



Dear Hotel Association Executives

It is that time of year where “*Caribbean Meets Mickey*” in Orlando at the [CSHAE/CHTA Leadership Conference](#), March 30th thru April 1, 2009. **CHTA** will be presenting the annual Newsworthy Awards on April 1st. Our conference will be co-located with the annual ARDA convention.

As usual, CHTA will be presenting the annual **Newsworthy Newsletter Awards**. We will present two awards, one for printed newsletters and one for electronic. If you wish to enter your Association’s Newsworthy Newsletters, please send two copies of two separate editions by March 6, 2009 via email or mail to:

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The judging will be conducted by Lou Hammond & Associates, the largest travel Public Relations firm in North America.

The criteria for the Newsletter should be:

- Presentation, design/layout
- Reader friendly communication to the membership
- A consistent means of communication to the membership
- Keeping members aware of CHTAA activities and initiatives
- Content: Good sound facts and/or research about tourism and related topics
- Encourages membership involvement and support either by publishing discounts or information highlighting members products or services
- Allows members to contribute articles, information, etc.
- Involvement with community efforts e.g., If the equestrian association has an event as a fund raiser and it is a good cause that assists local children, and is not a member, the inclusion of this type of information is “newsworthy”

Don’t forget to Register for the CSHAE/CHTA Leadership Conference.

The Caribbean Hotel and Tourism Association Team looks forward to working and supporting your Associations.

Thank you.

