

# SACRAMENTO HOTEL ASSOCIATION

Reader Board

JUNE 2014

## 22nd Annual Hospitality Gala

INSPIRED BY THOSE WHO SYMBOLIZE EXCELLENCE

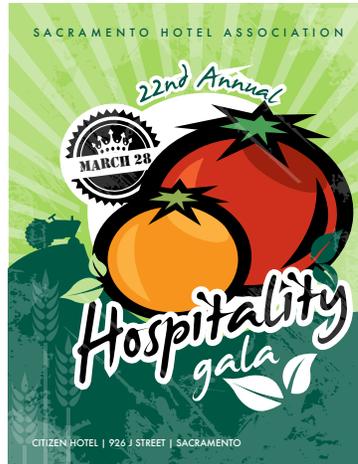
At SHA's 22nd Annual Hospitality Gala, attendees were inspired by exceptional hotel associates. The evening's program was a memorable way to recognize hotel employees for blossoming in their vital roles as members of a customer-service team. On March 28, the Association also honored a key supplier for helping the local hospitality industry flourish.

SHA Board President Richard Hill (Sheraton Grand) and Gala Host Brent Larkin (The Citizen) welcomed members and guests to this annual recognition event.

Gala attendees were also inspired by those who are studying as the Association presented scholarships to local college students studying for careers in business administration and culinary arts management. (See separate article this issue.)

The farm-to-fork themed event began with refreshing libations and zesty hors d'oeuvres on a beautiful spring evening. Executive Chef Oliver Ridgeway and our hosts at The Citizen Hotel inspired the group as they presented an innovative, farm-to-fork dinner that celebrated local food, the people who grow it and those who craft it into something wonderful.

Special guests attending the Gala included Sacramento County Supervisor Roberta MacGlashan and Sacramento Police Chief Sam Somers Jr.



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Members and guests enjoy a Farm-to-Fork evening presented by The Citizen Hotel.

## Sacramento Hospitality Classic

OCTOBER 13 AT VALLEY HI COUNTRY CLUB

It is the tournament participants look forward to all year!

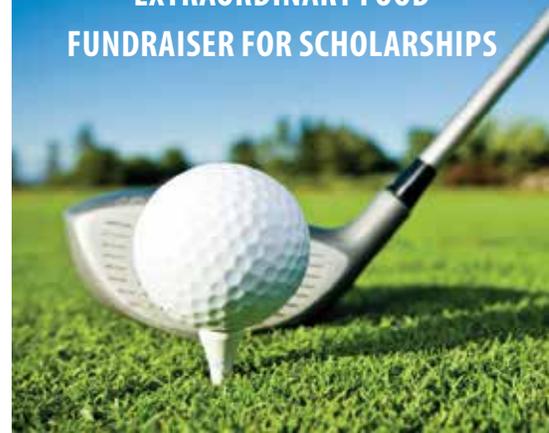
Mark your calendar and join hospitality industry friends and colleagues at the October 13 Sacramento Hospitality Classic at Valley Hi Country Club in Elk Grove. The event is SHA's annual golf outing to raise funds for the Association's scholarship program. Remember, golfers of all skill levels are welcome!

It's become a tradition...Check in and start the day with a hot buffet breakfast and practice shots on the driving range. Savor a last cup of coffee while you peruse the raffle prizes you might win (if you've purchased your raffle tickets!).

The day is yours—hours of friendly tournament play interrupted only by visits with generous event sponsors. Then, enjoy the awards reception featuring savory foods and sweet treats prepared by local hotel chefs. After the extraordinary food, it is time to hand out the tournament awards. All activities take place at Valley Hi Country Club.

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FRIENDLY TOURNAMENT PLAY  
EXTRAORDINARY FOOD  
FUNDRAISER FOR SCHOLARSHIPS



# 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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## SACRAMENTO HOSPITALITY CLASSIC

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### CLASSIC SCHEDULE

Monday, October 13, 2014  
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 contests and prizes
- Putting contest, longest drive, closest-to-the-pin, hole-in-one
- Raffle prizes
- Reception and award presentations at Valley Hi Country Club immediately following the tournament featuring festive food stations hosted by local hotels.

It's time to start thinking about your foursomes for this hospitality event. Enjoy golf, fun, food, and prizes for \$160 per golfer. Register at [www.sacramentohotelassociation.com](http://www.sacramentohotelassociation.com).

### SPONSORSHIP OPPORTUNITIES

Sign up now for a sponsorship opportunity at the Sacramento Hospitality Classic. Each sponsoring company will have a sponsor sign and receive recognition at the awards reception after the tournament and in a recap article in SHA's *Reader Board*.

Participation as a sponsor offers:

- visibility for your company or lodging property;
- an opportunity to meet and build relationships with colleagues, clients and vendors from the hospitality and meetings industry; and
- an effective method of supporting scholarships for local college students pursuing hospitality, culinary, tourism, or management careers.

Online registration is at [www.sacramentohotelassociation.com](http://www.sacramentohotelassociation.com) – click on Events. Sponsorship and Raffle Prize Donation forms are also available on the website.

### RAFFLE PRIZES WELCOME

If you would like to donate a prize (brunch or dinner gift certificate, getaway weekend package, gift basket, etc.) for the raffle drawings, please complete the online prize form.

If you have questions about sponsorship or the raffle prize program, please contact SHA staff at (916) 441-6110 or [info@sacramentohotelassociation.com](mailto:info@sacramentohotelassociation.com).





# 8th Annual Community Service Day

THE HOSPITALITY INDUSTRY HELPING IN THE COMMUNITY



**SATURDAY, SEPTEMBER 6, 2014**

It's the 8th year of SHA's Community Service Day! The Sacramento Hotel Association, in concert with the City of Sacramento, invites you and your colleagues to volunteer for the September 6 community service event.

Since 2007 the local hospitality industry has come together to deploy a cadre of volunteers to assist local neighborhoods and organizations in our community in a special day of service. We'll assemble at the Coloma Community Center at 4623 T Street, Sacramento.

Rally your hotel or company team for the September 6 event. Be one of the individuals taking action to tackle critical community needs. After the work, we'll have time to celebrate the support provided to the community center, nearby parks, community gardens, neighborhood schools, food banks, Shriners Hospital, libraries, Kiwanis Family House and other charitable organizations—breakfast and lunch provided by sponsoring hotels.

Spend the morning giving back to our community...volunteers are needed for a variety of outdoor and indoor tasks for this service project...landscaping/gardening, facility maintenance and assorted other tasks.

## DONATION COMPONENT – TEEN ROOMS AT COMMUNITY CENTERS

For the donation component this year, we'll be supporting Teen Rooms at several neighborhood community centers as positive, safe places for young people. With that as the focus, the donation component will be items for teens—gently used sports equipment, books, board games, movies, art supplies, microwavable popcorn, granola bars, boxed/canned juices and bottled waters.

More details in the event posters and volunteer sign-up forms that will be distributed to SHA-member hotels and vendor companies this summer.

**Important Note: All volunteers must be at least 12 years\* of age.**

All volunteers are required to **sign a release waiver** before beginning project tasks on September 6. *\*Volunteers who are between 12 and 17 years of age must have a parent or legal guardian accompany and participate with the minor in the volunteer project. Note: Some tasks require the volunteers to be 18 years of age or older.*

## TEAM ASSEMBLY LOCATION

Coloma Community Center  
4623 T Street, Sacramento

## SCHEDULE

Saturday, September 6, 2014

7:15am – 8:00am

Grab & Go Breakfast/Registration

8:00am – 8:30am

Project Overview/Team Assembly

8:30am – 12:00noon

Community Service Project Tasks

12:00noon – 1:15pm

Picnic Lunch/Awards/Thanks

## PRELIMINARY LIST OF PARTICIPATING AGENCIES AND ORGANIZATIONS

Bret Harte Elementary School

City of Sacramento Parks and  
Community Garden Program

Coloma Community Center

Girl Scouts Heart of Central California

Kiwanis Family House

Next Move (formerly Sacramento Area  
Emergency Housing Center)

River City Food Bank

Sacramento Food Bank & Family  
Services

Sacramento Public Libraries  
(selected branches)

Shriners Hospitals for Children –  
Northern California

Sutter Medical Center, Sacramento

Tahoe Elementary School



## SHA Calendar of Events

Online registration at  
[www.sacramentohotelassociation.com](http://www.sacramentohotelassociation.com)  
– click on Events.

### FRIDAY, JUNE 20, 2014

SHA Monthly Luncheon Meeting  
*Embassy Suites Sacramento*  
Speakers: Nicole Rogers and Kari Miskit, Farm-to-Fork Initiative

### JULY AND AUGUST

No SHA Luncheon Meetings/Events

### SATURDAY, SEPTEMBER 6, 2014

SHA Community Service Project  
“The Hospitality Industry Helping in the Community”  
*Neighborhoods near T Street and Stockton Boulevard*  
Team Assembly Location: Coloma Community Center, 4623 T Street

### MONDAY, OCTOBER 13, 2014

Sacramento Hospitality Classic Golf Tournament  
*Fundraiser for Scholarship Program Valley Hi Country Club, Elk Grove*

### FRIDAY, NOVEMBER 21, 2014

SHA Monthly Luncheon Meeting  
*Hilton Arden West*  
Speaker: Tom Callahan, PKF Consulting USA

### TUESDAY, DECEMBER 9, 2014

SHA Holiday Reception and Toy Collection and Board Election  
*Lions Gate Hotel*



## Hyatt Regency Sacramento Wins Awards

In March 2014, the Hyatt Regency Sacramento won two more national recognition awards from Hyatt Hotels & Resorts.

### HYATT CORPORATE TEAMS OF THE YEAR AWARDS

2013 Culinary Team of the Year – North America  
2013 HR Team of the Year – North America

The Hyatt Regency's culinary team was awarded Culinary Team of the Year – Hyatt Hotels and Resorts/North America. Only one culinary team won for the entire North America area—based on overall customer satisfaction scores in these categories: employee satisfaction, menu creativity, banquet food quality, restaurant food quality and local market promotions and events.

The Human Resources Team at the Hyatt Regency Sacramento won HR Team of the Year – Hyatt Hotels and Resorts/ North America. The team won in the medium-size hotel category. There were awards for small, medium and large hotels. The award is based on local hotel office performance, hotel community service, employee satisfaction scores measured through Gallup (hotel was #1 in the NW Division), safety records, employee relations, low turnover rate and overall corporate relations.

In 2012, the Hyatt Regency Sacramento won Catering Team of the Year and F&B Director Tyson Warren won F&B Director of the Year. Note: Best wishes to Tyson Warren in his new job in St. Louis.



## Dawson's Raises the Steaks

### FROM AN APRIL 2014 POSTING ON GREAT HOTEL RESTAURANTS' BLOG

Driving down L Street in Sacramento, Calif., you would never know that one of the best steakhouses the city has to offer—Dawson's Restaurant is completely hidden from view, inside the Hyatt Regency. Park in the hotel garage, and the hostess will validate your ticket. Then go inside and snag a table near the open kitchen, and watch the chef and his team work their magic.

**What's on the Menu:** Dishes are prepared using fresh, local ingredients. What else would you expect in the Farm-to-Fork Capital of America? Dawson's is known for its delicious, tender steaks—including its signature bone-in rib-eye. Other stand-out dishes include the Filet Mignon, Seafood Cioppino, Lobster Mac and Cheese, and incredibly gooey and cheesy French Onion Soup.

**What Diners are Saying:** “Seriously delicious...The service is wonderful and the food is just magnificent. Ordered the rib-eye medium rare (came out perfectly) and the rosemary fries...Just wonderful is all I can say.”

**Worth Noting:** If you love a good dessert, try Vo's Famous Carrot Cake. Big chunks of raisins, carrots and apples are waiting inside.

# Courtyard Sacramento Midtown Undertakes a Multimillion-Dollar Renovation

## UPDATED GUEST ROOMS

Everybody loves a good makeover, and for travelers to the Sacramento area, the excitement is underway. The Courtyard Sacramento Midtown has undertaken a multimillion-dollar renovation that promises to update its 139 guest rooms and suites for a stunning new effect.

The renovation wrapped up in May, and guests can look forward to guest rooms that are as beautiful as they are functional. Wrapped in soothing shades with organic accents in artwork and materials, each room reflects the way modern travelers work and relax. The renovation package included features such as comfortable new bedding that promises a good night's rest and multilevel desks that allow guests to work according to their preferences. A spacious top desk, for example, lets guests spread out, while a movable lower level creates additional space and mobility.

The changes are in step with the tone of the high-tech lobby. Home to the 55-inch, LCD GoBoard (the touchscreen furnishes travelers with the latest travel conditions, flight information and local recommendations), the lobby is both modern and inviting. Its range of seating options—from the communal table to the private media booths—offers a refreshing variety.

Other features, such as complimentary high-speed Internet access, 24-hour access to the food and beverage Market, the on-site business center and the suites' full kitchens all contribute to the property's comfort for extended-stay guests. The guest rooms continue to offer a balance of work and play with plush bedding and, in certain rooms, pull-out sofas; ergonomic chairs and abundant outlets allow for productivity after work hours.

With convenient access to downtown and a number of destinations like Sacramento City College and UC Davis Medical Center, the Courtyard Sacramento Midtown is pleased to offer a refreshed aesthetic and spacious rooms and suites that incorporate business-friendly features. Suites include additional conveniences like full kitchens and dining areas to make extended stays feel more like home. Guests can refuel at either The Bistro or the Lobby Lounge where light or takeaway items share menu space with more substantial, healthy options. A fitness center and outdoor pool let guests stay active while on the road. Eight meeting rooms, meanwhile, accommodate a range of groups and conferences for the ultimate in versatility.



## Another Busy Summer Forecast for U.S. Hotels

*Editor's Note: Article excerpted from full article by Samantha Worgull, Editorial Assistant, Hotel News Now*

Sources agree it's shaping up to be another busy summer for hotels across the United States.

Hoteliers from coast-to-coast told Hotel News Now that performance is on pace to match, if not exceed, last year's performance metrics for June, July and August, backing up STR's new forecast for the three summer travel months.

According to STR, occupancy is expected to increase 1.8% to 71.2%; average daily rate is expected to rise 4% to \$116.44; and revenue per available room is predicted to increase 5.8% to \$82.90 during June, July and August when compared to 2013.

"We're expecting continued demand increases fueled by an improving economy, which has positive implications for both transient business and leisure travelers," said Jan Freitag, senior VP of strategic development at STR. "We are now also expecting a pickup in group room demand," which has alluded the industry for the past few quarters.

According to a recent study from D.K. Shifflet & Associates, leisure travel for the summer months is expected to increase approximately 7% over last year.

Fourth-of-July weekend is a big focus for hoteliers during the summer. This year, the holiday falls on a Friday.

Americans are forecast to average more than two summer trips of at least two nights away from home this year. The bulk of that travel is expected to be by car, with 84% saying they will drive for a summer vacation, according to a survey from the National Association of Convenience Stores.

Source: Hotel News Now  
[www.hotelnewsnow.com](http://www.hotelnewsnow.com)



## Marriott's #LoveTravels Campaign

In early June, Marriott International launched #LoveTravels, a multicultural campaign that conveys the company's commitment to make everyone feel comfortable being who they are, everywhere they travel. To bring #LoveTravels to life, Marriott has partnered with photographer Braden Summers to share exclusive and powerful images celebrating inclusion as part of its new Lesbian, Gay, Bisexual and Transgender (LGBT) social media and marketing campaign. Summers' unique ability to capture warmth and emotion perfectly communicates the company's welcoming approach to hospitality.

#LoveTravels features visually stunning images that will be displayed as building wraps at five hotels in Washington, D.C., a series of print ads in LGBT media, an online portrait gallery and display ads in cities throughout the U.S.

Source: Marriott International

## Forget Cars, Couture, Fame or Fortune, Westin Hotels & Resorts Survey Proves that Well-being is Today's New Status Symbol

Forget fame and fortune, well-being is topping to do lists for global travelers in our "always-on" culture, according to a global well-being survey conducted by Westin Hotels & Resorts. Some 62% of survey respondents consider maintaining a balanced sense of well-being as a status symbol, outranking professional accomplishment (47%) and a healthy relationship (48%). How important is well-being in today's stress-ridden society? With 64% of global respondents stating that their stress levels have increased over the last few years, 39% would give up alcohol and almost a quarter of global respondents and nearly half of U.S. respondents would give up sex to improve their overall well-being.

The Westin brand's global well-being study was unveiled on the heels of the launch of the Westin Well-Being Movement, a multi-million dollar initiative designed to enhance the well-being of guests and associates around the world.

### WELL-BEING TAKES A HIT ON THE ROAD

Not surprisingly, competing priorities between work and personal life are one of the biggest barriers to well-being for a majority (54%) of global travelers.

- More than one-third (35%) of respondents said the inability to find time a hindrance in their quest for well-being.
- Twenty-nine percent find it difficult to maintain their well-being while traveling.



### WELL-BEING...IN EXCHANGE FOR WHAT?

Just how valuable is well-being? The results show that people are willing to go to great lengths to improve their overall well-being.

- Nearly one in five respondents (18%) would turn down a pay raise if it meant improving overall well-being.
- Not Tonight Dear: Whereas 24% of global travelers say they would be willing to give up sex for a year if it helped their state of well-being and that number nearly doubles for U.S. respondents. In the U.S. nearly half of those surveyed, (49%), would give up sex for a year to improve their well-being.
- Gone are the days of self-medicating at happy hour after a stressful workday. More than a third of global travelers (39%) say they would give up alcohol to improve their overall well-being.
- Assume the off position: 38% said a digital detox (spending less time looking at a screen) would help improve their well-being.

### SURVEY SAYS: STRESSED OUT

Survey results also show that stress continues to be an enemy of achieving a balanced sense of well-being. Virtually no one escaped work stress over the past year with only 4% saying their stress levels decreased. In fact, 30% say their

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## New Taxi Industry Regulations Approved

The Sacramento City Council approved new regulations for the taxi industry at its May 27 meeting. Highlights of the new regulations include new dispatch requirements as well as acceptance of credit card payments and driving vehicles that are less than eight years old. Some other elements of the new regulations include English language skills, knowledge of the Sacramento area and professionally appropriate clothing. The regulations will also cap the number of taxis downtown to 450; there are currently more than 500.

At the May 27 City Council meeting, several SHA Board members spoke in support of the proposed regulations, including SHA Board President Richard Hill (Sheraton Grand), Vice President Scott Vandenberg (Hyatt Regency) and Directors Brent Larkin (The Citizen Hotel) and Shelly Moranville (Residence Inn Downtown). SHA Associate member Fred Pleines Jr., president of the Yellow Cab Company of Sacramento, and Steve Hammond (Sacramento CVB) also spoke in support of the proposed new regulations.

The new regulations were developed following a series of stakeholder meetings that have occurred for more than a year. The meetings included city officials, taxi industry representatives, hotel operators and downtown groups. SHA Board Director Shelly Moranville (Residence Inn Downtown) served as the Association's primary liaison to this stakeholder group.

City staff plans to sponsor outreach meetings for taxi drivers to learn about the new regulations as well as the steps to take to comply with the new rules.

## TAXI VENDOR DAY

On June 2, the City of Sacramento coordinated a Taxi Vendor Day for taxi companies and drivers at the South Natomas Community Center to learn about products and services.

SHA sponsored cookies for the daylong Taxi Vendor Day. The following hotel members contributed assorted cookies: The Citizen Hotel, Embassy Suites Sacramento, Holiday Inn Capitol Plaza, Hyatt Regency Sacramento, Residence Inn Downtown at Capitol Park and the Sheraton Grand.



Photo credit: Dafna Gauthier

### *Cookies sponsored by the Sacramento Hotel Association*

*Courtesy of*  
The Citizen Hotel  
Embassy Suites  
Holiday Inn Capitol Plaza  
Hyatt Regency  
Residence Inn Downtown  
Sheraton Grand



Sacramento Hotel  
Association

## Travelers Rank Complimentary Breakfast and Free Wi-Fi As The Most Valuable Hotel Amenities In Global Survey

While free Wi-Fi remains the most desirable in-room amenity, more travelers are looking for complimentary breakfasts according to the latest Hotels.com® Amenities Survey. Results were released April 8, 2014.

Not surprisingly, hotel guests preferred Wi-Fi over any other in-room feature as the need for constant connectivity remains at an all-time high. Travelers also identified the bathroom shower and room size among the most important in-room features.

However, the survey found that food is becoming more of a factor when it comes to hotel property amenities. When asked which hotel amenities are most important outside of the room, complimentary breakfast topped the list, followed by presence of a restaurant. Wi-Fi availability in shared spaces of the hotel was also one of the top amenities.

“Popular hotel amenities like parking, non-smoking rooms and pools have become more standardized, and we’re seeing that travelers are placing more value on quality food options than ever before which is good news for foodies!” said Taylor L. Cole, APR travel expert for Hotels.com.

### TOP 10 MOST IMPORTANT HOTEL PROPERTY AMENITIES

Rank	Hotel Amenity
1.	Complimentary Breakfast
2.	Restaurant
3.	Internet/Free Wi-Fi
4.	Parking
5.	24-hour Front Desk Service
6.	Smoke-free Hotel
7.	Swimming Pool
8.	Bar
9.	Air Conditioning
10.	Coffee/Tea in Lobby

### TOP 10 MOST IMPORTANT IN-ROOM AMENITIES

Rank	Hotel Room Amenity
1.	Internet/Free Wi-Fi
2.	Bathroom Shower
3.	Room Size
4.	TV Facilities
5.	Air Conditioning
6.	Coffee/Tea
7.	Nonsmoking Rooms
8.	Premium Bedding
9.	Daily Housekeeping
10.	Mattress Type

*About the survey: This information was gathered from a survey of 1,000 travelers globally who have a trip planned in the next six months. The survey was conducted in December 2013.*

## Welcome New Member

### SP PLUS CORPORATION (SP+)

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Senior Manager – Tigist Belay  
Senior Manager – Barry Garfield  
Regional Manager – Victor Alistar

*Services: SP Plus (SP+) is a diverse provider of professional parking, ground transportation, facility maintenance, security and event logistics services to real estate owners and managers in a wide array of markets. We are operations specialists who link innovation with exceptional market-based expertise in each of our service lines. With nine operating groups—each focusing exclusively on a single market—we are experts at understanding the specific needs and idiosyncrasies of those markets, and have the depth of experienced personnel and financial resources to satisfy them. Our organization's cultural underpinning is a commitment to put Innovation In Operation. That means we are constantly challenging ourselves to use our tools and cultural attributes—innovation + creativity + excellence + integrity + initiative + knowledge + technology + experience + efficiency—to develop new and better ways of doing things in order to improve the effectiveness and efficiency of everything we do. That is our promise, both to ourselves and to you. Multiple services + market expertise + cultural commitment, delivered by 23,000+ dedicated employees. That's what SP+ is all about.*

## People Column



**Melanie Chavez** is the new senior people services manager at **The Citizen Hotel** and **Grange Restaurant**. New to hospitality, Chavez is not new to human resources. She has served in HR since 1999 at FOX40, NYPR New York and most recently at K-LOVE Radio Network. An alum of Humboldt State, she earned PHR certification before getting her masters degree in organizational leadership and development at Regent University. She has held leadership positions in the Sacramento Junior League, is an Adult Literacy Tutor with the Sacramento Public Library, and to burn off the “freshman 15” of hotel-industry eating, she plays USTA adult league tennis.

**Hilton Arden West** and **DoubleTree by Hilton Sacramento** have promoted **Ginger Levert** to the position of director of group sales.



**Nancy Vasquez**, the newly appointed director of sales and marketing for **The Citizen Hotel**, has more than 19 years of progressively responsible experience directing and developing many team members in the hospitality industry, nearly all acquired within the Hilton family of brands. Most recently, Vasquez was the area director of sales and marketing for the Hilton Sacramento Arden West and the

**DoubleTree by Hilton Sacramento**. She has held a variety of hotel positions during her career.

The **Sacramento Hilton Arden West** and **DoubleTree by Hilton Sacramento** have named **Jonathan Wisner** as the cluster director of sales and marketing. Most recently, Wisner was director of group sales at the Sheraton Grand Sacramento.



To accelerate the region's Farm-to-Fork identity, the **Sacramento Convention & Visitors Bureau** hired two full-time staff members to manage the programs of the Farm-to-Fork initiative. Program Manager **Nicole Rogers** is overseeing the farm-to-fork initiative and helping to further the

Sacramento region's identity as the Farm-to-Fork Capital. Rogers is not a stranger to the area's restaurant industry, having joined the SCVB after six years as a marketing strategist for Chipotle Mexican Grill. Prior to working with Chipotle, she spent several years managing expansive food-based programs at national and boutique public relations agencies. Public Relations Manager **Kari Miskit** is leading media relations and communications efforts related to the initiative. Prior to joining the SCVB, Miskit spent nine years with the Sacramento office of Edelman, the world's largest public relations agency. At Edelman, she led consumer and tourism media relations campaigns for a variety of local, statewide and national organizations and, most recently, served as the media liaison for the Westfield Galleria at Roseville.

### WELL-BEING IS TODAY'S NEW STATUS SYMBOL

Continued from page 6

work stress levels have significantly increased over the past year. According to the survey, travelers continue to look to contribute to their well-being through a variety of activities to help them unwind after a stressful workday:

- Sleep trumps sex when it comes to unwinding after a stressful workday and 40% say they would prefer sleep over sex (34%).
- Just as many people de-stress with exercise (38%) as comfort food (38%).
- More than a third (34%) chooses meditation/yoga as a way to unwind after a stressful workday.

Westin Hotels recently announced the global launch of the Westin Well-being Movement, an ambitious \$15 million brand-wide campaign that will introduce a string of innovative partnerships and programs across Westin's six brand pillars: Feel Well, Work Well, Move Well, Eat Well, Sleep Well and Play Well.

*For more information about the Westin Well-being Movement and Westin Hotels, visit [www.westin.com](http://www.westin.com). The survey sample consisted of more than 6,000 frequent global travelers from the U.S., China, Mexico, India and the United Arab Emirates (UAE).*

# USATF Outdoor Track & Field Championships

JUNE 26-29, 2014

The 2014 USATF Outdoor Track & Field Championships will bring the nation's best athletes to Sacramento while also serving as the final stop on the 2014 Outdoor USATF Championship Series.

Site of the 2000 and 2004 Olympic Trials for Track & Field, Sacramento has hosted several prominent track and field events recently, including the 2011 World Masters Championships, 2010 USA Masters Championships, 2010 USA Junior Olympic Track & Field Championships and 1995 USA Outdoor Championships. Sacramento also has been home to the NCAA Outdoor Track & Field Championships in 2003, 2005, 2006 and 2007.

The Sacramento Sports Commission serves as the local organizing committee for the 2014 USATF Outdoor Championships, to be held at Sacramento State's Hornet Stadium. Site of record attendance during the Olympic Trials, the stadium has undergone significant upgrades since the 2004 Olympic Trials including new public entrances, resurfacing of the infield and track and a new scoreboard.

In conjunction with this meet will be the USATF Junior Outdoor Combined Events on June 25 and 26. This will serve as the qualifier for the 2014 IAAF World Junior Championships in Eugene, Oregon, on July 22-27, 2014.



Photo credit: USATF

## SHOT PUT EVENT TO BE HELD ON CAPITOL GROUNDS DURING USA CHAMPIONSHIPS

Shot putters will give the USATF Outdoor Track & Field Championships a powerful boost when they compete for national titles on June 25—not at Hornet Stadium, but on the public grounds of California's State Capitol.

Extensive planning among USA Track & Field, Sacramento Sports Commission and California State Capitol officials led to the creation of the Capitol Shot. While the shot put has been contested in non-stadium settings in invitational and relay meets around the world, the Capitol Shot marks the first time it's been done at the USATF Championships.

Shot-put qualifying for the men and women will be held between 11:00 a.m. and 1:00 p.m. on Wednesday, June 25, followed by finals between 4:00 p.m. and 6:00 p.m.—just when foot traffic outside the Capitol is heaviest. Students in Sacramento State's engineering department built the concrete ring that will be set near the sidewalk along 10th Street. The ring and the landing area will meet all national and international specifications. Typically, the men's national title is won with a throw beyond 70 feet, while the top women throw between 62 and 66 feet.

The Capitol steps provide a built-in viewing section, and grandstands will be set up outside the throwing sector. There will be no admission to watch many of the world's top throwers compete against the majestic backdrop of the Capitol dome.

Following the Capitol Shot, the remainder of the USA Outdoor Track & Field Championships begins Thursday, June 26, at Hornet Stadium. The event continues through Sunday, June 29, on the Sacramento State campus. Tickets are available for purchase at [www.sacsports.com](http://www.sacsports.com).

The Capitol Shot is perhaps the most prominent example of the Sacramento Sports Commission's intent to add fan-friendly events to the USA Championships. A street pole vaulting exhibition was held Memorial Day Weekend in Old Sacramento and a Billy Mills 10K Run will be held June 26 in conjunction with the men's and women's 10,000-meter finals at Hornet Stadium. This run also celebrates the 50th anniversary of Mills' gold-medal run at the 1964 Olympics in Tokyo. The Golden West Invitational high school meet will be held June 28 following the conclusion of that day's USATF events.

More information about the 2014 USA Outdoor Track & Field Championships is at [www.usatf.org](http://www.usatf.org) and [www.sacsports.org](http://www.sacsports.org).

Source: USATF [www.usatf.org](http://www.usatf.org)

## CH&LA Debuts New Logo

On April 1, 2014, the California Hotel & Lodging Association (CH&LA) launched its newly redesigned logo. "It's an exciting, more updated logo for an association that's growing and evolving—an association that's protecting the rights and interests of the California lodging industry, providing educational training and cost-saving programs for all segments of the industry, and for supporting strategic alliances to promote the value of California tourism and travel," said CH&LA CEO Lynn Mohrfeld.

CH&LA Senior Vice President Jennifer Flohr said, "The new logo actually incorporates aspects of CH&LA's original 1893 logo by including the bear from the original California Bear Flag."

The association rolled out the new logo across its platforms, products and publications.





The Citizen Hotel Front Office Manager Wayne Hall (left) and General Manager Brent Larkin (center) honor the hotel's Employee (Citizen) of the Year—Helena Rhodes, Front Office Host.



DoubleTree Hotel Executive Chef Charlie Connell congratulates Hoa Lam, a long-time cook at the hotel, as DoubleTree's Employee of the Year.



Embassy Suites Hotel General Manager Steve Mammet honors Suite Attendant Sushma Khadkadhungana as the hotel's outstanding employee.



Hyatt Regency General Manager Scott Vandenberg (left) congratulates Concierge Matt Leonhardt as one of Hyatt's Employees of the Year.

## 22ND ANNUAL HOSPITALITY GALA

Continued from page 1

### AWARDS WERE PRESENTED TO THE FOLLOWING OUTSTANDING HOTEL EMPLOYEES AS "2013 HOSPITALITY EMPLOYEES OF THE YEAR"

#### The Citizen Hotel

*Helena Rhodes, Front Office Host*

#### DoubleTree by Hilton Sacramento

*Hoa Lam, Cook*

#### Embassy Suites Sacramento

*Sushma Khadkadhungana, Suite Attendant*

#### Hilton Sacramento Arden West

*Alexandria Webb, Sales Administration*

#### Holiday Inn Capitol Plaza

*James Raymond, Valet*

#### Hyatt Regency Sacramento

*Matt Leonhardt, Concierge  
Tam Phan, Housekeeping Houseperson*

#### Lions Gate Hotel & Conference Center

*Samson Her, Setup Captain*

#### Marriott Courtyard Cal Expo

#### & Fairfield Inn Cal Expo

*Ofelia Hernandez, Housekeeper/  
Room Attendant/Laundry*

#### Residence Inn Downtown

#### at Capitol Park

*Felipe Romo, Maintenance*

#### Sacramento Marriott Rancho Cordova

*John Ortiz, Room Service*

#### Sheraton Grand Hotel Sacramento

*Richard Palamarchuk, Server  
Megan Veyna, Human Resources  
Coordinator*

#### The Westin Sacramento Hotel

*Jose Gutierrez, Engineer*

Continued on page 12



Server Richard Palamarchuk (right) is congratulated as one of Sheraton's Grand Employees of the Year by General Manager Richard Hill.



Residence Inn at Capitol Park Chief Engineer Mark Zachreus (left) honors maintenance employee Felipe Romo as the hotel's outstanding employee.



Valet James Raymond receives congratulations from Holiday Inn Capitol Plaza General Manager Liz Tavernese.



Sheraton Grand General Manager Richard Hill honors one of the hotel's Employee of the Year award recipients—Megan Veyna, Human Resources Coordinator.



General Manager Doug Warren (right) congratulates Ofelia Hernandez, Housekeeper and Room Attendant, as the Employee of the Year from the Marriott Courtyard Cal Expo & Fairfield Inn Cal Expo.



Employee of the Year Tam Phan, Housekeeping Houseperson (left) at the Hyatt Regency Sacramento, receives congratulations from General Manager Scott Vandenberg.

## Scholarships Awarded to Local Students

The Sacramento Hotel Association announced three scholarship recipients during SHA's 22nd annual Hospitality Gala in late March at The Citizen Hotel. SHA sponsored a \$1,000 tuition scholarship for each student. A portion of the proceeds from the Association's annual golf tournament funds the scholarship program.

Rysa Kolesinski is a studying culinary arts management at Cosumnes River College. After she receives her AA, she would like to learn both the back and front of the house of the food industry. In the future, Kolesinski envisions starting a catering business to test not only her people and culinary skills, but also her own management skills. Kolesinski enjoys the busy like of working in a kitchen. She volunteers as a prep cook for Cosumnes River College Catering and the Sacramento Asian Sports Center and works at Grace Vineyards in Galt. Kolesinski also volunteers as a softball coach for her local girls' softball league.

Lucas Mittenentzwei's aspiration is to grow a career in the hospitality industry after graduating from the Business Honors Program in the College of Business Administration at Sacramento State. He is currently working for Visit California, where he hopes to gain a deeper understanding of the travel and hospitality industry. Mittenentzwei has worked at the Palace Hotel in San Francisco and for an association management company in Los Gatos. In the future, he would like to become involved in high-level management at a luxury hotel or resort. Mittenentzwei is also employed as the CSUS BizClub Liaison, serving as a link between more than 15 student organizations and the Business Student Services Club.

The third scholarship recipient, Henry Broussard, is currently a Culinary Arts student at Le Cordon Bleu College of Culinary Arts. As part of his degree requirements, he has volunteered at the Nicholas Elementary School in the Sacramento Unified School District. He also volunteers as a substitute basketball coach with the Salvation Army. Broussard served for more than six years in the United States Army. One of his instructors at the Le Cordon Bleu College noted that Broussard is focused and calm in the kitchen and that he has a great deal of potential in this profession.

Congratulations to the scholarship recipients.

*Note: Scholarship recipient Henry Broussard was unable to attend the March 28 Hospitality Gala.*



Terry Stewart (right), Director of Operations at the Lions Gate Hotel, introduces the hotel's Employee of the Year Samson Her, Setup Captain.



Sacramento Marriott Rancho Cordova Director of Food & Beverage Gina Haskell congratulates John Ortiz from the Room Service Department as the hotel's Employee of the Year.



Westin Sacramento General Manager Leo Chandler (left) and Chief Engineer Mark Storace (right) present the Employee of the Year award to Engineer Jose Gutierrez.



Hilton Sacramento Arden West General Manager Sami Qureshi presents the hotel's Employee of the Year award to Alexandria Webb, who works in sales administration.



At the SHA Hospitality Gala, SHA Board President Richard Hill introduces scholarship recipient Rysa Kolesinski to Association members. She is currently a student at Cosumnes River College.



SHA Board President Richard Hill (left) congratulates scholarship recipient Lucas Mittenentzwei, a student at Sacramento State studying business administration.



SHA Board President Richard Hill (left) presents the Supplier of the Year Award to Yellow Cab Company of Sacramento President Fred Pleines Jr.

The Sacramento Hotel Association presented its Supplier of the Year award to Yellow Cab Company of Sacramento. The company was honored for its support of the Association and its member hotels. The award was presented to Fred Pleines Jr., president of the Yellow Cab Company of Sacramento. The Yellow Cab Company of Sacramento has provided the volunteer t-shirts for each of our past seven Community Service Days (200 plus shirts each year). Yellow Cab is a major sponsor and team participant in the annual service day that assists our neighborhoods and numerous charitable organizations. In addition, Yellow Cab is a key sponsor at our annual Sacramento Hospitality Classic Golf Tournament, which is the fundraising event for the Association's scholarship program. Yellow Cab is also a generous contributor of toys at the SHA's annual Holiday Reception and Toy Collection. The toys are donated to the Stanford Settlement Neighborhood Center in North Sacramento.

The Sacramento Hotel Association also presented \$1,000 tuition scholarships during the Hospitality Gala. The scholarship recipients included Henry Broussard III, Le Cordon Bleu College of Culinary Arts—Sacramento; Rysa Kolesinski, Cosumnes River College; and Lucas Mittenentzwei, California State University, Sacramento.

(See complete article on page 11.)

## Farm-to-Fork 2014

### SAVORING SACRAMENTO AT THE CITIZEN HOTEL AND GRANGE RESTAURANT

This summer and fall, The Citizen Hotel and Grange Restaurant & Bar will host seasonal, experiential culinary retreats providing privileged access to Sacramento's best farmers, producers, artisans, winemakers, distillers and brewers, with exclusive dining experiences at Grange—one of the restaurants at the forefront of Sacramento's Farm-to-Fork movement. These immersive weekends include two nights' accommodations at The Citizen

Hotel and nightly amenities echoing the day's activities. Highlights of the Friday evening to Sunday brunch itinerary include such activities as an inventive cocktail session, a field trip to local farms and ranches with Chef Oliver Ridgeway, picnic lunch, farmhouse dinner and a "Boozy Brunch."

### FARM-TO-FORK RESTAURANT WEEK – SEPTEMBER 13-28

Presented by the California Restaurant Association Sacramento Chapter, Farm-to-Fork Restaurant Week is a celebration of the region's premiere dining destinations, in addition to the bounty of seasonal ingredients found within a 75-mile radius of the downtown core. The two-week event will showcase the Sacramento region as the culinary powerhouse that it is, with area restaurants hosting special events, menus and opportunities to meet the farmers, winemakers and brewers who make Sacramento America's Farm-to-Fork Capital.

Locals and visitors will have the opportunity to select from a variety of dynamic dining events, with plenty of options at every price point and style of cuisine. We know some of the SHA-hotel member restaurants will be participating.

### FARM-TO-FORK FESTIVAL – SEPTEMBER 27

Designed to demonstrate where our food and drinks come from, the Farm-to-Fork Festival has proven to be one of the region's most popular events. The free event, hosted on the city's iconic Capitol Mall boasts an exciting selection of farm-to-fork offerings that are produced and available in the Sacramento region. Attendees will find food, wine and beer from regional eateries and purveyors, as well as live music, cooking demonstrations, a kids' zone, interactive booths from local grocers, farms and ranches and more. The inaugural festival in 2013 drew more than 25,000 people, and this year's event is expected to draw even more farm-to-fork fans.

### FARM-TO-FORK GALA DINNER – SEPTEMBER 28

The Gala serves as the Farm-to-Fork Celebration's finale, with hundreds of diners enjoying a locally sourced dinner at one of the region's well-known landmarks. The 2014 dinner will be hosted at an iconic Sacramento location, which will be revealed soon. Guests at the family-style dinner will be treated to a feast prepared by more than 30 top area chefs, with a menu that highlights diverse, in-season offerings. Ticket information will soon be available.

