



**2012 AzLTA Committees**

Committees will meet 2-4 times per year (unless otherwise agreed upon). Participation is available via conference call for participants outside of the metro Phoenix area. We understand that your time is valuable and we will make the most of your volunteer commitment.

**Environmental/ Green**

Works to help integrate responsible practices into different hotel and resort operations. Will work with staff to oversee and enhance the AzLTA Certified Green program and help members practice environmental stewardship.

**Government Affairs/PAC**

Works with AzLTA lobbyist and staff to monitor, amend, initiate or oppose council or legislative action, regulatory rulings and other activity at local, state or national level. Will also oversee coordination of Tourism LOCAL (Legislative or Community Action Liaison) program and our SuperPAC efforts.

**Industry Relations**

Works to solidify AzLTA's role as an active and influential stakeholder in the tourism industry. Develop and maintain partnerships with the Az Office of Tourism, local CVB's and other industry organizations to establish a reciprocal flow of communications and information to ensure mutually beneficial relationships.

**Marketing & Events**

Assists with the promotion of the association marketing opportunities as well as the planning and execution of association events including the Tourism Unity Dinner, Governor's Conference on Tourism, AZ Wine & Dine, Stars of the Industry and other AzLTA events and programs.

**Membership**

Works with the AzLTA team to increase and retain membership as well as enhance, review, and develop membership programs. Establish and review opportunities for member benefits and corporate partner program.

**Women In Lodging**

A female based committee which strives to provide resources, networking and educational opportunities to advance the role of women in lodging and tourism.

~~~~~  
 **YES, I WOULD LIKE TO PARTICIPATE ON A COMMITTEE**

**NAME:** \_\_\_\_\_ **TITLE:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_ **E-MAIL:** \_\_\_\_\_

**COMPANY:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**COMMITTEE CHOICE:** \_\_\_\_\_