



Dear Colleague,

Thank you for your interest in Les Clefs d'Or USA membership. We are one of 44 member sections of the Union Internationale des Concierges d'Hôtels "Les Clefs d'Or" (UICH).

UICH Les Clefs d'Or is an association registered in France. As such, it complies with CNIL requirements (*Commission Nationale Informatique & Libertés*) which protects personal data, supports innovation and preserves individual liberties. It also complies with European GDPR/RGDP. All collected data will be used for the sole administrative purposes of UICH. Each member can decide to display some of the information on the UICH website, or not and to make it available to membership only, or to its affiliates.

Applications are processed quarterly. Submission deadlines are March 1, June 1, September 1 and December 1. Applications containing two or more errors will be rejected. All information on the application is verified. Written tests are sent to applicants within two weeks of the submission deadline. Candidates should not take vacation during the quarter their application is processed.

All information required in this document is necessary to your application.

Below is a list of required attachments:

Please check boxes

- ☐ Full Completed Application
- ☐ Sponsorship forms from two sponsors, showing UICH charter and signatures
- ☐ Letter(s) of verification from hotel human resources department(s) identifying lobby-level concierge work experience for a minimum of five years, with the last full year worked continuously as a lobby level concierge. Must have exact dates worked and title(s) held.
- ☐ Letter of recommendation from your General Manager
- ☐ Photograph of your desk, showing your concierge sign
- ☐ Photograph of you in uniform
- ☐ Photograph of your business card

Your signature:

_____ Date _____

Your signature confirms that all qualifications have been met. They also acknowledge that if the qualifications are found inaccurate by the membership committee, the application will be disqualified.

The application process is challenging and will test you on many levels to determine if you are ready for membership. It is very specific and requires you to be very detailed. The application is comprised of three parts: 1) the application, 2) the sponsor documents and 3) the support documents.

Here are some tips and advice for completing your application:

- Please click "save and continue later." You will receive a link to this application that will allow you to come back to the site to complete any missing information. Keep the link on your desktop.

- It's a good idea to print a copy of a blank application form to use as reference.
- Please complete all pages electronically (*not by hand*). Print the entire application, mark the check boxes and provide signatures. Make sure to follow all instructions carefully.
- Your sponsors should oversee your application completely. Invite them to download sponsor documents from our website for completion. Once your sponsors have completed their sponsorship forms, they should forward it electronically to you, to add to your application. If you do not know how to complete the pages electronically, or how to resize your photos, etc., reach out to your sponsors for assistance.
- When your application is complete, forward a copy of it to each of your two sponsors. Your sponsors should review your completed application and sign it acknowledging that everything is complete.
- When you receive your sponsor documents back, you will be able to upload them into this system to complete your application.

Your complete application must include the following:

1. The application, Sections I-VII:

- I. Basic Information
- II. Employment History
- III. Ethics and Professional Standards
- IV. Media Responsibility
- V. Authorization and Notarization
- VI. Sponsor Final Review
- VII. Disclaimers

2. Sponsor documents, 2 pages each:

One from each sponsor

3. Support documents, 3 pages (or more):

- Letter from your General Manager, dated within three months of the application
- Letter(s) of employment verification from your Human Resources department(s)
- Photos of: your business card, your desk showing the concierge sign, and you in uniform
- When complete, upload your application and supporting documents on the Les Clefs d'Or USA website, pay the \$125 application fee and submit.
- We recommend that you do not wait until the last minute to submit your application. After you submit your application, you'll receive confirmation it's been received. If your application is found to be in good order, you will be moved to the next step of the application process. If there are two or more errors, the application will be rejected and any revised application will need to be submitted through the website and another non-refundable application fee paid.
- We also recommend that if you or your sponsors are planning a vacation during the three months of the application process you should consider applying at another time. No special accommodation will be made for your time away from your hotel(s).
- After receiving confirmation that your application is in good order, you will receive further instructions, and an exam, with a deadline of two weeks to complete.
- Once this application is submitted, you must pay an additional \$125 application fee if you wish to submit another application in the future.

Good luck!



Les Clefs d'Or USA Application for Membership

SECTION I: BASIC INFORMATION

Date:

Name (last, first, middle initial):

Job Title:

Hotel Name:

Hotel Group or Corporation:

Hotel Street Address:

Hotel City:

State: Zip Code:

Hotel Phone (with area code):

Hotel Website Address (specific, not generic):

Generic Hotel Concierge Desk Email:

Personal Private Hotel Email:

Personal Private (Non-Hotel) Email:

Personal Mobile Phone:

Personal Address:

Personal City/State/Zip:

Name & Title of Supervisor:

Name & Title of General Manager:

General Manager's Email Address:

Number of Rooms in Hotel:

Sponsor #1 Name & Hotel Affiliation:

Sponsor #2 Name & Hotel Affiliation:

Describe *in two lines or less* the location where you work in the hotel:

Describe *in two lines or less* why you wish to become a member of Les Clefs d'Or:

Are you active in your local concierge community? ☐ Yes ☐ No

Have you made the local members of Les Clefs d'Or aware that you are applying for membership?

Yes ☐ No ☐

If yes, how have you made them aware?

If the local members are not aware, why not?

Foreign Languages: ☐ Yes ☐ No

If yes, please list below what languages you speak, read, and write:

Language: ☐ Speak ☐ Read ☐ Write

Language: ☐ Speak ☐ Read ☐ Write

Language: ☐ Speak ☐ Read ☐ Write

Have you ever applied to Les Clefs d'Or USA before? ☐ Yes ☐ No If so, when?

Have you ever been convicted of a felony? ☐ Yes ☐ No

Does the Concierge Department supervise any other staff? ☐ Yes ☐ No

If yes, please describe other staff:

The concierges at your hotel are members of what department?

The concierge desk hours of operation are as follows:

Please provide a description of your duties (*in two lines or less*):

Who handles your duties when you are absent?

Average Number of Hours Worked Per Week:

Candidate's Signature: _____

Your signature above confirms that the preceding section is complete and accurate.

SECTION II: EMPLOYMENT HISTORY

Please read the instructions carefully:

1. Each hotel position, including your present position, must be supported by a letter of verification from the Human Resources department of each property. Letters of verification must be on the company letterhead, stating the candidate's exact job title(s), exact dates of employment and **must match exactly** with the information entered below.
2. If you change positions or properties while your application is in process, you must notify the Director of Membership of your change. Forward your new business card, letter of verification from your Human Resources department and letter of recommendation from your new General Manager, to the Director of Membership. Failure to do so will result in the rejection of your application.

Starting with your current position, list all hotel concierge positions in chronological order. List your most recent (current) position at the top.

Employer		Position	
Full Address		Telephone	
Supervisor		General Manager	
Employment Dates		Total Length of Service	

Employer		Position	
Full Address		Telephone	
Supervisor		General Manager	
Employment Dates		Total Length of Service	

Employer		Position	
Full Address		Telephone	
Supervisor		General Manager	
Employment Dates		Total Length of Service	

Employer		Position	
Full Address		Telephone	
Supervisor		General Manager	
Employment Dates		Total Length of Service	

Candidate's Signature: _____

Your signature above confirms that all dates are correct and exactly match the dates on the letters of verification. It also acknowledges that if the qualifications are not verified as complete and accurate by the membership committee, the application will be disqualified.

SECTION III: ETHIC & PROFESSIONAL STANDARDS

Personal Demeanor

- ✎ Always maintain a professional appearance. Unless told otherwise, wear professional attire to all concierge-related functions.
- ✎ Always use proper grammar.
- ✎ Stay poised and professional under all circumstances; remain polite, courteous and helpful.
- ✎ Honor all commitments to colleagues and others.
- ✎ Never practice nor permit discrimination of any type.
- ✎ Treat colleagues respectfully at all times. Respond to emails and messages in a timely manner (72 hours).
- ✎ Maintain the confidentiality of all member and guest communications.

Guest Relations:

- ✎ Listen attentively to guests' requests. Always offer to provide guests with written confirmations of their requests.
- ✎ Return all correspondence in a timely manner.
- ✎ Always thank guests if they remember you in some way. Send thank-you notes whenever possible.
- ✎ Always maintain professional relationships with guests; address guests in a professional manner.
- ✎ Tactfully decline illegal or unethical requests from guests.
- ✎ Never promise guests results, unless you are positive you can deliver.
- ✎ Advise guests, in advance, of surcharges or service fees on tickets or other requests.
- ✎ Always provide guests with detailed seat location information, including obstructions, when acquiring tickets for guests.
- ✎ Inform guests of dress codes at restaurants.
- ✎ Learn to evaluate guests by their preferences. What might be good for one guest may be unsuitable for another.
- ✎ Always respect and protect the identity and confidentiality of all guests.

Vendor Relations:

- ✎ Never double-book restaurants for guests.
- ✎ Never accept goods or services from vendors for personal gain.
- ✎ A Les Clefs d'Or USA Concierge neither receives commissions from restaurants nor participates in incentive-driven competitions.
- ✎ Always use reputable businesses and service organizations.
- ✎ Exercise objective and independent judgment in the evaluation of goods and services.
- ✎ Pay all invoices upon receipt.
- ✎ Never take advantage of restaurants that invite you for dinner by ordering the most expensive items on the menu or bringing uninvited guests. Tip your server at least 20% of the estimated bill.
- ✎ Remember when you're invited to theatres, restaurants or other venues, you're an ambassador of your hotel and of Les Clefs d'Or USA.
- ✎ Treat vendors with respect, professionalism and courtesy.
- ✎ Always thank your host(s) before you depart and send a note of appreciation afterward.

Social Media:

- ✂ Be aware of and abide by your company's policies when making personal statements about your company, its subsidiaries and/or any affiliates via any form of electronic media including, but not limited to Twitter, Facebook, YouTube, Instagram, LinkedIn, etc.
- ✂ In the course of your electronic communications, if you receive inquiries from any member of the press or media regarding Les Clefs d'Or USA, refer the media to the current President or Director of Media of Les Clefs d'Or USA.
- ✂ Do not share information you would not want repeated or photos you would not want publicized. Maintain professionalism in your posts. Once you post anything electronically, it becomes public domain.
- ✂ Whether you are on company or personal time, you are **not** free to share information that is considered confidential to Les Clefs d'Or USA, including personal guest information or any company business of your employer.
- ✂ Log into the USA and UICH book of members quarterly to keep your profile current.

Public Relations:

- ✂ Always speak with your Public Relations Director before speaking to the press. This includes vendor endorsements.
- ✂ In the course of your personal statements or commentary to any media outlet, you may not present yourself as a representative of, or spokesperson for, Les Clefs d'Or USA, unless you have been authorized in writing by the Board of Directors of Les Clefs d'Or USA to do so.
- ✂ The use or duplication of the trademarked Bucherer Keys, or the trademarked insignias of Les Clefs d'Or USA or UICH, is prohibited without advanced written consent from the **Board of Directors**.

SECTION IV: MEDIA RESPONSIBILITY

With the increasing opportunities for exposure and public awareness created by never-ending new trends in e-publishing and social media, it is important to stay on top of Les Clefs d'Or's policies and procedures (as outlined in our Ethics & Professional Standards).

When using media for personal use and/or as a public relations tool:

- If you receive inquiries from any member of the press or media regarding Les Clefs d'Or USA, refer them to the Director of Media of Les Clefs d'Or USA.
- If you wish to add Les Clefs d'Or USA's logo or title to your business card (*i.e., Member Les Clefs d'Or USA*), please submit a request for approval to media@lcdusa.org, along with a copy of the proposed layout.

Our objective is always to promote our good name and positive brand image. We encourage the use of our trademarked insignias by members in order to enhance our reputation. At the same time, we control usage of our logos for two main reasons:

1. to avoid confusion on the part of the general public
2. to protect our image from inappropriate or unauthorized use

If approved for provisional membership, I agree to submit a media request form (found under the forms tab, on our website) before I'm interviewed or photographed wearing Les Clefs d'Or's trademarked insignia, crossed golden keys.

Candidate's Signature: _____

Your signature above confirms that you understand and agree to uphold the code of ethics, professional standards and media responsibilities of membership in Les Clefs d'Or USA if you are approved for provisional membership.

SECTION V: AUTHORIZATION, NOTARIZATION & CONSENT

(All pages must be printed out and signed manually after application is complete and all required documentation has been attached.)

Authorization:

I hereby authorize Les Clefs d'Or USA or any of its representatives to verify any of my employment references. I also understand that misrepresentation or omission of facts may lead to immediate and permanent expulsion from Les Clefs d'Or USA. I also hereby acknowledge that if admitted to Les Clefs d'Or USA I will abide by the Certificate of Incorporation, the bylaws and the rules and regulations of the Corporation and as they may be amended during the term of my membership. I have read and agree to adhere to the Ethics & Professional Standards as stated in the application. I also understand that if approved, the membership is nontransferable and membership fees are nonrefundable. Membership resides with the individual and not the hotel. Members are required to pay annual dues to maintain their membership. I understand that if my request for membership is denied, Les Clefs d'Or USA is under no obligation to give reasons for the denial.

Please check boxes

- ☐ I have received a copy of "UICH Les Clefs d'Or" Statutes and, if approved for provisional membership, I agree to abide by and uphold these statutes. Write to membership@lcdusa.org for a copy.
- ☐ I acknowledge UICH Les Clefs d'Or's privacy policy and understand my rights under this policy.
- ☐ By completing this registration form, I agree that UICH Les Clefs d'Or may collect, process, store and/or use the personal data submitted in compliance with the rules set out below.
- ☐ By giving my consent, I understand that I also retain the right to withdraw my consent and the right to have my personal data deleted.
- ☐ I understand and agree that collecting my personal data is to check that my membership is in accordance with UICH statutes.
- ☐ I understand and agree that collecting my personal data is to allow me to be in touch with all the members of our association.
- ☐ I understand and agree that the collection of my personal data will be utilized to inform me of the status of the progression of UICH.
- ☐ I, the undersigned, certify that all the information contained in this document is accurate. I declare that I wish to join Les Clefs d'Or USA, member section of Union International des Concierges d'Hôtels Les Clefs d'Or, and that I submit to the statutes and rules of procedure, and that I will perform my duties in accordance with the UICH Charter.
- ☐ I am informed that the insignia of the association belong to UICH Les Clefs d'Or, which will be given to me after approval of my application and worn throughout the duration of my membership, and that they:
 - are registered models and trademarks, property of Les Clefs d'Or and protected by law.
 - can only be worn as part of my hotel concierge activity and only as long as I am a member of the association in good standing.
 - will not be worn any longer, once I no longer remain a member in good standing of Les Clefs d'Or USA, for any reason.
 - Are not transferrable to third parties, for any reason.

- ☐ From the moment I am no longer a member of Les Clefs d'Or USA and consequently UICH Les Clefs d'Or, I will only be able to refer to my membership as past and will not use the names and logos of the association on any type of correspondence or publication.
- ☐ I authorize Les Clefs d'Or USA to create a record about me in the UICH Book of Members and communicate any of the above-mentioned information or attachments to UICH Les Clefs d'Or at any moment and upon simple request.

Applicant Signature in presence of Notary

Date

Notarization:

The above-named individual appeared before me _____, on this date, _____, in the state of _____, county of _____.

Name of document: _____ Number of pages: _____

Notary Seal here

Notary Signature: _____

My commission expires: _____

SECTION VI: SPONSOR FINAL REVIEW

SPONSOR #1

I, _____, hereby acknowledge that I have reviewed the following documents and find the application to be in good order:

- ☐ Application Form (*Sections I-VII*)
- ☐ Sponsorship Document 1 (*dated and signed within three months of this application*)
- ☐ Sponsorship Document 2 (*dated and signed within three months of this application*)
- ☐ GM Letter (*on company letterhead, dated and signed within three months of this application*)
- ☐ Verification of employment letters on company letterhead with name, title(s) and dates worked
- ☐ Photo of applicant's business card
- ☐ Photo of applicant's work area showing the concierge sign
- ☐ Photo of applicant in uniform
- ☐ All pages signed and notarized where requested

Signature: _____

Date: _____

SPONSOR #2

I, _____, hereby acknowledge that I have reviewed the following documents and find the application to be in good order:

- ☐ Application Form (*Sections I-VII*)
- ☐ Sponsorship Document 1 (*dated and signed within three months of this application*)
- ☐ Sponsorship Document 2 (*dated and signed within three months of this application*)
- ☐ GM Letter (*on company letterhead, dated and signed within three months of this application*)
- ☐ Verification of employment letters on company letterhead with name, title(s) and dates worked
- ☐ Photo of applicant's business card
- ☐ Photo of applicant's work area showing the concierge sign
- ☐ Photo of applicant in uniform
- ☐ All pages signed and notarized where requested

Signature: _____

Date: _____

SECTION VII: DISCLAIMERS

IF ANY OF THE REQUIRED DOCUMENTS OR SIGNATURES ARE MISSING, OR IF ANY INFORMATION IS INACCURATE, YOUR APPLICATION WILL BE CONSIDERED INVALID AND REJECTED.

FROM LES CLEFS D'OR USA BYLAWS:

"ARTICLE V, Sec. 3

NEW MEMBERS

Any person meeting the qualifications set forth in Article V, Section 2 of the bylaws may present to this Corporation a written request for application outlining the qualifications of such person for admission to membership and the purposes of such person in seeking membership in the Corporation. The application shall be accompanied by at least two sponsorship documents from members in good standing of the Corporation who are not then members of the Membership Committee. Members in good standing are permitted to sponsor no more than two candidates in any calendar year. Only one sponsor may be from the applicant's hotel. Such application shall also contain a commitment in writing that the applicant will, if admitted to membership, abide by the Certificate of Incorporation, the Bylaws, the Ethics and Professional Standards, and the Rules and Regulations of the Corporation, and he/she will complete an Annual Recertification Statement attesting to continued adherence to the aforementioned. The name of such applicant shall be put forth in writing to the general membership. All members have two weeks to submit written objections to the approval of said applicant to the Director of Membership. Upon successful completion of the certification exam, the application shall then be submitted to the Board of Directors at its next meeting. At such meeting a quorum shall consist of a majority of the Board of Directors. If the application is approved by the affirmative vote of a majority of the Directors present at such meeting, the applicant shall be admitted on probation as a provisional member of this Corporation for a period of one year. During said probationary period, such provisional membership may at any time be terminated by the Board of Directors if the Board of Directors shall deem such termination to be in the best interests of the Corporation. Upon the expiration of such one-year probationary period, the provisional member shall become a member of the Corporation. Provisional members shall not have the right to vote, to stand for election or to be elected to office, or to hold any office in the Corporation. Upon the completion of such one-year probationary period, the provisional member shall become a 'Full Member' of the Corporation. Any applicant who is not approved by the Board of Directors as a provisional member may again apply for membership after the expiration of one year from the date of rejection of such person's application."

IF YOUR APPLICATION IS REJECTED BECAUSE IT IS INCOMPLETE OR CONTAINS INACCURACIES, YOU WILL BE REQUIRED TO SUBMIT A NEW APPLICATION AND PAY AN ADDITIONAL \$125 NON-REFUNDABLE APPLICATION FEE IF YOU WISH TO CONTINUE THE APPLICATION PROCESS.

Candidate's Signature: _____

Sponsor #1 Signature:

Sponsor #2 Signature:

Your signatures above confirm that you understand and agree to the above terms.

Les Clefs d'Or USA reserves the right to accept or deny membership to anyone. Les Clefs d'Or USA does not discriminate on the basis of race, gender, sexual orientation, religion, national origin, ancestry, age, or physical handicap. Should your request for membership result in denial, you may reapply one year from the date the notice is sent to you by Les Clefs d'Or USA. The organization will not substantiate any reasons for acceptance or denial.