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Greetings, MLHA Sales and Marketing Members!

The Montana Lodging and Hospitality Association's Sales & Marketing Council offers an amazing opportunity for sales professionals across the state to come together for training and networking during the Annual MLHA Convention and Sales and Marketing Retreat.

The council is the only organization in the State of Montana that is specific to hotel sales professionals, and it focuses on the many challenges salespeople continue to face in this ever-changing industry. The professional diversity found on the council will be sure to offer the expertise needed to advise, instruct, or simply encourage any level of sales professional's questions or concerns. Whether you are new to the industry or have been at it for a while, we strongly encourage you to join or renew your membership. The Montana hospitality industry is small, and the sales and marketing portion is even smaller and as such we need to grow stronger together and learn from one another in these unprecedented times. We believe you will find the value within MLHA that will help you continue to succeed each day in your professional hospitality career.

Membership dues are \$125 for the property's first Sales and Marketing professional and \$65 for each additional professional. If you are renewing, you can pay your dues online with a credit card at www.mtlha.com using your username and password or print out the invoice and mail with a check to the MLHA office. If you are joining, please go to the MLHA website here to join: <https://www.mtlha.com/join-now.html>

As sales and marketing professionals, it is critical that we also continue to involve ourselves in the MLHA general membership activities. If you have not yet registered for the 2021 Annual Conference, we encourage you to register now. The property's first registration is \$295 before September 24 and additional registrations from the property are \$275/person. Here is the registration link: <https://www.mtlha.com/>. Current Sales and Marketing Council members may register for the meeting before renewing your membership, however, 2021-2022 memberships must be paid prior to the October conference.

Please don't hesitate to contact us with questions, comments, or suggestions.

Thank you,

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