

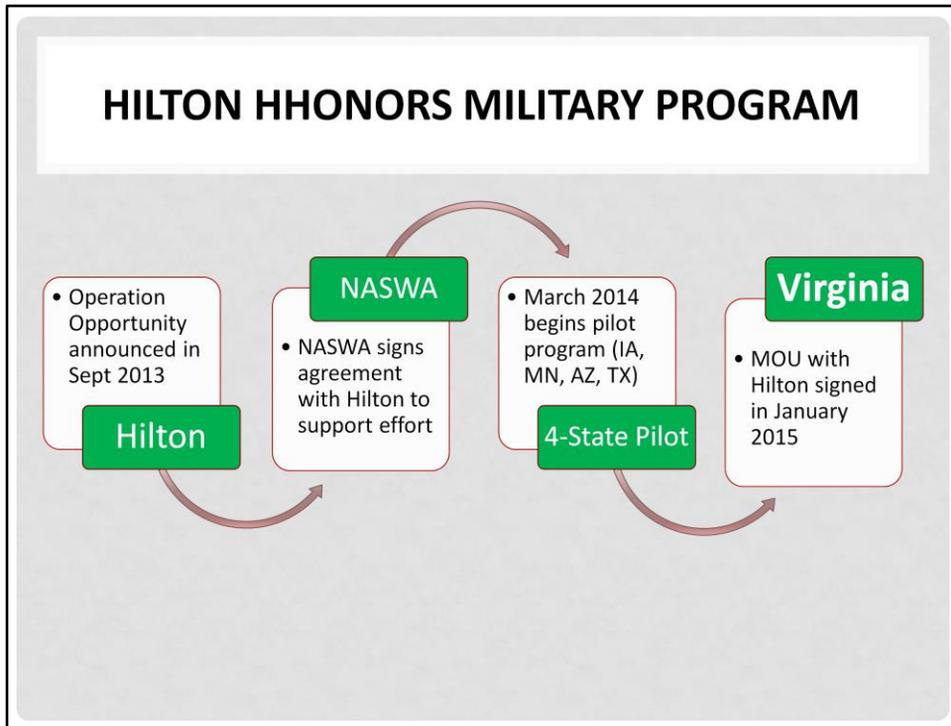
# HILTON HHONORS MILITARY REWARDS PROGRAM

A UNIQUE PARTNERSHIP BETWEEN  
HILTON WORLDWIDE & THE VIRGINIA EMPLOYMENT  
COMMISSION



Hilton HHonors Military Rewards Program: A unique partnership between Hilton Worldwide and the Virginia Employment Commission

## HILTON HHONORS MILITARY PROGRAM



A bit of background on this Hilton initiative. In September 2013, Hilton announced Operation Opportunity, an initiative to provide support to United States military veterans and their families, including the hiring of 10,000 veterans at the company in the next five years. As part of this initiative, Hilton signed an agreement with the National Association of State Workforce Agencies (NASWA) to support the donation of millions of Hilton HHonors points that veterans can redeem for free hotel stays while seeking jobs throughout the United States – both within Hilton and outside the company, in fact in any industry.

Four states “raised their hands” to be part of a HHonors Military Program pilot to create a process and a structure for all states to adopt, and in March of 2014, Iowa was the first state to launch a program, and by the end of summer 2014, a total of 19 states are in process to create a their own state-wide program.

## WHAT IS HILTON HHONORS MILITARY?

- A partnership (MOU) between Hilton Worldwide and **INDIVIDUAL** State Workforce Agencies to support veterans seeking civilian careers
- Provides overnight hotel stays for job search-related activities
- Each state determines eligibility criteria and referral process

Hilton HHonors Military is a partnership between Hilton Worldwide and individual state workforce agencies to support veterans seeking civilian careers. The program is offering free hotel nights for job-search related activities. Each state workforce agency develops its own MOU with Hilton AND determines eligibility criteria for program participation. During the life-span of the program, eligibility criteria can be adapted to meet current and future veterans employment initiatives.

## HHONORS MILITARY REWARDS

Hilton HHonors Rewards	Virginia Eligibility
<ul style="list-style-type: none"><li>• Flat 100,000 points for approved job-search activities</li><li>• One award per veteran per year (no expiration date)</li><li>• Points required for a night's stay vary based on brand, location, and time of year</li></ul>	<ul style="list-style-type: none"><li>• Veteran</li><li>• <b>OR</b> Transitioning Service Member</li><li>• <b>OR</b> National Guard/Reservist</li><li>• <b>OR</b> Spouse of active duty, or veteran</li><li>• <b>AND</b> registered in Virginia Workforce Database</li><li>• <b>AND</b> registered with Hilton HHonors</li><li>• <b>AND</b> must be actively participating in an interview or job search</li><li>• <b>AND</b> staff must follow up with recipient after individual's interview</li></ul>

Rather than try to determine how many points would be required per award, Hilton decided to offer a flat 100,000 points per approved veteran. Awards will only be offered once per calendar year (for tax reasons), and points have no expiration date. The number of points needed per overnight stay is based on hotel brand, location, and time of year – and range from 5,000 at some Hilton Garden Inns to 80,000 at a Waldorf Astoria.

## WHAT IS A JOB-SEARCH RELATED ACTIVITY?



A job search related activity could be an interview, job training, an approved work experience, housing searches for those starting a new job, travel required for skills upgrading or vocational education, and more.

## REFERRAL PROCESS



- VEC staff determines eligibility
  - Reason for referral MUST be consistent with program intent and individual jobseeker need
- Complete referral form and submit to:  
[Charlie.palumbo@vec.virginia.gov](mailto:Charlie.palumbo@vec.virginia.gov)
  - Jobseeker must have HHonors account to participate
- Program referral ≠ automatic award of points
  - All referrals will be reviewed/screened and either submitted to Hilton for a points transfer or denied (with reason)
- Veteran receives notice of award via email

VEC staff [in one stop career centers?] will make referrals. Referrals must be consistent with the intent of the program, and individual jobseeker need. For example, a veteran with a job interview an hour away would not be approved, nor would someone looking for transitional housing due to homelessness, or someone wanting to go on vacation.

Referral forms must be submitted for approval, and an HHonors account/membership is required for participation. An HHonors account can be created online at [joinHHonors.com](http://joinHHonors.com) or by calling 1-800-HHonors. This number can also be used if a veteran has a Hilton membership but doesn't remember his/her account number. All that's needed for a Hilton account is a name and a valid email address. No other identifying information is required.

Referral to the program does not automatically constitute approval. All referrals will be reviewed/screened by Virginia's point of contact, and will either be submitted to Hilton for a points transfer or denied.

The veteran will be the one to receive an email indicating 100,000 points has been transferred into his/her account. Once that email is received, points can be redeemed immediately.

Hilton HHonors Military Program - Referral Form	
<b>SUBMIT COMPLETED FORM TO: OHIOVETSFIRST@hilton.com with subject: Hilton HHonors Referral</b>	
<b>Instructions:</b>	
<ul style="list-style-type: none"> <li><b>Section I:</b> (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.</li> <li><b>Section II:</b> Provide complete contact information for the representative making the referral (this person agrees to provide follow-up information, when requested).</li> <li><b>Section III:</b> Since this is a pilot program, we will be collecting additional information for follow-up, reports, and overall program success.</li> </ul>	
<b>SECTION I: HHONORS POINTS RECIPIENT</b>	
Name	
Email	
HHonors Number	
<input type="checkbox"/> By checking this box I confirm the HHonors Points recipient meets current state eligibility criteria for participation. <input type="checkbox"/> By checking this box I confirm the jobseeker's willingness to participate in a short follow-up survey via email.	
<b>SECTION II: STATE or PARTNER AGENCY REPRESENTATIVE MAKING REFERRAL</b>	
Name	Title
Email	Date
<b>SECTION III: ADDITIONAL HHONORS RECIPIENT INFORMATION:</b>	
Military Status	<input type="checkbox"/> Veteran (Post 9/11) <input type="checkbox"/> NGR <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
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)
Provide additional information such as name of company, position, location, training course, etc.	<b>*ADDITIONAL INFORMATION:</b>
UI/UCX (optional)	<input type="checkbox"/> Currently receiving UI <input type="checkbox"/> Current receiving UCX
Other:	
<b>Section IV: APPROVAL (TO BE COMPLETED BY SWA/HILTON POC)</b>	
<input type="checkbox"/> APPROVED / Date submitted to Hilton:	<input type="checkbox"/> DENIED / Reason:

REFERRAL FORM

Enter veteran's name, a valid email address and Hilton HHonors number

Referral source may be contacted for follow-up

This information will NOT be shared with Hilton

State POC determines approval

The referral form is self-explanatory. Enter the veteran's name, email address and Hilton HHonors number. Check a box confirming you, as the referral source, agrees the veteran meets Virginia's eligibility (and need) for program participation.

Include your contact information and additional information about the veteran. This additional information will not be shared with Hilton, nor will it be connected with the veteran's name or any other identifiable information. We are asking for this information so we can provide updates to NASWA and Hilton regarding a breakdown of total numbers accessing the program.

Finally, the Virginia point of contact will make the determination as to whether or not the referral will be approved. Denial would only be subject to referrals containing incomplete information or including reasons outside the purview of the program (and not associated with job-search related activities).

## WHAT HAPPENS AFTER A REQUEST IS APPROVED?

- State POC emails request to Hilton (using approved language)
- ONLY veteran's name, email address and HHonors number is submitted to Hilton
- Additional information collected during referral will be used for statistical purposes only

### Hilton HHonorsMilitary Program Email Request

The state POC (or designee) will email the request to Hilton Member Services ([HHonorsRedemption@hilton.com](mailto: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]

Once a request is approved, Ohio's point of contact will send an email to the Hilton Member Services Team requesting the transfer of 100,000 points. The only information submitted to Hilton is the veteran's name, email address and Hilton HHonors number. Again, the additional information requested on the referral form is purely for statistical purposes.

**The veteran will receive an email confirmation from Hilton  
(usually within 2 business days)  
verifying the successful transfer of 100,000 HHonors Points.**



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

Generally, within 2 business days, the veteran will receive an email message from the Hilton Member Services team confirming the successful transfer of 100,000 HHonors Points – and can be redeemed at any one of Hilton’s properties.

## The Hilton Hotel Brand

Conrad  
DoubleTree  
Embassy Suites  
Hampton Inn  
Hilton  
Hilton Garden Inn  
Home2 Suites  
Homewood Suites  
Waldorf Astoria

<http://hhonorspointssearchtool.com>  
Points vary per hotel and location

The Hilton hotel brand includes more than just Hilton Hotels. Hilton properties include: Conrad, DoubleTree, Embassy Suites, Hampton Inn, Hilton Garden Inn, Home2 Suites, Homewood Suites, Waldorf Astoria, and more. Points will vary per hotel brand AND location AND time of year. You can use the HHonors Points Search Tool ([hhonorspointssearchtool.com](http://hhonorspointssearchtool.com)) to get an idea of points needed per night's stay.

## IMPORTANT

- HHonors Military is NOT an entitlement program.
- The MOU for this program is between the Virginia Employment Commission and Hilton Worldwide, Inc.
  - VSO's and/or any other workforce partner agencies supporting veterans' employment initiatives MUST work through their local VEC center to access this program.
- Program roll-out across the state will be shared as it becomes available.

A few final things to note:

The HHonors Military program is NOT an entitlement program – and is not connected to the federal government. It is simply Hilton's way of giving back to those who served, and provides each state workforce agency with an opportunity to provide a unique supportive service to job-seeking veterans.

Next, program MOU is between Virginia Employment Commission and Hilton Worldwide. Veterans Service Organizations and any other workforce partner agencies supporting veterans' employment initiatives MUST work through Virginia Employment Commission to access this program. Partnership and collaboration is certainly encouraged.



Virginia Point of Contact is:

**Charlie Palumbo**

[charlie.palumbo@vec.Virginia.gov](mailto:charlie.palumbo@vec.Virginia.gov)

804-385-3023

If you have any questions or would like more information about the Hilton HHonors Military program, please do not hesitate to contact Virginia's State Point of Contact, Charlie Palumbo. Charlie's email address is [Charlie.palumbo@vec.virginia.gov](mailto:Charlie.palumbo@vec.virginia.gov). For the quickest response, please be sure to put "Hilton Military Program" in the subject line.