



Sacramento Hotel Association

SHA LUNCHEON MEETING

February 15, 2019	11:30 a.m. - Reception
Courtyard Marriott Cal Expo	12:00 noon - Luncheon
1782 Tribute Road	12:45 p.m. - Presentations
Sacramento	

Featured Presentation

What's Up at the Sacramento County Airport System? New Offerings at SMF—Lounges, Socks, Water Bar, Art Gallery and More



Cindy Nichol

Today, airports have become destinations in their own right. The importance of the customer experience as part of the airport value chain has grown exponentially in the last decade. Research shows that calm and unstressed passengers are willing to spend more of their time and money in airports.

Cindy Nichol, the new Sacramento County director of airports, will be the featured presenter at the February 15 SHA luncheon meeting.

Nichol is responsible for overseeing Sacramento International Airport, as well as Mather and Executive airports. She has 30 years of experience in aviation business.

There are a number of initiatives in the works for the county airports department. One of the initiatives involves an airport hotel. Airport officials now believe the best site would be on airport land next to Interstate 5, where the hotel will be visible to passing drivers/travelers and attractive to fliers.

Additional initiatives include working to attract more air service to additional destinations, the building of a consolidated rental car facility and additional parking facilities as well as further development at Mather to serve large all-cargo aircraft.

More fun and upscale offerings are coming to Sacramento International Airport this spring. New amenities are in the works that will give the passenger terminals the feel of an upscale mall. The work is expected to begin in February and take about three months.

The new offerings will include two Escape Lounges—one in each terminal. These lounges offer passengers an opportunity to access a more relaxed setting; the price of entry includes business accommodations and meals prepared by local chefs.

An art gallery in Terminal B—The Gallery at SMF—will highlight local artists, whose works will be for sale.

New venues for a variety of shopping experiences include:

- A whimsical sock store called Popsox
- A Jaynee Cakes patisserie
- Baggallini, a purse and luggage store
- Two locally based coffee bars: Temple Coffee and Chocolate Fish
- The Well, a flavored water bar
- InMotion, an electronics and technology store
- No Boundaries clothing store

Most recently, Nichol was the chief financial officer for the Port of Portland in Oregon, which oversees Portland International Airport. From 2008 to 2012 she worked as finance director for San Francisco International Airport. Nichol has also worked at the Massachusetts Port Authority and for private airport consultants.

WHO SHOULD ATTEND?

General managers, sales/marketing team members and guest services/concierge staff, as well as suppliers to the hospitality community, are encouraged to attend this presentation. Sign up today!

SHA LUNCHEON RESERVATION FORM

February 15, 2019

Coutyard Marriott Cal Expo

1782 Tribute Road, Sacramento

_____ @ \$15 SHA members paid in advance
 _____ @ \$35 industry guests & SHA members at the door

Three ways to register—online at www.sacramentohotelassociation.com, mail, or fax. Total amount enclosed \$ _____ (4510)

Reservations canceled fewer than 48 hours before the luncheon are subject to penalty of entire amount.

Please contact SHA staff at (916) 441-6110 if you require reasonable accommodation to fully participate.

Please print:

Hotel/Company _____

Name _____ Name _____

Name _____ Name _____

Payment Options

Check Payable to SHA/Check # _____ AMEX MasterCard Visa Please invoice (members only).

Card Number _____ Exp. Date _____ VCode _____

Card Address _____

Card City _____ State _____ Zip _____

Name on Card _____ Signature _____