



**New Hampshire
Lodging & Restaurant
Association**

2024 Member Guide

President's Message

Dear New Member,

On behalf of the NHLRA staff and our board of Directors, thank you for your investment in the New Hampshire Lodging & Restaurant Association.

Your commitment to the NHLRA enables us to:

- **Advocate for businesses.** Every day, we're working tirelessly at the state and federal levels to advance pro-business policies and defend small business owners against crippling regulations.
- **Educate.** We're building a strong workforce by connecting people to careers in the industry, providing hospitality employees with financial assistance during unforeseen crises, and offering training, webinars, and compliance resources.
- **Promote NH's hospitality industry.** We're raising the profile of your business through our consumer-facing site, interviews with the news media, and in our digital industry magazine, The Dish.

You are also joining us at a crucial time for New Hampshire's hospitality industry. As we work to help the industry rebuild, recover, and thrive, we hope you'll take advantage of the many partnerships and programs that we've negotiated for businesses like yours. If you have any questions or to further discuss your NHLRA investment, please reach out to our Membership Director, Samantha Poole, at spoole@nhlra.com or (603) 228-9585. She is always available to discuss what you hope to gain from your membership and help determine the best NHLRA programs and services to help your business grow.

We look forward to working with you in the year ahead! Thank you for being a part of our mission to promote, protect, and educate New Hampshire's hospitality industry.

Mike Somers

President & CEO
New Hampshire Lodging &
Restaurant Association

Our Mission & Vision

Mission Statement

We serve our industry by advancing and protecting New Hampshire's lodging, foodservice, and tourism industry.

Vision Statement

We lead New Hampshire's lodging, foodservice and tourism industry by elevating its prosperity, prominence, and participation, enhancing the quality of life for all we serve.

2024 Board of Directors

Nicole Barreira

Great NH
Restaurants
Chair of the Board

Bernie Lontine

110 Grill
*Vice-Chair of
Restaurants*

Molly Rice-Norby

Woodstock Inn
Station & Brewery
*Immediate Past
Chair*

Annie Kenney

M.S. Walker
*Vice-Chair Allied
Memberships*

Brian Ferguson

Flag Hill Distillery &
Winery
*Vice-Chair of
Lodging*

Heidi Milbrand

Pleasant View Bed
& Breakfast
*Secretary/
Treasurer*

Troy Bergeron

Hilton Garden Inn

Gia Bonilla

Gate City Casino

Kory Brunell

The Common
Man Family

Justin Clutter

Hanover Street
Chophouse/The
Crown Tavern

Amy LaBelle

LaBelle Winery

Marc Lemenager

Eversource

Rich McKenney

Performance
Foodservice

Purvish Patel

Clarion Inn

Josh Power

Comfort Inn

Paul Ramsey

The Palace
Theatre

Erika Rosenfeld

Post and Beam
Brewing

Marc Siragusa

The Westbrook Inn

Patrick Corey

Coca-Cola
Northeast

Andrea Weeks

Hart's Turkey Farm

Jessica Wilson

Appalachian
Mountain Club

Kate Young

Duprey Hospitality

NHLRA Contacts



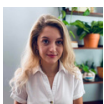
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Education Foundation:
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Membership & Compliance:
Samantha Poole
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Events & Marketing
Natalia Várzea
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N H L R A

OFFICE HOURS

Monday - Friday
9:00 a.m. - 5:00 p.m.

16 Centre Street
Concord, NH 03301

(603) 228-9585

nhlra.com



Legislative Agenda

Issues We're Watching:

Liquor enforcement regulations

Business taxes

Travel and tourism development funding

Food safety regulations

Wage and hour regulations

Facility regulations

NHLRA always advocates for policies that give you the greatest flexibility in your business model.

2024 Events*

New Hampshire Hospitality Month

April 1-30

Women in Hospitality & Tourism

Tuesday, May 7

Empowerment Through Connections

35th Annual NHLRA Golf Tournament

Monday, September 9

Stars of the Industry

Monday, November 18

ServSafe Exams

[See events schedule here.](#)

**All events and dates subject to change after date of publication. Visit nhlra.com for updates.*

Member Programs & Discounts

401 (k) & Employee Retention



With Tip Tax Credit by Adesso, eligible businesses can get back all the FICA taxes paid on tip earnings that surpass the federal minimum wage. This translates to a credit for all the tips employees report. If your employees earn tips, you can earn tax credits.



NHLRA's partnership with Granite Financial Partners offers a 401(k) plan that is loaded with benefits to help them attract and retain top talent. It features a wide selection of investments, available at a low cost, and is administered by a nationally recognized provider.

Cashback Savings Programs



NHLRA's partnership with Dining Alliance, the largest group purchasing organization for independent restaurants in the United States, drastically lowers costs while increasing quality and service.



NHLRA's partnership with Source1 provides strategic and effective supply chain management that helps reduce operation costs and drive profitability.

Commercial Insurance



NHLRA members save up to 5% off of all MMG Insurance products including property insurance.

Compliance & Wellness Portals



Healthy Hospitality offers a curated suite of health and wellness solutions for your team, including options with no cost to employers.

Credit Card Processing



Cardlink LLC is a credit card processing broker that finds custom solutions for your business to reduce your processing rates. Receive multiple options customized to your business needs.



Errors and inflated fees can cost a merchant thousands of dollars each year. Merchant Advocate helps save businesses money without having to switch credit card processors. There are no upfront costs, adding more to your bottom line.

Discounted Liquor Liability Policies



Hospitality Insurance Group offers NHLRA members up to 20% off of Liquor Liability policies, subject to company guidelines.

Dual Membership with National Restaurant Association



NHLRA members receive reciprocal membership to the National Restaurant Association with full access to their members-only portal.

Energy Program



MSI Utilities is a licensed agency working with the largest energy suppliers in the market today to provide low cost energy and lower energy consumption. MSI offers the lowest energy rates, reliability, energy efficiency as well as top grade customer service.

Exclusive Communications



Members stay up-to-date with breaking news and updates delivered directly to their inbox, weekly legislative updates when the legislature is in session, our digital magazine *The Dish*, biweekly Tuesday Tips, and toll and STR reports.

Food Safety Certification



NHLRA offers its members discounted ServSafe proctored exams and course materials.

Legal Services



In partnership with Vroutas, Ayer, & Chandler, P.C., NHLRA members receive 30 minutes of complimentary legal consultative services per issue or incident and a discounted rate for services retained beyond those 30 minutes.

Music Licensing Fees



NHLRA members save up to 20% on their BMI fees, and 10% on their SESAC fees.



Occupancy Reports



Smith Travel Research (STR) is the global leader in hotel data and performance benchmarking. NHLRA members receive monthly reports of aggregate data, which includes occupancy rates, RevPAR, and ADR. It also offers discounted rates for members on other reports in their portfolios.

Workers' Compensation



Since 1994, the New Hampshire Hospitality Compensation Trust (NHHCT) has provided high-quality workers' compensation at competitive rates to restaurants and hospitality-related businesses. NHHCT is a self-insured, not-for-profit trust and returns leftover premiums to members in the form of dividends.

Member Promotion

The Dish

Our monthly digital magazine is the industry's go-to resource for news, updates, and the latest services. Advertise in The Dish or submit an original article to highlight your business directly to buyers and owners in the hospitality industry.

Subscribers include NHLRA members and non-members, owners, CEOs, general managers, industry senior management, suppliers, and interested parties.

Free Promotion in The Dish for Members

Members Around Town

A compilation of four or five different members' photos with a brief description accompanying each.

Upcoming Events

A list of member events sent to us; members may feel free to include a graphic to go along with it if they'd like, but keep descriptions very brief.

Member Articles

Members are welcome to submit an article of no more than 500 words, including a few pictures, highlighting a recent event, a newsworthy announcement, a recipe or how-to, etc. Feel free to get creative with articles and send along any ideas you may have! The only limitation with free articles is we don't allow promotions of, for example, specials, discounts, etc. Articles are supposed to be entertaining! For those types of promotions, we offer paid advertising.

Paid Advertising in the Dish

	Non-Member	Member
Full-page (8.5" x 11")	\$250	\$75
Half-page (4" x 5.5") Portrait or Landscape	\$150	\$50
Quarter-page (4" x 2.25") Portrait or Landscape	\$75	\$25
Article	\$150	Free

Ad Retargeting

What is ad retargeting?

Ad retargeting uses the NHLRA's website audience and retargets them with your ads that will showcase your offerings anywhere they visit online. Our audience becomes your audience with retargeting.

How do we track effectiveness?

Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.

Why ad retargeting?

Some benefits of ad retargeting versus traditional ad campaigns are:

- Click-through rates are 10x those of standard display ads.
- Has been demonstrated to increase business name searches by over 1000%.
- 60% of viewers notice and consider purchasing products from retargeting ads.
- Retargeted prospects are 43% more likely to convert than those served standard display ads.

Geofencing

What is Geofencing?

Geofencing is exactly what it sounds like: building a virtual "fence" around a specific location and serving digital ads to everyone who steps inside this area, even briefly. Facebook and Instagram offer this type of advertising. Direct mail is also similar, in that a business will send coupons to everyone within a certain radius (usually 2-3mi). This option is ideal for a grand opening or an event. Geofencing does not require that your audience share any common interests, rather, focuses exclusively on proximity.

How does it work?

First, determine the location and size of your virtual "fence". Our software can target an area as small as three city blocks, or as large as 10 miles in diameter. Active web users within the designated area will see your ad as they visit different websites. Because geofencing campaigns are usually shorter periods of time, we only require one ad size. Select your price point and desired amount of views. NHLRA will then send you a digital dashboard to track the campaign results in real time.

Pricing

3+ days with 500 ad views
5+ days with 15,000 ad views
7+ days with 30,000 ad views

\$250
\$500
\$1,000

Ad Design Specs

Callout Box: 300W x 250H

Thank You Strategic Partners





NHLRA

16 CENTRE STREET
CONCORD, NH 03301

(603) 228-9585

NHLRA.COM