

SACRAMENTO HOTEL ASSOCIATION

Reader Board

NOVEMBER 2013



The Hospitality Industry Helping in the Community

7TH ANNUAL COMMUNITY SERVICE DAY

On Saturday, September 7, the Sacramento Hotel Association and more than 230 volunteers from member hotels and vendor organizations offered a day of improvements, donations and community pride at several city parks and a community garden in the Avondale/Glen Elder area of South Sacramento, along with projects at the George Sim Community Center and the Colonial Heights Public Library. Volunteer teams also worked at the Boys & Girls Club of Greater Sacramento, Camellia Basic Elementary School, Elder Creek Elementary School, Mercy Housing/Kennedy Estates, Developmental Disabilities Service Organization, St. John's Shelter for Women & Children and at a Sacramento Habitat for Humanity jobsite.

This was SHA's 7th annual community service day—*The Hospitality Industry Helping in the Community*. For this community revitalization project, SHA again teamed with the City of Sacramento to identify projects and organizations to assist. SHA had teams from 13 hotels and four vendors/organizations working at the various venues.



Special thanks to the team leaders for their time and energy in attending planning meetings, recruiting volunteers, organizing donated items and coordinating teams and tasks onsite.

We appreciate the continuing collaboration with the City of Sacramento to plan and implement SHA's annual service project, with sincere appreciation to three key project leaders: Mary Lynn Perry, volunteer coordinator for the City of Sacramento; Cyndia Castro, volunteer program coordinator at the Parks

& Recreation Department; and Bill Maynard, the City's community garden champion.

We also thank George Sim Community Center Program Supervisor Viancia Roberson and her staff for providing our assembly site this year. They hosted our pre-event team leader and project leader meetings and the Event Center served as our staging and meal function location for the project.

Hot coffee and tangy juices hosted by the Hilton were welcome as volunteers assembled in the early morning at the George Sim Event Center. After breakfast burritos and croissant sandwiches hosted by the Holiday Inn Capitol Plaza and Embassy Suites, SHA Board President Richard Hill welcomed volunteers and thanked them for their participation in the project. City Council Member Kevin

Continued on page 2

17th Annual Hospitality Classic

FUNDRAISER FOR SCHOLARSHIP PROGRAM

It was a perfect day as a terrific group of golfers and sponsors raised money for the Association's scholarship program and enjoyed the camaraderie of industry friends and colleagues. A portion of the tournament proceeds fund scholarships for students pursuing hospitality, culinary, tourism or management careers.

Thanks to everyone who participated at the October 14 Sacramento Hospitality Classic at Valley Hi Country Club.

VIPs at the tournament and awards reception included Sacramento City Council Member Darrell Fong; Barbara Bonebrake, director of the City's Convention, Culture and Leisure Department; Judy Goldbar, general manager of the Convention Center; and Visit California representatives Karin Fish, vice president of external relations, and Nichole Farley, industry liaison.

We were fortunate to have a number of new and returning sponsors supporting the various components of this year's event. Our sponsors' contributions are a key factor in the success of the Sacramento Hospitality Classic. (See Sponsor List.)

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SACRAMENTO
Hospitality Classic

HATS OFF TO OUR HARD-WORKING TEAMS

7TH ANNUAL COMMUNITY SERVICE DAY

Continued from page 1

McCarty joined the group after breakfast to thank volunteers for their service in the Avondale/Glen Elder area of South Sacramento.

Wearing bright orange T-shirts, sponsored by Yellow Cab Company of Sacramento, with team logos on the shirt backs, hotel and company teams dispersed to their assigned project sites to complete a variety of outdoor and indoor tasks—facility cleaning, landscape maintenance, gardening, curbside painting and more. Volunteers also sorted and assembled gently used clothing for donation to St. John's Shelter and Sacramento Food Bank and Family Services.

The Citizen Hotel, Residence Inn Downtown and the Red Lion Hotel provided snacks for the teams and the Sacramento Marriott Rancho Cordova provided beverages throughout the day.

After a morning of work, volunteers reassembled at the George Sim Event Center to celebrate the support they provided to the community with a picnic lunch provided by the DoubleTree Hotel, Hyatt Regency Sacramento and Sheraton Grand. Thanks to the Lions Gate Hotel for cookies and paperware/plasticware for the meals and Marriott Courtyard Cal Expo for table linens.

Activities after lunch included prize drawings for a variety of donated gifts, baskets and gift certificates for volunteers with lucky (complimentary) raffle tickets. Thanks to Mellissa Barcelo and Megan Veyna from the Sheraton Grand for coordinating the raffle prize program.

Fun trophies were presented in several categories such as “Most Enthusiastic,” “Break Champion” and “Dirtiest Shirt.” Thanks to the Embassy Suites for sponsoring the trophies.

Thanks to everyone's efforts and participation, the Association's 7th annual community service project was a tremendous success for all involved.

“Thank you again for all your efforts to make the 7th annual Community Day event a success! It's always a pleasure to work with your teams.”

*Mary Lynn Perry
Volunteer Coordinator
City of Sacramento*



Ace Parking

California Hotel & Lodging Association

The Citizen Hotel

DoubleTree by Hilton Sacramento

Embassy Suites Sacramento

Hilton Sacramento Arden West

Holiday Inn Capitol Plaza

Hyatt Regency Sacramento

Lions Gate Hotel

Marriott Cal Expo Hotels (Courtyard & Fairfield)

Red Lion Hotel Woodlake

Residence Inn Sacramento Downtown at Capitol Park

Sacramento Convention & Visitors Bureau

Sacramento Marriott Rancho Cordova

Sheraton Grand Sacramento

Yellow Cab Co. of Sacramento

SPECIAL THANKS OUR PROJECT PARTNERS

George Sim Community Center

Viancia Roberson, Program Supervisor

City of Sacramento

Mary Lynn Perry, Volunteer Coordinator

Cyndia Castro, Volunteer Program Coordinator, Parks & Recreation Department

Bill Maynard, Human Services Program Coordinator, City of Sacramento

Community Garden Program

Stacey Fong, Assistant Volunteer Coordinator/AmeriCorps VISTA

Boys & Girls Clubs of Greater Sacramento

Curtis Harrison, Teichert Branch Director

Camellia Basic Elementary School

Kamaljit Pannu, Principal

Colonial Heights Public Library

David Henson, Volunteer Coordinator

Developmental Disabilities Service Organization (DDSO)

Yvonne Soto, President & CEO

Julie Black, Executive Assistant

Elder Creek Elementary School

Thule Doan, Principal

Habitat for Humanity

Laine Himmelmann, Manager, Communications & Volunteer Services

Mercy Housing/Kennedy Estates

Erica Plumb, Resident Services Coordinator II

Sacramento Food Bank & Family Services

Robin Simpson, Volunteer Coordinator

St. John's Shelter for Women & Children

Cheryl Harper, Community Outreach Manager

Volunteer Photographers

Bill Taylor, Mary Lynn Perry, Christian Duato-Cortez and Stacey Fong



Residence Inn by Marriott Sacramento Downtown

ASSOCIATES CONTRIBUTE TO OUR COMMUNITY

Residence Inn by Marriott Sacramento Downtown employees celebrated *Spirit To Serve Our Communities Day* on May 14, 2013, by volunteering time to make blankets for the Children's Miracle Network.

Volunteers from the Residence Inn Downtown made and donated 15 blankets to the UC Davis Children's Hospital.

This effort is part of Marriott International's worldwide community outreach initiative where approximately 325,000 employees at headquarters and from more than 3,800 managed and franchised lodging properties in 74 countries volunteer for activities that give back to their communities and help make them better places to live and work.



View the community service slide show at www.sacramento.hotelassociation.com



SHA Calendar of Events

Online registration at www.sacramentohtelassociation.com—click on *Events*.

TUESDAY, DECEMBER 10, 2013

SHA Holiday Reception,
Toy Collection and Board Election
Hilton Sacramento Arden West
5:00 p.m. - 6:30 p.m.

FRIDAY, JANUARY 17, 2014

SHA Luncheon Meeting

FRIDAY, FEBRUARY 14, 2014

SHA Luncheon Meeting

FRIDAY, MARCH 28, 2014

SHA Hospitality Gala and Awards
Employee and Supplier Recognition Awards (evening event)

FRIDAY, APRIL 25, 2014

SHA Luncheon Meeting
(April 18 is Good Friday.)

FRIDAY, MAY 16, 2014

SHA Luncheon Meeting

FRIDAY, JUNE 20, 2014

SHA Luncheon Meeting

JULY AND AUGUST

No SHA Luncheon Meetings

SATURDAY, SEPTEMBER 6, 2014

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

MONDAY, OCTOBER 13, 2014 (TENTATIVE)

Sacramento Hospitality Classic
Golf Tournament
Fundraiser for Scholarship Program

FRIDAY, NOVEMBER 21, 2014

SHA Luncheon Meeting

DECEMBER TBA, 2014

SHA Holiday Reception,
Toy Collection and Board Election

Sheraton Grand Provides Cookies for Southgate Public Library Event

As an adjunct to this year’s community service day in South Sacramento, the Sheraton Grand Hotel provided dozens of cookies for an event at the Southgate Public Library.

Sacramento Public Library’s Southgate Branch celebrated their second annual Star Wars Reads Day on October 5. Nearly 100 enthusiastic participants, including several costumed children, teen volunteers and adults received free Star Wars rings (either storm trooper or Darth Vader), bookmarks and a book. Craft tables provided families with art projects such as Star Wars Origami, Yoda Stick Puppets and coloring sheets. Children took turns playing Lego Star Wars on the Wii and everyone enjoyed chocolate chip, oatmeal raisin and peanut butter cookies provided by the Sheraton Grand Hotel through SHA’s community service project. Participants also had an opportunity to pose for pictures with life-size cutouts of Darth Vader, Yoda or R2D2 & C3PO. In addition, Southgate staff was happy to pose for pictures with patrons.

Parent Aida Zaragoza-Tellez shared, “There were more than enough fun things to do. Library programs like this help my kids venture out of their comfort zones. Cutting and folding with the crafts helps them build motor skills—they just don’t have time to do that in the classroom. It’s sad that today’s children don’t know how to use scissors, fold paper, paint, wash brushes or put things together. If one child is insecure about cutting and pasting, they can learn from other kids in the library. I try to tell other parents that the library is not just a place to read. You can do research, learn for fun, meet cool librarians and other role models. It gets us to turn off the TV, a break from commercials and bad programming. We love the welcoming feeling of the library with the free gifts (especially books) and generous cookies.”

Family programs such as Star Wars Reads Day has broad family appeal and is intergenerational—it seems the force is strong at Southgate Public Library.



Christy Aguirre, Branch Supervisor at Southgate Public Library, poses with a few of the many boxes of cookies provided by the Sheraton Grand Hotel for the library’s Star Wars Reads Day in early October.



Kids and characters join forces at the Southgate Library’s Star Wars Reads Day in early October. Christy Aguirre (aka Princess Leia) is the Branch Supervisor at Southgate Public Library.

Sacramento Tourism Marketing District

COMMITTEE APPOINTMENT MADE BY SHA BOARD

The Sacramento Tourism Marketing District (STMD) was established to provide additional funding to increase the level of sales and marketing activity as it relates to Sacramento as a tourism, meeting and event destination. The STMD was implemented July 1, 2012; it replaced the Sacramento Tourism Business Improvement District (STBID).

The tourism assessment funds flow directly into sales and marketing activities that are reviewed and monitored by the STMD Tourism District Committee—hotel managers appointed by the Sacramento Hotel Association Board of Directors. Each member of the Tourism District Committee is also a member of the Board of Directors of the Sacramento Convention & Visitors Bureau. The Sacramento Convention and Visitors Bureau serves as the District Owners' Association.

In June, the SHA Board of Directors appointed Ibrahim Measher, Complex General Manager for the DoubleTree and Hilton hotels, to the STMD District Tourism Committee to complete Ken Leone's unexpired term through June 30, 2014.

At its October 7 meeting, the STMD Tourism District Committee elected a new Chair and Vice Chair. Liz Tavernese was elected Chair of the Committee, with Doug Warren elected as Vice Chair.

ZONE MICRO-MARKETING DOLLARS

In addition to sales and marketing dollars to promote the entire destination, the District includes zone micro-marketing dollars for specific marketing programs for each zone. Hotel managers from within each zone have a voice in how their *collective* zone marketing dollars are spent. Ten percent (10%) of the District budget is dedicated to individual zones for local zone activities that promote, support and enhance zone-based marketing efforts. Each zone receives 10 percent (10%) of the amount collected within the zone to fund eligible programs and activities.

Hotel Managers: If you have an idea for a project within your marketing zone, please contact a STMD Committee member.



GSA Releases FY2014 Per Diem Rates

The U.S. General Services Administration (GSA) released the list of federal per diem rates for FY2014, effective October 1, 2013. In many markets, the rates increased over those for FY2013 and are a reflection of current market conditions.

The standard continental United States (CONUS) per diem rate, which is not attached to specific destinations, was increased to \$83.

Sacramento Lodging: \$102

Sacramento Meals and Incidental Expense (M&IE) Allowance: \$61

The complete list of federal per diem rates can be found at www.gsa.gov/perdiem.



Courtesy of Sacramento Convention & Visitors Bureau

2014 Amgen Tour of California

THE RACE STARTS IN SACRAMENTO

The Amgen Tour of California will return to Sacramento for the start of the 9th edition of America's largest cycling race announced AEG, presenter of the race. The eight-day stage race will return to a route traveling north-to-south from May 11-18, 2014, along more than 700 miles of scenic roads through some of California's most picturesque backdrops. Considered America's largest and most prestigious cycling event, the overall start of the Amgen Tour of California will begin in front of the State Capitol and travel through 11 host cities during the eight day event including Folsom (first time host city), San Jose, Mt. Diablo, Monterey, Cambria (first time host city), Pismo Beach (first time host city), Santa Barbara, Santa Clarita, Mountain High (first time host city), Pasadena and Thousand Oaks.

The first day of racing will begin and finish in Sacramento, which previously hosted 2009's spectacular prologue as well as the stage finishes in 2007, 2008, 2010 and 2011.

"The City of Sacramento could not be more proud to host the Amgen Tour of California and Stage 1 to kick off race festivities for such a distinguished group of athletes," said Kevin Johnson, mayor of Sacramento. "There is no better way to start the race's route through California's iconic landmarks, attractions and scenery than in the state's capital city."

Amgen returns as the race's title sponsor for the ninth consecutive year, continuing to leverage the event to raise awareness of the important resources available to people affected by cancer—from prevention through survivorship—through its Breakaway from Cancer® initiative. For more information, see www.breakawayfromcancer.com.

For additional information about the 2014 Amgen Tour of California, and to view the 2014 Amgen Tour of California map, visit www.AmgenTourofCalifornia.com.

INDUSTRY NEWS

AH&LA INTEGRATES TRIPADVISOR GREENLEADERS™ PROGRAM'S ECO-FRIENDLY REQUIREMENTS

The American Hotel & Lodging Association (AH&LA) and TripAdvisor® have joined forces on their sustainability initiatives to encourage the hospitality industry to adopt more eco-friendly practices. AH&LA has integrated the minimum eco-friendly requirements of the TripAdvisor GreenLeaders™ program as part of its Green Guidelines. Now accommodations meeting the AH&LA guidelines will also qualify for the TripAdvisor GreenLeaders program.

To apply for the TripAdvisor GreenLeaders program, lodging properties can visit www.green.tripadvisor.com. To see the AH&LA's full list of 65 green guidelines, including ROI, best practices, and resources, visit www.ahla.com/green.

Launched in the U.S. in April 2013, TripAdvisor GreenLeaders is now the largest national green hotel program that directly assesses eco-friendly practices, featuring more than 2,000 participating properties. Accommodations are distinguished by a special badge next to the property's listing on the site to help its community of more than 260 million monthly travelers plan and have a greener trip.

To join the free program, a property must meet seven minimum requirements and complete a survey on its eco-friendly practices before being assigned a level based on its commitment, ranging from GreenPartner to Bronze, Silver, Gold or Platinum.

TripAdvisor GreenLeaders was developed in partnership with U.S. Environmental Protection Agency's ENERGY STAR® program, the U.S. Green Building Council, and the United Nations Environment Programme. Since the program's launch, more than 100,000 travelers have searched for green hotels on TripAdvisor.

Source: American Hotel & Lodging Association www.ahla.com

Hotel Security in Focus Amid Rise in Solo Female Travelers

Excerpts from an article by Alissa Ponchione, Editor, Hotel News Now

As the number of women traveling alone all over the world continues to increase, hotels are pressed to review their security measures to ensure a safe environment for their guests. "Hoteliers have a legal duty to provide a reasonably safe environment whether (guests) are male or female," said Chad Callaghan, a safety and security consultant for AH&LA. Callaghan and a few other safety experts provide measures that hotels can take protect their female guests.

Crime, for the most part, is gender neutral, said Dave Wiggins, president of the California Tourism Safety & Security Association.

"The key exception is sexual assault. Women are many times more likely than men to be sexually assaulted while traveling," he said. Although, he added, women are relatively safe from this in major hotels.

TAKING PREVENTIVE MEASURES

While the number of women travelers is increasing, hoteliers need to be aware of threats to a female traveler's safety, sources said.

While women-only floors create a sense of security in some countries, Wiggins said most hoteliers are disappointed with the experiment because of inventory costs with keeping the rooms open for women only. "However, gender-specific floors can be quite beneficial for discrete periods and groups," including conferences, conventions or tour groups, he said.

PROTECTING FEMALE TRAVELERS

One of the first things hoteliers should be careful of is calling out a woman's full name and hotel number during the check-in process.

Wiggins encourages hoteliers to address security deficiencies, and then market safety and security features to guests and clients, particularly women. "While nobody can guarantee safety, we do advise hoteliers to list their safety record and security features on their websites and in marketing packets to prospective clients," he said.

Hoteliers should also discourage women from going out at night alone, as well as help them find a reputable public transportation company.

Additionally, hoteliers can suggest female guests request rooms closer to elevators to avoid walking down long corridors alone, particularly if they are checking-in after hours.

"Women traveling solo on business are the fastest growing market segment, and in the U.S. about two-thirds of all meeting planners and convention managers are female," Wiggins said. "So, it's simply good business to address their concerns and perceptions."

Source: Hotel News Now July 17, 2013 www.hotelnewsnow.com

Hotels Using Instagram's New Videos to Show Off Their Products

Instagram rolled out its video feature in June, but it's already a popular tool for hotels around the world to show 360-degree views of rooms, tempting food spreads, parties and panoramic shots from their best views.

Source: Eliza Ronalds-Hannon, Skift



Farm-to-Fork a Hugh Success

In late October 2012, Sacramento Mayor Kevin Johnson, with dozens of local chefs at the downtown farmers market, announced Sacramento's new national identity as the "Farm-to-Fork Capital of America." This designation recognizes the region's abundance of local farmlands, food production, food exports and home to one of the leading agricultural universities in the world. This gave birth to the Farm-to-Fork Initiative, which highlights the relationship between local farmers and the area's vibrant culinary community.

The mission of the farm-to-fork movement is to bring awareness to the Sacramento region's local food production, consumption and sustainability as well as the contribution and exportation of sustainable products to the rest of the nation and world.

The inaugural Farm-to-Fork Week proved to be a huge success with the numbers to back it up. The Sacramento CVB hosted four anchor events during the week, with an estimated 27,730 total attendance. Farm-to-Fork Week kicked off with the first-ever cattle drive down Capitol Mall. The event drew approximately 1,500 people to downtown Sacramento as well as news coverage locally and nationally.

The Legends of Wine event took place on the West Steps of the Capitol and hosted 500 guests.



The Farm-to-Fork Festival on Capitol Mall attracted 25,000 attendees to taste local products, learn new and exciting cooking techniques, sample local wines and beers and much more.

The Tower Bridge Dinner served more than 600 guests who were accompanied by more than 130 local chefs, sommeliers and servers.

Additionally, the California Restaurant Association hosted its first Farm-to-Fork Restaurant Week that included 60 regional restaurants.

"Overall, the inaugural Farm-to-Fork Week in Sacramento generated positive national media attention, busy regional restaurants, high exposure and accolades to our farming and restaurant community and a significant bump to the profile of our beautiful city," said Mike Testa, senior vice president of the SCVB. "We plan to continue to strengthen the Farm-to-Fork initiative in Sacramento and return next year to spotlight the continued bounty and sustainability of our region."

The Farm-to-Fork initiative will continue to brand Sacramento as the Farm-to-Fork Capital of America and a culinary destination. Plans for Farm-to-Fork Week 2014 are being determined but the week will take place in September 2014.

Source: Sacramento Convention & Visitors Bureau

Holiday Inn Capitol Plaza and Solo Fresco Farms Collaborate on Crops

In the spirit of "Farm-to-Fork," the Holiday Inn Capitol Plaza has established a partnership with Solo Fresco Farms. Solo Fresco translates to 'only fresh.' Solo Fresco is a small, family-owned and operated independent farm located fewer than 30 miles from the doors of the hotel. A variety of crops has been planted at Solo Fresco for specific use in the hotel's Cyprus Grille Restaurant, Q's Pub and the banquet operations.

Dan Clarizio (right), Assistant General Manager of F&B at the Holiday Inn Capitol Plaza, visits with Solo Fresco proprietor Jose "Pepe" Polendo. Mr. Polendo, a veteran of the Vietnam War, bought the farm in 1984 through the Cal-Vet Program. The staff at the Holiday Inn Capitol Plaza is delighted with their partnership with Mr. Polendo and the entire crew at Solo Fresco in Clarksburg.



Sacramento Hotel 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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Best Places to Work

[Editor's Note: Information from an article by Beth Davis, Sacramento Business Journal]

Thirty-seven companies were recently honored by the *Sacramento Business Journal* for being outstanding places to work.

At its annual Best Places to Work awards luncheon in mid-October, the *Business Journal* recognized companies big and small that were voted a great place to work by their employees.

Workers cited a number of perks including flex hours, health care benefits, fitness programs, continuing education programs, healthy snacks and out-of-the office get-togethers. They also cited less tangible benefits such as feeling valued and respected, being supported in their professional endeavors, and enjoying a sense of camaraderie and teamwork with fellow workers.

In the large-company category, the **Hyatt Regency Sacramento** was honored with the first-place designation.

Following the three top companies in the small-company category, the **Sacramento Convention & Visitors Bureau** was one of several other companies on the honorable-mention list.

People on the Move



The team at the **Sacramento Marriott Rancho Cordova** has welcomed **Marco Filice** as the new general manager. Filice has expertise

in hotel operations and revenue management in many different markets, including Hawaii and California. He is delighted in his new role and the hotel staff look forward to his leadership in the hotel and the Sacramento region.



Melissa Mills is the new director of catering at the **Sacramento Marriott Rancho Cordova**. Mills has been in the hotel industry in the

Sacramento area for more than 20 years. She started her career at the front desk and quickly worked her way into the sales and catering department where she has held positions as director of sales and marketing and director of catering. Mills has worked at several Sacramento hotels including the Marriott Courtyard, Lions Gate and DoubleTree.

Sami Qureshi, CHA is the new general manager at the **Hilton Sacramento Arden West** as of late September. Qureshi graduated from University of

Minnesota with degrees in Hotel & Resort Management and Marketing. He has been in the hospitality industry for 26 years working for hotel brands such as Marriott, IHG and Starwood. Qureshi has been a general manager for full-service hotels for 18 years. He has been involved as a volunteer leader with hotel and lodging associations, including service as board president for the Hotel & Lodging Association of Central Illinois and as an executive board member for the Tennessee and Illinois Hotel & Lodging Associations. Qureshi has also served as a CVB board member at various destinations.

In July, **Julie Vinson** joined the **Lions Gate Hotel & Conference Center** as director of catering. Vinson previously served in the same capacity at the Sacramento Marriott Rancho Cordova for five years. Prior to the Marriott, she worked at the Hilton Sacramento Arden West.

Stefanie Hansen has been named as the new partner marketing manager at the **Sacramento CVB**. Hansen joined the Bureau in mid-July. Most recently, Hansen was with Hornblower Cruises and Events. She has a background in sales, marketing and event coordination.

Sandra Oberle is the new senior membership manager for the **California Hotel & Lodging Association** and the **California Association of Bed & Boutique Inns**.

Welcome New Member

OPTI-FIT – FITNESS SOLUTIONS

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Services: Opti-Fit – Fitness Solutions is a local California-based company that specializes in fitness center design, equipment supply, service and maintenance. We are focused on providing the highest quality product with the strongest warranty and support in the fitness industry. Our executive team has a combined 60 years of experience and an extensive portfolio implementing hotel brand standards.



New OSHA Standard December 2013 Compliance Deadline

[Editor's Note: Information excerpted from an article published by the California Hotel & Lodging Association]

All California lodging employers must comply with the Hazard Communication Standard (HCS) in which employees are informed, trained and monitored on the chemical hazards found and used in the workplace. Recent changes to align standards internationally require employers to inform their employees of these changes by December 1, 2013. The point is to recognize the new labeling system that uses pictograms. For compliance, be sure to utilize a sign-in sheet to confirm employees actually received the training.

To get more information, go to <https://www.osha.gov/dsg/hazcom/hazcom-faq.html>, call Fed/OSHA at 800-321-OSHA (6742), TTY 877-889-5627, visit Cal/OSHA's website at <https://www.dir.ca.gov/dosh/>

Please note that all employers, regardless of size, are subject to Federal and California OSHA laws and regulations.

Sweeping changes were made in March 2012 so that the Hazard Communication Standard (HCS) would now conform to the United Nations Globally Harmonized System of Classification and Labeling of Chemicals (GHS). GHS is a system adopted by the United Nations Economic Commission for Europe in 2002 to harmonize HCS across international borders.

The California OSHA standard as adopted [8 CCR § 5194] is virtually identical to the federal standard, and includes the same compliance deadlines.

All employers are required to follow Cal/OSHA and Fed/OSHA regulations regardless of size.

WHAT LODGING OPERATORS SHOULD BE THINKING ABOUT AND DOING RIGHT NOW

Basically, there are two significant requirements facing employers (as opposed to manufacturers and distributors): (1) the initial training by December 1, 2013; and (2) making changes in the employer's written program and other hazard communication administrative requirements, such as managing Safety Data Sheets by June 1, 2016. Therefore, because it is difficult to do anything that far in advance (especially when the new SDSs will not be available), employers should focus on the December 1, 2013, training deadline.

Sacramento Million Dollar Sweepstakes

On August 15, 10 meeting planners from throughout the United States gathered in Sacramento to try to win \$1 million at the annual Sacramento Million Dollar Sweepstakes Grand Prize Event. Held at Sacramento Convention Center, the 10 finalists were treated like celebrities, even walking the red carpet to the stage where they played the "money bags" game. Each one randomly selected three sealed bags (out of 20) in hopes that their respective bags contained the winning images—stars—to win the million dollars. Unfortunately, no one went home a millionaire, but they all walked away with consolation cash prizes totaling \$5,100.



This is the 7th Million Dollar Sweepstakes Grand Prize Event hosted by the Sacramento CVB. The event is the culmination of approximately one year of trade shows where meeting planners visit an SCVB exhibit and qualify to become one of the 10 finalists to try to win the grand prize. This year's group came from Massachusetts, Maryland, Texas, Florida and Northern and Southern California.

Event video at <http://tinyurl.com/pkohujt>

Thanks to Our Tournament Sponsors

GOLFER GIFTS

Young's Market Company

GOOD MORNING LIBATION

Young's Market Company

PUTTING CONTEST

Courtyard by Marriott Cal Expo

GOLF CART PLACARDS

SuperShuttle/ExecuCar

LONGEST DRIVE – MEN'S

Republic Services

LONGEST DRIVE – WOMEN'S

Sacramento Hotel Association

CLOSEST-TO-THE-PIN MEN'S & WOMEN'S

Yellow Cab Co. of Sacramento

HOLE-IN-ONE

Visit California

HOLE FLAGS

Residence Inn Downtown
at Capitol Park

BEVERAGE CARTS

Holiday Inn Capitol Plaza
Sacramento Convention
& Visitors Bureau

HOLE SPONSORS

The Growing Company
Lions Gate Hotel
& Conference Center
Milagro Tequila
Prestige Cleaners
SuperShuttle/ExecuCar
Sysco Guest Supply
US Foods

SCHOLARSHIP PROGRAM DONATION

Sysco Guest Supply

RECEPTION SPONSORS

Special thanks to our awards reception hosts

The Citizen Hotel
DoubleTree by Hilton Sacramento
Embassy Suites Sacramento
Hilton Sacramento Arden West
Holiday Inn Capitol Plaza
Hyatt Regency Sacramento
Lions Gate Hotel & Conference Center
Sacramento Marriott Rancho Cordova
Sheraton Grand Hotel

PRIZE SPONSORS

The Citizen Hotel/Grange
Courtyard by Marriott Cal Expo
DoubleTree by Hilton Sacramento
Embassy Suites Sacramento
Foley Family Wines
Glenfiddich
Hilton Sacramento Arden West
Holiday Inn Capitol Plaza
Hyatt Regency Sacramento
(multiple prizes)
LangeTwins (two prizes)
Lions Gate Hotel & Conference Center
Prestige Cleaners (two prizes)
Red Bull
Residence Inn Downtown
at Capitol Park
Sacramento Convention
& Visitors Bureau
Sacramento Hotel Association
Sacramento Marriott Rancho Cordova
Sheraton Grand Hotel
Yellow Cab Co. of Sacramento
(two prizes)
Young's Market Company
(multiple prizes)

HOSPITALITY CLASSIC GOLF TOURNAMENT

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It's all about the food...really! Rosemary shrimp, beef short ribs, mini meatloaf sandwiches and an array of cookies and bars were just some of the savory and sweet selections that have branded this event as having the "best food at any golf tournament." Each year, the chefs present a dazzling showcase of foods. Special thanks to our awards reception hosts from The Citizen Hotel/Grange, DoubleTree by Hilton, Embassy Suites, Hilton Arden West, Holiday Inn Capitol Plaza, Hyatt Regency, Lions Gate Hotel, Sacramento Marriott Rancho Cordova and Sheraton Grand.

After the scorecards were tallied, it was time to win donated prizes—gift baskets, hotel stays, wine, dinner certificates and rounds of golf.

Watch for 2014 Sacramento Hospitality Classic news in future issues of *Reader Board* and at SHA's website—www.sacramentohotelassociation.com.



*Thanks to
Our Sponsors!*





Congratulations to our tournament winners

The winning foursomes received golf art gifts from the J. Fitzpatrick Collection.

FIRST PLACE

Jim Jungsten, AVMS
 Artie Hall, Sony Medical
 BJ Erickson, AVMS
 Mike Abrate, Sacramento County



Congratulations to the AVMS team as the tournament winners. The foursome includes (left to right) Mike Abrate from Sacramento County, Jim Jungsten and BJ Erickson from AVMS and Artie Hall from Sony Medical. The winners receive limited edition Artist's Sketchbooks from the J. Fitzpatrick Collection.

SECOND PLACE

Steve Mammet, Embassy Suites
 Barbara Stannius, Embassy Suites
 Clay Purcell, Embassy Suites
 Adam Moreno, Embassy Suites



The Embassy Suites foursome with (left to right) Barbara Stannius, Steve Mammet, Clay Purcell and Adam Moreno take home second-place awards.

THIRD PLACE

Wayne Hall, The Citizen Hotel
 Nick Duren, Grange
 Kyle Barrett, The Citizen Hotel
 David Nelson, The Citizen Hotel

LONG DRIVE

Women – Sonya Bradley,
 Sacramento CVB

Men – Tyson Warren, Sheraton Grand

CLOSEST-TO-THE-PIN

Women – Sonya Bradley,
 Sacramento CVB

Men – BJ Erickson, AVMS

PUTTING CONTEST

Artie Hall, Sony Medical



Nick Duren (left) with the Grange and Wayne Hall with The Citizen Hotel accept third-place honors for The Citizen Hotel/Grange foursome. Not pictured: Kyle Barrett and David Nelson with The Citizen Hotel.





Share your holiday spirit with your industry colleagues at SHA's December 10 Holiday Reception, at the Hilton Sacramento Arden West. SHA members and guests will again share their goodwill with the Stanford Settlement Neighborhood Center.

STANFORD SETTLEMENT NEIGHBORHOOD CENTER – DONATE NEW, UNWRAPPED TOYS

Bring a new unwrapped toy (no toy guns/weapons) to the Holiday Reception. The Association will donate the collected toys to Operation Cratchit, a project of the Stanford Settlement Neighborhood Center. Operation Cratchit (remember Scrooge?) serves more than 700 households in North Sacramento. To qualify for a Holiday Basket, families register at the Center. Baskets include a box of nonperishable foods, a grocery store voucher to purchase fresh holiday food items and a new toy/gift for each child in the household aged 15 and younger. One parent from each household personally selects a gift for each of their children in the Center's gift room.

At the Holiday Reception, enjoy festive socializing with your hospitality industry colleagues. Invite your co-workers to join with other SHA members at the December 10 reception. Special holiday beverages and hors d'oeuvres will be served.

Also at the December meeting, members will elect the 2014 Board of Directors.

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

Toys and Holiday Cheer

SHA ANNUAL HOLIDAY RECEPTION & TOY COLLECTION

**DECEMBER 10, 2013
5:00 P.M. - 6:30 P.M.**

**HILTON SACRAMENTO ARDEN WEST
2200 HARVARD STREET**

SHA Hotels Light the Town Purple

SACRAMENTO KINGS CELEBRATION

In October, SHA hotel members were invited to celebrate the Sacramento Kings staying in our community as part of a larger community project to show support and excitement for the team. On October 30, the day of the Kings' home game opener, SHA-member hotels were asked to consider lighting their hotels purple and/or shining a Kings logo GOBO on the exterior of the hotels. Another idea was to display a 'Long Live the Kings' banner. Other ideas included inviting employees to wear purple on October 30, creating special drink or dinner specials or other related promotions. Thanks to the SHA-member hotels that participated in this project to support the team and shared in the excitement for the Sacramento Kings as a community asset.

