

## TCLA Members Speak for Themselves

“ I believe Tri-County Lodging Association is working vigorously to protect my business interests by monitoring and informing me of local and state legislation that could negatively impact my hotel.”

**Tracy Marks**  
**GM Hilton Portland & Executive Towers**

“I am a member of the Tri-County Lodging Association because I feel that it is important for our industry to have a local voice representing the lodging sector; if we don't have a voice, we can't be heard.”

**Jatin Patel**  
**Regional Manager/Lodging Mgmt., BHG Hotels**

“The level of experience and expertise the TCLA organization brings to the hotel community has been invaluable in remaining current on local, regional, and national issues affecting our industry.”

**Howard Jacobs**  
**President & COO Provenance Hotels**



*The TCLA is a not-for-profit corporation registered by the State of Oregon, with a Board of Directors elected annually by its members, and charged with establishing policies and programs affecting the interests of the hotel and lodging industry in Multnomah, Clackamas, and Washington Counties.*

### **Tri-County Lodging Association**

8600 SW Salish Lane, Suite 3  
Wilsonville, Oregon 97070  
Phone: 503-783-0268  
Fax: 503-783-2798  
[www.tricountylodging.com](http://www.tricountylodging.com)  
[info@tricountylodging.com](mailto:info@tricountylodging.com)

A collage of four images: top left shows a woman in a pink dress at a podium; top right shows a vineyard; middle shows a city skyline with a snow-capped mountain in the background; bottom left shows a family loading a car; bottom right shows a hotel room with a bed and lamps.

**Tri-County**  
LODGING ASSOCIATION

Your source for Tri-County advocacy, information and industry services.

## We're Here for You!

Tri-County Lodging Association is here to work for you. We provide a forum for the hotel community to speak with a unified voice, acting on your behalf on issues in relation to the proper use of hotel taxes, issues that affect the way you do business, and issues that impact the way the Tri-County area competes with other major destinations.

## Our Mission Statement

Tri-County Lodging Association promotes the common business interests of the visitor industry to improve and enhance the image of lodging and hospitality businesses, and strives to improve business conditions in the lodging and hospitality industries in the Tri-County area.

## Join Now

For more information or to join Tri-County Lodging Association, call 503-783-0268 or visit the TCLA website at [www.tricountylodging.com](http://www.tricountylodging.com) and click on the "About & Membership" link. TCLA's website serves as a portal for news, industry issues, events, and other helpful links.



## Benefits of Membership

### Advocacy

- A successful advocacy/lobbying program which represents the lodging industry's interests at the local level
- Partnership with civic and political leaders on key issues, such as:
  - Taxicabs, town cars, and transportation
  - Meeting space and convention facilities
  - Proposed Convention Center hotel
  - Security and labor issues
  - Industry trends
  - Hospitality education
  - Labor policy
  - Department of Health updates

### Communication

- Regular industry information on website
- Monthly electronic newsletter (sign up at [www.tricountylodging.com](http://www.tricountylodging.com))

### Education

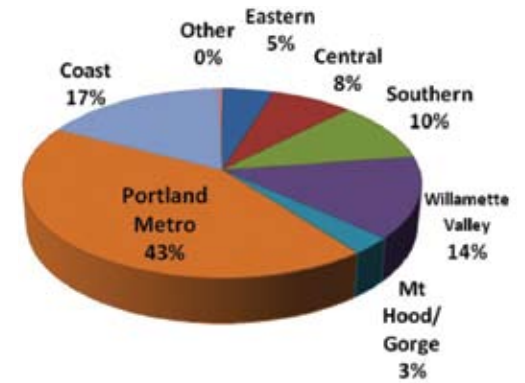
- Management and industry-specific seminars and trainings
- Legal forums regarding hiring, firing, and BOLI issues
- Member-driven, member-requested topics
- Subscription to a monthly electronic newsletter

### Cost Saving Benefits

- Member services programs that provide savings through networking with industry partners and allied members!
- Discounted membership rates to forums and events

## TCLA's Impact on Oregon's Economy

### Revenue Generated by Rooms in 2008



Source: Smith Travel Research via Travel Oregon

Whether you operate a small motel or large hotel, as a member of TCLA you are immediately recognized as a part of one of the most important industries in Oregon, hospitality and tourism. Your involvement in the programs and committees of TCLA offer an opportunity to serve this vital part of what is driving the economy and gives you an individual and collective voice within TCLA.

"TCLA has played a great role in my professional development; I can quantify my involvement in our business and community."

**Gus Castaneda**  
GM, The Mark Spencer Hotel,  
Chair TCLA