



Mission Statement

The Mission of the Huntsville/Madison County Hospitality Association (**HMCHA**) is to unite members of lodging, food, beverage, tourism, travel and allied industries for the enhancement and promotion of their governmental, communication, research, educational and membership opportunities.

Networking and Communication

HMCHA provides information through online channels to keep members better informed of current issues through monthly updates. This information features items such as industry news, people on the move, tourism trends and upcoming events.

HMCHA offers regular networking opportunities including monthly luncheons which feature highly qualified speakers on industry related topics.

Our **HMCHA Website**: www.HuntsvilleHospitality.org is our resource for the association bylaws, member directory, monthly luncheon details and group announcements. **HMCHA** is on Facebook: facebook.com/hsvhospitality

Governmental Affairs

A primary function of the **HMCHA** is to keep members abreast of changing local and state legislation and government regulations that have an impact on the hospitality industries. **HMCHA** surveys membership to identify key legislative and regulatory issues of concern so that members have a stronger voice in addressing important topics.

Community Outreach

HMCHA offers an investment in the future success of hospitality, travel and tourism in Huntsville/Madison County. The Association offers yearly scholarships for students who are either employed by our members or are children of our member employees. **HMCHA** also honors individuals who have been outstanding in their field during the Annual Pineapple Awards Dinner.

Each year **HMCHA** hosts an annual fundraising event that allows our members the opportunity to showcase their product to the community while the Association raises money for selected local charities.

Charitable donations made on behalf of our members have benefited groups such as Toys for Tots, Sheriffs' Department Nursing Home Gift Bags, Meals on Wheels, the Downtown Rescue Mission Holiday Meals and others.

Education and Member Partnerships

HMCHA benefits also include additional education and partnership opportunities for its members. Monthly speakers address critical topics such as marketing, industry events, and customer service and **HMCHA** members are encouraged to provide member discounts, trades and partnership opportunities to create shared business development opportunities. One example is discounted ServSafe® manager training through an **HMCHA** member. **HMCHA** offers member scholarship opportunities toward the Southeast Tourism Society Marketing College.

Join HMCHA today! Application form on reverse.