



2020 Membership Application

This application
is your invoice

FULL (Renewal) Professional Member \$70

**** PLEASE COMPLETE ENTIRE APPLICATION FOR CONSIDERATION ****

Concierge Type: ___ Hotel ___ Residential ___ Corporate ___ Private

Please *initial* the one statement below that pertains to you:

- ___ I work in the Denver Metro Area, and had four (4) attendance credits in 2019.
___ I work elsewhere in the Front Range, and had three (3) attendance credits in 2019.
___ I work in the Western Slope Region, and had two (2) attendance credits in 2019.
___ I was not a member of the CAC in 2019, but I am a current member of Les Clefs d'Or.

Name: _____ Job Title: _____

Direct Work Phone: _____ Personal Phone: _____

Email Address: _____

Are you a Colorado Notary Public? ___ Yes (since _____) ___ No

Current Information for the **Property/Business** at which you are employed:

Name: _____ Website: _____

Address: _____

Phone: _____ Number of Rooms/Tenants: _____

Who is your direct supervisor? _____

Title: _____ Email: _____

Who is the General Manager? _____

Title: _____ Email: _____

Have your duties/responsibilities changed since last year? (*if yes, please describe*) _____

What specific further education would you be interested in? _____

Please review our association's bylaws, and *initial* each of the following:

___ I acknowledge *Article IV: Membership*; I understand & continue to comply with all sections therein.

___ I acknowledge *Article XII: Standards of Professional Conduct*, also attached, and agree to abide.

___ I agree to notify the CAC within one (1) month of any changes in my employment status.

I authorize the CAC to use pictures (including myself) taken at association functions
for social media & marketing purposes. Please Circle One: YES NO

Applicant Signature: _____ **Date:** _____

Signature of direct supervisor: _____ **Date:** _____

**** Please attach your business card, enclose check for \$70, and mail to: ****

Concierge Association of Colorado ; PO Box 480613 ; Denver, CO 80248

Questions? membership@conciiergeofcolorado.com, 303-331-2639

Article XII – Standards of Professional Conduct

As a member of the Concierge Association of Colorado you are charged with being a consummate professional. It is your responsibility to display high standards as you are representing this Association, your property and your profession.

Section 1. Dress Code.

The dress code for all Concierge-related functions is professional/business attire, unless otherwise noted in the invitation. When invited to a restaurant or other venue, you are a Concierge “on duty”, representing your property/business and your profession.

Section 2. Professionalism / Courteousness.

- Maintain a professional and well-groomed appearance.
- Never practice or permit discrimination on the basis of race, gender, age, national origin, religion or sexual orientation.
- Tactfully decline illegal or unethical requests from guests.
- Show courtesy and helpfulness. Return all correspondence in a timely manner.
- When a restaurant invites you for dinner, never take advantage by ordering the most expensive items on the menu or bringing uninvited guests. Tip your server at least 20% of the estimated bill.
- Never misuse your position of authority by demanding goods or services from vendors for your own personal gain.
- All association meetings, events and vendor invitations are professional affairs, regardless of the venue. While in attendance, it is not appropriate to use profanity or, if available, to drink alcohol excessively.

Section 3. Commissions vs Kickbacks.

A **commission** is a usual and customary sharing of a profit from a vendor referral, a reasonable percentage of the transaction price.

For example, it is generally accepted that car rentals, tour companies and professionally chauffeured transportation services offer commissions, as classically would be provided to a travel agent.

A **kickback** is an unusual and non-customary payment or gift by a vendor for a referral, a form of a bribe, whereas the payment or gift is given for the purpose of attempting to drive business their way over their competitors.

A professional Concierge **never** accepts kickbacks. It is unethical.

For example, it is widely accepted that restaurants do NOT provide cash commissions for referrals.

Therefore, for a restaurant to do so would aim to put them at an unfair advantage for referrals.

However, it is reasonable for a restaurant to provide gift certificates, valid for their restaurant, to Concierge to come and experience their restaurant, so as to assist the Concierge in knowing their restaurant first hand.

The job of a professional Concierge is to match their guest/client with the best vendor to meet the guest/client’s needs, not because commissions are available, and not because of anything other than satisfying their guest/client. Guests/clients come to us because of our reputation of being an ethical, unbiased, trusted guest advocate.

Section 4. Commitments / RSVP’s.

Honor all commitments to colleagues and others.

By attending CAC meetings and events, not only are they educational and beneficial to you, your attendance also allows the vendor host and your Concierge colleagues to better cultivate an in-person relationship with you.

Your presence also provides representation for your property/business and our profession.

When you RSVP Yes to attend a CAC meeting or event, you are fully committing to being there.

If you cannot attend, especially when RSVP’s are collected directly by the vendor, it is courteous to RSVP No.

Please do not cancel your RSVP within 24 hours of the meeting or event.

If you “no show” to a meeting or event, it is very disrespectful to our vendor host, as they are preparing for you.

If the invitation is for theatre or event tickets, only RSVP Yes when/if you are fully certain you will attend.