

SACRAMENTO HOTEL ASSOCIATION *Reader Board*

September 2011

SACRAMENTO HOTEL ASSOCIATION



SHA Board Leadership Changes

In late June, Lawrence Walters resigned as SHA Board President for health reasons. Walters is the former general manager of the Sheraton Grand. SHA Board Vice President Doug Warren has assumed the duties of Board President and will serve until December 2012. Warren is the general manager of the Courtyard by Marriott Cal Expo and Fairfield Inn Sacramento Cal Expo.

In late May, Ulrich Samietz, former general manager at the Hyatt Regency, resigned as Treasurer of the SHA Board of Directors. Samietz relocated to the Hyatt Regency Vancouver in British Columbia.

SHA Director Jeroen Gerrese was appointed as Board Treasurer; he will serve as Treasurer until December 2012. Gerrese is the asset manager at the Lions Gate Hotel & Conference Center.

Scott VandenBerg, the new general manager at the Hyatt Regency Sacramento, was appointed to the SHA Board as a Director to complete an unexpired term through December 2012.

Thanks to Lawrence Walters and Ulrich Samietz for their past service, congratulations to Doug Warren and Jeroen Gerrese on their new leadership roles, and welcome to Scott VandenBerg.

5th Annual Community Service Day *The Hospitality Industry Helping in the Community*

SATURDAY, SEPTEMBER 24, 2011

Volunteers from SHA-member hotels and vendor companies will spend the morning giving back to our community at the Association's 5th annual community service day on September 24. In concert with the Sacramento Children's Home, the City of Sacramento, California Marine Families and the Sacramento Public Library, volunteers will accomplish a variety of outdoor and indoor tasks for this service project...landscaping/gardening, facility maintenance, painting, creating holiday cards and more.

After the morning of work, volunteers will have time to celebrate the support provided to community—breakfast and lunch provided by sponsoring hotels.

Thanks once again to long-time SHA member—Yellow Cab Company of Sacramento—for sponsoring t-shirts for all volunteers.

Location/Assemble Teams

Sacramento Children's Home
2750 Sutterville Road, Sacramento

Schedule—Saturday, September 24, 2011

Morning	Carpool to Sacramento Children's Home
7:15am – 8:00am	Grab & Go Breakfast/Registration/T-shirt Pick-up
8:00am – 8:30am	Project Overview/Team Assembly
8:30am – 12:30pm	Community Service Project Tasks
12:30pm – 1:30pm	Picnic Lunch/Awards/Thanks



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ASSOCIATION
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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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2012 Federal Per Diem Rates for California

The U.S. General Services Administration (GSA) recently announced the per diem rates (<http://www.gsa.gov/portal/category/100120>) for California, which will take effect on October 1, 2011, and run through September 30, 2012.

Sacramento

\$99 Lodging

\$61 Meals and Incidental Expenses

GSA establishes per diem rates providing the maximum reimbursement allowances up to which federal employees are reimbursed by their agencies for expenses incurred while on official travel. The per diem rate for an area is actually three allowances in one—the lodging allowance, the meals allowance and the incidental expense allowance. The average per diem rate in California is \$179, which is comprised of \$114 for lodging, and \$64 for meals & incidentals. The lodging average for California is 48% above the national average of the \$77 CONUS rate (the average within the Continental US). In California, there are 33 Non-Standard Areas (NSA) that have per diem rates higher than the standard CONUS.

How the Federal Per Diem Rates are Established

For the past several years, GSA rates have been based on the Average Daily Rate (ADR). This data is obtained through a GSA contract with a leading provider of lodging industry economic data, Smith Travel Research. For rate setting, GSA is required by law to use only properties that are certified as being “fire safe” and in compliance with the Hotel & Motel Fire Safety Act of 1990. This requires smoke detectors and automatic sprinkler systems in each guest room. Specifically, the GSA utilizes:

- Only “fire safe” properties;
- Properties that fall within the mid-price range. This range includes all properties from the lowest to the highest of the mid-price, upper and upper-upscale properties in an area;
- Data from the prior 12-month period. For FY 2012, this is from April 2010 through March 2011;
- Business travel week data (Monday through Thursday); and
- Ceilings and floors (which is pretty obvious).

Sources: CH&LA and GSA

Events Calendar

Saturday, September 24, 2011

*SHA Community Service Project:
“The Hospitality Industry Helping
in the Community”*

Primary Project Venues:
Sacramento Children’s Home
2750 Sutterville Road
and Curtis Park
3349 West Curtis Drive

Check with your team leader for
more information, or contact
SHA staff at (916) 441-6110.

Monday, October 10, 2011

*Sacramento Hospitality Classic
Golf Tournament
Fundraiser for Scholarship
Program*

Valley Hi Country Club
9595 Franklin Boulevard,
Elk Grove

8:30 a.m. – Breakfast Buffet
10:00 a.m. – Shotgun

Friday, November 18, 2011

Luncheon Meeting & Presentation
Presenter: Thomas E. Callahan,
Chief Executive Officer-West,
Colliers PKF Consulting USA
*Review of Hotel Industry Activity
and Projections for the Future*

Lions Gate Hotel
3410 Westover Street
11:30 a.m. – Reception
12:00 noon – Luncheon
& Presentation

Tuesday, December 13, 2011

*SHA Holiday Reception,
Toy Collection & Board Election*
Holiday Inn Capitol Plaza

300 J Street
5:30 p.m. – Reception

Sacramento Hospitality Classic

October 10

Valley Hi Country Club



Sign up today! We'll be back at Valley Hi Country Club in Elk Grove for the 2011 Sacramento Hospitality Classic Golf Tournament. It's the tournament participants look forward to all year!

Hospitality industry colleagues, clients, and vendors will gather for another fabulous Hospitality Classic golf tournament this year—Monday, October 10. Come out and enjoy a day of tournament golf. Golfers of all skill levels are welcome.

The day begins with a hot buffet breakfast and practice shots on the driving range and an opportunity to peruse the fabulous raffle prizes you might win (if you've purchased your raffle tickets!).

Enjoy friendly tournament play interrupted only by visits with generous event sponsors. Then enjoy the awards reception featuring savory foods prepared by local hotel chefs. After the extraordinary food, it's time to hand out the tournament awards. All activities take place at Valley Hi Country Club.

CLASSIC SCHEDULE

Monday, October 10

Valley Hi Country Club

9595 Franklin Boulevard, Elk Grove

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

Assemble your foursomes now for this hospitality community event. Enjoy golf, fun, food, and prizes for \$160 per golfer. Register today at www.sacramentohotelassociation.com—click on Events. Check out the golf course at www.valleyhicc.com.

Sponsorship Opportunities Available

Participation and sponsorship at the Sacramento Hospitality Classic offers you:

- Sponsorship visibility for your company or property;
- An opportunity to 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 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!

Register today at www.sacramentohotelassociation.com—click on Events. Sponsorship and Raffle Prize Donation forms are also available on the website.



STBID Advisory Board Updates

In late May, Ulrich Samietz, former general manager at the Hyatt Regency, resigned as Chair of the Sacramento Tourism Business Improvement District (STBID) Advisory Board. Samietz relocated to the Hyatt Regency Vancouver in British Columbia.

In late June, STBID Advisory Board member Lawrence Walters resigned from the STBID Advisory Board for health reasons. Walters is the former general manager of the Sheraton Grand.

SHA recommended to the Sacramento City Council that Ken Leone Jr., general manager at the DoubleTree by Hilton Sacramento, be appointed to complete an unexpired three-year term, through March 2012, on the STBID Advisory Board. In July, the City Council appointed Leone to the STBID Board.

When the STBID Advisory Board met in July, the Board elected Liz Tavernese, general manager at the Holiday Inn Capitol Plaza, as Chair of the STBID Advisory Board; she had previously served as Vice Chair. Ken Leone Jr. was elected as Vice Chair of the Advisory Board.

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.

Hotel Guests Rank Cleanliness Over Security

Americans rank cleanliness (43%) over security (11%) as the most important factor in selecting a hotel, according to a survey conducted on behalf of the Chubb Group of Insurance Companies. Price and location were top factors for 23% and 19% of respondents, respectively.

The survey also showed that 84% of Americans would not refrain from traveling for business on 11 September, the 10-year anniversary of the 9/11 terrorist attack. Fewer than one in five of Americans are fearful of flying on 11 September, while only 16% are fearful about flying on an airplane on a national holiday.

"Travelers should take safety precautions more seriously, and travel security should be higher on their checklist than cleanliness," said Jim Villa, a senior VP and North American manager for Chubb's Accident & Health business. "It seems that more people are concerned about housekeeping than security."

Source: Compiled by Stacey Higgins with Hotel News Now www.hotelnewsnow.com

Emergency Preparedness Training: Planning is Key

SHA and Metro Fire CERT

Twenty-five participants from area hotels attended the August 17 training program, “The Hospitality Industry and Sacramento County/Sacramento City Emergency Operations Plans,” at the Sacramento Marriott Rancho Cordova. Many departments were represented—engineering, housekeeping, front desk, operations, and culinary/catering/banquets. There was also a bonus fire extinguisher training program.

The program was presented by the Metro Fire CERT (Community Emergency Response Team) Outreach Training Team. Thanks to Betty Taylor, outreach coordinator, for managing the program in cooperation with the Sacramento Hotel Association. And, thanks to the Professional Responders from Sacramento Metropolitan Fire District who assisted with the training—Captain Joe Pick and Captain Allen Getreu.

Following the welcome and program overview, participants adjourned to the hotel parking lot for a hands-on skill training session to learn how and when to use a fire extinguisher.

The classroom training program focused on simplifying the Sacramento County and City Emergency Operations Plans and understanding how the plans may impact lodging properties. The group also learned about a property’s responsibilities in regard to these plans.

This training included a discussion of specific hazards that can impact properties and how to prepare and respond effectively. The program also included a special presentation by a Metro Fire CERT member who is with the National Oceanic and Atmospheric Administration (NOAA). Participants learned about severe weather issues and a program offered through NOAA for lodging properties.

The primary goal of this training program was to equip participants with knowledge and understanding that can be shared with colleagues for further planning and practice at their respective properties.

Metro Fire CERT outreach coordinator Betty Taylor reported that several attendees realized that “they had some work to do” with regard to preparedness and planning and would be using the information presented in their safety meetings to inform and educate their staff.

Special thanks to Metro Fire CERT, the instructors and our hosts at the Sacramento Marriott Rancho Cordova for hosting the training and the program refreshments and snacks.

The SHA Board of Directors will be evaluating potential future training programs in concert with the Metro Fire CERT outreach coordinator. The training programs are presented at no charge to the participants.



Working in teams, training program participants practice the correct use of a fire extinguisher. (Note: Extinguishers filled with water rather than dry chemicals were used in the practice session.)



Thanks to the Metro Fire CERT (Community Emergency Response Team) Outreach Training Team for partnering with SHA to present the August 17 training program.

July Demand Increases 3.6%, Reporting Most Room Nights Sold

By Rachael Spann Urie, Director, Public Relations, STR, and HotelNewsNow.com columnist

In July, the U.S. hotel industry reported the largest number of rooms sold during a month, reporting a 3.6% increase over July 2010, according to data from STR.

In July, the industry sold more than 105 million room nights. This is only the second time the industry has sold more than 100 million room nights in any given month, the last time being July 2010.

Overall the U.S. hotel industry’s July occupancy increased 2.9% to 69.9%, average daily rate ended the month up 3.9% to US\$103.09, and revenue per available room rose 6.9% to US\$72.07.



Among the chain-scale segments, the luxury segment reported the largest increases in all three key performance metrics. The segment’s occupancy rose 3.5% to 74.2%, ADR was up 7.4% to US\$245.89, and RevPAR increased 11.1% to US\$182.52.

The midscale segment reported the only decrease, ending the month virtually flat in ADR with a 0.9% decrease to US\$78.62.

Five top markets experienced RevPAR increases of more than 15 percent: Miami-Hialeah (+23.2% to US\$98.26); San Francisco/San Mateo (+22.1% to US\$138.55); Los Angeles-Long Beach, California (+19.3% to US\$108.66); Phoenix (+18.9% to US\$37.59); and Tampa-St. Petersburg (+18.5% to US\$55.28).

Hotel News

Marriott Mobile Tools

Marriott International has launched a new free mobile app for iPhone, BlackBerry and Android devices. Marriott also launched its new “app-like” mobile website that can be accessed from any Web-enabled mobile device.

The new Marriott mobile tools enable customers to find nearby hotels, book a room, check their upcoming reservations and get details about their hotel, including photos. With the app and mobile website, travelers can also enroll in Marriott Rewards, check their point balance, and even find out what’s happening in the local area.

Source: Compiled by Stacey Higgins with Hotel News Now www.hotelnewsnow.com

Sheraton Hotels Launches New \$20 Million Advertising Campaign on the Heels of Multi-Billion Rebranding Effort

In June, Sheraton Hotels & Resorts unveiled its \$20 million “Meet You There” advertisement campaign created to highlight the success of the brand’s recently completed three-year, multi-billion dollar rebranding effort. Starwood spent the last few years renovating and rebuilding one of the hotel industry’s most iconic brands.

The “Meet You There” campaign uses playful taglines and imagery to showcase key elements of the recent makeover that have already struck a chord with guests, including the Link@SheratonSM experienced with Microsoft®, Sheraton Fitness Programmed by Core Performance® and the enhanced Club Lounge.

The creative vision for the campaign was driven by the growing demand from travelers for socially designed spaces and amenities. The “Meet You There” tagline acts as an invitation to experience key brand elements through clever headlines and energetic images of people gathering in different settings. “Wi-Fi, Mai-Tai, Say Hi” shows guests coming together, seamlessly blending business and leisure—also known as “bleisure.” Whereas “Body for Business” reflects the importance of health and fitness while on the road and “How to Hotel!” highlights how road warriors seek the benefits of the brand’s signature Club Lounge experience during their travels. The campaign leverages these communal elements to promote an emotional connection with consumer and Sheraton’s new social experiences.

DoubleTree By Hilton Cookie Trivia

- Sixty thousand chocolate chip cookies are given to guests every day. That’s more than 21 million warm welcomes annually.
- Every year more than 750,000 pounds of chocolate chips go into making The Cookie.
- This year—2011—marks the 25th anniversary of The Cookie, with more than 230 million served.



People News



Richard Hill has been named general manager of the Sheraton Grand Sacramento. Hill began his career with Starwood Hotels in 1988 at the Westin Hotel in Calgary. His

previous roles have included general manager of the W Silicon Valley and most recently hotel manager for the Westin St. Francis. Hill brings an extensive operations background and leadership skills to this new assignment. Welcome to Sacramento, Richard!

New Member

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Manager, Enterprise Direct Sales
Adam Horn
Enterprise Account Executive
Nicholas Adamek



Research

MPI Releases Meetings Value Study

MPI released the *Business Value of Meetings* study, identifying such benchmarking elements as the percentage of businesses who measure meetings value, barriers to implementation, crucial programming elements for organizational success and key skills needed for personal success.

“This research enables our members and industry colleagues for the first time to assess their own practices against established, global benchmarks,” said Bruce MacMillan, president & CEO of MPI. “We now have the critical data to direct the development of tools and resources our professional community needs to speak the language of business and advance best practices in value measurement.”

The study, conducted by Association Insights, was compiled by interviewing 261 corporations in 27 countries. The executive summary is available at no charge. More information is available at www.mpiweb.org/bvom.

U.S. Travel Study Shows Tourism Marketing Impact

Research conducted by the U.S. Travel Association and Longwoods International purports that reducing state and local tourism marketing programs in the name of saving taxpayer dollars is detrimental to economic growth.

The research was based on an analysis of recent campaigns by the State of Michigan and the Greater Philadelphia Tourism Marketing Corporation, which indicated that marketing programs drive greater visitation, generate new tax dollars and create jobs for states and local communities.

To download the study, click on [The Power of Destination Marketing](#)