

# SACRAMENTO HOTEL ASSOCIATION

Reader Board

NOVEMBER 2014

## The Hospitality Industry Helping in the Community

### 8TH ANNUAL SERVICE PROJECT

At SHA's 8th annual community service day—Saturday, September 6—more than 240 enthusiastic volunteers from member hotels and vendor organizations offered a day of improvements, donations and community pride at several city parks, a community garden and the Old City Cemetery, along with projects at the Coloma Community Center and the Colonial Heights Public Library. Volunteer teams also worked at Bret Harte Elementary, Kiwanis Family House, River City Food Bank, Sacramento Food Bank & Family Services, Shriners Hospitals for Children—Northern California, Tahoe Elementary and the YMCA. Volunteers also created greeting cards for patients at Sutter Medical Center, Sacramento.

“The volunteer list keeps growing for this annual community service event, so we keep adding partner organizations to assist,” said Teresa Stephenson, executive director of SHA. “We had employees and family members from 13 local hotel properties and five vendor members assisting this year.”

Volunteers completed a variety of outdoor and indoor tasks for this service project, including landscape cleanup, facility cleaning, painting, food basket assembly and donation sorting. Volunteers also donated gently used sports equipment, art supplies, books and healthy snacks for several Teen Rooms at area Community Centers.

On Saturday morning, volunteers assembled at the Coloma Community Center, before beginning their morning of work. Project coordinators from the City of Sacramento and participating organizations joined the Sacramento Hotel Association in this project.

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 thank Anthony Munoz at the Coloma Community Center and the Center staff for providing our assembly site this year. They hosted our pre-event team leader and project leader meetings and graciously served as our staging and meal function location for the project.

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## 18th Annual Hospitality Classic

FRIENDLY TOURNAMENT PLAY  
EXTRAORDINARY FOOD  
FUNDRAISER FOR SCHOLARSHIPS

A friendly group of golfers and generous sponsors raised money for the Association's scholarship program while enjoying the camaraderie of industry friends and colleagues and savoring scrumptious foods at the awards reception. A portion of the tournament proceeds fund scholarships for students pursuing hospitality, culinary, tourism or management careers.

Thanks to everyone who participated at the Sacramento Hospitality Classic, October 13, at Valley Hi Country Club.

Special thanks to new and sustaining sponsors for their support at this year's event. Our sponsors are key partners in the ongoing success of the Sacramento Hospitality Classic. *(See Sponsor List.)*

After a pleasant tournament, the bonus for the day was the Awards Reception! Each year, the chefs present a savory 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.

As the scorecards were tallied, it was time to win donated prizes—gift baskets, hotel stays, wine, dinner certificates and more. The tournament winners received golf art gifts from the J. Fitzpatrick Collection.

Watch for 2015 Sacramento Hospitality Classic news in future issues of Reader Board and at SHA's website—  
[www.sacramentohotelassociation.com](http://www.sacramentohotelassociation.com).

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# 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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## COMMUNITY SERVICE DAY

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Hot coffee and tangy juices hosted by the Hilton were welcome as volunteers assembled in the early morning at the Coloma Community Center. After breakfast burritos and breakfast 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.

Wearing bright blue 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 tasks.

The Lions Gate Hotel, Red Lion Hotel and The Westin Sacramento provided snacks for the teams and the Sacramento Marriott Rancho Cordova provided beverages throughout the day.

After the morning's work, volunteers reassembled at the Coloma Community Center to celebrate the support they provided to the community with a picnic lunch provided by The Citizen Hotel, DoubleTree Hotel, Hyatt Regency and Sheraton Grand. Thanks to the Lions Gate Hotel for paperware/plasticware for the meals and Marriott Courtyard Cal Expo for table linens. Thanks to the Hilton Arden West for providing the sound system for the day.

Activities after the picnic lunch included raffle drawings for donated prizes, gift baskets and gift certificates. Each volunteer received a complimentary raffle ticket.

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

The Association's 8th annual community service project was a tremendous success for all involved thanks to everyone's efforts and participation.

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## HATS OFF TO OUR HARD-WORKING TEAMS

Ace Parking Management  
 California Hotel & Lodging Association  
 The Citizen Hotel  
 Courtyard Marriott Cal Expo  
 DoubleTree by Hilton Sacramento  
 Embassy Suites Sacramento  
 Fairfield Inn Cal Expo  
 Hilton Sacramento Arden West  
 Holiday Inn Capitol Plaza  
 Hyatt Regency Sacramento  
 Lions Gate Hotel & Conference Center  
 PSAV  
 Red Lion Hotel Woodlake  
 Sacramento Convention & Visitors Bureau  
 Sacramento Marriott Rancho Cordova  
 Sheraton Grand Sacramento  
 The Westin Sacramento  
 Yellow Cab Company of Sacramento



## NOTES OF THANKS TO OUR VOLUNTEERS

*"Thank you for sharing your wonderful staff and joining us on Saturday as part of the Sacramento Hotel Association's 8th Annual Community Service Day. It's always a pleasure to work with your teams and to see so much done in the community in one day! Thank you for your generosity of spirit!"*

~Mary Lynn Perry, Volunteer Coordinator  
 City of Sacramento

*"I wanted to thank you for everything you and your volunteers contributed to the Coloma Community Center. The day turned out wonderful and everyone around the community center has already noticed the difference your organization made."*

~Anthony Munoz  
 City of Sacramento

*"River City Food Bank was so pleased to be a part of SHA's Community Day of Service. The team from Embassy Suites was wonderful and easily accomplished all tasks. They were a terrific help. Thanks so much for making it all happen!!"*

~Eileen Thomas, Executive Director  
 River City Food Bank

*"The Doubletree "gang" was great to work with and we could not have accomplished all that we did without their hard work. Our workday was a huge success. SHA's planning and preparation for the event was fantastic. We are looking forward to next year!"*

~Charles Bussey, Operations Manager  
 Kiwanis Family House

*"Thank you so much for inviting Tahoe Elementary to participate in the Community Day. It was so fabulous having so many eager volunteers. We were able to really clean out the library and library storage room! Two participants also did the rainbow display in our hallway! This was all work that would have fallen on the teachers and me. We really appreciate the help! Thank you, thank you."*

~Katie Curry, Principal  
 Tahoe Elementary

*"This was so much fun! It was an honor to work with so many sweet, caring and talented ladies and gentlemen. You were so organized and such a pleasure to work with on this project. Thank you for thinking of us. We are happy to participate in any future events. I will print up a label to put on each card so our patients know where they came from. Thank you."*

~Diane Rhodes, Volunteer Services Manager  
 Sutter Medical Center, Sacramento

## SPECIAL THANKS OUR PROJECT PARTNERS

### Coloma Community Center

Anthony Munoz, Event Support Services

### City of Sacramento

Mary Lynn Perry, Volunteer Coordinator

Cyndia Castro, Volunteer Program Coordinator, Parks & Recreation Department

Tony Ulep, Park Supervisor, Parks & Recreation Department

Tiger Badhan, Park Supervisor, Parks & Recreation Department

Bill Maynard, Human Services Program Coordinator/Community Garden Program

Vishal Ream-Rao, Assistant Volunteer Coordinator/AmeriCorps VISTA

### Bret Harte Elementary School

Lorena Carrillo, Principal

### Colonial Heights Public Library

Thomas Gruneisen, Branch Manager

Reyna Stanley, Volunteer Coordinator

### Kiwanis Family House

Charles Bussey, Operations Manager

### River City Food Bank

Eileen Thomas, Executive Director

### Sacramento Food Bank & Family Services

Robin Simpson, Volunteer Services Manager

Tasha Bryant, Clothing Program Manager

### Sacramento Public Library

Cathy Crosthwaite, Volunteer Services Coordinator

### Shriners Hospitals for Children-Northern California

Lillian Nelson, Volunteer Services Manager

Laura Zajac, Public Relations Coordinator

### Sutter Medical Center, Sacramento

Diane Rhodes, Volunteer Services Manager

### Tahoe Elementary School

Katie Curry, Principal

### YMCA-Superior California

Dena Kaufer, Membership Director

### Volunteer Photographers

Bill Taylor, Mary Lynn Perry, Vishal Ream-Rao, Samantha Shapiro

# SHA Calendar of Events

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

## MONDAY, DECEMBER 15, 2014

SHA Holiday Reception,  
Toy Collection and Board Election  
*Lions Gate Hotel*  
5:00 p.m. – 6:30 p.m.

## FRIDAY, JANUARY 16, 2015

SHA Luncheon Meeting  
*DoubleTree by Hilton*

## FRIDAY, FEBRUARY 20, 2015

SHA Luncheon Meeting  
*Embassy Suites Sacramento*

## FRIDAY, MARCH 13, 2015

SHA Hospitality Gala and Awards  
*Employee and Supplier Recognition Awards (evening event)*  
*Holiday Inn Capitol Plaza*

## FRIDAY, APRIL 17, 2015

SHA Luncheon Meeting  
*Sacramento Marriott Rancho Cordova*

## FRIDAY, MAY 15, 2015

SHA Luncheon Meeting  
*Sheraton Grand Hotel*

## FRIDAY, JUNE 19, 2015

SHA Luncheon Meeting  
*Hyatt Regency Sacramento*

## JULY AND AUGUST 2015

No SHA Luncheon Meetings

## SATURDAY, SEPTEMBER 12, 2015

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

## MONDAY, OCTOBER 12, 2015

Sacramento Hospitality Classic  
Golf Tournament  
*Fundraiser for Scholarship Program*

## FRIDAY, NOVEMBER 20, 2015

SHA Luncheon Meeting  
*Courtyard Marriott Cal Expo*

## MONDAY, DECEMBER 14, 2015

SHA Holiday Reception,  
Toy Collection and Board Election  
*The Citizen Hotel*

# Five Trends Shaping Guest Experiences in 2015

BY SHAWN A. TURNER, FINANCE EDITOR, HOTEL NEWS NOW

The trends that will dominate 2015 look a lot like the trends that dominated in 2014.

Mobile, millennials, health and wellness, business travel and supply are all likely to be talking points in the industry during 2015, the panelists said during the November 6, 2014, online panel “The guest experience: Top trends to look for in 2015.”

## 1. MILLENNIALS

Hotel companies scurried during 2014 to cater to the up-and-coming millennial generation. Brands, such as Marriott International’s rollout of Moxy, have been trying to capture this increasingly traveling demographic.

Niki Leondakis, CEO of Commune Hotels & Resorts, said her company’s new Tommie brand, while not aimed specifically at millennials, was designed for people who have a more youthful attitude toward travel.

She said the brand, which will open its first property next summer in the Hudson Square neighborhood of Manhattan, will have a more “affordable price” for younger travelers.

“Research shows millennials define luxury by functionality over price tag,” she said. “Millennials are inclusive by nature and want to learn and grow by meeting others through travel.”

Anthony Ingham, VP of luxury and design brands for North America at Starwood Hotels & Resorts Worldwide, said the company’s Aloft brand came about in 2008 because executives saw the rising tide of the millennial traveler. “We took the principals of (the W brand) and made them more accessible,” he said.

Craig Greenberg, president of 21c Museum Hotels, said his company is not looking specifically at the millennial traveler.

“The sensibilities they are looking for applies to a much larger cross-section of travelers today,” he said.

Asked how millennials are booking, Ingham said hotels need to ensure their mobile booking channels are up to date. He foresees a time when all of this age group’s booking occurs via handheld devices.

“There are still so many hotels that just have their (desktop) websites come up on the phone,” Greenberg said. They’re slow and clunky and not designed for your phone.”

## 2. MOBILE

Speaking of mobile, Ingham said mobile technology will begin to take on new shapes during 2015. He said Starwood Hotels has had team embedded with a team at Apple and are working on integrating the Apple Watch into on-property technology at Starwood-branded hotels. The company has been testing Apple Watch functionality for the past six or seven months, with a goal of integrating it into Starwood’s mobile check-in/keyless entry offering.

Starwood Preferred Guest users would get a push notification to their watch when their room is ready, be shown their room number on the watch, and then be able to use Bluetooth technology to tap the watch against the door lock to open the room. The wearable tech application at Starwood hotels only applies to the Apple Watch for now.

“Ultimately, it will be something that works on all forms of tech,” he said.

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Leondakis said Commune isn't going to force guests to have to adapt to new technologies. "We believe in giving guests choices," she said.

Some guests come on property in search of a "digital detox," she said. Any new technology added to the company's hotels has to be thought through and the offering has to save guests time, resources or money.

"We first ask, 'Does this serve a purpose?'" she said. "We're not about the newest toy or something that's just fun. It really needs to be purposeful and intentional and lessens pain points for guests.

"Tommie will be as analog and human centric as it is digital. There is a conception out there that millennial (brands) are tech-centric. We believe there is a service model that is: Help yourself, but at the same time, our staff will be there to help at all times," Leondakis said.

### 3. BUSINESS TRAVEL

The panelists also discussed the best way to serve business travelers. Michael Dail, VP of global brand marketing at Marriott, said the company, cognizant that travelers carry a multitude of mobile devices, provides chargers capable of charging six different devices.

Leondakis said Commune Hotels also recognizes business travelers have high-tech needs that must be met, so executives have been striving to upgrade bandwidth and also provides HDMI cables and jack packs to guests.

Guests, especially business travelers, want simplicity, she said. They want to be able to turn something on and go. "They don't want tech for the sake of tech, and we get that," she said.

Greenberg said all hotels have to ensure they have an adequate supply of outlets in their rooms. Upgrading older properties could be the biggest tech challenge of 2015.

"There's really very little tolerance from travelers for those hotels to not have been (updated) by now," he said.

### 4. HEALTH AND WELLNESS

Healthy living while on the road is also becoming a bigger theme, as evidenced

by InterContinental Hotels Group's launch of its Even brand, that focuses on wellness.

Dail said Marriott heard from a 21-year-old college student who lamented that there are few healthy eating options when arriving at a property late at night. In response, the company at the beginning of September introduced a vending machine that features healthy food options.

"It's really all about guests' choices," he said. "There are definitely times when the Marriott burger will satisfy their appetite, but if they want a snack, they can get it.

21c's Greenberg said the wellness trend spills over to meetings too.

The company's hotels offer Yoga breaks during group meetings, for example. "They are looking for something to get the creative juices flowing, they don't want it to be just another meeting," he said.

### 5. SUPPLY

As for operating performance, speakers said the next couple of years at least look good, especially from a supply-and-demand perspective. Bobby Bowers, senior VP at STR, the parent company of Hotel News Now, said supply growth is below trend, while occupancy, average daily rate, and group travel are displaying positive growth.

"In 2015, we see (a year) much like 2014," he said. "What we're seeing right now is (revenue-per-available-room) growth of 5% or 6%, with much of that coming from ADR, but we continue to see occupancy growth as well."

Mark Woodworth, president of PKF-Hospitality Research, said seven out of 10 rooms being built today are in the upscale/upper upscale end of the market. Still, he foresees positive performance for up to the next three years.

"The number of rooms opening in 2015 is literally going to be one half of what we saw at the last cyclical peak," he said. "There are a handful of markets going through substantial supply growth (but) we just don't see any stress."

Source: *Hotel News Now*, November 7, 2014  
[www.hotelnewsnow.com](http://www.hotelnewsnow.com)



Photo credit: Aaron Blevins

## Governor Brown Signs California Film and Television Job Retention and Promotion Act of 2014

Political figures, film and television workers, actors, and leaders in the tourism industry stood by at Hollywood's TCL Chinese Theater in mid-September as Governor Jerry Brown signed AB 1839, known as the California Film and Television Job Retention and Promotion Act of 2014, into law.

This legislation will provide \$100 million annually in tax credits for films and new television series that choose to shoot in California. In doing so, much-needed relief will hit the state's flagging film business, an industry that has seen a 50% drop in film shoots in the past 15 years as other states and countries have offered aggressive financial incentives to lure film and television production away from California.

"Today, we remind the world that the Golden State is the home of the silver screen," said Governor Brown. "This bill helps thousands of Californians—from stage hands and set designers to electricians and delivery drivers."

Beginning in fiscal year 2015-2016, the California Film Tax credit will increase to \$330 million a year for five years, and is expected to bolster the local and state economies by bringing thousands of film and television production jobs back to California.

## Federal Per Diem Rates Unchanged for 2015

The U.S. General Services Administration left unchanged standard lodging and meal per diem rates for fiscal 2015, which began October 1, 2014.

GSA's per diems are used to reimburse federal workers' expenses and as an industry benchmark.

### **Sacramento**

\$107 maximum lodging, excluding taxes

\$61 meals and incidental expenses

## Sacramento Hotel General Managers Serving on CH&LA Board of Directors

The California Hotel & Lodging Association (CH&LA) elected its 2015 Board of Directors at its Annual Meeting, November 21, 2014, at the Westin St. Francis in San Francisco. The 2015 Chair will be Terri Haack of Terranea Resort. In addition, the elected Officers for the 2015 Executive Committee were announced as Tom Klein, The Fairmont San Francisco (Vice Chair); **Richard Hill, Sheraton Grand Sacramento** (Secretary/Treasurer); and Bimal Patel, CHA, Concept Hotels (Immediate Past Chair). Other members of the Executive Committee include René Boskoff, Monterey Marriott (Chair of the Government & Legal Relations) who is a returning member and Laurene Douglas, Pacific Plaza Hotels (Chair of the Audit & Investment Committee) who is new to the Executive Committee.

Five Board members with expiring terms are renewing their Board positions. These members are Mike Getto, CHA, The Hills Hotel; Tom Patton, CHA, Ramada Limited Santa Barbara; Mark Leblanc, The Rim Corporation; John Spear, Hotel Drisco; and **Scott VandenBerg, Hyatt Regency Sacramento**. Rick Anderson, Casa Tropicana Inn, will leave the executive committee and re-join the Board of Directors.

## J.D. Power Reports:

### HOTEL SATISFACTION REACHES RECORD HIGH; GEN Y GUESTS ARE MORE CRITICAL BUT NOT NECESSARILY LESS LOYAL

Hotel guest satisfaction has reached its highest level since J.D. Power revised its methodology in 2006, according to the J.D. Power 2014 North America Hotel Guest Satisfaction Index Study<sup>SM</sup> released mid-July 2014.

The study, now in its 18th year, measures overall guest satisfaction across eight hotel segments: luxury; upper upscale; upscale; midscale full service; midscale; economy/budget; upper extended stay; and extended stay. Seven key factors are examined in each segment to determine overall satisfaction: reservation; check-in/check-out; guest room; food and beverage; hotel services; hotel facilities; and cost and fees.

Overall satisfaction in 2014 averages 784 points on a 1000-point scale, up 27 points from 2012, with significant improvement in all segments except upper extended stay and extended stay, where satisfaction remains stable. The midscale segment posts the largest year-over-year improvement, increasing by 10 points to 801, which is the first time satisfaction in the segment has surpassed 800 points.

The study finds that Gen Y guests (Millennials) are more critical of their hotel stay but, despite popular sentiment, not necessarily less loyal. Among Gen Y guests whose stay at the hotel they evaluated was their first experience with the brand, overall satisfaction is 29 points lower than among those who have a previous experience with the brand they evaluated (758 vs. 787, respectively). J.D. Power defines Gen Y as those born between 1977 and 1994.

“By improving the brand experience for first-time Gen Y guests, there is a substantial opportunity for hotels to gain a pool of satisfied, committed guests who will be loyal for years to come,” said Rick Garlick, global travel and hospitality practice lead at J.D. Power. “We also find that satisfaction is more than 300 points lower among Gen Y guests who have a low opinion of staff than among Gen Y guests who have a high opinion of the hotel staff, while that difference is much smaller among those in other generation groups. Hoteliers have the opportunity to improve both satisfaction and loyalty rates by simply focusing on improving their staff interactions with Gen Y guests.”

### KEY FINDINGS

- Hotel brands that are perceived as being exciting and trendsetters receive the highest number of positive recommendations, while those perceived as environmentally careless receive the highest number of negative comments.
- The proportion of Price Buyers—hotel guests who select their hotel brand primarily based on price—has fallen by a significant 7 percentage points from 2013 (19% vs. 12%, respectively). Price Buyers are among the least satisfied of the guest groups.
- The proportion of Scrutinizers—those who thoroughly research their hotel choices through online travel review sites and other sources—has increased to 10 percent in 2014 from 7 percent last year. Notably, the Scrutinizer group has the largest number of highly committed guests to a hotel brand.
- Among all the problems experienced by guests, rooms that are not clean has the greatest negative impact on satisfaction (213 points).
- Challenges with Internet connectivity remain twice as prevalent as any other guest problem. The negative impact of these problems is relatively consistent regardless of whether Internet access is complimentary or guests have to pay an additional fee for it.

Source: J.D. Power

*The 2014 North America Hotel Guest Satisfaction Index Study is based on responses gathered between June 2013 and May 2014 from more than 67,000 guests in Canada and the United States who stayed at a hotel in North America between May 2013 and May 2014.*

# Sacramento Tourism Marketing District (STMD)

## DISTRICT COMMITTEE APPOINTMENTS MADE BY SHA BOARD

The Board of Directors of the Sacramento Hotel Association has reappointed several hoteliers to the STMD Committee.

In June 2014, the SHA Board of Directors appointed Scott VandenBerg (Zone 1), Ibrahim Measher (Zone 2) and Clint Reed (Zone 3) to three-year terms.

STMD Committee members automatically serve as Board members of Sacramento Convention & Visitors Bureau. Since the Sacramento CVB Board of Directors previously passed a resolution changing SCVB Board terms to calendar-year service, the SHA Board of Directors voted to extend all terms of current STMD Committee members by adding six months to their existing terms to conform with the Sacramento CVB Board resolution that changed the SCVB Board terms to calendar-year service.

### STMD DISTRICT TOURISM COMMITTEE

#### Zone 1 (Downtown)

Richard Hill, Sheraton Grand  
(term expires December 31, 2015)

Liz Tavernese, Holiday Inn Capitol Plaza  
(term expires December 31, 2015)

Scott VandenBerg, Hyatt Regency  
(term expires December 31, 2017)

#### Zone 2 (Point West Area)

Ibrahim Measher, DoubleTree by Hilton  
(term expires December 31, 2017)

Doug Warren, Marriott Courtyard & Fairfield Inn Cal Expo  
(term expires December 31, 2015)

#### Zone 3 (Natomas Area)

Clint Reed, Geweke Hospitality  
(term expires December 31, 2017)

#### Zone 4 (Balance of County)

Jeroen Gerrese, Lions Gate Hotel  
(term expires December 31, 2015)

### ZONE MICRO-MARKETING DOLLARS AVAILABLE

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 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 of the amount collected within the zone to fund eligible programs and activities.

If you have a project idea for your respective zone, a project funding application for zone micro-marketing dollars is available at [www.visitsacramento.com/about/stmd/](http://www.visitsacramento.com/about/stmd/).

# Hilton Aims to Inspire Planning Professionals with Launch of 'Idea Network'

Hilton believes in the power of face-to-face connections. As a continued rally to inspire creativity and to help transform everyday events into memorable experiences, the company announced the launch of Idea Network in late October 2014, an online resource created for planning professionals. With the immense amount of information shared online every day, the Idea Network features the most relevant information and trends in an easy, manageable format.

As the latest enhancement to the Connect+ website, the Idea Network features a compilation of articles, advice and tips, sourcing from both online publications and experts. The Idea Network is organized into four sections, focusing on four common desired results for meetings and events—Creating Experience, Driving Results, Building Connections and Doing It All Responsibly.

“We created Idea Network to inspire planners—to push them to think beyond their everyday processes and to help them over-deliver on their results,” said Lesley Brasesco, managing director, sales effectiveness for the Americas at Hilton Worldwide. “While this is the latest expansion of Connect+, this isn’t the last. We have a commitment to our team, customers and the industry to continue to evolve and create tools that link our community and to help educate meeting and event professionals.”

Each week, articles will be added to the page, encouraging readers to share with their social channels. Current features include:

- Creating Experience: “5 Ways to Turn Your Boring Meeting into a Meaningful Experience”
- Driving Results: “Measuring Your Event’s Success in Real Time”
- Building Connections: “7 Ways to Start a Successful Networking Group”
- Doing It All Responsibly: “Green Meetings Made Easy”

The Idea Network is accessible through the Connect+ homepage. Beyond connecting planners to the Idea Network, the Connect+ website offers planners access to the Hilton Elevated Discussions educational video series, planning tools like Meetings Simplified and ‘getplanning,’ group offers and more.

For more information, visit [news.hiltonworldwide.com/ConnectPlus/](http://news.hiltonworldwide.com/ConnectPlus/).

## Welcome New Members

### BAY CITY ELECTRIC WORKS

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(866) 938-8200  
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Service Sales Executive – Doug Tostenson  
Service Sales Executive – Mark Guddal  
Director of Sales  
& Marketing – Austin Lee  
President & COO – Rodney Lee

### CLEARWATER TECH, LLC

850 Capitolio Way  
San Luis Obispo, CA 93401  
(805) 549-9724  
(805) 549-0306 Fax  
jwatt@cwtozone.com  
www.cwtozone.com

EcoTex Factory Regional Sales  
Representative – James Stewart  
Assistant Sales Manager  
& Sales Engineer – Marc Debrum  
Marketing Communications –  
Juli Watt

*Services: ClearWater Tech, LLC is a leading designer and manufacturer of ozone generation equipment for commercial laundries, swimming pools, spas, water features and a wide range of other water purification needs. ClearWater Tech has earned its reputation through technical distinction in ozone generation applications since 1986. For more than a quarter century the company has marketed ozone products globally with more than 200,000 installations on six continents.*

## People Column/Member News



**Robbie Garcia** has joined the **Sacramento Marriott Rancho Cordova** as director of sales and marketing. Garcia's hospitality career began nearly 20 years ago as a sales manager and, subsequently, director of sales at the Southern Hills Marriott in Tulsa, Oklahoma. Her next stop was at the Albuquerque Marriott where she worked as a sales manager. She moved back into the director of sales seat at the Albuquerque Marriott Pyramid North property. For a time she left the hotel business to help her sister grow a catering company. In the spring of 2011, Garcia returned to the hotel business as director of sales and marketing for the Sheraton Airport in Albuquerque.

**Larkspur Landing Sacramento Hotel** has named **Ryan Opatz** as general manager. Opatz has been with the hotel for eight years, most recently as assistant general manager. He started at the hotel as a guest services agent and served in several other increasingly responsible positions in the ensuing years.



**Jennifer Flohr, CMP, CAE** of the **California Hotel & Lodging Association (CH&LA)**, officially began her term on July 1 as Chapter President of the Sacramento/Sierra Nevada Chapter of Meeting Professionals International (MPISSN). Flohr has been participating in the MPISSN Chapter in a leadership role for three years, having facilitated educational programming and served as president-elect. The MPISSN Chapter was recently ranked sixth globally in member satisfaction in an annual survey contacted by MPI Headquarters. Flohr is recognized with the MPISSN Chapter Leader of the Year Award in 2012. Flohr is currently the senior vice president for the California Hotel & Lodging Association, responsible for all aspects of meeting and conference planning as well as membership growth and retention, among other duties.

**ClearWater Tech, LLC** representing EcoTex Ozone Laundry Systems, has been evaluated and approved for energy and water efficiency by the U.S. Department of Energy. The U.S. Department of Energy commissioned a report to evaluate energy efficient technologies within the commercial on-premise laundry (OPL) market. After consideration of several alternative technologies, they chose to do their research on ozone for the report. The study proved the validity of EcoTex Technology as a quick return-on-investment, energy and water savings, and customer satisfaction. "Although this report does not begin to reflect our more typical eight-month ROI from EcoTex, says ClearWater Tech's President Cameron Tapp, it does do a tremendous job of quantifying the true effectiveness of ozone in the commercial laundry industry." The study also points out that ozone works 100% of the time when applied correctly, and doesn't work 100% of the time when applied incorrectly. Tapp remarked that it is paramount to know the science behind the proper application of ozone for the on-premise laundry industry.

## 2014 Farm-to-Fork Tower Bridge Dinner

Congratulations to Executive Chef Jason Poole of the Hyatt Regency Sacramento/Dawson's and Chef Brian Mizner of Hook & Ladder Manufacturing Co. for leading a team of more than 30 top area chefs that presented this year's Farm-to-Fork Tower Bridge Dinner on September 28. The dinner was the culminating event in the Farm-to-Fork celebrations. The locally sourced dinner was a collaboration of dozens of local restaurants, wineries, breweries, farms, ranches and other purveyors. More than 700 guests enjoyed the dinner. The proceeds from the dinner fund the free Farm-to-Fork Festival that was September 27 on Capitol Mall and other F2F activities.



### DINNER MENU

- **Appetizer:** Salumi, pate, cheese, mustard, olives, quince, honeycomb
- **First course:** Heirloom bean salad of shelling beans, okra, heirloom cherry tomatoes, mint, red pepper cheese and organic olive oil sourced from Pedrozo Dairy, Seka Hills Farms, Yeung Farms, Dwelley Farm and Castaneda Brothers
- **Second course:** Mesquite-grilled quail with Seckel pears, grapes, peppers, wild rice and pork belly sourced from Next Generation Foods, Del Rio Botanical, Tolenas Farms, Stillwater Orchards and Rancho Llano Seco
- **Third course:** Smoked trout with fingerling potatoes, fennel arugula, herb vinaigrette dressing sourced from Passmore Ranch, Del Rio Botanical, Riverdog Farms and Fresh Origins Farm
- **Fourth course:** Lamb shanks braised in Track 7 Hoppy Palm Pale Ale, indigo rose tomato, graffiti eggplant, vegetable flower honey and sage sourced from Matin Emigh Farm, Track 7 Brewery, Riverdog Farms and Fresh Origins Farm

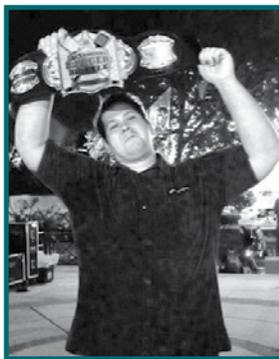
Dinner was served family-style on the bridge, with dessert selections available on the riverfront promenade in front of the Embassy Suites Hotel.

## Hyatt Regency's Dawson's Wins Burger Battle

The September 18 "Sacramento Burger Battle" in Caesar Chavez Park was won by Dawson's at the Hyatt Regency. Dawson's burger was selected as the best in town by the judges among 15 contestants. There were 850 attendees at the event.

The Sacramento Burger Battle is a one-night, four-hour charity burger cook-off to find out which restaurant can make the best burger in Sacramento. The event benefits the Crohn's and Colitis Foundation of America.

The winning chef was Michael Grande, Chef de Cuisine at Dawson's at the Hyatt Regency. The burger is served in Amourath, Vines and Dawson's at the Hyatt.



### SACRAMENTO'S FINEST BURGER - 2014 SACRAMENTO BURGER BATTLE WINNER

*Goat Cheddar, Crispy Onions, House-smoked Bacon, Brioche Bun, Track 7 Daylight Amber Ale Barbeque Sauce*

The participating establishments at the 2014 Sacramento Burger Battle included AJ's Sandwiches & Burgers, Blackbird Kitchen & Beer Gallery, Broderick Restaurant and Bar, Burgess Brothers' Burgers, Café Bernardo, The Chef's Table, Dawson's, deVere's Irish Pub, Ettore's, Iron Restaurant, Krush Burger, Mikuni, Mother, The Porch and Ten22.

The Crohn's and Colitis Foundation of America is a nonprofit organization that raises funds for research to find a cure and patient programs that help those afflicted with this condition. Crohn's is an autoimmune disorder that affects the intestinal tract and prevents the body from absorbing important nutrients when food is consumed.

## "Dream Big Dividend" will Determine What's Next for California Travel

According to Caroline Beteta, president & CEO of Visit California, a new era for California's travel industry is about to begin.

Beteta believes the "Dream Big Dividend" will restore California's competitiveness in tourism marketing. Visit California's team has been hard at work alongside California's travel industry leaders to guide the evolution of California's tourism marketing plan in a new funding environment.

California's assessed businesses are set to consider new rates that will achieve the "Dream Big Dividend." Ballots are headed to mailboxes November 26, and the vote will conclude December 19. Results will be announced in early January. An intense period of industry engagement and marketing plan refinement will follow. Adjusted assessment rates and the new marketing work plan will be implemented July 1, 2015.

Assessed businesses will choose between two funding scenarios:

- Option A, the lower rate on the ballot, is recommended by the Visit California Board and the "Dream Big Dividend" task force. It will achieve the optimal funding level three years after approval.
- Option B is a more aggressive rate that will achieve the optimal funding level the first year after approval.

For more details on the "Dream Big Dividend" Competitiveness Initiative, visit [vote.visitcalifornia.com](http://vote.visitcalifornia.com).

Source: Visit California

## IT'S ALL ABOUT THE FOOD AND THOSE WHO PREPARE IT



## 18TH ANNUAL HOSPITALITY CLASSIC

Continued from page 1

All images courtesy of Express Event Imaging.

*Congratulations to the team sponsored by Lions Gate Hotel team as the tournament winners. The winners receive framed prints from the J. Fitzpatrick Collection.*

### FIRST PLACE TEAM – LIONS GATE HOTEL

*(left to right)*  
 Roan Bonner  
 Jim Hover  
 Martin Thornros  
 Joey Gardner



*The Dr. Pepper Snapple Group foursome takes home second-place honors.*

### SECOND PLACE TEAM – DR. PEPPER SNAPPLE GROUP

*(left to right)*  
 Joey Oliveira  
 Jonathan Wheeler  
 Joe Lopez  
 James Carr



*The SuperShuttle/ExecuCar team accepts third-place honors.*

### THIRD PLACE TEAM – SUPERSHUTTLE/EXECUCAR

*(left to right)*  
 Kyle Swan  
 Igor Avanto  
 Richard Alcantar  
 John Gonzales



### LONG DRIVE

Women – Barbara Stannius, Embassy Suites  
 Men – Jonathan Wheeler, Dr. Pepper Snapple Group

### CLOSEST-TO-THE-PIN

Women – Barbara Stannius, Embassy Suites  
 Men – Darrell Fong, City Councilmember

### PUTTING CONTEST

Clay Purcell, Embassy Suites

## A PERFECT DAY FOR GOLF



## SPONSORS

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### GOLFER GIFTS

Valley Hi Country Club  
Young's Market Company

### GOLF CART PLACARDS

Republic Services

### LONGEST DRIVE – MEN'S

Yellow Cab Co. of Sacramento

### LONGEST DRIVE – WOMEN'S

Yellow Cab Co. of Sacramento

### CLOSEST-TO-THE-PIN – MEN'S

Lions Gate Hotel & Conference Center

### CLOSEST-TO-THE-PIN – WOMEN'S

Sacramento Hotel Association

### HOLE-IN-ONE

Visit California

### HOLE FLAGS

Residence Inn Downtown at  
Capitol Park

### BEVERAGE CARTS

Holiday Inn Capitol Plaza  
Sacramento Convention  
& Visitors Bureau

### EVENT PHOTOGRAPHY

Express Event Imaging

### SCHOLARSHIP PROGRAM DONATION

Sacramento Marriott Business Council

## HOLE SPONSORS

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American Born Moonshine  
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Constellation Wines  
The Growing Company/  
The Interior Plant Company  
Prestige Cleaners  
Republic Services  
SuperShuttle/ExecuCar



## RECEPTION SPONSORS

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*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

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The Citizen Hotel & Grange Restaurant  
Embassy Suites Sacramento  
The Growing Company/  
The Interior Plant Company  
Holiday Inn Capitol Plaza  
Hyatt Regency Sacramento (*multiple prizes*)  
Prestige Cleaners (*two prizes*)  
Red Bull North America  
Residence Inn at Capitol Park  
Sacramento Magazine (*two prizes*)  
Sacramento Convention  
& Visitors Bureau  
Sacramento Marriott Rancho Cordova  
Sheraton Grand Hotel (*two prizes*)  
Southern Wine & Spirits  
Yellow Cab Co. of Sacramento (*two prizes*)  
Young's Market (*two prizes*)

## THANKS TO OUR SPONSORS





# Toys and Holiday Cheer

## SHA Annual Holiday Reception & Toy Collection

Monday, December 15, 2014

5:00 p.m. - 6:30 p.m.

Lions Gate Hotel

3410 Westover Street, Sacramento

Share your holiday spirit with your colleagues at SHA's Holiday Reception on December 15 at the Lions Gate Hotel. Share your goodwill by bringing a new toy or game to be donated to 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 15 reception. Special holiday beverages and hors d'oeuvres will be served.

At the December meeting, members will elect the 2015 SHA Board of Directors.

Thanks to Lions Gate Hotel staff for serving as our hosts for this annual festive holiday gathering. Bring your staff and join your industry colleagues for some holiday cheer!