

# Chapter Leadership Resource Center Site Map

## Membership Marketing Materials

- **Membership Application Form**
  - Printable Membership Application Form
- **Download HSMIA Logo**
  - Official HSMIA logo for Chapter use
- **New membership collateral sample**
  - 7x7 Membership brochure "A New Pool of Resources"
- **New membership materials order form**
  - Order form for 7x7 Membership brochures, notepads, envelopes

## Chapter Membership Reports

- **Chapter Membership Online Reports**
  - Link to Chapter Membership Report Website
- **Instructions for Chapter Membership Online Report**
  - Printable instruction on use of Online Reports
- **Industry Code Definitions**
  - Printable list of Industry Codes and Definitions

## Leadership Tools and Information

- **Letter of Incorporation**
  - Official Letter of Incorporation for 501(c)(6) eligibility
- **Chapter Member Reports**
  - Direct link to On-Line Chapter Reports
- **Educational Track Speakers & Programs**
  - Link to Speaker Directory
  - Link to eConference Archives
  - Link to HSMIA Today (PowerPoint presentation)
  - Link to Best Practice Chapter Blueprint (Link to 2002 Best of Best)
- **Instructions to Add/Edit Chapter Events and Information**
  - Instructions on how to add or edit Chapter Events on the HSMIA website.
- **Add/Edit Chapter Events and Information Link**
  - Direct link for adding/editing Chapter Events on the HSMIA website
- **Chapter Operations Guidelines**
  - Printable Chapter Operations Guidelines Manual
  - Introduction & Mission Statement
  - Association & Leadership History
  - Membership Structure & Policies

- Membership Status Code Definitions
- Leadership Roles, Objectives and Conducting Effective Board Meetings
- Chapter Organization and Charter
- Legal Status of Chapter
- Installation Procedures
- Board & Committee Roles
- Chapter Paid Staff Positions - Sample Agreements
- Sample Chapter By-Laws
- Financial Reporting
- CHME/CHSP Programs
- Chapter Awards & Recognition Programs
- **Current Chapter Leadership Update**
  - Current edition of the Leadership Update
- **Chapter Leadership Update Archive**
  - Archived editions of the Leadership Update
- **Current Monthly Chapter Membership Summary Report**
  - Current Chapter Membership Rankings
- **Archived Monthly Chapter Membership Summary Report**
  - Archived Chapter Membership Rankings
- **Current Chapter Membership Retention Report**
  - Membership Retention Report for the current month
- **Archived Chapter Membership Retention Reports**
  - Membership Retention Report for previous months
- **Chapter Management Articles and Resources**
  - Chapter Event Marketing
    - Event Attendance
    - Event Marketing
  - Public Relations Toolkit
    - Introduction Letter
    - PR Toolkit
    - PR In-A-Box
    - Calendar Event Template

## **Membership Toolkit**

- Helping Your Chapter Soar - Complete Membership Toolkit
- Template Download Instructions
- Chapter Telemarketing Script Template
- Recruiting Letter Template
- Recruiting Email Template
- Welcome Letter Template
- Overcoming Common Objections

## Student Club Information and Resources

- Student Leadership Handbook
- Hospitality Schools and Student Clubs
- Current Student/Faculty Update
- Student/Faculty Update Archive

## Leadership Presentations

- **2004 Leadership Forum Program Overview and Presentations**
  - HSMIA Global & Americas Update-Robert Gilbert, CHME
  - State of the Industry Update-Mark Hoy
  - Channel Distribution Update-Scott Anderson
  - Leadership 201-Mike Hampton, PhD
  - Membership Retention and Recruitment-Denise Tarka
  - Experiential Marketing-Robert Maurer & Marya Liebezeit
- **2005 Leadership Forum Program Overview and Presentations**
  - Chapter Leadership Forum 2005-Bob Gilbert and Maureen O'Hanlon
  - Generational Differences-Dr. Lalia Rach
  - Having Guts to be Great-Cindy Novotny
  - Using Outlook to Take Control-Pam Streeter and Jim Struna
- **2005 New Chapter President's Orientation**

## 2004 Best of the Best Chapter Programs

- **Introduction**
- **Best of the Best Program**
  - Description and History of Best of Best Program
- **Chapter Award Program History**
  - History of Best of the Best Chapter Award Winners
- **2005 Award Program Application**
  - Competition Guidelines
  - Chapter Award Category Descriptions and Criteria
  - Chapter Award Program Entry Form
  - Chapter Award Summary Statement of Entry Form
- **Awards and Recognition**
  - Entire entries for Small Chapter and Large Chapter winners
  - Summary statements for all chapter entries
- **Communications**
  - Entire entries for Small Chapter and Large Chapter winners
  - Summary statements for all chapter entries
- **Community Involvement**
  - Entire entries for Small Chapter and Large Chapter winners

- Summary statements for all chapter entries
- **Educational Programming**
  - Entire entries for Small Chapter and Large Chapter winners
  - Summary statements for all chapter entries
- **Fundraising Programs**
  - Entire entries for Small Chapter and Large Chapter winners
  - Summary statements for all chapter entries
- **Leadership Development**
  - Entire entries for Small Chapter and Large Chapter winners
  - Summary statements for all chapter entries
- **Membership Retention & Development**
  - Entire entries for Small Chapter and Large Chapter winners
  - Summary statements for all chapter entries
- **Partnership Development**
  - Entire entries for Small Chapter and Large Chapter winners
  - Summary statements for all chapter entries
- **Web Sites**
  - Entire entries for Small Chapter and Large Chapter winners
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