

CHAPTER ORGANIZATION

HSMAI's mission is to enable members to maintain a competitive edge by developing educational programs, providing forums for networking and customer development, distributing information and tracking trends regarding the global hospitality industry. By functioning on local, national, and international levels, it is HSMAI's goal to respond to and understand the ever-changing needs of its members, while operating as a leading voice for both sales and marketing disciplines of the hospitality industry.

HSMAI Chapters are the lifeblood of the organization. They are the conduits for information to and from the International organization. The HSMAI Chapter is responsible for conducting educational programs geared to the interests and needs of the local marketplace. They also provide forums for networking and customer development. They expose student members to the challenging and rewarding aspects of a career in hospitality sales and marketing.

The relationship between the parent organization and chapter operation must be one of mutual respect and understanding, working together to accomplish stated goals and objectives that are shared and complimentary to each one's individual goals.

HSMAI Chapters are chartered. The charter is an authorization from HSMAI to establish a chapter. This agreement between a chapter and HSMAI is the basis from which the chapter and international leadership and staff form its business relationship. It is important that all current and future chapter officers and members know the details of the chapter charter/agreement. The Charter follows for your review and reference.

The Chapter Relations Office is the chapter's assigned representative responsible for working with chapter leaders to see that existing chapters are in compliance with their charter and to ensure that all requirements are met when chartering a new chapter.

We encourage the Chapter President to see that the chapter officers and board of directors, in particular (and members in general), are made aware of the chapter's charter so that a deeper understanding can be achieved regarding the relationship of the international leadership and staff and the chapter leadership and its chapter members.

HSMAI is as strong as its weakest chapter. We are committed to a strong association reflected through the strength and professionalism of all HSMAI Chapters.

HSMIAI CHAPTER CHARTER

HSMIAI desires to grant to the _____ Chapter the authority to organize and operate as a Chapter of HSMIAI. The Chapter agrees to conduct its activities according to the provisions of the HSMIAI Bylaws, the provisions of this Charter Agreement and the direction of the HSMIAI Board.

1. The name Hospitality Sales and Marketing Association International, the acronym HSMIAI and the official HSMIAI logo must be an integral part of the name of any Chapter and may be used in identifying the Chapter on its letterhead, memos and other official documentation. The name, acronym and logo may not be used by any group other than an HSMIAI Chapter in good standing, and the use of the name, acronym and logo must be discontinued immediately upon the revocation of the Chapter charter or upon the written advice of HSMIAI. Use of the HSMIAI logo must always be identified with the above name of the Chapter and may not be used alone on any Chapter correspondence, advertising, newsletter or printed materials. A set of HSMIAI Graphics Standards & Logo Usage directions will be provided to the Chapter.
2. All Chapter bylaws, and subsequent revisions, must be submitted to the HSMIAI International office for approval and to be placed on file. HSMIAI shall have authority to add, revise or delete provisions of Chapter bylaws where such additions, revisions or deletions are not in compliance with association standards. A set of Sample Chapter bylaws and current International bylaws will be provided to the Chapter.
3. No individual may join the Chapter without also joining HSMIAI. All dues are to be remitted to HSMIAI headquarters.
4. Chapter officers and members must recognize that HSMIAI has the responsibility and authority to monitor Chapter activities to ensure that the programs, activities and operations of the Chapter are consistent with philosophies and bylaws of HSMIAI.
5. A minimum of twenty-five people must be members of HSMIAI before consideration can be given to the creation of a Chapter. That minimum must be maintained in order for a Chapter to retain its charter.
6. No HSMIAI Chapter can be formed in any geographic area that can be considered to be an active part of an existing Chapter without the approval of

the board of directors of the existing Chapter as well as the approval of HSMIAI.

7. No Chapter shall have the authority to incur any liabilities on behalf of HSMIAI without written authorization of the HSMIAI Executive Committee or the HSMIAI President. Nor is a Chapter given any authority to bind or involve HSMIAI in any act or action by the Chapter, its officers or members, except as may be granted in writing by the Executive Committee and/or the President.
8. A minimum of four educational programs must be conducted per year.
9. A minimum of four issues of a Chapter Newsletter or membership publication must be published each year.
10. In the event of dissolution of an HSMIAI Chapter, all Chapter funds exceeding authorized Chapter liabilities will be transferred to the HSMIAI Foundation for use in the educational programs of HSMIAI. Article XI of the Sample Chapter By-laws depicts the proper wording for this important agreement and may not be reworded to state otherwise.
11. Compliance with the antitrust laws of the host country of the chapter is a requisite for both HSMIAI and all Chapters. Antitrust should include but is not limited to the following:

Antitrust Law:

At any meeting of the membership, board of directors or any committee of an HSMIAI Chapter, or at any meeting where any members of an HSMIAI Chapter are present or the HSMIAI Chapter is in any way involved, there shall be no discussion of the following topics:

- a) Member's prices for the rental of hotel rooms or other services or facilities, including but not limited to prices to be charged to convention groups, tour groups or tour operators, off-season prices and discounts.
- b) Other terms and conditions of agreements to rent hotel rooms or other service or facilities.
- c) Change or propose changes in the prices charged for hotel facilities or any other services, facilities or products.

- d) Formulas or other procedures or means for the establishment and determination of prices, discounts and other terms and conditions of rental or pricing.
- e) Price cutting, pricing too low or any discussion on prices by individual members.
- f) Activities which could be construed to constitute a boycott of any hotel, competitor, client or other organization or business.
- g) Activities which could be construed to constitute an agreement or understanding to fix prices.
- h) Activities which could be construed to constitute a division among competitors of geographic markets, customers or services.
- i) Any agreements between any member and any tour operator, airline, ground transportation company or car rental agency pertaining to the sale or rental of hotel rooms, services or facilities.

It is the intention of this paragraph to preclude any discussion whatsoever, at any meeting of this Chapter or any meeting where Chapter members are present of any matter relating to the prices, rates, discounts and other competitive practices of the members of this Chapter.

By means of this manual, Presidents of HSMIAI Chapters are notified of these regulations and instructed to periodically review with members of the Chapter these antitrust compliance criteria. Failure to comply will subject a Chapter to possible revocation of the Chapter's charter by the Board of Directors of HSMIAI.

Signed:

Founding Chapter President

Date: _____