

# SACRAMENTO HOTEL ASSOCIATION

Reader Board

February 2008

## 2008 Hospitality Gala Service of Olympic Magnitude

*Honoring Hotel Employees and a Key Supplier*

It takes spirit, determination, and skill to serve our guests and manage our lodging properties. Like Olympic athletes, our hotel employees and the entire hospitality community are torchbearers in promoting our destination.

The Gala theme embodies the Olympic spirit of competing fairly with competitors, using knowledge and skill to win business, and honorably representing the hospitality industry.

Join your industry colleagues on Friday evening, March 14, at the Hyatt Regency Sacramento, for the Sacramento Hotel Association's 16th annual Hospitality Gala.

The evening's itinerary is a memorable way to recognize exceptional hotel employees for doing the heavy lifting, hitting the targets, and playing a vital role on your customer-service team. In addition, discover which Associate member company will be recognized as this year's outstanding supplier.

During the Gala, we'll also recognize this year's scholarship recipients, whose awards are sponsored by the Sacramento Hotel Association and the Sacramento Convention & Visitors Bureau.

**Event Date**—Friday, March 14, 2008

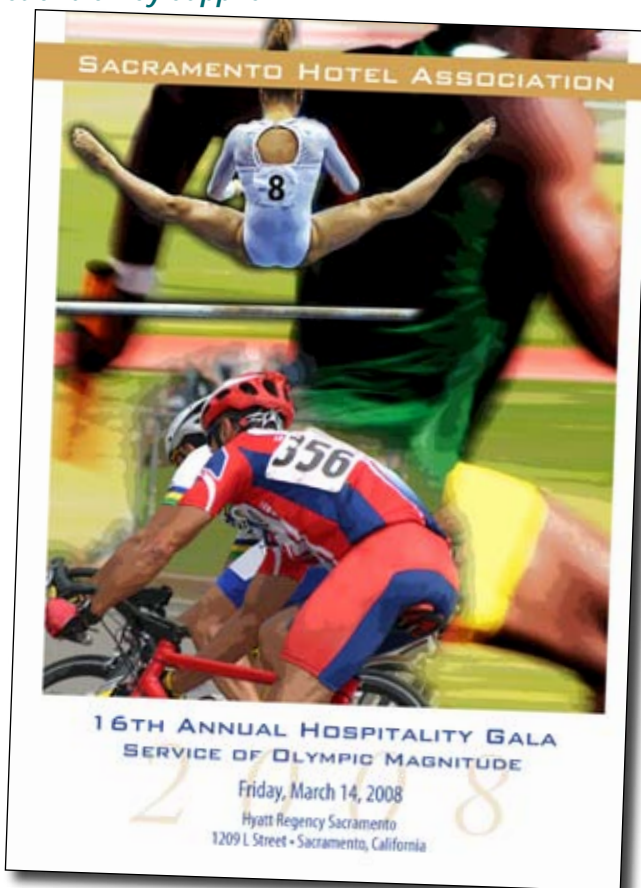
**Olympic Village**—Hyatt Regency Sacramento

**Starting Block Reception**—6:15 p.m.

**Olympic Village Dinner and Medal Presentations**—7:00 p.m. - 9:30 p.m.

**Dress Code**—Sports Attire or Business Casual

Our hosts at the Hyatt Regency Sacramento invite you to be part of the celebration at this year's Hospitality Gala. ♦



## New SHA Officers and Directors

On December 11, members of the Sacramento Hotel Association reelected **Steve Mammet**, general manager of the Embassy Suites Hotel Sacramento, as the President of the Board of Directors.



SHA Board Director **Ralph Suda** (right) announced the slate of Officers and Directors for election. **Steve Mammet** (left) was reelected SHA President for a second year.

Other Officers elected include: Vice President **Howard Harris**, general manager, Hilton Arden West; Secretary **Ulrich Samietz**, general manager, Hyatt Regency Sacramento; and Treasurer **Dwight Miyakawa**, general manager, Holiday Inn Northeast. **Liz Tavernese**, general manager of the Holiday Inn Capitol Plaza, serves as Past President.

New Professional Directors appointed to one-year terms to complete the balance of unexpired terms (through December 2008) include: **Brian Larson**, general manager, The Citizen Hotel; **Jeff Swanson**, general manager, Le Rivage Hotel; and **Lisa Wilson**, general manager, Radisson Hotel Sacramento. **Ralph Suda**, general manager, Sacramento Marriott Rancho Cordova continues a two-year Director term.

At its January Board meeting, the Board reappointed Associate Directors to new one-year terms on the Board.



**SACRAMENTO HOTEL  
ASSOCIATION  
2008 BOARD OF DIRECTORS**

**President**

STEVE MAMMET ..... (916) 326-5000  
Embassy Suites Hotel

**Vice President**

HOWARD HARRIS..... (916) 922-4700  
Hilton Sacramento Arden West

**Secretary**

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

**Treasurer**

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

**Past President**

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

**DIRECTORS**

BRIAN LARSON..... (916) 930-0960  
The Citizen Hotel

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

JEFF SWANSON..... (916) 443-8400  
Le Rivage Hotel

LISA WILSON..... (916) 922-2020  
Radisson Hotel Sacramento

MITCH JOHNSON..... (916) 927-0001  
Southern Wine & Spirits

FRED PLEINES JR. .... (916) 442-4696  
Yellow Cab Co. of Sacramento

**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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www.sacramentohotelassociation.com

## Generous Members Donate Toys



The spirit of the season was evident at SHA's annual holiday reception when members and guests gathered in mid-December at the Doubletree Hotel Sacramento. The Association continued its annual tradition of collecting toys for the less fortunate children in our community. Generous members donated numerous toys for the Salvation Army's annual toy drive.

Special thanks to our reception hosts at the Doubletree for the holiday décor and fabulous food at this annual festive holiday get-together.

The evening also included the election of 2008 Officers and Directors. ♦

## HR Professionals Group Established

A new human resources professional specialty group has been established within the Sacramento Hotel Association.

In late January, Kim Dunbar, regional director of human resources for Larkspur Hotels & Restaurants and Richard Hernandez, director of human resources at the Hyatt Regency, invited HR professionals and general managers to a meeting and reception. They discussed the possibility of establishing a group of HR professionals/GMs who are committed to meeting on a regular basis to discuss issues and challenges that HR professionals in the lodging/hospitality industry are faced with and must respond to on a daily basis.

Attendees at the January event discussed the benefits of establishing such a group, including the value of networking with peers regarding HR initiatives, evaluating industry trends, designing an employee opinion survey or responding to the rapid changes in employment law.

It was the consensus of the group at the January invitational meeting to extend their networking circle and take an active role in becoming part of an HR Professionals Group to further support the purpose of SHA.

The group decided on a quarterly meeting schedule. The first meeting of the SHA HR Professionals Group is scheduled for Tuesday, April 22, at 4:00 p.m. at the Hyatt Regency Sacramento, 1209 L Street. An e-mail meeting notice will be sent to HR professionals/GMs in early April. ♦

## Sacramento Hospitality Classic

Save the Date!

Hospitality industry colleagues, clients, and vendors look forward to a terrific Sacramento Hospitality Classic golf tournament every year—the 2008 edition is set for Monday, September 8, 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 and on SHA's Web site. ♦



## Hotel Profile

# Le Rivage Hotel



## Style & Ambiance

The Le Rivage Hotel features an elegant, yet relaxed environment on the Sacramento River.

The hotel opened in February as a riverfront luxury hotel and a member of the Green Hotel Association. Minutes from the State Capitol, the hotel resides in a secluded spot along the Sacramento River. Inspired by the grand seaside hotels of the French and Italian Riviera, Le Rivage is intertwined with food, art, music and the riverfront.

General Manager Jeff Swanson says opening the hotel has been challenging but definitely worth the wait. "There is nothing else like this in the Sacramento area and we are very excited to be partnered with Scott's Seafood and Spa LaLé. If anyone is interested in seeing the finished product, please come by."

## Location

4350 Riverside Boulevard  
Sacramento, CA 95822  
(916) 443-8400  
www.lerivagehotel.com

## Accommodations

The hotel features 101 guestrooms, each with marbled bathrooms and claw foot tubs, European duvets and comforters with Italian linens, spa bath amenities, robes, flat-screen televisions and high-speed Internet. The Governor's Suite and Tuscan Riverfront Suites have fireplaces and private balconies or patios and in-room whirlpools.

## Dining

Award-winning Scott's Seafood Grill & Bar offers four-star service, riverfront views overlooking the yacht club, patio dining and fireplaces. The restaurant serves breakfast, lunch, dinner and provides room service for guests. All-day comfort food and bev-

erages are available in the Grand Lounge—a European café and wine bar.

## Meeting Rooms/Events

The hotel offers five meeting rooms, with a total square footage of 5,000 feet. Catering opportunities include an elegant ballroom for 200 people and a seasonal outdoor amphitheater and tent along the riverfront. Smaller VIP rooms are available for corporate groups, family gatherings, wedding celebrations, and special events.

## Facilities/Services

Le Rivage features Spa LaLé day spa, fitness center, pool, outdoor whirlpool, bocce ball courts, bicycle rentals, seasonal jet-ski rentals, and a riverfront bicycle trail just minutes from the city business centers and attractions in downtown Sacramento. The hotel also offers preferred availability at nearby tennis and golf clubs, water taxi, sport fishing, limousine service, seaplane tours and yacht parking. Also available is complimentary shoe shine and turndown with Swiss chocolates. The Spa LaLé day spa allows guests to indulge their senses in the pleasures of relaxation, rejuvenation, and restoration via a massage or therapeutic treatment. LaLé offers a meditation room, separate outdoor whirlpool, and treatment rooms.



## Marina

Le Rivage hosts yacht parking conveniently near the hotel and on the Sacramento River. The Le Rivage Marina includes 25 permanent slips for vessels, boat catering, short-term parking, use of the hotel pool and fitness center with berth rental. ♦

## Harris Appointed to STBID Advisory Board

The Sacramento City Council recently appointed Howard Harris, general manager at the Hilton Sacramento Arden West, to the Sacramento Tourism Business Improvement District (STBID) Advisory Board. He was recommended by the Sacramento Hotel Association for appointment by the City Council. Harris was appointed to a complete an unexpired three-year term through May 2010.

Other members of the STBID Advisory Board include Chair Ulrich Samietz, Hyatt Regency; Vice Chair Liz Tavernese, Holiday Inn Capitol Plaza; Bill Cox, Delta Daze Inn Isleton; Dwight Miyakawa, Holiday Inn Sacramento Northeast; and Ralph Suda, Sacramento Marriott Rancho Cordova.

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. ♦

## New Officers and Directors

*continued from page 1*

Those Directors include: **Mitch Johnson**, wine manager, Southern Wine & Spirits, and **Fred Pleines Jr.**, president, Yellow Cab Company of Sacramento.

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

## NBTA Adds Green Questions to Industry-Standard Hotel RFP for 2009 Bid Season

In November, the National Business Travel Association (NBTA) announced the NBTA Modular Hotel RFP has been updated for the 2009 bid season. The changes include the addition of six questions to help travel buyers and hotels reach a common understanding of the hotels' environmental programs, as well as changes to the pricing grid to support dynamic pricing requests.

The Modular Hotel RFP, the industry-standard hotel RFP model, is managed by the NBTA Hotel Committee. The committee, which is made up of buyers, hoteliers, third-party RFP service providers, and related vendors, gathered feedback from the corporate travel community through a survey and extensive conversations to determine what enhancements and updates needed to be made to the industry-standard hotel RFP model. The structure of the RFP remains unchanged; changes were made within existing modules to enable information sharing related to hotels' green initiatives and dynamic pricing; additional changes were made to update and clarify the data gathered in the RFP process. ♦

## Travel and Tourism Works for America Tells the Impact of the Nation's Fifth-Largest Private Industry Sector

The Travel Industry Association (TIA) has released its popular report *Travel and Tourism Works for America*®. The 20-page publication includes details on trip spending in the United States, workforce totals in travel-sector jobs, the most popular trip activities for domestic travelers and the strength in domestic travel versus a weakness in overseas travel to the U.S.

Highlights from major travel industry sectors are also included, such as airlines, cruises, hotels, and packaged travel and tour operators.

Among the facts included in *Travel and Tourism Works for America*:

- Travel and tourism is a \$740 billion industry in the United States.
- TIA ranks travel fifth among 20 major private industry sectors, behind only retail, manufacturing, health and administrative.
- More than 7.5 million people are employed in travel in the U.S. (jobs in the foodservices sector rank No. 1, followed by lodging and entertainment/recreation).
- Most U.S. travel is for leisure purposes (74 percent). Travel for business accounts for the remaining one-quarter of all domestic trip activity (26 percent).
- Despite a 17 percent decline in overseas travel to the U.S., international travelers overall spent more in the country than U.S. travelers spent while traveling abroad, which created a travel trade surplus for the American economy of \$8.3 billion.
- Two billion domestic person-trips were taken in 2006, an all-time high. Growth is expected in 2007 and 2008 as well.
- More Americans travel by automobile (cars, vans or small trucks) than by any other mode of transportation.

Now in its 16th edition, *Travel and Tourism Works for America* tells the story of the economic, cultural and social impact that travel has on the United States. The report is presented by American Express, TIA's Partners in Travel. Single and bulk copies are available for purchase at [www.tia.org](http://www.tia.org) or by calling (202) 408-8422. ♦



## Sheraton and Four Points by Sheraton Hotels Go Smoke-Free

Starwood Hotels & Resorts Worldwide, Inc. announced that its Sheraton® and Four Points®



by Sheraton hotel brands will implement a smoke-free policy at more than 300 hotels and resorts throughout the U.S., Caribbean and Canada. In addition, all public areas will also be 100% smoke-free\*.

There are currently 70 Sheraton and Four Points by Sheraton hotels in the U.S., Canada and Caribbean that are currently smoke-free. Both hotel brands expect to be completely smoke-free in the U.S. and Canada by December 31, 2008.

The new policy also follows in the footsteps of their sister brand, Westin®, who became the first hotel chain to go smoke-free in January 2006 when the brand introduced the policy across all hotels in the U.S., Canada and Caribbean. Due to the overwhelming feedback from guests, Westin hotels in Australia, Fiji, and Scotland have also gone smoke-free.

All Sheraton and Four Points by Sheraton hotels and resorts in the U.S., Caribbean and Canada will offer a designated outdoor area for guests who smoke.

\*Smoking may be permitted in areas not owned or operated by Sheraton Hotels & Resorts and Four Points by Sheraton and in designated outdoor smoking areas. ♦

Source: Starwood Hotels & Resorts Worldwide, Inc.

# Meeting Professionals International and American Express Study Forecasts Solid 2008 for Meeting Industry

According to *FutureWatch 2008*, the definitive market trends study for the global meeting and event planning industry, meeting professionals expect healthy attendance and budget increases in the coming year. The 6th annual international study, conducted by Meeting Professionals International (MPI) and sponsored by American Express, surveyed 1,643 meeting and event professionals and suppliers from around the world, which is the largest response in the last three years to a *FutureWatch* study.

Overall, meeting and event professionals expect a 19 percent spike in attendance in 2008. The finding was matched by a prediction that interest in Web casts and other compliments to live meetings will also rise, but clearly will not displace the strategic value of face-to-face meetings.

"*FutureWatch 2008* is further evidence that there's no substitute for the power of human connections through live interaction," says Bruce MacMillan, president and CEO of MPI. "This year's study showed that while meeting and event professionals are embracing technology, its greater role is in enhancing events, not replacing them."

Among its chief findings, *FutureWatch 2008* also found:

**Rapid move toward globalization expected, not just discussed**

- *FutureWatch* respondents expect their industry to globalize rapidly in the coming year. Twenty percent expect their organizations to extend their global reach in 2008, compared to less than one percent who foresee a decrease in globalization.
- At a time when MPI is extending its own presence in new regions of the world, 14 percent of respondents, including 16 percent in Canada and 31 percent in Europe, said they had seen increased interest in holding meetings in the Middle East.

**Budget growth predicted despite worldwide economic concerns**

- Among its economic findings, *FutureWatch* found all respondents expressed concern about an economic downturn in 2008. Despite this perception, corporate planners remain bullish on budget expectations, predicting a 27 percent rise in 2008. This may be

an indication of a growing recognition of the value of meetings and events in the private sector.

**Suppliers and independent planners may face talent shortages**

- This year's study found that talent shortages are roughly twice as important for suppliers and independent planners as they are for corporate and association planners, suggesting that concern over the ability to hire and retain qualified employees is gradually permeating the industry.
- In a related issue, less than one-fifth of meetings business is expected to be outsourced in 2008, but that total will still represent a 14 percent increase in volume.

**Industry is going "green"**

- *FutureWatch* also found that interest in environmental sustainability has not bypassed the meeting planning industry. A growing number of professionals, 19 percent overall, list conservation and environmental concerns among the top three trends affecting their work.

*Additional findings of interest to hoteliers and suppliers included the following:*

**Facility choices and rates**

- City hotels are the most frequent venue choice for all planner categories. Interest in resort hotels is driven primarily by corporate and independent planners, predominantly in the United States. Conference centers and university settings are most likely to draw government-hosted events and are most popular in Europe, while convention centers will draw the largest share of their business from associations and independent planners. Beyond the general categories in the survey, planners identified a range of other venues where meetings take place, including art galleries, classrooms, city halls, cruise ships, private homes and in-house facilities.
- Meeting professionals expect hotel rates to increase by an average of 8 percent over the next year. Nearly two-thirds of *FutureWatch 2008* respondents anticipate that hotel rates will increase in 2008. About 22% expect rates to remain stable, while 0.7% predicts a decrease. Of those who see higher rates ahead, client-side planners tend to expect larger increases than suppliers and independent planners.



- Across all planner categories, the most frequent practice in 2007 is to invite three properties to bid on the contract to host a meeting. However, more than one-quarter of planners and more than one-third of independents are already offering their events to 10 or more facilities, and larger offers will become increasingly common in 2008.

**Building the relationship**

*FutureWatch 2008* revealed some gaps between suppliers' strategies to build customer loyalty and the offers that are most important to planners... partly because planners' interests and priorities have changed over the last 12 months. Contrary to their responses to *FutureWatch 2007*, planners are now much more interested in competitive pricing, flexible contracts and preferred vendor agreements with key suppliers, less concerned with fast turnaround on proposals, and considerably less amenable to personal reward programs and hospitality.

The result is that many suppliers appear to be scrambling to keep up with planners' expectations.

Planners suggested that suppliers could position themselves more effectively by delivering outstanding service, working through national and global sales offices, responding precisely to RFP requirements, offering free Internet at meeting facilities and forming partnerships to "create actual relationships, not just schmoozing."

Suppliers said their relationship strategies included better knowledge of client needs, more frequent contact and effective use of technology.

Complete *FutureWatch 2008* results detailing the economic, societal and travel industry trends expected to impact the meeting planning industry are available online at [www.mpiweb.org](http://www.mpiweb.org) or [www.americanexpress.com/meetingsolutions](http://www.americanexpress.com/meetingsolutions). ♦

Source: Meeting Professionals International (MPI)

# Welcome New Members

## HOTELS

**HOLIDAY INN EXPRESS HOTEL & SUITES SACRAMENTO AIRPORT/NATOMAS**  
2981 Advantage Way  
Sacramento, CA 95834  
(916) 928-9400  
(916) 928-9235 Fax  
sacdp-gm@g-rem.com  
www.hiexpress.com  
www.ichotelsgroup.com  
Number of rooms: 100  
*Alicia Mendes, General Manager*

**LE RIVAGE HOTEL**  
4350 Riverside Boulevard  
Sacramento, CA 95822  
(916) 443-8400  
(916) 706-3384 Fax  
jeff.swanson@lerivagehotel.com  
www.lerivagehotel.com  
Number of rooms: 101  
*Jeff Swanson, General Manager*

**RESIDENCE INN SACRAMENTO AT CAPITOL PARK**  
1501 L Street  
Sacramento, CA 95814  
(916) 443-0500  
(916) 443-0600 Fax  
www.marriott.com  
Number of rooms: 235  
Number of employees: 47  
*Cassandra Campanelli,  
Sales Manager  
Lorna Stoddard, Sales Coordinator*

**THE CITIZEN HOTEL**  
926 J Street (opening fall 2008)  
Sacramento, CA 95814  
(pre-opening office address)  
1600 K Street, Suite 105  
Sacramento, CA 95814  
(916) 930-0960 temporary  
blarson@jdvhotels.com  
www.jdvhotels.com  
Number of rooms: 197  
Number of employees: 170 estimate  
*Brian Larson, Managing Director*

## ASSOCIATES/VENDORS

**STATE EMPLOYEE HOTEL DIRECTORY**  
980 Ninth Street, Suite 175  
Sacramento, CA 95814  
(916) 444-7665  
(916) 444-1731 Fax  
katie.monson@capitolweekly.net  
info@californiahoteldirectory.net  
www.capitolweekly.net  
*Karen York, Publisher  
Katie Monson, Directory Manager*

Services: Our hotel advertisers tap a targeted, affluent market of professional travelers doing the state's business—travelers in need of lodging and travelers who can be counted on for return business. Our state employees tap an information database of the best hotels and motels statewide—the lodging properties that make a special effort to please their state guests. Our general readers get the location, cost and availability of hundreds of places to stay in one handy booklet, updated every month.

## Member Updates

Long-time Sacramento hotelier **Ron Berger** is the new general manager at the **Doubletree Hotel Sacramento**.

**Lorraine Buckley** is the new human resources manager at the **Holiday Inn Capitol Plaza**.

The **Radisson Hotel's** new director of sales is **Marie Cicogni**.

**Jeffrey Nichols**, general manager of the **Hawthorn Suites Sacramento**, has announced staff updates as follows: **Jim Rairdon**, director of sales; **Erica Castro**, sales manager; **Casey Maloney**, sales manager and **Renee Shankar**, catering manager.

**Doug Remedios** is the new director of food & beverage at the **Hilton Sacramento Arden West**. His previous experience includes stints at the **Sheraton Grand Sacramento** and the **Hyatt Regency Sacramento**.

The **Sacramento Marriott Rancho Cordova** has named **Julie Vinson** at the hotel's new director of catering. She previously worked at the **Hilton Arden West**.

**Lawrence Walters** has been named as the new general manager at the **Sheraton Grand Sacramento**. He most recently was at the **Westin Diplomat Hotel** in Florida.

The **Radisson Hotel Sacramento** has named **Lisa Wilson** as its new general manager. Wilson is a former director of sales for the hotel.

The **Sacramento Convention & Visitors Bureau** has appointed **Terry Selk** as director of tourism. Selk spent 18 years in various positions with the California Division of Tourism and the California Travel and Tourism Commission, most recently as director, travel trade development. He directed trade outreach efforts to domestic and international tour operators, created cooperative marketing programs, managed the representation contracts for California's five overseas tourism offices and produced two television series for international broadcast and DVD distribution. Selk started his marketing company, TASMARk Enterprises, in 2006. He developed programs for destinations and travel companies involving food, wine and golf products and services. ♦

## SHA Events Calendar

- **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**  
Holiday Inn Sacramento Northeast
- **Thursday, May 22, 2008\***  
*\*rescheduled date\**  
**SHA Luncheon Meeting**  
Sheraton Grand
- **Friday, June 20, 2008**  
**SHA Luncheon Meeting**  
Speaker: Jim Abrams, President & CEO, California Hotel & Lodging Association  
Doubletree Hotel
- **July and August**  
**No SHA Luncheon Meetings**
- **Monday, September 8, 2008**  
**Sacramento Hospitality Classic Golf Tournament**  
Wildhawk Golf Club