a funding request to access money from that chapters reserve which must be approved ahead of any event, marketing etc. A funding request will need to itemize the amounts needed and their use, who will be responsible for the money and keeping receipts.
5. All remaining funds and receipts must be returned to the ILHA within 30 days of post event or activity that the funding was requested for.

Payments and Financial Rules

Any financial matters including but not limited to invoicing and the collection of payments will be handled by the ILHA Corporate Office. Under no circumstances should a chapter invoice or collect money for a chapter including membership dues, sponsorship, advertising, event tickets, training, certification or consulting without prior written permission from the ILHA Corporate Office.

Chapter Membership Discounts

The ILHA Corporate Office will work with the chapter to set membership pricing that is appropriate the the region. Should lower membership pricing be set for a region, the ILHA will provide discount codes to share with members and prospective members that will adjust the ILHA membership pricing to the correct local rates.

SUMMARY

Starting a Chapter is great way to engage with your local hospitality community, elevate your influence in the industry and grow valuable and important connections that will advance both your business and career.

If you have studied this guide and feel you have the time and energy to commit to starting and growing a chapter in your region then let's get started.

The first step is to recruit at least two other paid members in your region and then fill out the application form below: