

Annual membership dues do not include monthly luncheon fees. Complete form and mail to:
PO Box 4092 ♦ Baton Rouge, LA 70821 ♦ 225-752-1455 ♦ 225-752-4855 fax



Name of Hotel / Agency: _____
Contact Name / Title: _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax: _____
E-mail: _____

If a hotel, indicate the # of rooms / suites _____ If non-hotel business, what type: _____
Once completed, an invoice will be mailed to you for payment to BRAHMA.

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HISTORY

The Baton Rouge Area Hospitality Management Association, formerly the Hotel Motel Association of Greater Baton Rouge, was chartered in 1955 as the first group of hotel managers, who organized primarily to discuss issues dealing with legislation and the promotion of the quickly expanding hospitality industry. In 1994, the HMA hired an executive director to further its mission, to develop the industry and its employees, and to foster collaborative partnerships with allied industries. Re-organized as the Baton Rouge Area Hospitality Management Association (BRHMA) in 2003, the mission of the association is focused on creating a unified hospitality industry through business partnerships, collaboration, continuing education, and networking. BRHMA is governed by a volunteer board of directors and advised by a professional association management firm.

PURPOSES OF MEMBERSHIP

The BRHMA has a variety of purposes combined to provide a wide array of programming to meet the needs of all industry partners. The organization's purposes include promoting the industry, providing education, training, and networking opportunities, participating in community service, and most importantly, inspiring collaborative discussion regarding legislation passed that have an impact on the profitability and sustainability of the industry.

PROGRAMMING

To meet the needs of the challenging economy and the ever changing industry, the BRHMA offers a variety of programs that foster opportunities for both professional enrichment and personal interaction between hospitality industry managers.

Monthly Luncheons / Networking

Industry leaders provide insight to a number of topics which have a future impact on the economy, industry employees, and the current state of affairs relating to legislation affecting out industry.

Legislation & Political Action

BRHMA has representation in a number of allied industry organizations such as the Baton Rouge Area Convention and Visitor's Bureau, Baton Rouge Area Sports Foundation, and Technology Park. BRHMA appoints representatives to serve on various community boards in order to keep members informed of political issues affecting the hospitality industry, to promote communication and sales, and to form opinions and resolutions dealing with critical taxation issues. BRHMA may retain professional lobbyists to intervene on the behalf of the association.

Continuing Education

Maintaining professional standards to improve the outcomes associated with job performance, BRHMA offers a number of continuing education and training programs in the areas of risk and crisis management, legal considerations, maintenance and housekeeping, customer service, and team development.



Social Events

BRHMA provides members with unique opportunities to socialize with industry managers and line employees as a means to generate business as well as to simply relax and have fun.

BECOMING A MEMBER OF BRHMA

BRHMA is open to any hospitality industry corporation or any business that considers itself a supplier of services allied to the hospitality industry. Membership is also open to area Convention and Visitors Bureaus, tourist commissions, government/political organizations, and other industry-related associations. Annual dues do not include luncheon fees and are rated for hotels based on the number of hotel rooms available for occupancy and are flat for allied industries (non hotel members).

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