

Membership Application
Property/Allied Company

Corporate Name _____

Representative's Name _____

Title _____

Mailing Address:

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Website _____

Type of Business _____

Membership Classification and Dues

Properties (hotels/condos): \$1.50 per room, per month
(Minimum membership fee is \$350 annually)

of rooms _____ # of employees _____

Allied (business): \$350 annually

of employees _____

Signature _____

Date _____



Rtn. Address:



Maui Hotel & Lodging
ASSOCIATION

1727 B. Wili Pa Loop
Wailuku, HI 96793



Maui Hotel & Lodging
ASSOCIATION

Serving the Legislative and
Community Needs of Maui
County's Visitor Industry

The Voice of the Visitor Industry

Maui Hotel & Lodging Association

- Supports Maui County's visitor industry and employees
- Voices the industry's concerns to Government and the public
- Supports industry involvement in giving back to the community
- Provides educational opportunities for future business leaders

Goals and Objectives

Internal

Develop and expand the membership base. Encourage dedicated participation from both types of memberships: *Properties* (hotels, condominiums and time shares) and *Allieds* (businesses that support the visitor industry). Enhance interest, value and involvement at all levels.

Political

Increase communications with Government leaders through the development of a lobbying front; encourage and develop industry interest and participation in the political process; educate and lobby government and community leaders on issues and concerns of Maui's visitor industry.

Work in conjunction with other business groups and unions to solve common issues. MHLA's executive director is a registered lobbyist with the State of Hawai'i, and prepares written and oral testimony for delivery to the State Legislature and County Council.

Visitor Industry

MHLA monitors and researches the many issues affecting our industry; and wherever possible develops programs to meet those needs. MHLA's various committees and advisory boards address issues such as energy, recycling, water resources, disaster preparedness, taxes, liquor laws, housing, traffic and workforce development.

Community Well-Being

Giving back to the community is one of MHLA's primary goals. By increasing the association's involvement in community affairs, MHLA thereby becomes a major player in the community, and assume an ever-expanding leadership role.

An integral part of MHLA's community involvement includes the sponsorship of several key annual events:

- *Visitor Industry Charity Walk*: A fundraising event held each May that raises significant funds to support numerous Maui County charitable organizations
- *Na Kupuna Dinner*: A Holiday event that pays tribute to and honors Maui's Kupuna
- *Excellence in Education Golf Tournament*: Held each August, proceeds from this fundraising event provides valuable scholarship funds for students pursuing a career in the visitor industry.

Education

Encourage the development of employees in the visitor industry. MHLA supports the Hawaii Tourism Authority's strategic plan for workforce development to ensure a sufficient and highly-qualified workforce is provided with meaningful careers and advancement opportunities. MHLA provides for educational programs such as the Academy of Hospitality & Tourism and UH Maui College's Hospitality & Tourism and Culinary Arts programs.

Among other things, MHLA grants scholarships and provides leadership support via internships and job shadowing opportunities, and offers a forum for students and industry representatives to interact.

Please Join Us

Take an active role in helping the visitor industry maintain its vitality and viability. Meet and network with industry insiders. Be a part of a collective voice on issues of critical importance to tourism. Enhance the Maui County community and pave the way for our industry's future business leaders.

Join MHLA today!

Carol Reimann, Executive Director
Maui Hotel & Lodging Association
1727 B. Wili Pa Loop
Wailuku, HI 96793
808/244-8625, 808/244-3094 (fax)
creimann@mauihla.org
Website: www.mauihla.org