

ROA at Work: Choice Privileges® Elite Member Signs Coming to Your Hotel

If you didn't join us at our Annual Meeting at the Choice Hotels Annual Convention, you missed a **BIG** announcement.

Your Rodeway Owners Association Board voted to **cover the cost of the two reserved parking signs** (for all Rodeway Inn hotels in good standing) that are part of the new Choice Privileges® Elite members benefits. The signs will be shipped directly to your hotel later this summer.

Visit ChoiceCentral.com to learn more about all the new Elite member benefits.



ROA Annual Meeting Wrap-Up

Thanks to everyone who joined us at our Annual Meeting and Elections during the Choice Hotels 65th Annual Convention on May 2 in Las Vegas. Your participation and interest is an important part of our efforts to support you and the Rodeway Inn® brand.

During the meeting, our association leadership provided updates on this year's activities and representatives from Choice shared information on Choice resources and most importantly, on how you can use these services, including Choice University, SmartMarketing and Choice Privileges. We also heard about Choice's new partnership with Operation Homefront, a nonprofit dedicated to building strong, stable, and secure military families that thrive in the communities they have worked so hard to protect.

If you weren't able to attend the Convention, be sure to check out the [video](#) from the Rodeway brand session for the latest updates on our brand.



2019 ROA Owner Excellence Award

For the past two years, the Rodeway Owners Association has presented the Owner Excellence Award during the Best of Choice Dinner at the Choice Hotels Annual Convention. The Owner Excellence Award honors owners with a strong passion for hospitality, which is evident by their high performing hotels. Congratulations to **Suite 16 Corporation** from Ainsworth, Nebraska, the winners of the 2019 award.

Effective June 7, 2019, Choice announced [changes](#) to the Advance Purchase (APR) discounts aimed at helping you price your hotel rates more competitively and maximize your hotel's revenue.

CHOICE News

Get Started Today: New Merchant Acquirer Initiative

Choice's new [Merchant Acquirer Initiative \(MAI\)](#), will centralize payment processing through three merchant acquirers who are part of Choice's Qualified Vendor program, which is designed to provide preferential and highly competitive, industry leading rates for Choice brand hotels.

Your hotel is required to contract with one of the approved acquirers by **December 31, 2019**.

Deadline Approaching to Apply for Your Community, Your Choice Local Business Grant Program

Don't forget, Choice is awarding a total of **\$25,000 to five franchisees** who give back – or would like to give back - to their local communities through the [Your Community, Your Choice. Local Business Grant Program](#). Take advantage of this great opportunity to spotlight your hotel's role in the community. The [application](#) is due by **June 30, 2019**.

Fall Regional Meeting Planning Is Underway and We Want to Hear From You!

We are beginning to plan for this year's Fall Regional Meetings and want to hear from you.

Please take a few minutes to complete a short survey to help us develop the types of sessions that will help you operate your hotel and drive profitability.

Thank you in advance for your feedback.

[Take the Survey Now](#)

June 30 - Your Community, Your Choice Grant Application Deadline

December 31 - MAI Deadline

Stay tuned for information about the 2019 ROA Fall Meetings.

IMPORTANT

Dates



Rodeway Owners Association | info@rodewayowners.com | RodewayOwners.com

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