



**International Society
of Hotel Associations**

2022 ISHA Partners



The **American Hotel & Lodging Association (AHLA)** is the voice of the lodging industry, an outspoken advocate and indispensable resource for the \$113 billion lodging sector. Members benefit from product and service discounts, world-class training, in-depth information, fast research support, and a wealth of other resources. **Contact: Troy Flanagan, Vice President, Government Affairs & Industry Relations, tflanagan@ahla.com; Marilou Halvorsen, Vice President, Government Affairs & State Relations, 732-779-4090, mhalvorsen@ahla.com**



The **Asian American Hotel Owners Association (AAHOA)** is one of the leading voices in the hospitality industry for hotel owners and operators. AAHOA represents nearly 14,000 members nationwide, who own more than 20,000 properties, amounting to more than 40% of all hotels in the United States. AAHOA members employ over 600,000 American workers, accounting for nearly \$10 billion in payroll annually. To learn more about AAHOA and its mission, please visit www.aahoa.com. **Contact: Kati Siconolfi, Director, State & Local Government Affairs, 202-945-4957, kati@aahoa.com**



American Resort Development Association (ARDA) is the Washington D.C.-based professional association representing the vacation ownership and resort development industries. Established in 1969, ARDA today has nearly 1,000 corporate members ranging from privately held firms to publicly traded companies and international corporations with expertise in shared ownership interests in leisure real estate. The membership also includes timeshare owner associations (HOAs), resort management companies, and owners through the ARDA Resort Owners Coalition. **Contact: Chris Stewart, Director, State Government Affairs, 407-245-7601, cstewart@arda.org**



For more than 65 years, **AHLEI** has worked to provide industry, hospitality organizations, schools, colleges and universities with quality resources to train, educate, and certify hospitality professionals with an extensive product line includes online courses, skills guides, textbooks (print and digital), DVDs and more. AHLEI administers 20-plus professional certification programs for all levels of one's hospitality career, from line-level to general manager. Workforce development agencies can also take advantage of strong foundational programs to start new employees on a career in hospitality with the Certified Guest Service Professional program and six certifications for front-line employees. **Contact: Alisha Gulden, Vice President of Sales, Training & Certification, 312-715-5370, agulden@restaurant.org**



Celebrating 30 years of offering best in class food safety training, the **ServSafe** programs created by the National Restaurant Association, are widely recognized and respected in the foodservice industry. Under the guidance of scientists and industry specialists – the ServSafe program provides Food Handler, Manager Food Safety, and Responsible Alcohol, and Allergen training and certification designed to reduce risk to your business and help you meet local regulatory requirements. **Contact: Alisha Gulden, VP of Sales, Training & Certification, 312-715-5370, agulden@restaurant.org**



IAAPA is the premier trade association representing the diverse and ever-changing attractions industry. IAAPA hosts global events and conferences that spread successful ideas and practices. We also provide valuable tools and resources that make all our businesses smarter, safer, and more profitable while delivering guest experiences that surprise and delight. **Contact: Keith Stephenson, Public Affairs Director, kstephenson@iaapa.org; Zach Stokes, Public Affairs Manager, zstokes@iaapa.org**

UNITEDHEALTH GROUP

UnitedHealth Group (UHG) is the health and wellness partner of the hospitality industry. Through a joint venture partnership, UHG is partnered with 70 national and state hospitality associations and offers a discounted and unique product suite that hospitality employers are using to incentivize full time, part time and seasonal employees to return work while reducing costly turnover, absenteeism and presenteeism. Our product suite drives member value and non-dues revenue to our association partners. UHG's solutions for hospitality remove barriers to health care and include virtual, convenient and affordable options such as diagnostics and telehealth and group and individual/family health care. **Contact: Kimberlee Vandervoorn, Vice President, Consumer Solutions, 301-524-9962, kvandervoorn@uhg.com**

Heartland

Heartland Payment Systems provides credit/debit card, payroll and related processing services to hotel, restaurant and retail merchants throughout the United States. More than 250,000 clients rely on Heartland and its team of 2,300 employees and Relationship Managers. Heartland processed its first card transaction in 1997 with a business investment of \$41 million – today, we are the sixth largest payment processor, with over \$55 billion processed annually. **Contact: Bobby Hidgon, Business Development Manager, 888-798-3133 ext. 11577, robert.hidgon@heartland.us**



Source1 Purchasing is a group purchasing organization supporting the hospitality industry by providing access to nationally contracted pricing, dedicated account management and specialized member programs that create significant value within their supply chain. **Contact: David Vargas, Program Director, 561-273-7953, David.vargas@Source1Purchasing.com**



ON THE FRONT LINES
OF WORKPLACE LAW™

Fisher Phillips LLP represents employers nationally in labor, employment, civil rights, employee benefits and immigration matters. The Hospitality Industry Practice Group (HIPG) includes attorneys that advise and represent many of the largest hotel and gaming companies in the country, along with dozens of individually owned hotels, restaurants, spas & other members of the hospitality industry. We help prevent legal problems and provide day-to-day advice and consultation on every aspect of labor and employment law. **Contact: Andria Lure Ryan, Partner, 404-240-4219, alureryan@laborlawyers.com**



Personify partners with associations, chamber of commerce, event organizers and other purpose-driven organizations to help them manage and grow their communities. Your organization's software should meet your organization's needs. With Personify, you can streamline all of the day-to-day membership activities, maintain your financial and reporting data, and keep growing your mission with flexible platform features. Learn more about our Community Experience Platform that includes association management systems, learning management system, an online CommUnity and event management tools and more. **Contact: Lindsay Smith, Director of Client, Partner & Event Marketing, lsmith@personifycorp.com**



Customers are at the core of everything **Dell** does. Dell is focused on delivering affordable business solutions that enable small business owners to make smarter decisions that impact their bottom line. ISHA has partnered with Dell to bring savings to you and your members (up to 30-40% off the everyday price) on systems and Dell branded electronics and accessories. See why Dell has all the technology, expertise & service you need to build and maintain an efficient home and business workspace. Visit dell.com/ISHA. **Contact: Steve Shipe, Strategic Partnerships, 615-545-7786, Steven.Shipe@dell.com**



Civitas is the nation's leading firm in developing long term funding solutions for Destination Marketing Organizations, by providing stable funding for destination marketing and promotion. Our team has helped form an unparalleled 180+ Tourism Improvement Districts throughout the US, and helped several states investigate the possibility of establishing statewide funding. To learn more, visit civitasadvisors.com. **Contact: Tiffany Gallagher, Eastern US Branch Mgr, 800-999-7781, tgallagher@civitasadvisors.com**



Novi AMS was created and designed by associations, end users just like you, who wanted the power and flexibility of custom software without the custom price. The result is association management software that staff quickly adopts and is excited to log in to every day. With an intuitive user experience, combined with our 24/7, two-way sync with QuickBooks, Novi AMS removes workarounds and automates manual tasks so that staff can focus on serving members and growing the organization. **Contact: Jenn Norman, CAE, VP of Customer Growth, 813.499.0336, jennifer@noviams.com**



Salary.com is the leading provider of compensation market data, software, and analytics, bringing more of the trusted data and intuitive software organizations need to get pay right. With WageWage now a member of the Salary.com family of compensation surveys, HR professionals can access Salary.com's Hospitality Survey to compare compensation plans to industry peers and design competitive pay programs and industry-relevant benefits and pay practices. For more information, visit www.salary.com.

Contact: Dan McPhee, Partnership Relationship Manager, +1.774.364.2318



BMI is the bridge between songwriters and the businesses and organizations that want to play their music publicly. As a global leader in music rights management, BMI serves as an advocate for the value of music, representing more than 7.5 million works created and owned by over 600,000 songwriters, composers and music publishers. **Contact: Dan Spears, VP Industry Relations, 410-527-1076, dspears@bmi.com**



Seasonal Connect is a first-of-its-kind, comprehensive solution to seasonal organizations' biggest operational and staffing challenges. The software platform features a search tool to find other seasonal organizations for in-country recruiting partnerships, a job search tool to find U.S. and international workers (H-2B and J-1), assistance with finding employee housing and daily transportation options, and a community of other seasonal organizations to collaborate, connect, and help one another. **Contact: Carly Eglin, Founder/Chief Operating Officer, 617-716-6491, Carly.Eglin@seasonalconnect.com**



State and local lodging associations have demands that far exceed what their limited staffing can accomplish. **Back 9 Consultants** are Certified Association Executives with over 50 years of experience as state, local, and national lodging association executives. Our consultants focus on your targeted goals to help your association achieve greater success. We understand the need to exceed leadership expectations without charging corporate level fees. For a full list of the specific services we can provide, refer to our website www.back9consultants.com. **Contact: Pam Inman, Partner, 615-491-4482, paminman6@outlook.com; Trisha Pugal, Partner, 262-993-2851, trishapugal1@gmail.com**



STR is the leading global provider of competitive benchmarking, information services and research to the hotel industry. Our data reporting empowers hoteliers, as well as third-parties affiliated with the hotel industry, to make sound decisions by providing actionable performance data. **Contact: Melissa Springsteen, Business Development Executive, Hotels, 615-824-8664 x3468, mspringsteen@str.com**



Pyramind LLC is a woman-owned, retained executive search firm that delivers quality, senior-level talent to leading enterprises and organizations. By applying professionalism, integrity and a targeted approach to recruitment, Pyramind achieves successful placement results for a wide variety of clients. **Contact: Hope Johnson, President and CEO, 703-622-9088, hope@pyramindsearch.com**



WebinarHub helps industry associations increase their non-dues revenue (NDR) through implementing sponsored webinar programs. We offer a turnkey solution that takes care of all the operational and event management aspects of webinar production. Best of all, our experienced sales team will even secure the sponsorship revenue for your association. There are no costs or fees involved; we work purely on a revenue sharing basis – our success is your success. **Contact: Alex Hoban, Business Development Specialist, 437-886-0108, ahoban@webinarhub.com**



Shrpa is the fastest-growing new travel platform used by communities throughout the US to help travelers discover new adventures! Shrpa delivers a seamless platform for connecting communities, creators, and travelers through full experiences. Shrpa is delivering the power of its platform to hotels in an exciting new Digital Concierge offering. Shrpa's Digital Concierge provides hotel guests the ability to discover area attractions throughout their entire guest experience through branded offerings that are both inspirational and informative. **Contact: Karen Rowley, Director of Business Development, 925-785-2902, karen@shrpa.com**



Traliant's industry-leading online training courses for the hotel industry feature modern, bite-sized episodes presented in a news-style format. The courses cover the topics of sexual harassment prevention, recognizing human trafficking, and bloodborne pathogens. Training is immersive, with interactive videos and alternate endings highlighting real-world scenarios within a hotel setting. Traliant's training is built to educate, influence & motivate by teaching appropriate behaviors and promoting a positive, respectful work environment. **Contact: Karen Britton, Partner Programs, 732-245-7436, Karen.britton@traliant.com**



hotel employee rate

The **Hotel Employee Rate** travel program allows hotels and hotel chains the opportunity to offer their teams the essential benefit of hotel employee rate travel. To participate, hotels contribute a small percentage of their inventory over low demand periods at hotel employee rates. In exchange, the hotel can offer their very own hotel employee travel program featuring hotels and resorts at hotel employee rates/preferred rates in over 100 countries. **Contact: John Laclé, Managing Director, Cell: +31 (0)62-787-8043 | Office: +31 (0)35-646-2609, jlacle@hotelemployeerate.com**



Merchant Advocate helps businesses lower the cost of accepting credit cards *without* switching processors. Our team of analysts will perform a FREE analysis of your statement to uncover any hidden fees, coding errors or inflated rates. We negotiate on your behalf to eliminate those fees and monitor your account every month to ensure you keep saving. There are no upfront costs and no obligation. Merchant Advocate has helped our clients save over \$100 million dollars in excess fees and hidden costs. Through our intensive Analyze, Adjust and Audit process, we put money back in your pocket. Get a free analysis today! **Contact: Philip Davidoff, Merchant Advocate Consultant, 215-439-2596, pcdavidoff@merchantadvocate.com**



Class Action Capital is a provider of class action settlement claim management and monetization to the global corporate community. Launched in 2012, CAC has quickly gained traction amongst the corporate community to become the premier provider of outsourced class action settlement claim management and monetization. From 30 clients in 2012 to over 4,000 clients to date, CAC's value proposition, reputation and expertise has been recognized by companies of all sizes in diverse industries. **Contact: Joshua Kerstein, Director of Strategic Partnerships, 941-200-0066, josh@classactioncapital.com**



Adesso Capital provides concierge lending services for small businesses. When the pandemic sent the hospitality industry into a downturn, Adesso assembled a team to help restaurant owners and lodging operators maximize the federal COVID relief available to them. Adesso has partnered with state hospitality associations to deliver the Easy ERC™ (expedited Employee Retention Credit filing services for business owners) and ERC Cash Now™ (ERC advances while owners wait for the IRS to process their filing). **Contact: Mike Rawson, 802-777-7494, Mike@AdessoCapital.com**

The Hilton logo consists of the word "Hilton" in a bold, black, serif font, enclosed within a thin black rectangular border.

Hilton Worldwide is a leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels. **Contact: Scott Nowak, Director, State & Local Government Affairs, 703-883-6917, scott.nowak@hilton.com**

The Hyatt Hotels & Resorts logo features the word "HYATT" in a white, sans-serif font with a red arc above the letters, set against a dark blue background. Below this, the words "HOTELS & RESORTS" are written in a smaller, white, sans-serif font on a dark grey background.

Hyatt is a global hospitality brand with one driving purpose: to care for people so they can be their best. Our commitment to this purpose is evidenced by our 60-year history of high standards and quality; our portfolio of 20 premier brands spanning 875 properties, 60 countries, and six continents; our thoughtful offerings for business & leisure travelers; and our global footprint with extensive reach. Our loyalty program, World of Hyatt, allows us to deepen our relationship with our community of loyalists, and drives them to interact with our brand in new ways—supporting our strategy to create new experiences that go beyond hotel stays. **Contact: Eileen Rainey, Director of State & Local Tax (Tax Dept), 312-780-5491, eileen.rainey@hyatt.com; Rob Schnitz, SVP & Associate General Counsel, rob.schnitz@hyatt.com; Savanna Barclay, Sr. Mgr, Indirect Tax (Finance), 312-780-5462, savanna.barclay@hyatt.com**

The IHG Hotels & Resorts logo features the letters "IHG" in a large, bold, black, sans-serif font. Below it, the words "HOTELS & RESORTS" are written in a smaller, black, sans-serif font.

IHG® (InterContinental Hotels Group) is a global organization with a broad portfolio of hotel brands, including: InterContinental® Hotels & Resorts, Kimpton® Hotels & Restaurants, HUALUXE®, Crowne Plaza® Hotels & Resorts, Hotel Indigo®, Holiday Inn®, EVEN™ Hotels, Holiday Inn Express®, Staybridge Suites® and Candlewood Suites®. IHG franchises, leases, manages or owns over 5,000 hotels and 744,000 guest rooms in nearly 100 countries, with more than 1,300 hotels in its development pipeline. IHG also manages IHG® Rewards Club, the world's first & largest hotel loyalty program with over 92 million members worldwide. Visit ihg.com for hotel information. **Contact: Shannon Sellman, Director of Government Affairs, (678) 296-8186, Shannon.Sellman@ihg.com**

The Marriott logo features a red circular icon with a white stylized "M" shape inside. Below the icon, the word "Marriott" is written in a red, serif font.

Marriott International, Inc is a global hotel and lodging company with over 3,700 lodging properties in 74 countries and territories worldwide. The company's portfolio of 18 brands includes the signature Marriott Hotels & Resorts line, Ritz-Carlton, Renaissance Hotels, Courtyard by Marriott and the recently added Gaylord Hotels. **Contact: Travis Cutler, Director, State Government Affairs, 301-380-0759, travis.cutler@marriott.com**

ISHA Affinity Partners

Select partners offer revenue share & discount opportunities to ISHA members, and for you to share with your members. Read below for details.



Class Action Capital is a provider of class action settlement claim management and monetization to the global corporate community. With over 4,000 clients to date, CAC's reputation & expertise has been recognized by companies of all sizes & industries. By working with CAC to promote claims to members, ISHA lodging associations receive a percentage of revenue share when a claim is settled in their state. To learn more, contact **Joshua Kerstein** at josh@classactioncapital.com or visit classactioncapital.com.



Dell is proud to provide small business owners with affordable solutions that that impact their bottom line. Dell has everything that you and your members need to build and maintain an efficient home and business workspace. ISHA has partnered with Dell to help you and your members save up to 30-50% on your systems, Dell-branded electronics & accessories. Visit www.dell.com/ISHA to see all current offers you can promote to your members. Purchases must be made with ISHA Member ID# **530002874491**



hotel employee rate

The **Hotel Employee Rate (HER)** travel program allows hotels and hotel chains the opportunity to offer their teams the essential benefit of hotel employee rate travel. HER charges a hotel an annual flat fee to participate in the program. Once the hotel enrolls, the program is open to all of their employees for the year. As part of ISHA program, **all** hotels and resorts affiliated with your association will receive a 20% discount on the annual fees a hotel would pay to join the HER travel program. In order to get this discount they **must** sign up by emailing HER at isha@hotelemployeerate.com. In addition, your association will receive 25% of the annual fees paid by your members and any renewal fees from your member properties directly referred to by your association. As an added benefit, if you partner with Hotel Employee Rate they will extend Hotel Employee Rate membership to all association employees. For more details, contact **John Laclé, Managing Director, Cell: +31 (0)62-787-8043 Office: +31 (0)35-646-2609, jlacle@hotelemployeerate.com**



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Source1 Purchasing

Source1 Purchasing is a group purchasing organization that supports the hospitality industry by providing access to nationally contracted pricing, dedicated account management and specialized member programs that create significant value within their supply chain. Source1 gives associations the chance to earn further revenue by becoming chapter partners and enrolling their members in the Source1 Program. For more details, contact **David Vargas, Program Director, 561-273-7953, David.vargas@Source1Purchasing.com**



TRALiant

Traliant is an online training provider that brings you three key training courses for your members. Now you can offer your members *Preventing Discrimination and Harassment for Hotels*, *Recognizing Human Trafficking for Hotels*, and *Bloodborne Pathogens* for **only \$38 per employee**. We know that finding relatable training that meets all state and federal requirements can be both challenging and expensive. We are pleased to bring you this option at a great price for you to offer your membership. ISHA Member Associations will receive a percentage of all sales to your members. Contact Karen for more information: **Karen Britton, Partner Programs, 732-245-7436, Karen.britton@traliant.com**



Adesso Capital provides concierge lending services for small businesses. When the pandemic sent the hospitality industry into a downturn, Adesso assembled a team to help restaurant owners and lodging operators maximize the federal COVID relief available to them. Adesso has partnered with state hospitality associations to deliver the Easy ERC™ (expedited Employee Retention Credit filing services for business owners) and ERC Cash Now™ (ERC advances while owners wait for the IRS to process their filing). **Contact: Mike Rawson, 802-777-7494, Mike@AdessoCapital.com**