

## Member Testimonials

*"It is an honor and a pleasure to be a member of the Guilford County Hotel/Motel Association. As an Allied Member, the association provides great networking opportunities and business for our facility, wonderful members who care about the hospitality industry's high standards, and continued growth to our area. I would encourage all hospitality partners to be a part of this great organization that will continue to enhance, educate, provide resources, and encourage fellowship for its members and our community."*

*Barbara Parris*

*Bryan Park Golf & Conference Center*



*"The Guilford County Hotel/Motel Association gives me the opportunity to have open conversations with many other hoteliers in the area. It also puts me in touch with local vendors- Allied Members- that may help the hotel run more efficiently and effectively. Membership has also opened many lines of communication with other businesses such as GMA, the High Point Convention and Visitors Bureau, and the Greensboro Area Convention and Visitors Bureau. All in all the association is a must for any business wanting to stay informed with the local tourism industry."*

*Kevin Raper*

*Park Lane Hotel*




The Guilford County Hotel/Motel Association is a non-profit organization whose purpose is to promote and assist the lodging and hospitality industry in Guilford County. Membership is comprised of hotels and motels in Guilford County as well as industry partners with interests in the hospitality industry.

Membership meetings are held the first Thursday of every month.

Social hour begins at 11:30am, and the program begins promptly at noon. Call the GCHMA office at 378-6465 or visit [gchma.com](http://gchma.com) for meeting locations.

Guilford County Hotel/Motel Association  
c/o Professional Management Group  
PO Box 26140  
Greensboro, NC 27402  
Professionally managed by:



A division of 

(336) 378-6465



Guilford County Hotel/Motel Association

# Guilford County Hotel/Motel Association

PO Box 26140  
Greensboro, NC 27402  
Phone (336) 378-6465  
Fax (336) 378-6272  
[www.gchma.com](http://www.gchma.com)

# Member Benefits

## Monthly Membership Luncheon Meetings

Network with colleagues, enjoy an outstanding lunch, participate in the business meeting, and enjoy speakers on topics relevant to the hospitality industry.

Hosted by members.

## Monthly Convention & Visitors Bureaus Updates

The Greensboro and High Point CVBs give detailed reports on upcoming conventions and industry events.

## Convention Bureau Board

The Association has four automatic seats on the Greensboro CVB Board of Directors.

## Mailing Services

The Association will provide labels of members for your mailing for a nominal fee.

## Monthly Newsletter

The Association publishes a monthly newsletter, *short sheets*, to provide news, meeting notices, update of area conventions, Guilford County concerns and distribution of Association materials. Affordable advertising opportunities are available in the newsletter.

## Volunteer Opportunities

Opportunities are available to serve on volunteer committees or participate in the Association's annual fundraiser.

## Database Verification

The Association keeps a current database of all Guilford County hotels, motels and contacts.

## Legislative Advocacy

The Association has a large voice in such issues as tax increases, tourism funding, and industry regulations.

## Membership Directory

The Association has a Membership Directory available for members. Call GCHMA for a copy.

## Bed Making Contest

Your associates can compete to be the *Fastest Bed Maker in Guilford County* at our annual Holiday luncheon.

*And a variety of other opportunities . . .*

# Additional Allied Member Benefits

## Hosting a Luncheon

The Association will allow four luncheons a year to be hosted by an Allied Member.

## Allied Member Showcase

Each year the Association sponsors a tradeshow for our Allied Member. This is a great opportunity to showcase your products and services.

## Allied Member Spotlight

At each monthly meeting, one Allied Member is spotlighted. You may set up a booth with marketing materials, give a five minute presentation during the program and offer a door prize. The Allied Member spotlight is also highlighted in *short sheets*, the monthly newsletter.

## Welcoming Committee

Allied Members are encouraged to supply the Association with brochures or other promotional products to put in welcome bags for new hotel property managers or new General Managers to the area.

## Networking

GCHMA provides the opportunity for you to meet with your clients and potential clients at monthly meetings and other activities.

## Annual Dues

### Hotels:

\$2.00 per room  
*minimum of \$100*  
*maximum of \$500*

### Allied:

Starting at \$200 a year

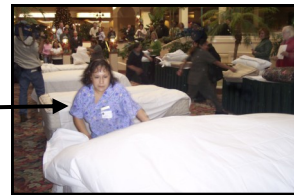
# Annual Events



Annual Allied Member Showcase



Fastest Bed Maker in Guilford County Contest



Food and fun for a good cause at the TASTE Culinary Sampling and Silent Auction



Attendees listen to a speaker and updates from the local CVBs at monthly luncheon meetings.