

SACRAMENTO HOTEL ASSOCIATION *Reader Board*

a quarterly publication • May 2005



Field of Dreams at This Year's Gala

Employees and Key Supplier Honored

A home run, with all the bases loaded, describes this year's Hospitality Gala at the Radisson Hotel on March 18. From the ticket booth and savory snacks at the reception to the surprise cornfield entrance to the ballroom and a first pitch, the Field of Dreams Gala was big league hospitality all the way! The team atmosphere and the themed dinner menu at the 13th annual Gala was conducive to recognizing and celebrating the contributions of hotel associates and suppliers.

During the evening, the group recognized exceptional hotel employees for



The Hyatt Regency honored Information Technology Manager Steven Broun (right) as its manager employee of the year. General Manager Jerry Westenhaver congratulates Steven on his achievement.



Holiday Inn Sacramento Northeast General Manager Dwight Mikayawa congratulates Reservationist Stephanie Green as the hotel's outstanding employee.

Wilson, Director of Sales; and Nichole McDaniel, Convention Services Coordinator—for their creativity and coordination of the event.

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Rebecca McKenna, a restaurant server at the Radisson Hotel, accepts congratulations from General Manager Randall King.

running all the bases in their jobs, stepping up to bat with new ideas, and hitting home runs in extraordinary customer service.

According to SHA President Liz Tavernese, General Manager at the Holiday Inn Capitol Plaza, the annual event allows members of Sacramento's

hospitality industry to recognize both employees and an affiliated supplier who have demonstrated superior performance and helped to improve the quality of visits for Sacramento's business travelers and tourists.

Sacramento City Councilmember Bonnie Pannell and County Executive Terry Schutten and his wife, Freddie, joined SHA members and guests for the Gala celebration.



General Manager Steve Mammet and the Embassy Suites Sacramento honored Alice Morrow, Front Office/Night Audit, as their outstanding employee.

Special thanks to our hosts at the Radisson Hotel—General Manager Randall King and the whole team—George Lapointe, Director of Operations; Scott LaCrosse, Executive Chef; Russell Bryant, Director of Banquets; German Juarez, Director of Maintenance; Lisa

Board Appoints Vice President

At the April Board meeting, the SHA Board of Directors appointed Director Randall King as Vice President. King serves as General Manager of the Radisson Hotel Sacramento. The appointment was made to fill the officer vacancy when former Vice President Al Becklin relocated to Tucson this spring. King was initially appointed to the Board in October 2003 and then elected to full Director terms in January 2004 and January 2005.

After completion of his term as Vice President, King will assume the role of President for the following year. Congratulations. ▼

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*The Reader Board is published quarterly
by the Sacramento Hotel Association,
a nonprofit trade organization.*

*The newsletter is distributed to all
members of the Association and to others
who have an interest in the
Sacramento hospitality industry.
Articles and press releases of interest
to those who work in the Sacramento
hospitality industry are welcome.*

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Field of Dreams

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We also thank our event sponsors for their assistance in presenting the Field of Dreams Gala—Coca Cola Bottling Company, RiverCats Baseball & Raley Field, Southern Wine and Spirits, and Woodcreek High School.

Awards were presented to the following outstanding hotel employees as **2004 Hospitality Employees of the Year**. It was heartwarming and humorous to listen to general managers and human resource directors share professional and personal highlights about their outstanding employees during the award presentations.



Hilton Sacramento Arden West General Manager Greg Hargrave (left) thanks Michael Lynn, Purchasing/Receiving Clerk, for his outstanding service.



Dish Steward Lucio Subiate (right) accepts congratulations from Sacramento Marriott General Manager Ralph Suda as the hotel's employee of the year.

DOUBLETREE HOTEL SACRAMENTO
Lennie Sciortino, Banquet Captain

EMBASSY SUITES SACRAMENTO
Alice Morrow, Front Office/Night Audit

HILTON SACRAMENTO ARDEN WEST
Michael Lynn, Purchasing/Receiving Clerk

HOLIDAY INN CAPITOL PLAZA
Ethel Bridges, Banquet Wait Staff

HOLIDAY INN RANCHO CORDOVA
Annie Sosa, Staff Accountant



Holiday Inn General Manager Liz Tavernese (right) highlights the outstanding work of Holiday Inn Capitol Plaza employee of the year Ethel Bridges, Banquet Wait Staff, at the hotel as well as during her tenure in the hospitality industry.

HOLIDAY INN SACRAMENTO NORTHEAST
Stephanie Green, Reservationist

HYATT REGENCY SACRAMENTO
Steven Brown, Information Technology
Manager
Rolan Penuliar, Housekeeping Floor
Attendant

RADISSON HOTEL SACRAMENTO
Rebecca McKenna, Restaurant Server

RED LION HOTEL SACRAMENTO
Lori Kempley, Human Resources
Administrator



Doubletree Hotel General Manager Chris Mellini (left) congratulates Banquet Captain Lennie Sciortino as the outstanding employee from the hotel.



Holiday Inn Rancho Cordova General Manager Diane Berrado (left) thanks Staff Accountant Annie Sosa for her work.

SACRAMENTO MARRIOTT
Lucio Subiate, Dish Steward

SHERATON GRAND SACRAMENTO
Jack Skokan, Bell Attendant

The Sacramento Hotel Association presented its **2004 Supplier of the Year** award to General Produce Company. Three generations of Chans have held the reigns of the General Produce



Housekeeping Floor Attendant Rolan Penuliar receives praise from Hyatt Regency Sacramento General Manager Jerry Westenhaver as the hotel's front-line employee of the year.

Company. Today, cousins Daniel Chan and Thomas Chan are the third generation entrusted with continuing the family tradition of excellence that began more than 70 years ago. General Produce Company customers include supermarkets, specialty produce retailers, military commissaries, hotels, restaurants, hospitals,



SHA Board members Chris Mellini (left) and Liz Tavernese congratulate General Produce President Daniel Chan (center) upon the announcement of General Produce as SHA's Supplier of the Year.



Assistant General Manager Steve Young congratulates Lori Kempley, Human Resources Administrator, as the Red Lion's employee of the year.



Bell Attendant Jack Skokan (right) gets a pat on the back from Sheraton Grand Director of Human Resources Terry Falk for a job well done.

schools, corporate food service operators, wholesalers, and overseas produce importers. The company offers a full-line of high-quality fresh fruits and vegetables from around the corner and around the world, floral products, fresh and bottled juices, eggs, snack foods, and produce supplies. General Produce believes in evolving with their customers by developing and delivering new products and services that anticipate and fulfill their customers' ever-changing needs.

Through a joint scholarship program, the Sacramento Hotel Association and the Sacramento Convention & Visitors Bureau awarded \$1,000 grants to two students enrolled at Cosumnes River College—Krayne Lau and Eunkyong Shim. ▼ (See article below.)

Congratulations to all!

Scholarships Awarded

At the March 18 Hospitality Gala, the Sacramento Hotel Association and the Sacramento Convention & Visitors Bureau announced the recipients of its joint scholarship program—Krayne Lau and Eunkyong Shim, both students at Cosumnes River College in the culinary arts management program.

Each scholarship recipient was awarded a \$1,000 tuition grant, which will be administered by the scholarship office at Cosumnes River College. The scholarship program is funded by a portion of the proceeds from the 2004 Sacramento Hospitality Classic golf tournament.

Four years ago Lau graduated from John F. Kennedy High School here in Sacramento. He has been involved in various aspects of the hospitality industry—assistant manager overseeing a concession stand, a restaurant server, and a customer service clerk. Lau has partici-

pated in numerous catering events for the college, as well as at the Salmon Festival. Someday he would like to teach courses on proper cooking techniques and sanitation standards.

For Shim learning how to cook a variety of foods is one of the most important aspects in her life. Before studying traditional Korean food preparation at the Institute of Korean Royal Cuisine, she designed children's fashion wear. Three years ago, she came to the United States and decided to take a serious approach to cooking and enrolled in the culinary arts management program at Cosumnes. She has been involved in various catering projects at the college and at the annual Salmon Festival. Shim assisted Prince's personal chef when Prince performed last fall at Arco Arena.

Both Lau and Shim represented the college at the "Salute to Excellence" Gala, sponsored by the National



SHA President Liz Tavernese presents scholarship certificates to recipients Ms. Eunkyong Shim and Mr. Krayne Lau.

Restaurant Association, in Chicago this spring.

We wish Lau and Shim success in their academic endeavors and look forward to their future contributions to the culinary and hospitality profession. Congratulations! ▼



Sacramento Hospitality Classic

October 3 is the Date!

Hospitality industry colleagues, clients, and vendors look forward to a fabulous Sacramento Hospitality Classic golf tournament every fall—and the 2005 edition is set for October 3 at Wildhawk Golf Club. Come out and enjoy a day of tournament golf at this year's Classic. Golfers of all skill levels are welcome.

It's become a tradition... Check in and start the day with a hot buffet breakfast and practice shots on the driving range. Savor a last cup of coffee while you peruse the raffle prizes you might win (if you've purchased your raffle tickets!).

Then it's onto the course as the carts parade from the clubhouse. Now, the day is yours—hours of friendly tournament play interrupted only by visits with generous event sponsors. Then it's back to the clubhouse for an awards reception and a savory feast prepared by local hotel chefs. Remember, Fred Pleines from Yellow Cab, says this tournament has the "best food" of any golf event! And, with skill and luck, maybe you'll be accepting an award at the end of the day.

Classic schedule:

Monday, October 3

- 8:30 a.m.
Registration, hot buffet breakfast and driving range
- 10:00 a.m.
Golf Tournament shotgun—best ball scramble, 18 holes
Box lunches provided
- Tournament contest and prizes
Putting contest, longest drive, closest-to-the-pin
- Raffle prizes
- Reception and award presentations at Wildhawk immediately following the tournament
Featuring festive food stations hosted by local hotels

It's time to assemble your foursome for this hospitality community event. Enjoy golf, fun, food, and prizes for \$150 per golfer. Check out the golf course at www.wildhawkgolf.com.

Event to Fund Scholarships...As with past tournaments, a portion of the tournament proceeds will again fund scholarships for local college/university students pursuing hospitality, culinary, tourism, or

management careers. Your participation at the Classic will assist the Sacramento Hotel Association and the Sacramento Convention & Visitors Bureau in providing these scholarships.

Sponsorship Opportunities Available

Participation and sponsorship at the Sacramento Hospitality Classic offers you:

- an opportunity for sponsorship visibility for your company or property;
- an opportunity to meet and build relationships with colleagues, clients, and vendors from the hospitality and conventions industry in a relaxed atmosphere; and

- an effective method of supporting scholarships for local college students pursuing hospitality, culinary, tourism, or management careers.

We urge you to sign up now for a sponsorship opportunity. Each sponsoring company will be provided with a sponsor sign and receive recognition at the awards reception after the tournament and in the newsletter recap article—don't be left out!

Watch for your tournament registration brochure and sponsorship information in the mail. ▼

Events Calendar

Friday, May 20

Luncheon Meeting

Presenter: Carl C. Thompson, Executive Director, Society of Government Meeting Professionals (SGMP)
Sheraton Grand Sacramento

Friday, June 17

Luncheon Meeting

Presenter: Alan Ledford, President, GM & COO, Sacramento River Cats Baseball Club, LLC
Hilton Sacramento Arden West

Friday, September 9

Luncheon Meeting

Presenter: Caroline Beteta, Executive Director, California Travel and Tourism Commission
Holiday Inn Capitol Plaza

Monday, October 3

Sacramento Hospitality Classic Golf Tournament

Wildhawk Golf Club

Friday, November 18

Luncheon Meeting

Presenter: Kenneth Kuchman, Vice President, PKF Consulting
Sacramento Marriott Rancho Cordova

Tuesday, December 13

Holiday Reception & Toy Collection

Doubletree Hotel Sacramento

Welcome New Members

LIONS GATE HOTEL

Peter Klinger, General Manager
3410 Westover Street
McClellan, CA 95652
(916) 643-6222
(916) 640-0825 Fax
128 guest rooms

MIKUNI RESTAURANTS

Jeanne Mabry, Marketing Director
6421 Sonora Pass Way
Rocklin, CA 95765
(916) 787-9895
(916) 787-9894 Fax

Welcome New General Manager

RED LION HOTEL SACRAMENTO

Hermann Haastrup, General Manager
(916) 922-8041
(916) 922-9391 Fax
hermann.haastrup@redlion.com

Business and Convention Travelers' Habits

Business and convention travel is finally showing signs of recovery, although greater emphasis on travel policies and the increasing use of technology has caused the business travel landscape to shift, according to a new report from the Travel Industry Association of America (TIA), the National Business Travel Association (NBTA) and the Institute of Business Travel Management.

The 2004 Business and Convention Travelers Report shows that between 1998 and 2003, business and convention travel volume declined more than 14 percent. However, business travel volume grew more than four percent in 2004 and strong growth is expected over the next few years.

"Business travel has been one of the most seriously affected by the events of recent years and the slowest to recover," said Dr. Suzanne Cook, senior vice president of research for TIA. "We believe that this reflects some of the changes that American businesses and business travelers themselves have made in recent years to enhance the efficiency of both the time and money they spend—changes that are still evolving."

The report found that the majority of business travelers work at companies with one or more travel policies in place, including restrictions on airfare class, limits on travel per diem, restrictions on hotel class or requirements that travel be approved by upper management. Improvements in technology have also altered the business travel landscape, creating greater acceptance of online business communication technologies as an alternative to travel. Nearly 40 percent of all business air travelers were substituting technology, increasingly webconferencing, for some travel in 2004, although this is down from 47 percent reporting the same in 2002.

Nearly three-quarters (71%) of all business air travelers in 2004 felt that the use of teleconferencing, webcasting or videoconferencing was somewhat or much more efficient than travel, up from 65 percent in 2002. However, only 37 percent of business air travelers feel that using such technology is more effective than a face-to-face meeting as a way of meeting business goals.

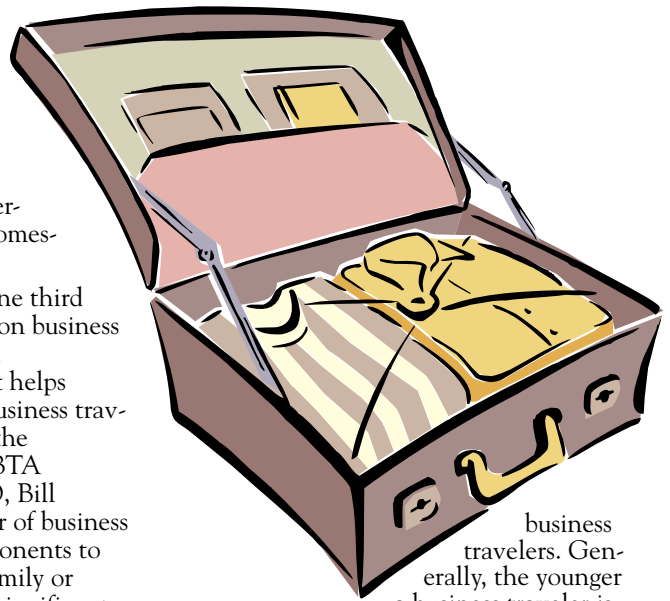
Despite these challenges, business travel remains big business in the U.S. More than 38 million business travelers generated 210.5 million person-trips in 2003. And although business travel comprises 18 percent of total travel volume,

these travelers generate 31 percent, or \$153 billion, of all domestic traveler spending.

"By showing that nearly one third of all travel dollars are spent on business travel, the 2004 Business and Convention Travelers Report helps quantify the importance of business travel to the travel industry and the American economy," said NBTA Executive Director and COO, Bill Connors, CTC. "The number of business travelers adding leisure components to business trips and bringing family or friends with them shows the significant links between the leisure and business segments of the travel industry, which are often viewed as separate."

Additional findings from the report:

- A majority (57%) of business travelers are men; four in ten (43%) are women. Business travelers are an average age of 47 years, with 45 percent being Baby Boomers.
- A small group of business travelers take the majority of trips. Frequent business travelers (10+ trips per year) make up 17 percent of all business travelers, yet they take nearly two-thirds (64%) of all business trips.
- Sixty-four percent (64%) of U.S. business travelers are infrequent travelers, taking one to four business trips per year, but they account for only 20 percent of total business trip volume.
- Overall, U.S. adults who travel on business take an average of 7 business trips a year.
- Combined business/pleasure travel has not suffered as much as general business travel or convention, conference or seminar travel. In fact, 62 percent of U.S. business travelers add a leisure component to at least one business trip per year. Two-thirds of them bring family members or friends along.
- Frequent traveler programs are popular with business travelers, with nearly half (47%) participating in one or more frequent flyer programs and over a third (36%) participating in frequent hotel guest programs.
- Some services on business trips are more popular than others. In-room Internet access (45%) and hotel fitness centers (43%) are used at least sometimes by the greatest share of



business travelers. Generally, the younger a business traveler is, the more likely they will use various services on business trips. For example, while 27 percent of those under the age of 55 say they always or frequently use in-room Internet access, only 15 percent of those 55 years of age and older do so.

- Distance is increasingly playing a role in deciding whether to fly than in the past. Over 60 percent of all business travelers said they are more likely to drive rather than fly on trips of 300 miles or less.
- But recovery in business travel by air does seem to be underway. One-quarter (24%) of business travelers indicated that during the past 12 months (September 2003 to August 2004) they took more business trips by air compared to the previous year.
- Most (60%) business travelers say they enjoy traveling on business and this is especially true among frequent business travelers (69%). Still, some of their attitudes reveal potential factors influencing the slowdown in business travel, with a majority (55%) saying they're concerned about being away from their families and nearly half (49%) remain concerned about the safety and security of business travel.
- In addition, business travelers think, in most cases, that travel conditions have gotten worse in the past 12 months. Nearly half say that wait times in security lines have gotten worse (49%), more than one-third think flight delays (38%) and/or in-flight service (36%) has gotten worse, and one in five (22%) thinks airline ground service has gotten worse. Frequent business travelers were more divided in their opinions. For example, they were more likely to say security lines have improved. ▼

Source: Travel Industry Association of America (TIA)
- Report released February 2005.

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NOTE: TIA's quarterly Traveler Sentiment Index (TSI) is conducted four times per year and is a running gauge of consumers' interest in leisure travel and their perceived ability to travel. The study consists of five criteria: interest, time, finances, affordability, and service quality. The TSI is based on quarterly interviews with approximately 1,000 U.S. adults who have taken at least one trip in the past year. Each criterion is measured individually and then combined to create an overall index score. The Traveler Sentiment Index is seasonally adjusted, and the baseline year for the Index is the year 2000.

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Time and Money to Travel

The Travel Industry Association of America's (TIA) quarterly Traveler Sentiment Index showed a moderate increase in first quarter 2005, up 2.5 percent to 98.7 from fourth quarter 2004. The rise is due to more optimistic consumer perceptions in four of the five components of the overall index, most notably perceptions about the ability to take pleasure trips based on personal finances and available free time. Consumers also felt more positive about the affordability of pleasure travel compared to last quarter. Traveler perceptions of service received while traveling were also up slightly over fourth quarter 2004. TIA's Traveler Sentiment Index survey was conducted January 20 to January 30, 2005.

"Consumers are telling us they have more time and money to take pleasure trips, which bodes well as we near the busy summer season," said Dr. Suzanne Cook, Senior Vice President of Research for the Travel Industry Association of America. "Rising demand has caused a corresponding increase in travel prices but the good news is that travelers are

still relatively positive about the cost of travel products and services."

Among all five index components, the ability to travel based on the personal finances index experienced the largest increase (+6.7%), rising to 94.5 from last quarter. It's now more than 15 percent higher than it was two years ago. The ability to travel based on time also increased (4.4%) to 104.8. The index measuring interest in taking pleasure trips showed a slight two percent drop from last quarter, although it is still up 6.8 percent from one year ago. On the other hand, the quality of service index increased almost 2 percent since last quarter. Although the affordability of travel index also increased (+3.5%), it continues to be much lower than it has been in the past and is down more than 12 percent from one year ago. This is consistent with TIA's Travel Price Index (TPI) indicating that travel prices increased 4.5 percent over the course of last year.

Due to industry concerns about the threat of terrorism, TIA began to measure consumer perceptions about travel safety starting with the fourth quarter 2001 (October) survey. While travel safety is not a component of the Traveler Sentiment Index, it can be indexed by itself against the baseline of fourth quarter 2001. This quarter, the travel safety index is at 116.3, a decrease of 6.7 percent from fourth quarter 2004, yet still an increase of greater than 16 percent from fourth quarter 2001.

When the overall Traveler Sentiment Index is examined on a regional basis, the Northeast shows the only decline (-11.1%) among the four U.S. regions over fourth quarter 2004. The primary reason for this decline is a 25.4 percent drop over last quarter in the index for the ability to travel based on time available. ▼

Source: Travel Industry Association of America (TIA)

22nd Annual National Tourism Week

May 7-15, 2005



This annual event is sponsored by the Travel Industry Association of America (TIA). Each year hundreds of communities across the nation participate in the celebration. Today this premier public advocacy program represents the single TIA activity that assists both members and nonmembers push tourism awareness to its most basic level, the grassroots.

The purpose of National Tourism Week (NTW) is to promote a wider understanding of travel and tourism as a major U.S. industry that is vital to the economic stability and growth of the United States and that contributes substantially to its cultural and social well being.

NTW was established in 1983, when the U.S. Congress passed a joint resolution designating the week to be celebrated in May 1984.

Often the travel and tourism industry is viewed as disjointed because only its most obvious segments, such as airlines, rental cars, hotels, and travel agents, are immediately recognized by the public or reported on by the media. TIA's Tourism Works for America resources help the public as well as the industry itself understand the interconnectedness of travel and tourism and how it takes each and every industry segment to assemble, then promote, and sell the travel product. Only then can the consumer have a complete and satisfying travel experience. ▼



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