



WE'RE ALL ABOUT YOUR BUSINESS

CHLA 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, CHLA supports strategic alliances to promote the value of California travel & tourism.

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CHLA MEMBER BENEFITS

LEGISLATIVE ADVOCACY

- **California Lodging Industry Legislative Action Summit** - An annual event produced by CHLA
- **CHLA's Professional Legislative Representation** - Public Policy Advocates protects the interest of the lodging industry on behalf of CHLA
- **California Employment & Hiring Guide** - Downloadable information in regards to recruitment, selection and hiring of employees in California
- **FREE Legal Hotline: 800-678-2462** - Jim Abrams, CHLA's Member Legal Advisor answers all inquiries personally
- **California Legislature Resources** - Online legislative bill tracking, directories, schedules & publications
- **AHLA Partner State** - As the only California lodging association that is a partner state of the American Hotel & Lodging Association, CHLA represents your interests nationally and in California

EDUCATION

- **Educational Conferences & Trade Shows** - Free conferences and trade shows held yearly in Northern California, Southern California and Greater LA Area.
- **Educational Seminars** - Hosted throughout the state & virtually on topics such as labor law, forecasting, human resources, safety & security and more
- **AHLA Educational Institute Publications and Certifications** - Members receive discounts on purchases
- **Monthly Educational Webinars** - Free member-only webinars on a wide variety of topics such as employment law, COVID-19 requirements, ADA accessibility, cleaning protocols and more
- **Educational Scholarships** - Awarded annually from the CHLA Hospitality Foundation & AHLA Education Foundation

COMMUNICATIONS

- CHLA *Hotel Weekly* Newsletter
- *California Lodging News* Magazine
- Annual Advocacy Summary
- Construction & Renovation Reports
- Occupancy, Daily Rate & Forecasting Reports
- Important & timely member alerts

MEMBER PROGRAMS

- **Customized COVID-19 Prevention Plan & Training Documents**
- **Clean + Safe Guidance/Certification Program**
- **ADA Lawsuit Protection Program**
- **Purchasing Cost Savings Program**
- **Harassment Prevention Training** - Legally Required
- **Service Animals** - Education & Resources
- **Exclusive Health Care Discounts & Solutions** - Including Telemedicine
- **Labor Management Products**, including wage data reports
- **Insurance** - Workers Compensation Insurance, Employment Practices Liability Insurance (covers ADA claims), Health/Employee Benefit Plans and more from CHLA's preferred hospitality insurance provider.
- **Payroll Processing** - Member Discounts
- **Credit Card Processing** - Special member rates for payment, fraud management and data security solutions
- **MIPP** - A Cal/OSHA Musculoskeletal Injury Prevention Program (MIPP) and Training Tool-Kit which is required by law
- **Dell** - Discounts up to 30% on computer products
- **Free Human Trafficking Awareness Training, Posters & Resources**
- **Free Room Rate Cards**
- **Proposition 65 Resources and Signs**
- **Free Drought Notification Cards**
- **STR** - 20% discount
- **Stars of the Industry** - CHLA's state wide employee & property recognition program
- **ERC Program** - The Employee Retention Credit is a federal tax incentive for business like hotels affected by COVID-10.