



Certified Revenue Management Executive Recertification Application

About the Certified Revenue Management Executive (CRME)

The CRME is a prestigious certification in revenue management from the Hospitality Sales and Marketing Association International (HSMIAI).

The CRME designation is recognition that you are:

- A professional in the field of revenue management and clearly conversant with its intricacies and importance.
- Competent to develop an infrastructure to support revenue management within the framework of an organization.
- Able to maximize revenue opportunities and optimize profits by managing revenue.
- Capable of making informed decisions to accept or reject pieces of business to meet overall organizational goals.
- Proficient at the art and science of revenue management.

Maintaining the CRME Designation – Recertification

CRMEs are required to renew their certification every three years.

Certifications expire on December 31, three years from the year a person originally certified (e.g., if you certified in 2008, regardless of which month of the year, your certification is due for renewal by December 31, 2011).

Annual recertification notices are sent as a courtesy in the first quarter of the year in which the individual is due for renewal and additional reminders are sent throughout the year. With that notice, CRMEs receive information regarding the recertification process and instructions to access the recertification application form and guidelines.

How to Recertify

To recertify, there is no exam. However, you must earn a minimum of **20 points** on the recertification application, which verifies that you are still active in the field of revenue management.

All points that you claim on the recertification application should have been earned since the date of your initial CRME certification, or your last renewal. It is important that you keep track of all your activities each year even after receiving the CRME.

The completed application and recertification fee is due October 15. A late fee will be applied to applications received between October 16 and December 31. It is the CRME’s responsibility to make a note of their recertification date, which is provided on the CRME certificate mailed after successful completion of the examination. Adhering to all deadlines is the responsibility of the CRME.

<i>Fees Related to CRME Recertification</i>	<i>Fee in USD HSMIAI Members</i>	<i>Fee in USD Non-Members</i>
CRME Recertification Fee – by October 15	\$150	\$200
Late Recertification Fee – after October 15 and before December 31	\$200	\$250
Lapse Year Recertification – by December 31 of the year following recertification year	\$300	\$350

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I: Applicant Information

In the space below, please provide your primary contact information. HSMAI will use the information provided to contact you regarding your application status and all future communications.

Date of Application:	
Full Name:	
Job Title:	
Employer:	
Mailing Address:	
City, State/Province	
Zip/Postal Code	
Country	
Phone:	()
Fax:	()
Email:	
Date You Were Certified a CRME	

II: Professional Experience – Minimum 3 Points/Maximum 9 Points

All experience listed below must have taken place ***within the last three (3) years*** – since you were last certified, or recertified – and be in the hospitality industry.

- Each year of experience – 3 points

Job Title	Employer	Dates of Experience	Points
Total Experience Points			

III: On-the-Job Responsibilities – Minimum 3 Points/Maximum 10 Points

On-the-job responsibilities in revenue management must have been *in the last three (3) calendar years*.

- Responsible for annual total revenues under \$10m – 3 points
- Responsible for annual total revenues between \$10m - \$25m – 6 points
- Responsible for annual total revenues between \$25m - \$40m – 9 points
- Responsible for annual total revenues over \$40m – 12 points
- Responsible for property size under 250 rooms – 3 points
- Responsible for property size between 250 - 500 rooms – 6 points
- Responsible for property size between 501 - 1000 rooms – 9 points
- Responsible for property size over 1000 rooms – 12 points
- Responsible for 2 - 4 properties – 6 points
- Responsible for 5 - 9 properties – 9 points
- Responsible for 10 or more properties – 12 points
- Responsible for multiple revenue streams (e.g., F&B, golf, gaming, ski, etc.) – 10 points
- Responsible for 1-3 revenue managers/analysts – 6 points
- Responsible for 4 or more revenue managers/analysts – 9 points
- Responsible for managing a client portfolio with support for analysis, training, or customer support – 6 points
- Responsible for advising multiple clients on revenue optimization best practices – 3 points

Responsibility	Dates of Responsibility	Points
Total Responsibilities Points		

IV: Industry Support Activities – Minimum 1 Point/Maximum 10 Points

CRMEs must have continued to contribute in some way to the industry.

A. Membership in an Industry Organization

- Member of HSMAI – 2 points per year in last 3 years
- Member of another hospitality industry association – 1 point per year in last 3 years

Association Name	Dates of Membership	Points
Total Membership Points		

B. Leadership in an Industry Organization – last 3 years only

- Member of HSMAI Executive Committee or Board at the Regional or Global level – 10 points

- President of an HSMAI professional chapter – 10 points
- Other officer or director of an HSMAI chapter – 5 points per year served
- HSMAI chapter committee member – 2 points per year served
- HSMAI Revenue Management Advisory Board member – 5 points per year served
- President of a chartered HSMAI collegiate chapter – 5 points
- Officer or committee chair of another hospitality industry association – 1 point per year

Association Name	Your Role	Dates of Service	Points
Total Association Service Points			

C. Authoring Published Articles – last 3 years only

- Authoring a published article on revenue management – 1 point per article

Article Title	Publication	Date of Publication	Points
Total Publishing Points			

D. Speaking at Industry Programs/Meetings – last 3 years only

- Speaking at industry programs and meetings – 1 point per presentation

Presentation Title	Program/Meeting Name	Date of Program/Meeting	Points
Total Publishing Points			

V: Education – No Minimum/No Maximum

All education listed below must have taken place within the last three (3) years – since you were last certified, or recertified.

A. Higher Education Coursework

- Post-graduate Hospitality or Business Administration degree (e.g., MA, MBA, MS, PhD) from an accredited institution or university – 30 points
- Post-graduate degree, other than Hospitality or Business Administration, from an accredited institution or university – 20 points
- Bachelor’s degree in Hospitality Administration from an accredited institution or university – 40 points
- Bachelor’s degree, other than in Hospitality Administration, from an accredited institution or university – 30 points
- Associate’s degree in Hospitality Administration from an accredited institution or university – 20 points
- Associate’s degree, other than in Hospitality Administration, from an accredited institution or university – 10 points
- College-level professional development revenue management course from an accredited institution or university – 1 point per completed course

Degree or Course Name	Institution	Dates of Study	Points
Total Higher Education Points			

B. Non-Academic Coursework

- Attendance at the annual HSMIAI Revenue Management Strategy Conference – 8 points per conference
- Attendance at an HSMIAI chapter revenue management or general education program – 1 point per 60 minute session
- Attendance at an HSMIAI University webinar (live or archived) – 1 point per 60 minute session
- Brand-sponsored revenue management training – 8 points per each one-day session
- Completion of a revenue management seminar/workshop – 3 points per each ½ day session

Course Name	Presented By (Organization Name)	Date(s)	Points
Total Non-Academic Coursework Points			

VI: Additional Certification – No Minimum / No Maximum

You may claim 5 points per certification that you earned *within the last three (3) years* (since you were last certified, or recertified) in certain other related disciplines within the hospitality industry, including the Certified Hospitality Sales Executive (CHSE), the Certified in Hospitality Business Acumen (CHBA), the Certified Meeting Professional (CMP), the Certified Hotel Administrator (CHA), and/or the Certified Hospitality Marketing Executive (CHME).

Certification	Date Awarded	Points

		Total Certification Points

VII: Point Totals

Enter your point totals from each section above.

Section	Total Section Points
Professional Experience	
On-the-Job Responsibilities	
Membership in an Industry Organization	
Leadership in an Industry Organization	
Authoring Published Articles	
Speaking at Industry Programs/Meetings	
Higher Education Coursework	
Non-Academic Coursework	
Certification	
	Total Cumulative Points

VIII: Payment

Please email the application to ktindell@hsmi.org and you will receive instructions from Kathy Tindell for paying online.

Or you can mail the application with a check to:
 Kathy Tindell
 Program Director, HSMIAI University
 Hospitality Sales & Marketing Association International (HSMIAI)
 7918 Jones Branch Drive, Suite 300
 McLean, VA 22102

T: 703-509-2010