

Certified Hotel Owner Online Program

Request for Proposal

10/5/2017

Asian American Hotel Owners Association, Inc. (AAHOA)

Kathija “Kat” Mohammed, Director of Education

RFP No. CHO2018

Deadline for Submissions:

October 26, 2017 5:00pm EST

AAHOA
1100 Abernathy Road NE
Suite 725
Atlanta, GA 30328
www.aahoa.com

Confidentiality: This RFP is confidential and should not be disclosed to anyone outside your company. In addition, there shall be no discussion on pricing or any other aspect with any staff, Board member, Member, Officer, or Past Chairman of AAHOA.

Online CHO Program RFP

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I. Introduction

1. Company Background

The Asian American Hotel Owners Association Inc. (“AAHOA”) is the largest hotel owners association in the world. The more than 16,000 AAHOA members own almost 1 in every 2 hotels in the United States. With billions of dollars in property assets and hundreds of thousands of employees, AAHOA members are core economic contributors in virtually every community in the United States. AAHOA’s mission is to advance and protect the business interests of hotel owners through advocacy, industry leadership, professional development, member benefits, and community engagement.

2. Purpose

In issuing this Request for Proposal (“RFP”), AAHOA is seeking competitive proposals from qualified independent contractors to provide eLearning program development, implementation, and maintenance for the Certified Hotel Owner¹ program (“CHO”).

The successful eLearning Provider (“eLearning Provider”) will be required to execute a contractual agreement, which will incorporate the selected eLearning Provider’s proposal, scope of services, and other pertinent requirements and details to which the parties shall agree after negotiation. Services must be provided under the criteria that follow.

3. Project Purpose

AAHOA supports its members in advancing and protecting their business interests through education and professional development. In 2002, AAHOA developed a certificate program, the *Certified Hotel Owner* (“CHO”), to offer both new and experienced hotel owners an overview of the functions necessary for day-to-day hotel operations.

The current CHO program requires 5-day in-person attendance or completion of an online course consisting of approximately 21 hours of coursework and then attending a 1-day in-person final exam. The CHO exam is available only in-person.

CHO History

- 2002: CHO program created by Kapoor & Kapoor Hospitality Consultants, in-person option only.
- 2002-2012: CHO program facilitated by Kapoor & Kapoor Hospitality Consultants, in-person option only.
- 2013: Online CHO program created by Hospitality Educators, must take exam in-person.
- 2013-present: CHO (online & in-person) program facilitated by Hospitality Educators.

The new CHO will help AAHOA further its mission to become the hospitality industry’s educational resource. An updated, exclusive online CHO program with high-quality content, ease of access, and user-friendly functionality will offer additional convenience, gain AAHOA greater hotel brand and industry recognition, increase participation in the program to further awareness and professional development, and ultimately reduce the overall cost per person.

¹ Name subject to change

4. Target Audience

The target audience are hotel owners. Each participant must be a current AAHOA member. The CHO caters towards novice and experienced hotel owners. For experienced hotel owners it may serve as a refresher and offer up-to-date content in the legal and compliance sections.

Although AAHOA is consistently working to diversify our member base, our members are currently primarily of Indian decent over three generations and multilingual. Many of the first generation are less technologically savvy, the second generation are technologically adequate, while the third generation are highly technologically inclined. Ease of access and use across all skill levels are vital to the success of this program.

AAHOA members have responded positively to interactive education programs which are short durations (20-50 minute sessions) with localized information (where possible). AAHOA members also appreciate the ability to access resources anytime on their own schedule and pace.

5. Project Scope

Online CHO

The CHO is intended to be a 90-day online certificate program inclusive of post-module exams exclusively for AAHOA members. This content, including the exams, will be delivered totally online with access to qualified faculty via email.

Registration Process

The current registration software² used for the current CHO are CRM Dynamics and Streampoint Solutions.

Members register for the program through AAHOA.com and receive an automated registration confirmation email with instructions and a link to access the CHO. Once the link is clicked, it will take the member to another site that will have a look and feel like aahoa.com (integrated).

Members will gain access by a very simple registration process (preferably, a unique code issued on a monthly basis or unique to each user, full name, and email address). Registrants will only need their name and email address to get back into the program.

Program Completion Deadline & CHO Access

Registrants have 90 days to complete all the necessary modules and post-section exams. The 90 days will commence from the day of registration and the system will automatically calculate the expiration date.

Members will have continuous access to the program materials as a reference source.

Program Length

The CHO will take no less than approximately 12 hours and no more than approximately 24 hours to complete all coursework.

CHO Maintenance

CHO graduates will be required to maintain their CHO through attendance and participation in various AAHOA events. See the "Continuing Education Renewal Process" section for more detail.

²Subject to change

Desired Program Structuring

The CHO will cover the following twelve (12) modules:

1. Leadership
2. Marketing
3. Human Resources
4. Front Office
5. Major Support Departments
6. Accounting
7. Technology
8. Legal Issues
9. Hotel Ownership
10. Revenue Management
11. New Investment & Development
12. Financing

AAHOA shall pre-approve all content and language.

Each module will be presented in a menu-style listing with no less than five (5) courses under each module. Courses will be unique to each module and will not be repeated under any other module. There will be an exam upon completion of each module (see "Exam Format & Passing Score" section for more details). Participants will have the ability to choose different topics under each module and must complete at least two (2) courses under each module.

Participants will not be able to skip any portion of the module to advance to the exam. Participants will be able to exit the program in the middle of a course and after reentering the program, pick up where it was paused.

Year-round Program Access

The CHO shall be operational twenty four (24) hours a day, seven (7) days a week, and 365 days a year.

Post-Module Exams

After each module is completed an exam is given. Earning a CHO certificate will be based on the participant successfully passing each post-module exam. Exam questions will be automatically tailored based on the courses selected by the registrant.

The following cheat-deterrent shall apply to all post-module exams:

- Mixed questions in each exam.
 - The exam should consist of questions from a questions bank so that no two exams will have the same questions.
 - eLearning Provider will check online quarterly to ensure exam questions and answers are not available online.

Strict guidelines for testing to reduce cheating will add value and credibility to the CHO.

Exam Format & Passing Score

Each exam should consist of 10-15 questions for each course covered. These questions may be a mix of multiple choice and fill-in the blank.

A passing score of 70% or higher is required.

Each exam will have a progress bar and will display the number of questions a member has left in the exam (i.e. "question 5 of 10").

A score will display at the end of each exam module displaying the percentage of correct responses. Members will have an idea of their performance throughout the exam. If possible, we wish to also highlight the questions that were incorrect, the correct response, and recommended reading to review.

Upon completion of the last exam for the CHO, results will be immediately available and shall pop up on the screen. An automated email will be sent to the participant with program results, an overview of the time, date, and score for all the previous exams taken.

Retesting

If a member does not pass an exam, he/she will be required to retake the online coursework for any module not passed. Members will have the opportunity to retake the exam as soon as the coursework is completed, but no later than 6 months after receiving the non-passing score. On the 1st day of the 7th month, access to the online exam will be denied. At that time, members will be asked to complete the entire program again before retesting.

Reporting Needs/Analysis

AAHOA will require the ability to pull and/or receive various attendance and participation reports. This includes:

- Members enrolled in the program based on time, date, and member location
- Members who have successfully completed the program and dates of completion
- Total number of members at the various stages (i.e. 25% completed, 50% completed, 75% completed)
- Analysis on amount of time taken to complete the program
- Courses most frequently selected
- Courses infrequently selected
- Monthly and Annual recap of
 - Total graduates YTD
 - Total participating in the program
 - Total fails YTD

AAHOA will require the ability to pull and export an Excel or Word document with the above information, on-demand.

Administration

At minimum, two (2) AAHOA staff members will be granted full administrative rights to the CHO. AAHOA will submit an edit or update needed to the eLearning Provider in writing. If the request has not been completed after five (5) business days, an AAHOA assigned Administrator will make the changes.

Continuing Education Renewal Process & Tracking Event Attendance

Commencing on January 1, one (1) year after the completion of the CHO, every graduate will have an annual requirement to participate in a minimum of five (5) hours of AAHOA education. Utilizing the point system (as defined in the "AAHOA CHO Continuing Education" document) members may see approved events and assigned hours earned for each event type (see addendum at end).

These events are tracked on a member's AAHOA account record. Members will be encouraged to track their own registration and participation in AAHOA events. If the CHO is able to fully integrate with AAHOA's existing CRM, CHO graduates should also have the ability to track event attendance or make notes on the CHO platform, and it will update on their AAHOA member record.

Annual Continuation Education Requirement Not Met

If a CHO graduate is unable to complete the necessary five (5) hour minimum continuing education requirement, the member will be required to make up the hours missed the following year. If the CHO Graduate still does not meet the necessary hours of coursework, the CHO designation will be revoked and the member must complete the entire CHO again.

Maintenance/Content Upgrades

CHO topics and content will be revisited quarterly by AAHOA and eLearning Provider to ensure content is current and relevant. Each quarter the eLearning Provider will offer an update on the topic and content evaluation. Based on the quarterly evaluation, the eLearning Provider may recommend amendments to the module or course structure. Any changes to the modules offered or course structure shall require prior written consent from AAHOA.

AAHOA may request content upgrades, which shall be included in the quarterly revisions unless an emergency revision is warranted in which case this update will be made within two (2) business days.

Additional Content Requests

AAHOA may request reasonable specific content development to update the CHO. Specific content requests will be acknowledged within 24-48 hours with either a timeline for completion or a declination accompanied by an explanation.

Works Made for Hire

AAHOA shall be the sole and exclusive owner of all programs, services, and related documents and materials arising out of and resulting from the eLearning Provider's provision, administration, and offering of the CHO on behalf of AAHOA during the term of any eventual contract between AAHOA and the eLearning Provider (including, but not limited to, all hard copied of online collateral, references, course and training materials, supplies, PowerPoints, workbooks, and/or any other material developed, prepared and/or used by the eLearning Provider as part of the administration and provision of the CHO) for any and all purposes, and AAHOA shall have the copyright and intellectual property rights to distribute, license, and exhibit such programs, services and related, documents and materials developed, or any portion thereof, throughout the universe in perpetuity by any means now in existence of later discovered using any method of transmission or origin, and/or to sell, assign, or otherwise dispose of such programs, services and related documents and materials, or any portion thereof, to any person, firm or corporation and to exploit such programs, services, and related, documents and materials, or any portion thereof, in any media.

Methodology

The CHO content will be delivered in the following ways:

- PowerPoint or comparable presentation methods
- Short videos applicable to the topic
- Critical Thinking and Business Ethics exercises
- Case Studies by topic
- Live webinars (if applicable)

Registrants will also have access to a workbook or supplemental materials supporting the content that can be saved or downloaded.

Member Services and Troubleshooting

A customer service number and email address for eLearning Provider will be provided for members to request technological assistance or ask questions related to the program content. It is recommended to designate a specific staff person or persons to address AAHOA member calls.

The eLearning Provider will offer the customer service phone number, email address, and hours of operation to AAHOA for publication. Emails or calls made by AAHOA members are to be addressed within two (2) business days from its receipt.

Communication – Automate any possible

The AAHOA Admin shall have access to set up and send out communications to registrants for any of the following:

- AAHOA will be in touch with participants in advance of the program.
- AAHOA will send rosters more frequently (automated report would be ideal).
- Reminder email to participants 1 month and 1 week before the course expires.
- Once exam is complete, participants will receive immediate results.
- Quarterly to remind them of the annual continuing education requirements.
- Reminder emails to members who have started the online program, but have not completed it.

Accreditation

The CHO is currently not an accredited program. The goal is to have the CHO accredited through the American National Standards Institute Certificate Accreditation Program (ANSI-CAP) or another comparable certificate program accreditation organization. eLearning Provider will be willing and able to assist in obtaining accreditation at the appropriate stage.

Members that pass exam receive in the mail:

1. A formal, signed letter from AAHOA's President & CEO thanking the member for participating, supporting AAHOA, pursuing professional development, etc. It will include the need for annual continuing education credits and how to find more information on the continuing education courses.
2. A certificate with current Chairman, President & CEO, and Facilitator signature.
3. A certificate frame.

The certificate and letter are to be printed on premium paper to add value and a professional presentation. The three (3) items listed above shall be approved in advance by AAHOA.

The above will be managed and executed by CHO facilitators. Any costs involved with the formal letter, certificate, and certificate frame should be included in costs defined in the proposal submitted for consideration.

Post-CHO Survey

CHO graduates will be surveyed post-CHO to measure different attributes of the CHO. The survey questions shall be pre-approved by AAHOA and may be updated upon written request by AAHOA.

The survey will assess any of, but not limited to, the following:

- Ease of access
- Ease of overall use
- Online program functionality
- Content quality and delivery for a specific course or the overall program
- Each of troubleshooting if help needed
- Recommending this program to other members

6. eLearning Provider Requirements

The eLearning Provider will be responsible for administering, providing, offering, coordinating, conducting, and managing the CHO on behalf of AAHOA.

AAHOA may request the eLearning Provider to offer assistance with, and to conduct, additional educational programs, digital and in-person, as mutually agreed upon in writing.

The eLearning Provider must acknowledge and agree that AAHOA will be entitled to engage or retain persons, consultants, and companies employed by the eLearning Provider to conduct educational programs that AAHOA believes will benefit its members, and AAHOA will not be required or obligated to contact, consult with, or seek the approval of the eLearning Provider to do so.

AAHOA shall have the right to conduct an annual performance review of the services provided by the eLearning Provider in the manner AAHOA deems appropriate and suitable. Following this review, AAHOA shall share the results with the eLearning Provider with the opportunity to correct, cure, or improve on any performance areas AAHOA deems unsatisfactory, or terminate the agreement with thirty (30) days advance notice if AAHOA is wholly dissatisfied with the eLearning Provider's performance or action taken to correct areas identified by AAHOA to correct, cure, or improve.

Fundamental Responsibilities

The overall responsibilities required of the eLearning Provider are as follows at a minimum:

- Develop and implement an eLearning platform for the CHO accessible to qualified AAHOA members and designated AAHOA staff;
- Provide up-to-date, cutting-edge, and relevant content for hoteliers;
- Assess all CHO content quarterly;
- Continuously update the CHO content;
- Design and develop downloadable manual, workbook, or handout to support online content;

- Provide registrant with access to a downloadable manual, workbook, or handout to support online content;
- Monitor and communicate with AAHOA on program registrations;
- Communicate with registrants to resolve IT issues;
- Coordinate development, communication of, and distribution of new e-books, content, or other resources;
- Maintain CHO graduate and enrollee records;
- Communicate with AAHOA on continuing education credits earned to maintain CHO designation;
- Work closely with AAHOA's Education Department;
- Distribute promotional materials developed by AAHOA for the CHO, upon request of AAHOA;
- CHO database management;
- Coordination with CHO sponsors;
- Provide results from any surveys administered by the eLearning Provider related to the CHO;
- Other duties assigned by AAHOA related to the CHO.

Fee Structure

The eLearning Provider will provide an itemized schedule of costs, which will include, but are not limited to the following:

- The first year
 - Program development
 - Program integration with AAHOA CRM or subsequent database system
 - Program implementation
 - Program upgrades, maintenance, customer service
 - Administrative fees
 - Technology/Web Hosting
 - Ongoing Content Development
- After the first year
 - Program upgrades, maintenance, customer service
 - Administrative fees
 - Technology/Web Hosting
 - Ongoing Content Development
 - Integration with any new database system

Content Providers Qualifications

eLearning Provider will be responsible for copyrights, licenses, or any fees applicable to contract a speaker or content provider.

Subject matter experts must meet the following requirements:

- At least two (2) years of experience in the hospitality and hotel management field
- A four-year bachelor's degree (preferably a hospitality degree)
- At least two (2) years of full-time professional experience in the hospitality industry, with a preference for a minimum of one (1) year in a managerial or supervisory position
- Experience owning a hotel (preferred)

AAHOA Staff Responsibilities

The eLearning Provider will work closely with the AAHOA Education Department or its designees. AAHOA staff will provide the following:

- Updates on registration;
- Information on registrants to confirm eligibility, correct information on certificate or to mail certificate, and ensure accurate record keeping;
- Member support;
- Updates on survey results or feedback received;
- Results of the annual CHO evaluation;
- Projections for the following year;
- Marketing and outreach efforts to increase CHO participation;
- Monthly, quarterly, and annual communication with internal AAHOA leadership on the CHO performance;
- Requests for updates and content development.

Technology Needs

- Entire CHO must be available online, this includes all coursework and exams.
- Exam and bank of exam questions (see “Exam Format & Passing Score” on page 5).
- Ability to communicate with registrants before and after the CHO is completed.
- User-friendly system to sign up and access the program.
- Ability for registrant to stop at any point of the course and pick back up where the registrant left off.
- Ability for the program to be accessed via a mobile device.
- Ability to see progress made and courses still needed in order to graduate.
- Capability to play PowerPoints, flash media, videos, and link to external sites (a link for other resources registrants can check out on their own, like a YouTube video or online news article).
- Capability to ask questions directly to the eLearning Provider via an email address, “contact us” page, or a live chat option.
- Capability for a message center for participants to send and receive email communications.
- Capability for participants to send emails through the online CHO portal and receive a copy in their personal email.
- Capability to fully integrate with AAHOA’s CRM to allow CHO graduates the ability to track event attendance or make notes on the CHO platform which update on their AAHOA member record.
- Ability to archive AAHOA CHO participant information for up to five (5) years.

II. Additional Information**1. Project Timeline**

Major milestones:

- | | |
|--|------------|
| ○ RFP distributed to eLearning Providers | 10/5/2017 |
| ○ Deadline for RFP responses | 10/26/2017 |
| ○ Anticipated Selection of eLearning Provider/contract negotiation | 11/30/2017 |
| ○ CHO due to AAHOA for testing | 1/31/2018 |
| ○ Launch of new CHO | 3/27/2018 |

The CHO is expected to launch to AAHOA membership by March 27, 2018, but this date is subject to change at the sole discretion of AAHOA. The selected eLearning Provider will be made aware of any change to the launch date in writing.

2. Submission Response Instructions

You may submit your response to this Request for Proposal either by email to Kat Mohammed at Kathija@aahoa.com with a subject line of, “**Kat Mohammed, Bid for eLearning RFP, AAHOA #CHO2018**” or via mail to the AAHOA office at 1100 Abernathy Road, Suite 725, Atlanta, GA 30328. If mailed to the office, the proposal must be received by the due date and mailed in a sealed envelope or box with the proposal title and the outside label as follows:

Attn: Kat Mohammed, Bid for eLearning RFP, AAHOA #CHO2018.

Note: Please do not contact any member of the AAHOA Staff, AAHOA Officers, or AAHOA Board of Directors during the RFP process. If you have any questions during the process, you may submit them via email to kathija@aahoa.com with a cc: to rachel@aahoa.com. If we cannot answer your question via email, we will schedule a conference call. Telephone calls will not be accepted.

3. Schedule for Evaluation Process

Expected timeline for the evaluation and decision-making process:

- RFP distributed to eLearning Providers 10/5/2017
- Deadline for RFP responses 10/26/2017
- Anticipated Selection of eLearning Provider/contract negotiation 11/30/2017

AAHOA may make inquiries directly with a bidder at its sole discretion and/or may request a demonstration or presentation.

4. Contact Information

Project Manager Contact:

Name: Kathija “Kat” Mohammed
 Title: Director of Education at AAHOA
 Address: 1100 Abernathy Road NE, Suite 725
 City, State, ZIP: Atlanta, GA 30328
 Phone: (404) 419-8989
 Email: Kathija@aahoa.com

Technical Contact:

Name: Kathryn Stone
 Title: Chief of Staff at AAHOA
 Address: 1100 Abernathy Road NE, Suite 725
 City, State, ZIP: Atlanta, GA 30328
 Phone: (404) 419-8994
 Email: Kathryn@aahoa.com

Executive Team Contact:

Name: Rachel Humphrey
Title: Chief Operating Officer and Vice President of Franchise Relations at AAHOA
Address: 1100 Abernathy Road NE, Suite 725
City, State, ZIP: Atlanta, GA 30328
Phone: (404) 419-8985
Email: Rachel@aahoa.com

5. Work Samples

Upon receipt of proposals, AAHOA has the right to seek work samples or other supporting documentation that demonstrates the eLearning Provider's capabilities. All work samples provided will be at no cost to AAHOA.

6. Confidentiality

This RFP is confidential and should not be disclosed to anyone outside your company. In addition, there shall be no discussion on pricing or any other aspect with any staff, Board member, Member, Officer, or Past Chairman of AAHOA.

7. Notification

AAHOA will contact the eLearning Provider via email or phone regarding requests for additional information. AAHOA will notify the eLearning Provider via email regarding the outcome of the selection process with an expected decision on or before November 30, 2017.

III. Basis of Award

The eLearning Provider selected will be based on an evaluation of the RFP response, which includes, but is not limited to, the following:

- Learning solution
- Technical approach and expertise
- Ease of use
- Communication with eLearning Provider
- Time requirement for development and implementation
- Prior experience and work samples
- Client references
- Cost proposal
- Demonstrated prior success in similar learning tool
- Completeness of proposal
- Any other information AAHOA deems relevant in its sole discretion

IV. Provider Response to RFP

The eLearning Provider shall offer a response to this RFP that incorporates the aforementioned criteria with the following information:

1. Company Overview

- Provide contact information for the principal individual(s) to be contacted regarding the information in this RFP
- Provide a brief company history, years in business, number of employees and office locations
- Describe the company's custom eLearning solutions and how they fit with other company offerings
- List top clients and services provided to them
- List any awards or industry recognitions

2. Learning Solution

- Describe approach to the scope of this project
- Define the roles of the staff involved
- Describe the creative and instructional approach that will be used to engage the learner
- Describe the learning experience and primary interactions

3. Technical Solution

- Describe the software and skills that will be employed in interface design, media production and eLearning development
- Define the roles of the staff involved
- Define deliverables and review process
- Define timeline and project management approach

4. Contracting & Pricing

- Provide an itemized breakdown of project costs aligned with the proposed learning and technical solution for the first year and each subsequent year
- Provide any standard terms of agreement

5. Customer References

- Provide three references of organizations that have utilized your custom eLearning development services within the past twenty four (24) months. Include the contact name, title, company name, address, phone number and email address for each reference, along with a brief description of the product development.

6. Additional Information

Conflicts of Interest

Please disclose any potential conflicts of interests such as having an immediate relative as a staff member, Board Member, Member, Officer, or Past Chairman of AAHOA. Note that a disclosure of a conflict of interest does not automatically disqualify a candidate.

Additional Terms and Conditions

1. **Acceptance of Conditions Governing the RFP:** Submission of a proposal constitutes acceptance of all of the terms, conditions, requirements, and instructions in this RFP as stated or implied herein, or in any of the related documents, and the evaluation process contained in this RFP.
2. **Amended Proposals:** eLearning Provider may submit an amended proposal before the deadline for receipt of proposals. Such amended proposal must be complete replacements for previously submitted proposal and must be clearly identified as such in the transmittal letter. AAHOA personnel will not merge, collate, or assemble proposal materials.
3. **Rights to Withdraw Proposal:** eLearning Provider will be allowed to withdraw their proposals at any time prior to the deadline for receipt of proposals. eLearning Provider must submit a written withdrawal request signed by eLearning Provider's duly authorized representative addressed to the AAHOA President.
4. **Proposal Offer Firm:** Responses to this RFP, including proposal prices, will be considered firm for ninety (90) days after the due date for receipt of proposal.
5. **No Obligation:** This RFP in no manner obligates AAHOA to use any proposed professional services of any eLearning Provider until or unless a valid written contract or agreement is awarded and approved by AAHOA and a written contract is executed by both parties.
6. **Termination:** This RFP may be canceled at any time and any and all proposals may be rejected in whole or in part when AAHOA determines such action to be in the best interests of AAHOA.
7. **Sufficient Appropriation:** Any agreement awarded as a result of this RFP process may be terminated if sufficient appropriations or authorizations do not exist. Sending written notice to eLearning Providers will effect such termination. AAHOA's decision as to whether sufficient appropriations and authorizations are available will be accepted by eLearning Provider as final.
8. **Legal Review and eLearning Provider's Terms and Conditions:** AAHOA requires that all eLearning Providers agree to be bound by all of the terms, conditions, requirements, and instructions in this RFP as stated or implied herein, or in any of the related documents. Any concerns of eLearning Provider must be promptly brought to the attention of AAHOA President & CEO Chip Rogers, or they will be waived. eLearning Providers must submit with the proposal a complete set of any additional terms and conditions which they expect to have included in an agreement negotiated with AAHOA. Failure to do so means they will be waived.
9. **Contract Deviations:** Any additional terms and conditions, which may be the subject of negotiation, will be discussed only between AAHOA and the selected eLearning Provider, and shall not be deemed an opportunity to amend the eLearning Provider's proposal.
10. **Right to Waive Minor Irregularities:** AAHOA reserves the right to waive minor irregularities. AAHOA also reserves the right to waive mandatory requirements provided that it does not materially affect the Services or the RFP process. This right is at the sole discretion of AAHOA.
11. **AAHOA's Rights:** AAHOA reserves the right to accept all or a portion of eLearning Provider's proposal.
12. **Federal, State and Local Ordinances:** In submitting a proposal, eLearning Provider represents that it has familiarized itself with the nature and extent of the RFP dealing with all federal, state

and local codes, ordinances, and regulations, and will strictly comply with them in performing work under the result contract.

13. **Gratuities and Kickbacks:** It shall be a breach of this RFP and a violation of ethical standards for any person (including the eLearning Provider or any employees) to offer, give, or agree to give any current or former AAHOA Officer, Board member, employee or designee, or for any current or former AAHOA Officer, Board member, employee or designee to solicit, demand, accept, or agree to accept from another person (including any eLearning Provider or any Employees), a gratuity, commission, fee, rebate, gift, kickback, or any offer of employment in connection with any decision, approval, disapproval, recommendation, preparation of any part of a proposal, or influencing of the content of any specification or RFP standard, rendering advice, or providing other services pertaining to the award of a contract to an eLearning Provider under this RFP. Any persons involved in such activities shall be immediately disqualified from providing eLearning or rendering any decisions concerning the award of the agreement to the successful eLearning Provider, and any related proposals shall be disqualified and shall not be reinstated and a written contract is executed by both parties.

Definitions

This section contains definitions and abbreviations of terms that are used throughout this RFP.

1. "Agreement" or "contract" means a written agreement for the procurement of Services by the eLearning Provider following the sealed bid and evaluation process of the proposals submitted by the eLearning Providers to AAHOA in response to this RFP.
2. "eLearning Provider" means the person, company or organization that desires to provide eLearning Services to AAHOA, and submits a proposal in response to this RFP.
3. "Proposal" means the documents and materials that are submitted to AAHOA by an eLearning Provider in response to this RFP to provide an online learning solution for the CHO.
4. "RFP" or "Request for Proposal" means all documents and materials, including those attached or incorporated by reference, used by AAHOA for soliciting proposals from eLearning Providers.

V. Provider Release and Acceptance

Please submit this form with your bid.

eLearning Provider:
(Please print clearly)

Company Name: _____

Signature: _____

Name: _____

Title: _____

Date: _____

Physical Address: _____

Mailing Address: _____

Phone Number: _____

Email Address: _____

Website: _____

Federal Tax ID #: _____

VI. Provider Acceptance of Additional Terms and Conditions

Please submit this form with your bid.

Acceptance of Terms and Conditions of RFP and Release of Liability

We wish to enter into an eLearning Agreement with AAHOA to provide services for year-round online learning.

We agree to all of the terms, conditions, requirements, and instructions in this RFP as stated or implied herein, or in any of the related documents.

We release AAHOA, its members, any respective successors or assignees, subsidiaries, officers, directors, ambassadors, employees, agents, vendors, attorneys, insurers and independent contractors from any and all liability arising in connection with the RFP, the proposal, the evaluation process, and the award of the agreement.

We understand that by submitting a proposal, no binding agreement or contract has been entered into between our company and AAHOA for the provisions of services. AAHOA will review the proposals submitted by each qualifying eLearning Provider under a sealed bid process, and will award the contract to the successful bidder. At that time, a binding contractual agreement will be entered into between the successful eLearning Provider and AAHOA, which will govern the relationship between the parties and the Services that will be provided. This RFP in no manner obligates AAHOA to use any of the proposed Services of the company until or unless a valid written agreement is awarded, approved, and a written contract is executed by both parties.

Owner Name and Title: _____

Company Name: _____

Owner Signature: _____

Date: _____



AAHOA CHO Continuing Education Events

To maintain your active CHO status, you will need to participate in a minimum of five (5) hours of eligible AAHOA education events. Use this document as your guide to measure your continuing education progress and the hours earned for each event type.

The following chart includes the variety of professional activities that qualify to maintain active certification.

Event	Value	Verification via AAHOA Records
AAHOA Annual Convention – Education Sessions and Special Interest Group Conferences	45 minutes up to 5 hours (varies, based on events attended)	Badge Scanned
AAHOA Regional Meeting	30 minutes/education session	Registered and picked up badge onsite
AAHOA Town Halls	15 minutes/town hall	Signed in at registration
AAHOA Special Interest Group Conference (Women Hoteliers, Independent Hoteliers, and Young Professionals)	Up to 5 hours	Registered and picked up badge onsite
2-day Education Program	5 Hours	Registered and picked up badge onsite
1-day Education Program or Brand Development Day	Up to 5 hours	Registered and picked up badge onsite
AAHOA Webinar	15-30 minutes	Registered and attended or downloaded
AAHOA Online Program	15 minutes up to 5 hours (varies, based on event)	Registered and attended