

SACRAMENTO HOTEL ASSOCIATION

Reader Board

March 2006

A Roaring Twenties Hospitality Celebration

14th Hospitality Gala

The Sacramento Hotel Association cordially invites you to join your colleagues as we celebrate the “Roaring Twenties” at the 2006 Hospitality Gala to honor our Hospitality Employees of the Year and the Supplier of the Year.

Our hosts at the Holiday Inn Capitol Plaza *Speakeasy* are planning a jazzy evening on Friday, March 24—as we celebrate SHA’s 14th annual Hospitality Gala.

We’ll be presenting our own ‘Oscars’ to hospitality employees and a key supplier at the Gala. The evening is a memorable way to recognize exceptional team members for exhibiting patience and stamina in their jobs and presenting ideas to jazz up the workplace. Hospitality employees are the “award winners” when it come extraordinary customer service. In addition, see which Associate member will be called to the podium to receive this year’s award for outstanding supplier.

SHA President Liz Tavernese and her team at the Holiday Inn Capitol Plaza invite you to savor an upscale dinner of Americana favors as we honor our industry associates at the Gala. The evening’s festivities also include musical entertainment.

Gala Attire

Business attire or 1920s attire
(think *Flappers*)

Schedule

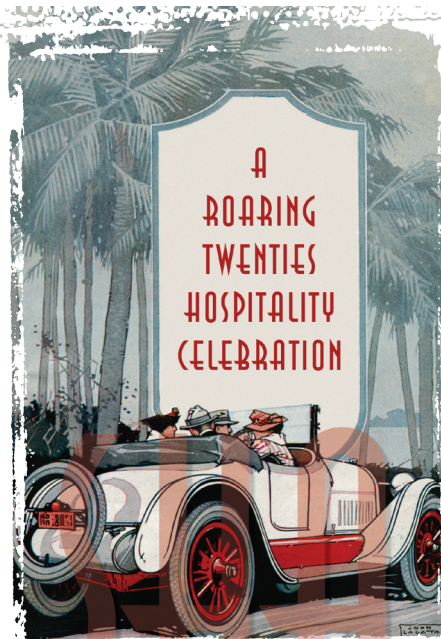
6:15 p.m.

No Prohibition Reception

7:00 p.m. - 10:00 p.m.

Dinner, Award Presentations, and Entertainment

Reserve your tickets today; invitations have been mailed.



What About the 1920s?

- The 1920s was the first truly modern decade – known as the Roaring Twenties, the Jazz Age or the Golden Twenties—a time to change the rules, dare to be different, and innovate.
- New, energetic music and dances defined the Jazz Age. Dance halls with live bands abounded, and the radio had begun carrying broadcasts of top bands. Jazz was hot! Bessie Smith sang the Blues.
- In the 1920s, automobiles, radios, and electric appliances made people’s lives easier and gave them more leisure time.
- In the 1920s, endurance races and marathons of all sorts gained popularity.
- Thanks to Henry Ford and mass production, the average cost of a car in 1925 was \$290.
- The peanut butter and jelly sandwich became famous in 1922.
- In 1924, two entrepreneurs named Allen and White franchised a chain of A&W Root Beer drive-in restaurants.
- The first Oscars were presented in 1927. ▼

SHA Officers and Directors Elected

Liz Tavernese, general manager of the Holiday Inn Capitol Plaza, was elected to a second term as President of the Sacramento Hotel Association (SHA) at the association’s December 13 membership event at the Doubletree Hotel.

Other Officers elected include Vice President **Steve Mammet**, general manager of the Embassy Suites Hotel Sacramento. **Greg Hargrave**, general manager of the Hilton Sacramento Arden West, was elected to a second term one-year term as SHA Secretary.

Treasurer **Dwight Miyakawa**, general manager, Holiday Inn Sacramento Northeast, continues in his two-year term. **Gunter Stannius**, general manager of the Sheraton Grand Sacramento, will serve as Past President.

Board Director **Dianne Berrado**, general manager at the Holiday Inn Rancho Cordova, is continuing her two-year term.

Several hotel representatives were appointed to complete the balance of unexpired Director terms through December 2006, including **Barry Miller**, interim general manager, Doubletree Hotel Sacramento; **Ulrich Samietz**, general manager, Hyatt Regency Sacramento; and **Ralph Suda**, general manager, Sacramento Marriott Rancho Cordova.

Don Corbosiero, former general manager at the Radisson Hotel, was also appointed to complete an unexpired Director’s term. In January, Mr. Corbosiero accepted a position in the San Jose area and resigned from the SHA Board of Directors. The SHA Board has recommended that **Ron Berger**, the new general manager at the Radisson, be appointed to complete this Director’s term through December 2006. The Board plans to appoint Mr. Berger as a Director at its next Board meeting.

Continued on page 3



**SACRAMENTO HOTEL ASSOCIATION
2006 BOARD OF DIRECTORS**

President

LIZ TAVERNESE.....(916) 446-0100
Holiday Inn Capitol Plaza

Vice President

STEVE MAMMET(916) 326-5000
Embassy Suites Hotel

Secretary

GREG HARGRAVE.....(916) 922-4700
Hilton Sacramento Arden West

Treasurer

DWIGHT MIYAKAWA ... (916) 338-5800
Holiday Inn Sacramento Northeast

PAST PRESIDENT

GUNTER STANNIUS....(916) 447-1700
Sheraton Grand Sacramento

DIRECTORS

DIANE BERRADO.....(916) 638-1111
Holiday Inn Rancho Cordova

BARRY MILLER(916) 929-8855
Doubletree Hotel Sacramento

ULRICH SAMIETZ.....(916) 443-1234
Hyatt Regency Sacramento

RALPH SUDA(916) 638-1100
Sacramento Marriott Rancho Cordova

DAVE BOLDT(916) 648-2500
SuperShuttle

RAELENE TRUMM.....(916) 442-4000
Westfield Downtown Plaza

EX OFFICIO BOARD MEMBERS

STEVE HAMMOND.....(916) 808-7777
Sacramento Convention & Visitors Bureau

CHERYL MARCELL.....(916) 874-0760
Sacramento County Airport System

STAFF

Executive Director

TERESA STEPHENSON..(916) 441-6110

The Reader Board is published 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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Local Industry Issues/Government Relations

Sacramento City Council

• **926 J Street Proposed Boutique Hotel Project** At the February 14 City Council Meeting, the Council authorized the Redevelopment Agency to negotiate an owner participation agreement with Rubicon Partners regarding the redevelopment of the property at 926 J Street into a boutique hotel with a public investment of not more than \$15 million. SHA members are invited to attend a presentation by Rubicon Partners and Joie de Vivre Hospitality on their boutique hotel proposal for the 926 J Street building. For questions regarding the meeting, call the City's Economic Development Department at (916) 808-7223.

Tour and Presentation Schedule

Tuesday, March 14, 2006

4:30 p.m. – 5:30 p.m.

Building Tour of 926 J Street

5:30 p.m. - 6:30 p.m.

Presentation at City Hall
915 I Street, Second Floor

• **Taxicab Ordinance** In late January, the City Council adopted an ordinance relating to the regulation and operation of taxicabs. The key provisions of this citywide ordinance include maximum rates, fares and charges; taxicab fleet management permit; accessible taxicab vehicles for each fleet; administrative hearing process; and a transition provision allowing current permit holders to operate without being associated with a fleet association until December 31, 2006.

Sacramento County Board of Supervisors

• **Ground Transportation Services at the Airport** If your lodging property provides ground transportation services to/from the Sacramento International Airport, visit this Web site regarding the implementation of the new ordinance for regulations and fees. See the "Ground Transportation Provider Application Permit Package" link. <http://www.sacairports.org/int/parking/Ground%20Transportation%20Provider/s/groundtransproviderinfo.htm> ▼



Save the Date!

Hospitality industry colleagues, clients, and vendors look forward to a terrific Sacramento Hospitality Classic golf tournament every year—the 2006 edition is set for Monday, September 18, 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.

More details in the next newsletter. ▼

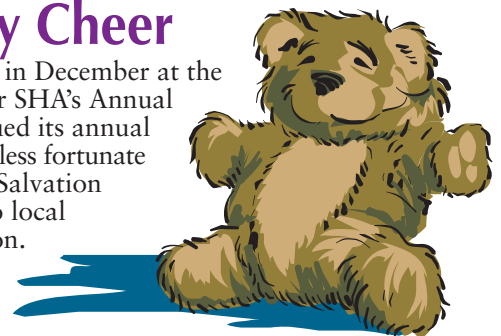
Toys and Holiday Cheer

Members and guests gathered in December at the Doubletree Hotel Sacramento for SHA's Annual Holiday Reception. SHA continued its annual tradition of collecting toys for the less fortunate children in our community. The Salvation Army distributed the new toys to local children during the holiday season.

Thanks to our raffle winner, Mitch Johnson from Southern Wine & Spirits, for donating his winnings to the toy collection program. SHA staff delighted in "spending" his winnings to purchase additional toys and games for the Salvation Army program.

Special thanks to reception host Barry Miller and the Doubletree staff for the fabulous food at this annual festive holiday get-together. Also, thanks to Southern Wine & Spirits for its contributions to the event.

The evening also included the election of 2006 Officers and Directors. (See separate article this issue.)



See America Week/National Tourism Week

May 13-21, 2006

Each May, See America Week/National Tourism Week is celebrated by the industry and communities across the nation to help promote travel to and within the United States. See America Week/National Tourism Week (NTW) is a TIA-sponsored program that works to increase awareness of the travel and tourism industry's economic, social, and cultural contributions to the United States.

Congress first established National Tourism Week, now See America Week, in 1983. Travel Industry leaders and public relations professionals were quick to take on the management and evolution of this event. Within only three years, a full-time office had been established at TIA to sponsor the event and promote tourism awareness throughout the year. Today See America Week/National Tourism Week is an annual event in which hundreds of communities across the nation celebrate tourism awareness, the vital economic benefits of the Travel Industry, the unity of the Travel Industry as a whole, and the substantial contributions travel has to the cultural and social well being of the nation. ▼

Source: Travel Industry Association of America (TIA)

Officers and Directors Elected

Continued from page 1

Associate Directors appointed to one-year terms on the Board include: **Dave Boldt**, director of sales and service, SuperShuttle, and **Raelene Trumm**, marketing director, Westfield Downtown Plaza.

In addition, **Cheryl Marcell**, deputy director, marketing and public relations, at Sacramento County Airport System, and **Steve Hammond**, president & CEO of Sacramento Convention & Visitors Bureau, serve as ex officio members of the Board of Directors. Ex officio Board members are appointed by the SHA Board. ▼

Meetings Industry to Grow in 2006

Increase in Meetings, Attendees, Budgets, Lead Times and Demand Outpacing Supply

The global meetings industry is expected to grow for a third consecutive year, signaling economic and corporate prosperity, as well as a financial boost for hotels, airlines and convention centers, according to *FutureWatch 2006*, an annual research report from Meeting Professionals International (MPI) and American Express.

According to *FutureWatch 2006*, several key indicators including the total number of meetings planned and expenditures per meeting/event are expected to increase in 2006. Client-side planners (corporate, association, government and nonprofit planners) and intermediaries (independent meeting planners, third-party planners, destination management companies and association management companies) expect the number of meetings planned by their organizations to grow by seven percent and 21 percent over 2005, respectively. Suppliers (hotels, meeting facilities, CVBs, and production companies) project a 10 percent increase in

the number of meetings they'll support. Planners, intermediaries and suppliers predict a seven percent, 14 percent and nine percent jump, respectively, in expenditures per meeting in 2006 compared to 2005.

Expected changes in lead times, hotel rates and attrition and price concessions suggest that demand for meeting space and accommodations may outpace supply in 2006. Meeting space lead time is projected to increase by 38 percent in 2006, from 29 weeks to 40 weeks on average. Meanwhile, lead time for hotel/support services is forecasted to jump 37 percent from 23 weeks to 31 weeks. Additionally, 76 percent of client-side planners and 81 percent of suppliers expect hotel rates to increase in 2006. Finally, 31 percent of client-side planners, 28 percent of intermediaries and 24 percent of suppliers predict that concessions and flexibility will decrease in 2006. ▼

Source: Meeting Professionals International – www.mpiweb.org

Hotel Focus



Hampton Inn & Suites Sacramento Airport Natomas

The newest member of the Sacramento Hotel Association isn't even open for business yet! In May, the Hampton Inn & Suites Sacramento Airport Natomas is slated to welcome guests at 3021 Advantage Way, just five minutes from the Sacramento International Airport.

The hotel's target markets include business travelers, small business meetings, and the government market.

The 100-guestroom property features include: complimentary hot breakfast, complimentary high-speed Internet access, a business center and fitness center, an outdoor pool and spa, a refrigerator and microwave in every guestroom, a guest laundry, and airport shuttle service. The hotel has 1,285 square feet of meeting space.

General Manager Shannon Rossi Ellis has been in the hospitality industry since 1987, including stints as a restaurant manager and general manager. During her tenure in the industry, Ellis worked six years with the International Hotels Group as an area manager/regional trainer.

When asked about the joys and challenges of managing a hotel or opening a new property, Ellis commented, "When opening a new hotel, expect delays, delays, delays."

On behalf of the Sacramento Hotel Association, we welcome the Hampton Inn & Suites Sacramento Airport Natomas as a new member and wish General Manager Shannon Rossi Ellis a fabulous opening in May! ▼

Welcome New Members

LODGING PROPERTIES

AMBER HOUSE BED & BREAKFAST INN
Judith Bommer & Kevin Cartmill, Owners

1315 22nd Street
Sacramento, CA 95816
(916) 444-8085
(800) 755-6526
(916) 552-6529 Fax
info@amberhouse.com
www.amberhouse.com

BEST WESTERN SUTTER HOUSE
Sandy Parker, Owner/Manager

1100 H Street
Sacramento, CA 95814
(916) 441-1314
(916) 441-5961 Fax
info@thesutterhouse.com
www.thesutterhouse.com

HAMPTON INN & SUITES SACRAMENTO AIRPORT NATOMAS
Shannon Rossi Ellis, General Manager

3021 Advantage Way
Sacramento, CA 95834
(916) 928-5700
(916) 928-1791 Fax
sellis@g-rem.com
www.hamptoninn.com

VENDORS

BERNARDUS WINERY
Robert Baker, Director of Sales & Marketing

5 West Carmel Valley Road
Carmel Valley, CA 93924
(800) 223-2533
rbaker@bernardus.com
www.bernardus.com

COORS BREWING COMPANY
Darin "Duke" Michaels, On Premise Executive

474 Rodeo Court
Folsom, CA 95630
(916) 920-7117
(916) 984-6147 Fax
darin.michaels@coors.com
www.coors.com

W. J. DEUTSCH & SONS
Jason Kunde, Key Account Manager-California

1971 Yellow Rose Lane
Santa Rosa, CA 95407
(707) 529-4841
jasonk@wjdeutsch.com
www.wjdeutsch.com

People on the Go

The Radisson Hotel Sacramento has named **Ron Berger** as General Manager. He replaces Don Corbosiero who has taken a position in the San Jose area.

The Doubletree Hotel Sacramento has named **Robyn Cornell** as director of sales. Previously, she served as the director of sales at the Hawthorn Suites Sacramento.

Jane Miller has joined the Hawthorn Suites Sacramento as director of sales. Prior to this new position, she served as director of sale at the Red Lion Hotel Sacramento.

Margie Starr has been promoted to director of sales & marketing at the Sheraton Grand Sacramento. She replaces Kevin Schiller who transferred to a Sheraton sister property in Los Angeles.

Leonard Hoops, vice president and chief marketing officer of the Sacramento CVB, has been selected as one of the "25 Most Extraordinary Sales & Marketing Minds in Hospitality & Travel" by the Hospitality Sales &



Marketing Association International (HSMIAI). HSMIAI sought industry sales and marketing executives "whose strategies were truly innovative and clever or who made significant contributions to the discipline of sales and marketing this past year."

Hoops was recognized by his peers at the January 30 Adrian Awards, a black-tie gala in New York. Hoops' accomplishments include developing the "Sacramento: Discover Gold" brand strategy, launching the "Sacramento Gold Card," creating the award-winning "Meeting De-Terminator" marketing campaign, and establishing a first-of-its kind marketing partnership with Travelocity to integrate SCVB tourism promotions directly into Travelocity hotel listings. Most recently, he rolled out the convention industry's first \$1 million sweepstakes. Hoops joined the Sacramento CVB in July 2001. Prior to joining the Sacramento CVB, he was senior vice president of marketing for the San Jose CVB. Before entering the destination marketing world, Hoops held a variety of public relations and corporate communications positions.

District Manager **Brian Slater** is the contact person for Beam Wine Estates in the Sacramento and surrounding areas. His contact information is as follows: Telephone (925) 705-0332, Fax (925) 634-7617, e-mail: brian.slater@beamwinestates.com. The product

line includes: Clos du Bois~Geysers Peak~Gary Farrell~Wild Horse~Buena Vista~William Hill Estate~Wattle Creek~Atlas Peak~Haywood Estate~Haywood VS~Harveys~Cockburn's~Canyon Road~Hoffman Grove~J. Garcia~XYZin~Jakes Fault. ▼

SHA Events Calendar

- **Friday, March 24**
Hospitality Gala
Employee and Supplier Awards
Holiday Inn Capitol Plaza (6:15 p.m.)
- **Friday, April 21**
Luncheon Meeting & Presentation
Presenter to be announced
Vendor Spotlight: Ste. Michelle Wine Estates
Hilton Sacramento Arden West
- **Friday, May 19**
Luncheon Meeting & Presentation
Presenter to be announced
Holiday Inn Sacramento Northeast
- **Friday, June 16**
Luncheon Meeting & Presentation
Presenter: Jim Abrams, California Hotel & Lodging Association
Sheraton Grand Sacramento
- **July and August**
No SHA Luncheon Meetings
- **Friday, September 8**
Luncheon Meeting & Presentation
Presenter to be announced
Vendor Spotlight: Mikuni Doubletree Hotel Sacramento
- **Monday, September 18**
Sacramento Hospitality Classic Golf Tournament
Wildhawk Golf Club
- **Friday, October 20**
Presenter to be announced
Luncheon Meeting & Presentation
Embassy Suites Sacramento
- **Friday, November 17**
Luncheon Meeting & Presentation
Presenter: Ken Kuchman, PKF Consulting
Hyatt Regency Sacramento
- **December TBA**
Holiday Reception & Toy Collection
Red Lion Hotel Sacramento



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