About HFTP

Hospitality Financial and Technology Professionals (HFTP®) established in 1952, is an international, nonprofit association, headquartered in Austin, Texas USA, with offices in Hong Kong, United Kingdom, The Netherlands and Dubai. HFTP is recognized as the spokes group for the finance and technology segments of the hospitality industry with members and stakeholders spanning across the globe. HFTP uniquely understands the industry's pressing issues and assists its stakeholders in finding solutions to their challenges more efficiently than any organization. It does this via its expert networks, research, certification programs, information resources and conferences/events such as HITEC. HFTP also owns the world's only hospitality-specific search engine, PineappleSearch.com®.

HFTP History

HFTP's roots stem from state-centered accountant associations who thought it would be beneficial if they formed a national network. Through the support of both the Texas Hotel Accountants Association and the Hotel Accountants of New York, the formal organization of the National Association of Hotel Accountants was formed on October 26, 1952 in New York City at the Hotel Lexington.

In order to better reflect the association's changing member demographics, the association has been known under four different names:

- The National Association of Hotel Accountants (NAHA)
- The National Association of Hotel-Motel Accountants (NAHMA)
- The International Association of Hotel Accountants (IAHA)
- Hospitality Financial and Technology Professionals (HFTP)

HFTP Membership

HFTP gives members access to a global network of professionals with careers in the hospitality finance and technology industries, as well as benefits that are tailored to equip individuals with tools and re-sources that support professional success. Members range from c-level executives to hospitality students. The association offers a variety of member categories that meet the specific needs of hospitality finance and technology professionals.

HFTP members have access to career advancement opportunities, publications, industry research, online networking tools, chapter affiliation, online education, member pricing to HFTP conferences and events, certification, networking events, leadership opportunities and much more. HFTP members receive informa-tion on the latest industry trends and emerging business practices through tools such as PineappleSearch and topic-specific news aggregator sites such as: HFTP News, HFTP Connect blog, HITEC Bytes, Club Bytes, Finance Bytes, F&B Bytes and GDPR Bytes. Industry resources and research include access to the HFTP Research Centers, the Uniform System of Accounts for the Lodging Industry (USALI) and more.

HFTP focuses on individual professional development and membership is individually-based. Member job titles include controller, director of finance, CFO, IT director and more. HFTP members work for organizations like clubs, hotels, resorts, hotel management companies and other hospitality businesses.

CHAE and CHTP Designations

HFTP administers the examination and awards the certification for the Certified Hospitality Accountant Executive (CHAE®) and the Certified Hospitality Technology Professional (CHTP®) designations.

The CHAE professional designation is an industry designation showing competency in the area of accounting. More than 1,500 hospitality accountants from multiple countries have earned the CHAE designation through HFTP since the certification program began in 1981.

The CHTP professional designation was developed jointly by HFTP and the Educational Institute of the American Hotel & Motel Association (AH&MA) to elevate the professionalism of the recipient and the industry by helping set standards for the hospitality technology field. More than 460 individuals have been certified since the creation of the designation in 1994.

HFTP supports potential designees with the Certification Advisory Program (CAP), designed to assist CHAE and CHTP certification applicants by assigning them an experienced advisor.

HFTP Awards and Honors

HFTP understands the importance of recognizing individuals who have impacted the association and the hospitality industry. HFTP honors outstanding achievement by hospitality professionals in several categories. These industry-leading award recipients are selected by a council of colleagues and peers.

Chapter of the Year. This award recognizes chapters that have made extraordinary efforts to further the goals of HFTP and to provide quality education, professional and social opportunities for their members. The winning chapter is honored each year at the HFTP Annual Convention.

Student Chapter of the Year. This award recognizes student chapters that have made extraordinary efforts to further the goals of HFTP. The winning chapter is honored each year at the HFTP Annual Convention.

CHAE of the Year. Awarded to the professional earning the CHAE designation with the highest exam score within a one-year time period.

CHTP of the Year. Awarded to the professional earning the CHTP designation with the highest exam score within a one-year time period.

International Hospitality Technology Hall of Fame. HFTP's highest level of recognition in the area of technology, the Hall of Fame inducts those who have made significant and lasting contributions to hospitality technology in any or all areas of development, application and promotion. Nominations are due in mid-April and the recipient is recognized each year at HITEC North America.

Paragon Award. This award honors individuals, selected by a panel of their peers, who selflessly contribute their time and energy to further the goals of both HFTP and the hospitality industry. Nominations are due in early August and the recipient(s) is recognized each year at the HFTP Annual Convention.

President's Award. This award is given to a recipient selected by the current HFTP Global President. The award recognizes a person who has made a significant contribution to the success of the association throughout the course of the current president's one-year term.

HFTP EVENTS

HFTP Conferences and Events

HFTP offers a variety of industry-leading events in locations across the globe that provide exceptional professional development programs, unbeatable networking opportunities and exposure to the latest industry products and services.

HITEC® (Hospitality Industry Technology Exposition & Conference). Established in 1972, HITEC is the world's largest hospitality technology exposition and conference. The events bring together the brightest minds and hottest technology for an unparalleled expo, top-notch education program and networking.

HITEC Europe. HITEC Europe features an education program, exhibits and pre-conference events such as Entrepreneur 20X (E20X). #HITECeur

HITEC North America. The largest HITEC event of the year, hosted in a different city in North America each June, with 6,000+ attendees, four days of education and three expo days. The start-up pitch competition Entrepreneur 20X (E20X) is co-located on the first day of HITEC North America. #HITEC

HITEC Dubai. HITEC Dubai features an education program, exhibits and a one-to-one business summit. #HITECdxb

CIO/CFO Events, Europe. The invitation-only event bring together high-level hospitality CIOs and CFOs from across Europe, for face-to-face discussions on crucial issues their companies are encountering. The events are one-day, and part of the HITEC Europe pre-conference program.

HFTP Club Summit. The Club Summit offers club professionals with two days of advanced-level education addressing industry strategy, trends and engagement.

HFTP Annual Convention. A gathering of industry professionals that encourages networking, provides continuing education opportunities, and serves as an opportunity to honor the association and its outstanding member volunteers.

Club and Hotel Controllers Conference. Co-located with HITEC, the conference offers two full days of essential information for today's controller. Find a range of sessions that reflect the position's diverse responsibilities: technology to taxes, human resource management to personal inspiration.

HFTP Club Forum. The Club Forum is designed to provide club professionals with the opportunity to connect with industry peers, share ideas and discuss club-related challenges in a small group setting.

HFTP Regional Conferences. These events are coordinated by local HFTP chapters in the surrounding areas providing a great way to network and learn with others in your own area.

ProLinks Webinars. This online education program uses the latest technology for regular webinars, including live audio, a slide presentation and an interactive discussion with the presenter. HFTP produces these sessions at no charge to HFTP members. Speakers range from industry leaders to subject matter experts. Participants can earn continuing education credits towards their CHAE and/or CHTP designations (administration fee applies).

HFTP Publications

HFTP Connect (The Hospitality Professionals' Blog). HFTP's blog is written by hospitality industry professionals, HFTP leaders and members. The blog covers topics of interest to HFTP members and hospitality industry stakeholders.

HFTP Club Bytes. A site (clubs.bytes.org) targeted to club industry professionals, with aggregated content from multiple, global sources. Content includes news, blogs, research and white papers. An e-newsletter with the site's top headlines is sent out monthly to HFTP members and site subscribers.

HFTP Finance Bytes. A site (finance.bytes.org) targeted to hospitality finance professionals; an extension to HFTP's informational website portfolio. An e-newsletter with the site's top headlines is sent out monthly to HFTP finance members and site subscribers.

HITEC Bytes. A site (bytes.hitec.org) targeted to hospitality technology professionals; an extension to HFTP's informational website portfolio. An e-newsletter with the site's top headlines is sent out bi-monthly to HFTP technology members and site subscribers.

HFTP GDPR Bytes. A site (gdpr.hftp.org) for professionals to find GDPR-related content; an extension to HFTP's informational website portfolio. An e-newsletter with the site's top headlines is sent out monthly to members and site subscribers.

HFTP F&B Bytes. A site (fb.hftp.org) for professionals to find food and beverage related content; an extension to HFTP's informational website portfolio.

HFTP News. HFTP's online, association-specific site (news.hftp.org) where users will find all of the association's news and information as well as industry updates. HFTP News is updated on a daily basis and features HFTP-specific items such as blogs, membership news, chapter events, HFTP Global activities, photos, press releases and more. Users can subscribe to the site's monthly e-newsletter

HITEC News Flash. Published in the four months leading up to a HITEC event, the e-newsletter delivers event and hospitality technology news, along with HITEC planning information.

HITEC Dailies. Published each conference day at a HITEC event, the e-newsletter delivers event highlights, upcoming information and hospitality technology news specific to that day.

USALI. The Uniform System of Accounts for the Lodging Industry (USALI) has been published since 1926, with HFTP recently obtaining the ownership rights. The primary purpose of the USALI is to offer operating statements formatted to provide hotel owners, managers and other interested parties with operational information pertinent to the lodging industry.

HFTP | BIOS

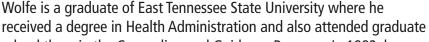## Michael Levie, CHTP
HFTP Global President

Michael Levie is a founding partner of Netherlands-based citizenM hotels, and heads the group's operations. Upon graduating from ES-SEC with an MBA in Hospitality Management, Michael Levie worked for various international hotel chains including Sonesta International and NH Hoteles, which took him to assignments all over the world and eventually led to the position of Vice President of Operations, giving him responsibility for managing large hotel portfolios.
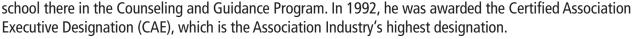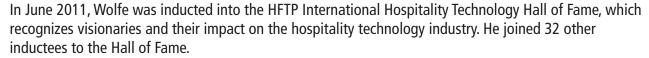
Levie's innovation is only part of his contribution to the hospitality industry. His passion for sharing ideas and nurturing the leaders of tomorrow has been nothing short of remarkable. Levie's active participation on the HFTP Global Board and now the Executive Committee has further illustrated his commitment. He helped HFTP develop its first European event, EHTEC in 2006, where he also was a speaker. Levie remained connected with the association, despite the fact that HFTP was less active in Europe, and joined the HFTP Global Board in 2013 to provide a broader, international perspective to the expanding association. Levie was elected HFTP Global President in July 2019.

Frank I. Wolfe, CAE
HFTP CEO

Frank Wolfe joined HFTP in March 1991. He started as the association's director of education. He became executive vice president/CEO of HFTP in 1994 and at that time was one of the youngest association CEOs in North America. As HFTP's CEO, Wolfe oversees the association's operations, as well as represents the association worldwide at industry events, on industry boards and committees and via the news media.

Wolfe is a graduate of East Tennessee State University where he received a degree in Health Administration and also attended graduate school there in the Counseling and Guidance Program. In 1992, he was awarded the Certified Association Executive Designation (CAE), which is the Association Industry's highest designation.

In June 2011, Wolfe was inducted into the HFTP International Hospitality Technology Hall of Fame, which recognizes visionaries and their impact on the hospitality technology industry. He joined 32 other inductees to the Hall of Fame.

In addition, in October 2002, Wolfe received the HFTP Paragon Award in recognition of his significant and lasting contribution to both HFTP and the hospitality industry. In August, 2000, Wolfe was honored by *Lodging Magazine* by being included in the "75 Profiles in Leadership" edition, a who's who of 75 individuals who have made major contributions to the hospitality industry. Wolfe was also featured in *Association Management Magazine* for his marketing ideas.

About HITEC

The Hospitality Industry Technology Exposition & Conference (HITEC), produced by HFTP, is the world's largest and oldest hospitality technology exposition and conference brand. HITEC serves as a vehicle for distributing the most innovative products and services to the global industry. It offers attendees a one-stop shop for essential education, access to experts and hospitality technology vendors, networking with top leaders in the industry and the resources to find cost-effective ways to improve company bottom lines.

HITEC History

Twenty years after the official inception of the international association, its forefathers recognized a growing segment in the hospitality industry – technology. In 1972, HFTP sponsored the first International Hospitality Conference to provide a forum for promoting and displaying the latest in hospitality technology.

Technology in 1972 did not involve customer relationship management applications, in-room Internet or hand-held computers. Instead, the large hotels were looking into the first renditions of front office property management systems, electronic cash registers and point-of-sale systems.

Today, HITEC is a well-known, global event with its North American show gathering over 6,000 attendees, from around the world, and presenting the latest hospitality technology products and services from over 400 companies – this trade show is the world's largest, most comprehensive showcase of hospitality technology. Each year the HITEC Advisory Council identifies the top technology issues/trends of interest in our industry. The selected topics serve as the framework for the HITEC education program. In 2017, HITEC expanded internationally into Europe and Asia.

Entrepreneur 20X

Entrepreneur 20X (E20X) made its debut at HITEC 2015. HITEC attendees have the opportunity to watch some of the most innovative start-ups the hospitality technology industry has to offer compete in the E20X pitch competition. The participating start-ups pitch cutting-edge ideas to a room full of HITEC attendees as well as a panel of expert judges including hospitality CIOs, angel investors, serial entrepreneurs and industry insiders. The competition is held twice a year at HITEC Europe and HITEC North America.

HITEC Special Report

An annual publication featuring articles written by experienced industry experts discussing leading hospitality technology trends. The Report is published annually in conjunction with HITEC North America. A print version is distributed onsite and an e-publication is available through the HITEC website.

Scholarships

HFTP has awarded scholarships since 1963. In 1991, the organization established the IAHA Foundations, Inc. to distribute scholarships. It currently awards the: Alice H. Banks, CHAE; Ray Ellis, Jr., CHTP, CHE, CLSD; the Charles E. Fitzsimmons Scholarship at the University of Houston; Terri Rubin Bartello, CHAE, Memorial Scholarship at the University of New Orleans; the Larry Chervenak, CHAE; and the Frances B. Tally Scholarships at the University of Nevada in Las Vegas; the Rama Family Endowed HFTP Student Professional Development Fund; the Sal V. Spano, CHAE, CHA Scholarship at Florida International University; the Richard G. Moore, CDP Scholarship at the Cornell University Hotel School.

HFTP has also established educational endowments funds at the following universities: California State Polytechnic University, Cornell University, Florida International University, University of Central Florida, University of Delaware, University of Houston, University of Nevada, University of New Orleans and Michigan State University.

Global Hospitality Accounting Common Practices (GHACP)

Recognizing that operating hotels is a global industry, HFTP has developed a unique resource that financial professionals, owners, investors and benchmarking information services can use to identify common practices for hotel management reporting and how they vary from region to region. GHACP provides a searchable database of detailed operating financial reporting practices used at lodging properties around the world, as well as from the *Uniform System of Accounts for the Lodging Industry (USALI, 10th and 11th editions)* and the *Uniform System of Financial Reporting for Clubs (USFRC)*.

HFTP Information Sites

HFTP offers a portfolio of information sites, targeted to specific hospitality industry segments: Club Bytes, HITEC Bytes, Finance Bytes, GDPR Bytes, F&B Bytes and HFTP News. Each site aggregates content from multiple, relevant sources from across the globe. Content includes news, blogs, research and white papers. In addition, the association maintains HFTP News, a site that features association and membership news, blog posts, feature articles and industry research reports. Each site delivers an e-newsletter with top headlines that users can subscribe to.

PineappleSearch.com

Owned by HFTP, and operated by Hsyndicate, PineappleSearch.com is the world's ONLY hospitality-specific search engine with access to the latest industry information and intelligence. The site centralizes highly fragmented industry information into a single and free-to-use platform, delivering relevant information to industry professionals, when and how they need it. Users can register, to create a customized profile that will tailor the hospitality news to individual interests.