



Promote. Protect. Educate.



NEW HAMPSHIRE
LODGING & RESTAURANT
ASSOCIATION

Allied Member Guide

Allied Member Benefits Overview

- ✓ Physical mailing list of the NHLRA membership
- ✓ Company listing in the Buyer's Guide on our website
- ✓ Highlighted in the NHLRA App through a Buyer's Guide link
- ✓ Access to networking events
- ✓ Directory listing in the members-only portal
- ✓ Referrals through our Membership Director
- ✓ Full access to our programs, services, and communications



Invaluable Access, Shared Success

Allied membership in the NHLRA is an investment in the health of NH's hospitality industry. For our allied members, this translates into a thriving base of customers.

Allied membership in the NHLRA also provides your

business with exclusive benefits intended to help you establish relationships, increase sales, and build brand awareness within NH's hospitality community. Plus, you'll unlock access to the NHLRA as a vital resource for your own business.

Apply today at
www.nhlra.com/allied-membership/



Marketing Opportunities

Raise brand awareness among key decision makers in the industry and drive sales.

The Dish

The go-to resource for NH's hospitality industry, our monthly digital magazine is our largest email subscription list and achieves our highest click-through rate. Allied members can submit free articles or purchase discounted ad space.



39% Open Rate



17% click-through rate



Avg. read time: 9 min.

NHLRA App

Connect with NHLRA members directly on the NHLRA App. Plus, sponsor content and display banner advertisements.





2022 Events Calendar

Opportunities to network with our community and showcase your support through sponsorships.

Empowerment Through Connections
May 17, 2022

NH Hospitality Industry Cornhole Tournament
June 6, 2022

34th Annual NHLRA Golf Tournament
September 12, 2022

Stars of the Industry Awards and Reception
November 14, 2022

NHLRA Workforce Series
Fall season 2022



NHLRA Programs and Services

Take advantage of our member benefits to help your business grow and thrive.

- 401(k) program
- Cashback savings program
- Compliance and wellness portals
- Discounted credit card processing
- Dental and vision insurance with savings of up to 15%
- Exclusive communications
- Pharmacy discount card
- And more!





**NEW HAMPSHIRE
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ASSOCIATION**

16 Centre Street
Concord, NH 03301
www.nhlra.com



**For more information,
contact:**

Samantha MacDonald
*Membership and Business
Development Director*

smacdonald@nhlra.com
(603) 228 - 9585



PRESIDENT'S MESSAGE: Allied members play an integral role in executing our vision for a thriving hospitality community in New Hampshire. Their support helps us continue our 102-year mission of promoting, protecting, and educating our industry. In turn, we offer allied members valuable opportunities to connect to our members and generate sales.

If you have recently joined as an allied member, thank you for your investment in the NHLRA. We look forward to working with you in the year ahead.

- Mike Somers, President & CEO

NHLRA Staff



Mike Somers

President & CEO

msomers@nhlra.com



Amie Pariseau

*Executive Director, NHLRA
Education Foundation*

apariseau@nhlra.com



Aubrey Goodale

Office and Events Manager

agoodale@nhlra.com



Samantha MacDonald

*Membership and Business
Development Director*

smacdonald@nhlra.com

2022 Board of Directors, Executive Committee

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