



Allied Members Onboarding Checklist

Business Exposure		
Buyer's Guide		Check that your business is listed in our Buyer's Guide (see instructions below)
Member/Business Directory		Check that your business is listed in our Member Directory (see instructions below)
Business Feature		Be featured in a CRA email or social media. Submit an article, social media post, webinar or video. Content must be educational or informational and industry relevant. Company ads will not be considered (<i>paid ads coming soon</i>). For details, contact us at membership@ctrestaurant.org or 860.278.8008 x 100.
Member Value Program		Get your company listed under our MVP program by offering a special savings or incentive to CRA members. For details, contact us at membership@ctrestaurant.org or 860.278.8008 x 100.
Sponsorship		Does your company have a sponsorship budget? Increase your visibility as a CRA sponsor. Sponsorships available at the Annual Golf Classic (<i>June</i>) and CRAZies Awards Gala (<i>December</i>). Sponsorships of DineOutCT (<i>Feb/March</i>) fall under our 501c3 and are fully tax deductible.
Business Access		
CRA Restaurant Member Mailing List		Allied Members may request the CRA Mailing list <i>one</i> time per year. To request, contact us at membership@ctrestaurant.org or 860.278.8008 x 100.
CRA Events		Build relationships with restaurant owners and operators. Attend CRA events. Watch for emails and follow us on social media for notifications.
Board Committees		Take an active role on a CRA Committee. Positions now available on our Membership and Events Committees. For details, contact Yvette at tavares@ctrestaurant.org .
Stay Informed		
Stay Informed		Update your email in the Member Portal (see instructions below)
Follow us on Social Media		Facebook – @ctrestaurant.org @craziesawards Instagram – @ctrestaurantassoc @craziesawards Twitter – @ctrestaurant
Industry Resource		You or your client have questions regarding state legislation, regulations, compliance or other industry issues? The CRA is <u>your</u> resource. Contact us at 860.278.8008 or info@ctrestaurant.org .
Community Engagement		
Connecticut Hospitality Educational Foundation (CHEF)		Become involved with CHEF, the CRA's 501c3 educational foundation. CHEF provides scholarships to culinary students and supports programs like ProStart, a 2-year high school culinary program. Donations and sponsorships of CHEF are fully tax deductible. Opportunities exist for your business to serve through mentorship, event judging, internship, or field trips. For details, contact Jennifer at conkling@ctrestaurant.org or 860.278.8008 x101.

Additional Instructions

Buyer's Guide

Check that your business is listed in our Buyer's Guide.

ctrestaurantbuyersguide.com/default.aspx

- Search for your business under various keywords and categories. If someone is visiting this page, what are the different ways they might find you?
- Once you find your listing, check to make sure all your information is listed accurately. Business name, address, phone, email, contact person and business description, etc. You should see the CRA Member badge on your listing.
- If your company is not listed, or your information is missing or inaccurate, please contact Yvette at tavares@ctrestaurant.org or 860.278.8008 x 100.

Member/Business Directory

Check that your business is listed in our Member Directory.

web.ctrestaurant.org/search

- Search for your business under various keywords and categories. If someone is visiting this page (or doing a google search), what are the different ways they might find you?
- Once you find your listing, check to make sure all your information is listed accurately. Business name, address, phone, email, contact person and business description, etc.
- To update your listing, you can access your account through our Member Portal at ctrestaurant.org. See directions below.
- If your company is not listed, contact membership@ctrestaurant.org or 860.278.8008.

Update your contact record in the CRA Member Portal

- Access the Member Portal at ctrestaurant.org
- If you don't know your login info, email membership@ctrestaurant.org to request a reset.
- Once logged in, click on "Update Your Contact Information" (*menu list on right*)
- Click on "Edit My Profile" to update business address, phone, email, website, social media and directory listing.
- NOTE: You must have at least ONE primary category under "Directory Listing" in order to appear in our Member Directory. You may add multiple categories and subcategories to suit your business. Adding categories, a business description and keywords will improve your chances of appearing in search results.
- Click on "Add New Profile" to add key contacts from your company.
- Click "Edit Profile" on any contacts that need to be updated or deleted.