

HILTON HHONORS MILITARY REWARDS PROGRAM

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HILTON HHONORS MILITARY CHECKLIST

| REQUIREMENTS FOR STATE PARTICIPATION | NOTES/COMMENTS |
|--|---|
| <input type="checkbox"/> Select a state POC(s). Responsibilities include ongoing communication with NASWA during planning and start up as well as monthly reporting. | NASWA contact: Josie Link (jlink@naswa.org) |
| <input type="checkbox"/> Review DRAFT Hilton/SWA MOU template; submit to legal for comment | All comments/revisions to be red-lined using track changes . |
| <input type="checkbox"/> Return updated MOU (with track changes) to Josie Link for submission to Hilton | Josie Link to submit to Hilton for final review and signatures |
| <input type="checkbox"/> Determine eligibility criteria for program participation | Eligibility is state-specific and can be altered as desired (specific eligibility criteria does not need to be included in MOU) |
| <input type="checkbox"/> Review and finalize internal referral form | The ONLY information submitted to Hilton is participant name, email and HHonors number |
| <input type="checkbox"/> Identify approval/referral team and determine referral process | Referral team can include non-state employees, e.g., WIA or other partner programs, etc. |
| <input type="checkbox"/> Identify no more than 2 state POCs to approve referrals and submit request to Hilton | Names will be submitted to Hilton's Customer Care team |
| <input type="checkbox"/> Finalize referral process | Referral form |
| <input type="checkbox"/> Facilitate staff training | Ensure program understanding (non-entitlement), reasons for referral, maintaining program integrity, etc. |
| <input type="checkbox"/> Engage with marketing and communications team, if desired | Consider press release, internal communications, etc. |
| <input type="checkbox"/> Report monthly outcomes to NASWA (who will report to Hilton) | http://www.surveygizmo.com/s3/1722094/Hilton-Monthly-Report |
| <input type="checkbox"/> Be willing to work with NASWA to document program success and individual success stories | Ongoing |

Updated 2/4/15

HILTON HHONORS MILITARY REWARDS PROGRAM

5-STEPS TO A SUCCESSFUL REFERRAL

| | |
|---------------|--|
| STEP 1 | FRONT-LINE STAFF DETERMINES ELIBILITY, BASED ON STATE CRITERIA (INCLUDING JOBSEEKER NEED) |
| STEP 2 | <p>STAFF COMPLETES REFERRAL FORM</p> <ul style="list-style-type: none"> - Hilton HHonors Account Number required for participation. If the jobseeker does not have a current HHonors account, one will need to be created before points can be transferred and used. Sign up is available online at JoinHHonors.com or by phone at 1-800-HHONORS (446-6677). A valid email address is required to register for the Hilton HHonors Program. - See Hilton HHonors Military FAQ document (p. 3) for more information on Hilton HHonors Military Program. |
| STEP 3 | STAFF SUBMITS REFERRAL FORM TO DESIGNATED STATE HILTON HHONORS POC |
| STEP 4 | STATE POC DETERMINES APPROVAL AND SUBMITS EMAIL REQUEST (USING APPROVED LANGUAGE) TO HILTON MEMBERS SERVICES TEAM AT: HHONORSREDEMPTION@HILTON.COM |
| STEP 5 | <p>WITHIN 2 BUSINESS DAYS, JOBSEEKER WILL RECEIVE AN EMAIL CONFIRMATION FROM HILTON (SEE P. 5 FOR EXAMPLE). POINTS CAN NOW BE REDEEMED!</p> <ul style="list-style-type: none"> - Points per night stay will vary based on brand and location. - The (beta) website http://hhonorspointssearchtool.com can be used to determine points per location. |

Updated 7/8/2014

HHonors Military Program - Referral Form

Instructions:

- **Section I:** (1) Enter the jobseeker’s full name, email address, and HHonors number; (2) Check the box to verify you have approval to submit this request and to signify you understand the current state criteria for participation.
- **Section II:** Provide complete contact information for the representative making the referral (this person agrees to provide follow-up information, when requested).
- **Section III:** This information is being requested for follow-up and reporting on overall program success. Only aggregate program total numbers will be shared with Hilton.
- **SUBMIT COMPLETED FORM TO: XXXX and include “Hilton HHonors Referral” in the subject line**

SECTION I: HHONORS POINTS RECIPIENT

| | |
|-----------------------|--|
| Name | |
| Email | |
| HHonors Number | |

By checking this box I confirm the HHonors Points recipient meets current state eligibility criteria for participation.

SECTION II: STATE or PARTNER AGENCY REPRESENTATIVE MAKING REFERRAL

| | | | |
|--------------|--|--------------|--|
| Name | | Title | |
| Email | | Date | |

SECTION III: ADDITIONAL HHONORS RECIPIENT INFORMATION:

| | |
|--------------------------------------|---|
| Military Status | <input type="checkbox"/> Veteran (Post 9/11) <input type="checkbox"/> NG/R <input type="checkbox"/> Veteran (Pre 9/11) <input type="checkbox"/> Spouse <input type="checkbox"/> Transitioning Service Member |
| Branch of Service | <input type="checkbox"/> Air Force <input type="checkbox"/> Coast Guard <input type="checkbox"/> Navy <input type="checkbox"/> Army <input type="checkbox"/> Marine Corps <input type="checkbox"/> USPHS (http://www.usphs.gov/) |
| Military Rank (if applicable) | <input type="checkbox"/> Enlisted <input type="checkbox"/> Officer |
| Reason for Referral* | <input type="checkbox"/> Job interview <input type="checkbox"/> Confirmed job search <input type="checkbox"/> Training for new job <input type="checkbox"/> Housing search (based on job offer) <input type="checkbox"/> Other (Explain below) |
| | <i>Provide additional information such as name of company, position, location, training course, etc.</i> * ADDITIONAL INFORMATION: |
| UI/UCX (optional) | <input type="checkbox"/> Currently receiving UI <input type="checkbox"/> Current receiving UCX |
| Other: | |

Section IV: APPROVAL (TO BE COMPLETED BY SWA/HILTON POC)

| | |
|---|---|
| <input type="checkbox"/> APPROVED <i>Date submitted to Hilton:</i> | <input type="checkbox"/> DENIED <i>Reason:</i> |
|---|---|

HILTON HHONORS™ MILITARY: POINTS DONATION FREQUENTLY ASKED QUESTIONS

1

HILTON HHONORS MILITARY

Q. WHAT IS HILTON HHONORS MILITARY?

A. The HHonors Military Program is aimed at giving back to military service personnel. In partnership with the National Association of State Workforce Agencies (NASWA) and individual State Workforce Agencies, Hilton HHonors is donating points to eligible* transitioning service members, veterans, and military spouses. By becoming an HHonors Military member, you will receive a 100,000 point donation to support travel related to your job search activities.

2

HHONORS ACCOUNT SET-UP & MANAGEMENT

Once approved by the designated staff in your local workforce center, you must enroll in the Hilton HHonors loyalty program to participate and receive benefits provided through HHonors Military. Enroll in Hilton HHonors at JoinHHonors.com or call 1-800-HHONORS.

Q. HOW DO I CREATE AN HHONORS ACCOUNT?

A. Visit JoinHHonors.com to enroll online. You can also call 1-800-HHONORS.

Q. HOW WILL I KNOW WHEN MY HHONORS ACCOUNT HAS BEEN CREATED?

A. You will receive an email with your HHonors account number and PIN to access your account at HHonors.com.

Q. WHAT IF I ALREADY HAVE AN HHONORS ACCOUNT?

A. If you have an existing HHonors account, you do not need to set up an additional account. Simply provide your existing HHonors account number to the staff member at your local workforce center. If you do not know your existing HHonors account number, please contact Hilton Reservations and Customer Care at 1-800-HHONORS.

Q. WHO DO I CONTACT IF I FORGET MY HHONORS ACCOUNT NUMBER AND/OR PIN?

If you are a Hilton HHonors member, contact the HHonors Customer Service Center, or call 1-800-HHONORS.

3

USING YOUR HHONORS POINTS

Q. WHO IS ABLE TO MAKE RESERVATIONS USING POINTS FROM MY HHONORS ACCOUNT?

A. HHonors Reward reservations may only be used by the eligible veteran or spouse, only for stays related to job search activities.

Q. HOW CAN I MAKE RESERVATIONS USING THE DONATED HHONORS POINTS?

A. You can redeem HHonors Points for hotel room rewards either online at HHonors.com or by contacting your local Hilton Reservations and Customer Care center at 1-800-HHONORS.

Q. WHEN DO MY POINTS EXPIRE?

A. Your HHonors Points will never expire.

Q. IS IT POSSIBLE TO HAVE MORE POINTS ONCE I HAVE USED THE ALLOCATED AMOUNT DONATED TO MY ACCOUNT?

A. Point donations are provided at the discretion of each State American Job Center. Due to tax restrictions, we are limited to making donations once per calendar year.

*Eligibility is state specific and determined by each State Workforce Agency.

Hilton HHonors™ membership, earning of Points & Miles® and redemption of points are subject to HHonors Terms and Conditions.
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HILTON HHONORS MILITARY PROGRAM EMAIL REQUEST

The state POC (or designee) will email the request to Hilton Member Services (HHonorsRedemption@hilton.com) using the following approved language:

Dear [Member Services](#):

This email is confirmation that **[Name]** has been approved for participation in the Hilton HHonorsMilitary™ program. Their contact information and HHonors account details are included below.

Name: **XXXX**

Email Address: **XXXX**

HHonors Number: **XXXX**

Please transfer 100,000 HHonors Points to their account to be redeemed for a stay related to job search activities.



Thank you,

[State Workforce Agency Staff Approving Request]

NOTE: If the jobseeker does not have a current HHonors account, one will need to be created before points can be transferred and used. Sign up is available online at JoinHHonors.com or by phone at 1-800-HHONORS (446-6677). **A valid email address is needed to register for the Hilton HHonors Program.**

HHONORS MILITARY POINTS TRANSFER - CONFIRMATION EMAIL

The following email will be received by the eligible participant and verifies the successful transfer of 100,000 HHonors Points. Upon receipt of this email, HHonors Points can be redeemed at any of Hilton's properties, including but not limited to: Hilton, DoubleTree, Embassy Suites, Hilton Garden Inn, Hampton Inn and Homewood Suites.




Dear [Name],

We are pleased to donate **100,000 HHonors Points** to you as part of our commitment to serve the military. These HHonors Points are to be used for stays associated with job search activities, and are available now in your HHonors account. Click [here](#) to book your HHonors Reward Reservation.

Hilton Worldwide has been strongly committed to supporting military veterans and their families since our founding nearly a century ago by Conrad Hilton, a U.S. Army veteran who served in World War I. We are proud to build this legacy with [Operation: Opportunity](#).

Thank you,
[Member Svcs TM Name]



Hilton Worldwide Global Headquarters
7930 Jones Branch Drive
McLean, VA 22102
USA

NOTE: Points per night stay will vary based on brand and location. The (beta) website <http://hhonorspointssearchtool.com> can be used to determine points needed.