

## 1. Goals & Objectives of Program – **Advocacy Summary**

CH&LA's yearly advocacy summary provides our membership with an update of the legislative, regulatory and political developments that CH&LA has been involved with. Released yearly, this advocacy summary includes new laws and regulations that hoteliers should be aware of. Additionally, we provide updates on legal cases and national legislation that CH&LA is tracking. This summary is used in a mailing to solicit political contributions to CH&LA's political action committee which allows us to contribute to political candidates who will support the hospitality industry. Furthermore, the advocacy summary helps drive attendance to our annual Legislative Action Summit held each Spring.

2. Target Audience – GM, Owner or primary contacts on at our property members
3. Results of Program – This is our 7<sup>th</sup> year of producing this booklet. It is very popular. We use it for retention, recruitment and political contributions.
4. Evaluation Measures – Member response.
5. How was the program presented to the Target audience? In November of every year this CH&LA Advocacy Summary is produced and mailed to all members. Since 55% of our members have a Jan. 1<sup>st</sup> renewal date this document gets into their mailboxes and hand prior to them receiving their renewal invoice. We also include a PDF of this document on our website in our members only section for members to view.
6. Additional information: Membership also takes this booklet on sales calls to help with recruitment and have found that people love to get a copy and it really helps out into perspective what the association does all year long for them. Please see the attached PDF. Thank you.