

SACRAMENTO HOTEL ASSOCIATION

Reader Board

November 2007

Community Service Project

“The Hospitality Industry Helping in the Community”

More than 160 volunteers from hotels and vendor companies of the Sacramento Hotel Association participated in SHA’s first annual community service day—*The Hospitality Industry Helping in the Community*—on Saturday, September 15, at Southside Park, 2115 - 6th Street, Sacramento.



For this community park revitalization project, SHA partnered with Hands On Sacramento, the City of Sacramento, and the Southside Park Neighborhood Association for a successful team effort.

The project was the culmination of an initiative brought to the SHA Board of Directors by President Steve Mammet. Special thanks to all the team leaders for their time and energy in attending planning meetings, recruiting employee volunteers and coordinating teams and tasks onsite.

Hot cups of coffee courtesy of the Hilton Arden West were welcome as volunteers assembled in the early morning. After a breakfast buffet hosted by the Doubletree and Radisson Hotels, Assemblymember Dave Jones and Sacramento City Council Councilmember Robert King Fong welcomed volunteers and thanked the Association members for their participation in the community.

Wearing gold T-shirts sponsored by Yellow Cab Company of Sacramento, hotel and company teams spread out across Southside Park and the neighborhood to complete a variety of outdoor and indoor tasks for this service



Assemblymember Dave Jones (top) and City Councilmember Robert King Fong welcome volunteers.

project—landscape and playground clean-up, painting, gardening, graffiti removal, emergency preparedness/community services information packet assembly and distribution, and more.

The Sacramento Marriott Rancho Cordova and Holiday Inn Sacramento Northeast kept the teams hydrated and had snacks at the ready as teams worked at their tasks.

After the morning’s work, volunteers celebrated the support they provided to the Southside Park community with a picnic lunch hosted by Embassy Suites, Holiday Inn Capitol Plaza, Hyatt Regency and Sheraton Grand.

SHA President Steve Mammet and raffle coordinator Robert Weight from Embassy Suites distributed a variety of donated prizes to volunteers with lucky tickets.

Team leaders nominated and President Steve Mammet presented awards to volunteers for special recognition. Awards included:

- Most Enthusiastic (*passionate about the project*)
Aaron Hieronimus, Hyatt Regency – He ran while pushing many wheelbarrows full of mulch.
- Best Dressed (*looked really good all day*)
Nadine Devincenzi, Sacramento CVB – Purse and ankle bracelet... lookin’ good.

Golf Tournament Festivities

11th Annual Hospitality Classic



Golfers hit the driving range before the tournament shotgun.

The comfortable fall weather (with just a morning sprinkle), the spectacular food stations, a group of generous sponsors, and a nearly full field of golfers came together for the 11th annual Hospitality Classic at Wildhawk Golf Club. Hospitality leaders, colleagues, clients, and vendors enjoyed a fabulous event.

The October 1 Sacramento Hospitality Classic golf tournament is sponsored by the Sacramento Hotel Association and the Sacramento Convention & Visitors Bureau.



In a special dedication at the tournament, participants celebrated Gunter Stannius’ leadership and support of the Association and our local hospitality community. In recognition and appreciation of Gunter’s tenure with SHA and the hospitality community, proceeds from this year’s tournament will be designated to assist in funding stroke-recovery rehabilitation services for SHA Past President Gunter Stannius.



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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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Community Service Project
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- Break Champion (*took the most breaks*)
Jo Ann Ramirez-Banda, Embassy Suites – She took breaks like it was her job!
- Most Entertaining (*kept us laughing*)
Russell Michel, Sheraton Grand – He kept us laughing and painted a happy face on his shirt.
- Dirtiest Shirt (*needs no explanation*)
Jeff Dougherty, Doubletree – One only had to look at Jeff.

Thanks to everyone's efforts and participation, this community service project was a tremendous success. ♦



Images courtesy of Bill Taylor.

Thanks!

Special thanks our key coordinators and partners:

- Kathy Chow and Kamara Aguiar, Hands On Sacramento
- Paul Trudeau, Southside Park Neighborhood Association
- Julie Mier, City of Sacramento, Parks and Recreation Volunteer Program
- Mary Lynn Perry, Volunteer Coordinator, City of Sacramento

Thanks once again to the Hotel Association and all the employees who worked so hard leading up to and throughout the day Saturday. I've heard lots of positive comments since then from many residents. I see those addresses painted on the curb every day; heard great things from the principal and grounds supervisor at William Land School about all the cleaned windows, gathered leaves, etc; the Community Garden folks were practically gushing with joy at what got done and the list goes on. Your good works benefit the wide range of people who use this park and surrounding areas and we residents especially get to enjoy the fruits of your labor. So, big thanks from here in Southside Park!

Paul Trudeau, President, Southside Park Neighborhood Association

Golf Tournament

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The year's tournament was dedicated to SHA Past President Gunter Stannius. SHA President Steve Mammert introduces Barbara Bock Stannius to the group for an update on Gunter's stroke-recovery rehabilitation.

VIPs joining us for the tournament included Sacramento City Treasurer Tom Friery and Sacramento City Deputy Chief of Police Brian Louie.

We were fortunate to have a number of sponsors supporting the various components of this year's event—their contributions are a key factor in the success of the Sacramento Hospitality Classic (see sponsor list).



"The best food at any golf tournament" is how participants continue to describe the Classic's flavorful fare at the awards reception. The savory and sweet treats at this year's event were prepared by our reception hosts—Classique Catering, Doubletree Hotel, Embassy Suites, Hilton Arden West, Holiday Inn Capitol Plaza, Holiday Inn Northeast, Hyatt Regency, Radisson Hotel, Sacramento Marriott, Sheraton Grand and Wildhawk Grille.

As the score cards were being tallied, participants pulled out their raffle tickets and got ready to win—gift baskets, hotel packages, wine, BBQ grills, gift certificates and, yes, even a lime green surf board.

After the tournament and reception, each golfer took home a Sauza® Tequila gift bag, coordinated by Southern Wine & Spirits. Earlier in the day, each golfer received golf towel from Wildhawk and a sleeve of balls with the tournament logo from the Classic.

Watch for 2008 Sacramento Hospitality Classic news in future issues of *Reader Board* and at SHA's Web site—www.sacramentohotelassociation.com.

Congratulations to our tournament winners. Each winning team member received a James C. Fitzpatrick framed print. ♦

1st Place Team

Morgan Fussell, Comcast
Cary Hanson, Comcast
Steve Hubbard, Comcast
Daryle Adams, Clear Connection



Winning team members (left to right) Morgan Fussell, Cary Hanson, and Steve Hubbard from Comcast and Daryle Adams from Clear Connection accept first-place honors.

2nd Place Team

Kevin Kilkenny, Association
Resource Center
Erik Smith, USA Today
Rollie Stover, Fasciola Fine Meats



Two members of the second-place team (a three-some) pose for their photograph—(left to right) Kevin Kilkenny, Association Resource Center, and Erik Smith, USA Today. Not pictured Rollie Stover, Fasciola Fine Meats.

3rd Place Team

Dave Boldt, SuperShuttle
Jason Boldt, SuperShuttle guest
Igor Avanto, SuperShuttle
Kelly Mann, SuperShuttle



Third-place awards went to the SuperShuttle team (left to right) Dave Boldt, Jason Boldt, Igor Avanto, and Kelly Mann.

Longest Drive

Men's – Steve Hubble, Samurai
Sushi Rancho Cordova
Women's – Brianne Maloney,
Hilton Sacramento Arden West

Closest-to-the-Pin

Men's – Morgan Fussell, Comcast
Women's – Betty Lucchesi,
Sacramento Convention Center

Putting Contest

Erik Smith, USA Today

SPONSORS

Golf Hole Sponsors

Clarion Hotel Mansion Inn
Holiday Inn Capitol Plaza
Holiday Inn Northeast
Initial Tropical Plants
Sacramento Marriott Rancho
Cordova
SuperShuttle/ExecuCar
TRAVELHOST Sacramento
USA Today

Putting Contest

Holiday Inn Capitol Plaza

Longest Drive – Men's

Yellow Cab Company of
Sacramento

Longest Drive – Women's

Sacramento Hotel Association

Closest-to-the-Pin – Men's

Yellow Cab Company of
Sacramento

Closest-to-the-Pin – Women's

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Golfer Gifts

Southern Wine & Spirits and
Sauza® Tequila
Wildhawk Golf Club
Sacramento Hotel Association

Beverage Carts

The Interior Plant Company
& The Growing Company
Sacramento CVB

Reception Sponsors

Special thanks to our reception hosts.

Classique Catering
Doubletree Hotel Sacramento
Embassy Suites Sacramento
Hilton Sacramento Arden West
Holiday Inn Capitol Plaza
Holiday Inn Northeast Sacramento
Hyatt Regency Sacramento
Radisson Hotel Sacramento
Sacramento Marriott Rancho
Cordova
Sheraton Grand Sacramento
Wildhawk Grille

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Raffle Prize Sponsors

- Cache Creek Casino Resort
- California Capital Airshow
- California Hotel & Lodging Association
- Centerra
- Classique Catering
- Comcast
- Diageo
- Embassy Suites Sacramento
- Fosters Wine Group
- Hilton Sacramento Arden West
- Holiday Inn Capitol Plaza
- Holiday Inn Northeast Sacramento
- Hyatt Regency Sacramento
- Icon Wine Estates
- The Interior Plant Company & The Growing Company
- Larkspur Hotels & Restaurants
- Larkspur Landing Hotel Sacramento
- Prestige Cleaners
- Radisson Hotel Sacramento
- Renwood Winery
- Sacramento CVB
- Sacramento Marriott/Formaggio Restaurant
- Sauza® Tequila
- Sheraton Grand Sacramento
- Southern Wine & Spirits
- Ste. Michelle Wine Estates
- Sterling Winery
- Westfield
- Yellow Cab Co. of Sacramento



Golf hole sponsors and beverage cart sponsors keep spirits high during the tournament.

Reception sponsors assemble savory and sweet treats for the awards reception.

STBID Board Update

At its September 24 meeting, the Sacramento Tourism Business Improvement District (STBID) Advisory Board elected Ulrich Samietz, General Manager of the Hyatt Regency, as the new Board Chair. In addition, the Board elected Liz Tavernese, General Manager of the Holiday Inn Capitol Plaza, as the new Vice Chair.

Other members of the STBID Advisory Board include Bill Cox, Owner, Delta Daze Inn Isleton; Dwight Miyakawa, General Manager, Holiday Inn Sacramento Northeast; and Ralph Suda, General Manager of the Sacramento Marriott Rancho Cordova. One additional seat, previously held by Barry Miller, is open on the Board. The Sacramento Hotel Association Board will recommend an industry representative for appointment by the Sacramento City Council.

The funds generated by the district are used to market the involved areas as a convention and tourism destination, with the marketing activities implemented by the Sacramento Convention & Visitors Bureau. The STBID Advisory Board is responsible for reviewing and approving the STBID budget and marketing activities prepared by the Sacramento Convention & Visitors Bureau. ♦



STBID Advisory Board members (left to right) Ulrich Samietz, Dwight Miyakawa, Liz Tavernese, Ralph Suda, Barry Miller, and Bill Cox met in late September. (Note: Barry Miller recently resigned from the Board.)

Modest Growth in Travel Projected in 2008, According to TIA Forecast

The U.S. travel industry is expected to post moderate gains in nearly all sectors again in 2008, according to the annual Travel Industry Association (TIA) forecast.

Travel spending by domestic and international visitors in 2008 is forecast to increase 5.2 percent, to \$778.2 billion, up from projected full-year 2007 travel spending of \$740 billion, which would be a 5.7 percent increase over 2006.

Domestic leisure trips are expected to continue an upward trend of modest growth in 2008, climbing 2 percent to 1.6 billion trips. Domestic leisure trips are expected to finish 2007 up 2.5 percent over last year.

Travel for business in 2008 is expected to remain stable, increasing by 0.4 percent, registering nearly 502 million trips. This slight increase will offset a projected decline of 1.7 percent in business travel for 2007, compared with a year ago.

International travel (including visitors from Canada and Mexico) to the United States is expected to rise 3.7 percent in 2008 to 55.6 million visitors, following a projected 5.1 percent increase for 2007.

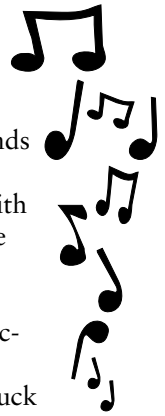
However, the year-over-year data mask an 11 percent decline in overseas visitors to the U.S. from 2000 – 2007. Overseas travelers, primarily from Western Europe and Japan, represent the United States' top inbound visitors and spend the most money. Although overseas travel is expected to increase slightly in 2007, it has yet to surpass the 2000 level, despite the weak dollar making the U.S. a travel bargain. ♦

Source: Travel Industry Association of America (TIA)

Hotels Tune in to Customized Music for Properties

Big hotel chains, including InterContinental Hotels Group, are teaming up with music companies and music designers to enhance guest experiences and tailor the sounds to the hotel. Starwood Hotels has teamed up with Sony Music to customize music for its hotels and even offers some guests VIP access to performances, while Fairmont and Hyatt each have also struck deals with companies to provide music to guests in various ways.

Source: Travel Weekly



American Travelers Turning Green (but not at any cost), According to New National Survey

More than half of all U.S. adults say they would be more likely to select an airline, rental car or hotel that uses more environmentally friendly products and processes, according to the results of the latest travelhorizons™ survey by the Travel Industry Association (TIA) and Ypartnership.

But while more than half of U.S. adults may be advocates of environmental responsibility, only 14 percent of respondents said their actual selection of a travel service supplier would be influenced by that supplier's efforts to preserve and protect the environment. Just 13 percent would be willing to pay higher rates or fares to use suppliers who demonstrate environmental responsibility (although fully 56 percent said they might).

The amount of the rate or fare premium appears to be the source of their hesitation: 76 percent would pay less than 10 percent more per usage (e.g., room night, airline flight, car rental, etc.); with the majority of respondents indicating they would pay less than 5 percent more.

"The results of the survey suggest that awareness of a travel service supplier's efforts to operate in an environmentally responsible manner may be sufficient to attract additional patron-

age, but not at a significantly higher fare or rate," according to Suzanne Cook, TIA's senior vice president of research. "The 'value assessment' consumers ascribe to any travel service transaction appears to remain the primary determinant of their actual purchase behavior."

Specifically, 50 percent say they would be more likely to use an airline if they knew it took the initiative to offset carbon emissions, used newer, more fuel efficient jets, or implemented recycling programs. Almost six out of ten (56 percent) stated the same thing for car rental companies (those offering more fuel efficient and hybrid cars). And fully 54 percent stated they would be more likely to patronize hotels or resorts they knew practiced environmental responsibility.

According to the survey, consumers would favor properties that actively tried to prevent beach erosion (oceanfront hotels), allowed guests the option to reuse towels and sheets, reduced their energy consumption by using energy efficient lighting/low flow toilets and showers, and supported community environmental causes.

And, not surprisingly, Americans' sense of environmental responsibility manifests itself in many other ways: eight out of ten (78 percent) U.S.



adults consider themselves "environmentally conscious," according to the survey. In fact, more than half:

- Turn out the lights when they leave a room (85 percent);
- Practice energy efficiency by regulating air conditioning and heating when not at home (67 percent);
- Recycle trash (60 percent);
- Shut off water while brushing teeth or shaving (60 percent);
- Try to use more energy efficient light bulbs (59 percent);
- Keep showers short (53 percent).

travelhorizons™ is a bi-monthly survey of U.S. adults who are active travelers and is co-authored by the Travel Industry Association and Ypartnership. The national survey of 2,296 travelers was conducted in August 2007, and the estimated margin of error is +/-2.05 percent at the 95 percent level of confidence. ♦

Source: Travel Industry Association of America (TIA).

Fido More Popular than Grandma on Vacation

Best Western Family Travel Survey

Today's family vacations are shorter yet more elaborate and expensive, involving journeys to farther locations than what most people remember from their childhood, according to a new survey by Harris Interactive® commissioned by Best Western International. In addition, travelers are more likely to include pets in their trips over grandparents, aunts, uncles and cousins.

Eighty-eight percent of U.S. adults who take family vacations indicated that a getaway these days is different from when they were children. More than half (55 percent) claimed that today's vacations are more expensive, while just over two-fifths (42 percent) said they now travel greater distances.

Among those who take family vacations, value for the money (62 percent) and the desire to spend time with loved ones (38 percent) are the top considerations when determining

where to go on the family vacation, as opposed to an equal amount of activities for adults and children, which came in near the bottom at 14 percent.

The 2007 Best Western International Family Vacation Study also discovered that, contrary to popular opinion, children do not always determine where the family goes on vacation. Only one percent of adults polled indicated that the kids have the most sway in the decision-making process.

Despite the fact that many upscale properties are adding "kids concierge services" and other special programs for children, the presence of specific kids' activities or programs at a resort is actually the least important factor in selecting a place to go for vacation. Only four percent overall of those who usually stay in hotels for family vacations and 12 percent of those with



children under 18 living in their households who stay in hotels for family vacations cited this as one of the most important factors in selecting a hotel. ♦

Source: Best Western International is THE WORLD'S LARGEST HOTEL CHAIN®, providing marketing, reservations and operational support to 4,200* independently owned and operated member hotels in 80* countries and territories worldwide. Founded in 1946, this iconic brand is host to approximately 400,000 worldwide guests each night.

*Numbers are approximate and can fluctuate.

Cornell Hospitality Design Roundtable Foresees Market Changes that Will Alter Hotel Design

Changes in the hotel market will require new design ideas from the inside out and from outside in, according to participants in the 2007 Cornell Hospitality Design Roundtable, held in October at the Cornell University School of Hotel Administration. Hotel designers will see inside-out changes as a result of demand from new generations of business travelers, while the outside-in changes are driven by efforts to improve hotel buildings' energy efficiency and environmental standing. Along the way, an ever-shifting approach to branding hotels will make for additional design challenges.

Chaired by Richard Penner, a professor at the hotel school, the 2007 Hospitality Design Roundtable is part of a series of Roundtables presented by Cornell's Center for Hospitality Research. While still attending to the needs of fifty-something business travelers, hotels have turned to address changes in the market caused by increasing numbers of twenty-, thirty-, and forty-year-old travelers. The result, according to participants in the Roundtable on "Designing for Demographic Change" is that designers must appeal to a broad range of ages.

Panel participant Saverio Scheri, managing director for WhiteSand Consulting, pointed out the challenge: "We have to evolve the experience to match the expectations of each age group—and those expectations are high."

Designing hotels for environmentally sound operation creates a different set of challenges, as examined by the Roundtable session on Green Hotels. Most environmental standards begin with the building envelope (for example, LEED, Leadership in Energy and Environmental Design). This means that the decision to seek environmental certification must be made early in the project. Complicating this decision is the absence of LEED standards for hotels and the question about whether guests would pay a premium for LEED certified rooms.

In the midst of these demographic and environmental changes, hotels are also attempting to redefine the role and value of brands. Some brands are attempting to create design concepts that cannot be readily copied, while others are taking well-known names and extending them to new developments.



More than 30 new brands had been announced in the months prior to the Roundtable, inviting confusion, according to Roundtable participant Raj Chandnani. Chandnani, director of strategic planning and consulting, WATG, observed: "We're all in the industry and we're confused—imagine what the customer thinks!" Part of the confusion may arise from the convergence of design among several major brands, according to Debbie Mace, director of interior architecture, 4240 Architecture, in Denver. "There are probably only a handful of brands that can be readily distinguished by look," she said. ♦

Source: Cornell School of Hotel Administration/The Center for Hospitality Research (CHR)

Mandatory Business Recycling Begins

The Sacramento Regional Solid Waste Authority (SWA) is the first metropolitan area in the State of California and one of only a few jurisdictions in the nation to implement a mandatory Business Recycling Ordinance.

“Recycling will provide opportunities for the business community to reduce the amount of waste going to landfills and also provide new life for discarded recyclable materials” states SWA Board Chair Lauren Hammond.

Some businesses like the Westfield Downtown Plaza have already implemented recycling programs, “Westfield Downtown Plaza is committed to environmental responsibility and supports community awareness of recycling and energy conservation, and is very pleased to support and participate in the recycling program introduced in Sacramento,” states General Manager Christi Woodards.

Recycling Means Good Business!

The Sacramento Regional Solid Waste Authority (SWA) has adopted a new Business Recycling Ordinance that requires businesses in the City of Sacramento and the unincorporated area of Sacramento County to keep designated recyclables including cardboard, office paper and beverage containers separate from the garbage.

All businesses and all non-residential properties who subscribe to garbage service of four (4) cubic yards or greater per week are required to have a recycling program.

This ordinance will help ensure that the business community is participating in recycling programs similar to single family homes and apartment complexes and will further assist in maintaining statewide diversion mandates.

The Sacramento County Environmental Management Department (EMD) is responsible for implementation including education and outreach. The ordinance is being implemented in the following phases, with early emphasis on education.

Phase 1: Inventory of commercial waste generators.

Phase 2: Education and outreach to explain the ordinance requirements and service options.

Phase 3: Site inspections by EMD staff will begin with compliance being the primary objective

For more information about Business Recycling, e-mail SWABusinessRecycling@SacCounty.net. ♦

Hotel Updates



At the Sacramento Marriott Rancho Cordova...A brand new Concierge Lounge recently debuted to rave reviews. Located on the 10th floor of the hotel, Marriott Gold and Platinum members, and those guests staying on the two Concierge floors of the hotel, now have a beautiful new lounge to relax in. Guests enjoy a hot breakfast, afternoon appetizers and cocktails, and two 50-inch plasma televisions to watch sports or favorite prime time shows.



This summer, the Embassy Suites Sacramento and the Tower Bridge Bistro welcomed Executive Chef Clay Purcell to the team. Purcell comes from the Hyatt family, including stints in Monterey and West Hollywood. According to Embassy Suites Food & Beverage Director Carolyn Woytek, Chef Purcell has brought a new fresh, regional California cuisine to the menus, with a touch of Tuscany. Being a Northern California native, Chef Purcell has a passion for the local food and the limitless bounty of our state. The new menus may be viewed at the new Web site: www.towerbridgebistro.com. Guests are welcome to request online reservations at the Bistro and receive e-mail confirmations. Samplings of dinner entrées on the new menu include:

- Sonoma Duck Breast with Roasted Sugar Pie Pumpkin and Apple-Cranberry Veloute
- Pepper Crusted Seared Ahi with Slow-cooked Caponata and Toasted Focaccia. ♦

Toys and Holiday Cheer

SHA Annual Holiday Reception

Tuesday, December 11

4:30p.m.–6:30p.m.

Doubletree Hotel Sacramento

2001 Point West Way

Members and guests are invited to continue SHA's holiday tradition of collecting new toys for the less fortunate children in our community. The Salvation Army will distribute them to local children during the holiday season. Please plan to bring a new unwrapped toy to the reception—no guns or weapons.

Thanks also to the Doubletree staff for serving as our hosts for this annual festive holiday gathering. Bring your staff and join your industry colleagues for some holiday cheer!

Welcome New Members

FAIRFIELD INN AND SUITES SACRAMENTO ELK GROVE

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(916) 681-1331 Fax
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Manager*
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Number of full-time employees: 25

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Services: Sacramento Wine & Nightlife Tours is a new kind of tour company. We deliver personal tour service that is customized for every customer and every situation. We can accommodate small and large groups.

Member Updates

Congratulations to **Nancy Vasquez** on her promotion to director of sales at the **Hilton Sacramento Arden West**. Vasquez has been at the hotel nearly 10 years, having worked in various departments at the hotel during this time—including front desk, accounts receivable, guest relations, catering/convention services, and sales. Her career has been devoted to learning everything about hotel operations, with a goal of becoming a general manager.

The **Embassy Suites Sacramento** and Tower Bridge Bistro have welcomed Executive Chef **Clay Purcell** to the team. Purcell comes to the Embassy Suites from the Hyatt family, including stints in Monterey and West Hollywood.

Personnel news at the **Radisson Hotel Sacramento**...**Lisa Wilson**, General Manager; **Marie Cicogni**, Director of Sales; and **Richard Robinson**, Human Resources Manager.

The **Sacramento CVB** has joined the Baltimore Area CVA and the Fort Worth CVB as the third city in their innovative partnership. Baltimore and Fort Worth have been selling themselves as an East Coast/Midwest package since they teamed up in July and have been looking for a West Coast city to round out the partnership. "We are excited about this partnership for not only what it offers this organization, but what it allows us to offer our existing and prospective clients," said Steve Hammond, president and CEO of the Sacramento CVB. "The partnership allows us to offer our clients more options and enables us to help them build stronger relationships with destinations outside of their typical geographic areas." This new, aggressive sales strategy is based on a national hotel model that encourages groups to sign multiyear contracts at properties located around the country, often with an incentive for doing so. By joining forces and sharing three additional salespeople, the partner cities have the ability to be more competitive by offering possible discounts for booking Baltimore, Fort Worth and Sacramento in a multiyear deal. If one of the cities isn't a good fit for a group, the sales staff will continue to push the other two destinations. Similar to the Baltimore and Fort Worth arrangement, Sacramento will add a dedicated salesperson who will communicate the outstanding attributes of all three destinations. The three cities will deploy three managers to work with meetings organizers across all business market segments. Goals for the three-city sales team are contingent on booking business in each city. The partnership will also include joint client events and shared marketing messages in the convention trades. One major common goal is to offer the meeting professional efficiency in learning about and building strong relationships with three dynamic cities in each main region of the country. As a result, these enhanced relationships will allow Baltimore, Fort Worth and Sacramento to increase the economic impact of conventions and meetings in their respective cities. ♦

SHA Events Calendar

- **Tuesday, December 11, 2007**
SHA Holiday Reception and Toy Collection
Doubletree Hotel Sacramento
4:30 p.m. to 6:30 p.m.
- **Friday, January 18, 2008**
SHA Luncheon Meeting
- **Friday, February 15, 2008**
SHA Luncheon Meeting
- **Friday, March 14, 2008**
SHA Hospitality Gala and Awards
*Employee and Supplier
Recognition Awards*
Hyatt Regency Sacramento
(evening event)
- **Friday, April 18, 2008**
SHA Luncheon Meeting
- **Friday, May 16, 2008**
SHA Luncheon Meeting
- **Friday, June 20, 2008**
SHA Luncheon Meeting