

# SACRAMENTO HOTELS ASSOCIATION

Reader Board

AUGUST 2019



## Sacramento Hotels Farm-to-Fork Showcase— Challenge of the Chefs

### EVENT TO BENEFIT SOIL BORN FARMS

The 4th annual *Sacramento Hotels Farm-to-Fork Showcase—Challenge of the Chefs* is set for October 30 at the Kimpton Sawyer Hotel—as part of SHA's ongoing community service activities.

This year's Farm-to-Fork Showcase is a benefit for Soil Born Farms, a non-profit 501(c)(3) organization. Soil Born Farms is about so much: growing food, mentoring youth and future farmers, teaching people how to cook and garden, creating urban farms and preserving wild spaces, developing partnerships and improving access to fresh produce throughout our community, and at the core, it is about making a difference. It means transforming a shared vision of healthy food for all into a local reality. See more about the organization at right.



### SACRAMENTO HOTELS FARM-TO-FORK SHOWCASE—CHALLENGE OF THE CHEFS

October 30, 2019 (Wednesday)

4:30 p.m. - 7:00 p.m. | Kimpton Sawyer Hotel

Advance tickets are \$45 per person plus service fee; tickets are \$55 per person at the door.

Ticket sales are open at: [www.ChallengeoftheChefs.com](http://www.ChallengeoftheChefs.com)

The event features:

- Festive Farm-to-Fork Food Stations from local hotels/restaurants
- Friendly competition among the Executive Chefs
- New Awards - Top Savory, Top Sweet, Top Plated
- Craft Beer Tastings from local brewers
- Wine Tastings from area vintners
- Silent Auction of gift baskets and prize packages
- Musical Entertainment



## Soil Born Farms

### Mission

Our mission is to create an urban agriculture and education project that empowers youth and adults to discover and participate in a local food system that encourages healthy living, nurtures the environment and grows a sustainable community.

### Goals

#### Local Organic Food Production

Create, manage and support urban organic farms and gardens that are accessible to the public, permanently protected for future generations, and that practice and promote responsible land stewardship.

#### Community Education

Develop a food and environmental education program focused on service and experiential learning in the natural world and in the kitchen for youth and adults. Activities include classes, hands-on workshops, tours, job training and youth leadership development.

#### Food Access for All

Address food security needs by developing alternative food distribution and food donation programs that target our underserved communities.

#### Reconnect with the Land

Bring people together to celebrate cultural diversity and share the simple pleasures of living life in harmony with nature.



# Sacramento Hotel Association

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# Guest Room Renovations Forthcoming at the Hyatt Regency Sacramento

The Hyatt Regency Sacramento will undergo an \$8.1 million renovation this year. The hotel plans to renovate almost all of its guest rooms starting this fall to coincide with the closure of the Sacramento Convention Center.

Guest room renovations will begin in November, with new carpets, draperies, dressers, artwork and refreshment centers, plus refinished bathtubs, upgrades to lighting and new 65-inch televisions.

The guest room renovations are slated to be completed by August 2020, before the Convention Center reopens.

According to General Manager Scott Vandenberg, the guest rooms were last renovated in 2009 and 2010. The upscale suites—Presidential, Governors and Park Capitol Suites—were more recently renovated.

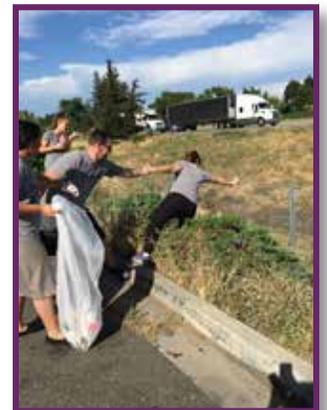
In addition, the Hyatt Regency has also been working on an elevator modernization project; they will now feature new mechanics and cabs. The original elevators date back to 1988 when the hotel was built.



# The Westin Sacramento

## LET'S RISE!

On June 17, The Westin Sacramento associates took to heart the spirit of giving back to their communities through physical activity via a partnership with the App, Charity Miles. The Westin Sacramento associates have created a walking group that combines Charity Miles' walking donations with cleaning up the environment. Reinforcing their commitment to wellness and achievement through community and charitable works. Let's Rise!



# Convention Center, Memorial Auditorium, and Community Theater to Become SAFE Credit Union Convention and Performing Arts District

In early August, SAFE Credit Union and the City of Sacramento announced that SAFE is making a 25-year commitment to help Sacramento propel its core into a dynamic business and cultural center for the 21st century and beyond.

As part of the \$23 million investment to be funded over 25 years, SAFE is receiving naming rights to the Convention Center, Center Theater, and outdoor plaza. The entire complex will be known as the SAFE Credit Union

Convention and Performing Arts District. The Convention Center will be called the SAFE Credit Union Convention Center. The theater will be renamed SAFE Credit Union Performing Arts Center. A new outdoor plaza will be called SAFE Credit Union Plaza.

“SAFE Credit Union is proud to show our commitment to making Sacramento a world-class city with this investment in the SAFE Credit Union Convention and Performing Arts District in downtown Sacramento,” said SAFE CEO and President Dave Roughton. “For the past 80 years, we’ve walked side by side with our members, civic leaders, and local businesses to build Sacramento into a vibrant, successful city where people dedicate their hard work and talents to helping our region thrive. This investment and 25-year commitment will help strengthen the Greater Sacramento region by creating jobs, expanding business opportunities, and growing California’s capital into a cultural gem.”

“We can be proud that one of our leading city cultural assets will be branded with the name of one of our leading Sacramento businesses,” said Sacramento Mayor Darrell Steinberg.

SAFE is committing to the project with the understanding that the SAFE Credit Union Convention and Performing Arts District, to be completed in 2020, will drive economic benefits to downtown and the Greater Sacramento area through increased visitor attraction and spending, creating a healthier business community.



## California Bill Moves to Ban Personal-size Hotel Toiletry Bottles

California legislators are considering a bill (AB 1162) that would ban the small bottles of shampoo, conditioner and body wash in lodging properties and be replaced with dispensers or bottles larger than 12 ounces.

If approved, as expected, the bill would go into effect in 2023 in lodging properties with more than 50 guest rooms and in 2024 for those properties with fewer than 50 guest rooms.

The bill is modeled after an ordinance adopted by the city of Santa Cruz last year, which made it the first jurisdiction in the state to ban small plastic bottles.

The California Hotel & Lodging Association and SHA are supportive of the initiative to support sustainable practices in the hospitality industry. The Associations recognize that a number of hotel brands have already made the change to dispensers for these products or are planning to implement such programs. It is also acknowledged that the implementation of a dispenser system will affect operations and housekeeping procedures.





## 13th Annual SHA Community Service Day

***"THE HOSPITALITY INDUSTRY HELPING IN THE COMMUNITY"***  
**SATURDAY, SEPTEMBER 7, 2019**

7:30 a.m. – 1:00 p.m. (includes breakfast, work projects, picnic lunch)

The Association's annual service project brings together more than 200 enthusiastic employees and family members from Sacramento's hospitality industry to offer a day of improvements, donations and community pride at a Sacramento neighborhood each year.

The Sacramento Hotel Association will sponsor its 13th annual community service day September 7, 2019. (Preregistration with your hotel/company team is required.)

Volunteers will assemble at the Sam and Bonnie Pannell Community Center (2450 Meadowview Road, Sacramento) for breakfast and then spend the morning working at parks/community gardens and for organizations, agencies and schools in the neighborhood. After the work, we'll have time to celebrate the support provided to the community—breakfast and picnic lunch provided by sponsoring hotels.

This year volunteers will be completing projects for:

- Sam and Bonnie Pannell Community Center
- Valley Hi Community Garden and Park
- ACC Senior Services/Meals on Wheels
- ARI Community Services/Asian Resources, Inc.
- Capitol Collegiate Academy
- Community Housing Opportunities Corporation (CHOC)/ Acacia Meadows Apartments
- Developmental Disabilities Service Organization (DDSO)
- Edward Kemble Elementary
- Fern Bacon Elementary/City Year
- John Bidwell Elementary
- John D. Sloat Elementary
- John Still School
- Kaiser Permanente South Sacramento Medical Center
- Lutheran Social Services of Northern California (Saybrook Apartment Complex)
- Mack Road Valley Hi Community Center
- Mercy Housing (Kennedy Estates)
- Sacramento Children's Home/Meadowview Family Resource Center
- Sacramento Public Library/Robbie Waters Pocket-Greenhaven Library Branch
- Sacramento Public Library/Southgate Library Branch
- The Salvation Army Del Oro Division
- South Sacramento Interfaith Partnership (Food Closet)



### **Donation Component – Backpacks and School Supplies**

For this year's donation project, the Sacramento Hotel Association is partnering with the ReIMAGINE Mack Road Foundation to help kids in need succeed by providing new backpacks and school supplies.

Each year, thousands of homeless and at-risk children in our local communities return to school without the basic supplies they need. The ReIMAGINE Mack Road Foundation will distribute the backpacks and school supplies to children in the Valley Hi/Mack Road community to help children stay in school and build a bright future.

## Board Member Appointment

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Members of the SHA Board of Directors recently appointed Barry Miller, general manager at the Holiday Inn Sacramento Downtown-Arena, to complete an unexpired Director term. Miller will serve as an appointed Director through December 2020.

## Awards and Kudos

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At the May 2019 annual leadership conference of Westmont Hospitality the Sacramento Hilton Arden West and General Manager Sami Qureshi were honored with two awards.

Awards:

- First place for YOY RevPAR growth (second year in a row)
- Sami Qureshi was named “GM of the Year for 2018”

*Congratulations!*



## People Column

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In June, Barry Miller was promoted to general manager at the Holiday Inn Sacramento Downtown-Arena. Miller joined the hotel in July 2017 as assistant general manager-F&B. Prior to joining the Holiday Inn, Miller served as director of catering at the DoubleTree by Hilton Sacramento. During his career, he also had worked at DoubleTree by Hilton San Jose & Red Lion Hotels. Miller replaced long-time Holiday Inn General Manager Liz Tavernese who retired in June after more than 40 years in the hospitality industry.

## Welcome - New Associate Member

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Guardian Protection Force, Inc. | CA PPO 18009 | CA PI 188127

3050 Fite Circle, Suite 107

Sacramento, CA 95827

(866) 921-9484 | (866) 921-9590 Fax

COO--Ashlee Cervantes | acer@gpfsecuritycorp.com

CEO--Garrett Thomas | gthomas@gpfsecuritycorp.com

Services: Guardian Protection Force, Inc. was established in 2010. Since its inception, the company has successfully grown to become one of the premier security services in California. Unique to the industry, our company provides an array of security-related services that include:

- Executive Protection
- Armed/Unarmed Uniformed Security Services
- Security Patrol Solutions
- Event Security
- Contentious Termination Services
- Private Investigations
- CAL OSHA Workplace Violence Prevention Program Development

As an Associate member of the SHA, Guardian Protection Force, Inc. provides SHA members with no-cost/no-obligation security assessments. We encourage all SHA members to take advantage of this service with the intent of providing an overall enhanced workplace security environment for your guests and employees.

## SHA Calendar of Events

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

### SATURDAY, SEPTEMBER 7, 2019

SHA Community Service Project  
“The Hospitality Industry Helping  
in the Community”  
Sam and Bonnie Pannell  
Community Center  
(assembly location)  
Preregistration with your hotel/  
company team was required.

### MONDAY, OCTOBER 14, 2019

Sacramento Hospitality Classic  
Golf Tournament  
*Fundraiser for Scholarship Program*  
Valley Hi Country Club, Elk Grove  
8:30am Hot Buffet breakfast  
10:00am Shotgun Tournament  
3:30pm Awards Reception

### WEDNESDAY, OCTOBER 30, 2019

Sacramento Hotels Farm-to-Fork  
Showcase—Challenge of the Chefs  
*Fundraiser for Soil Born Farms  
and Chefs’ Competition*  
*Fabulous Food, Craft Beer  
and Wine and Silent Auction*  
Kimpton Sawyer Hotel  
4:30pm – 7:00pm  
[www.challengeofthechefs.com](http://www.challengeofthechefs.com)

### FRIDAY, NOVEMBER 15, 2019

SHA Monthly Luncheon Meeting  
*Topic: Hotel Industry Trends  
and Projections*  
*Speakers: Catherine Bolstad  
and Justin Schlageter, CBRE  
Hotels Advisory*  
Hilton Sacramento Arden West

### MONDAY, DECEMBER 9, 2019

SHA Holiday Reception •  
Toy Collection • Board Election  
Hyatt Regency Sacramento

## Sacramento Hospitality Classic

OCTOBER 14 AT VALLEY HI COUNTRY CLUB



FRIENDLY TOURNAMENT PLAY  
EXTRAORDINARY FOOD  
FUNDRAISER FOR  
SCHOLARSHIPS

It’s the tournament participants look forward to all year!

Sign up today for this Best Ball Scramble tournament. Hospitality industry colleagues, clients, and vendors will gather for another enjoyable Hospitality Classic golf tournament this year—Monday, October 14—at Valley Hi Country Club in Elk Grove. Golfers of all skill levels are welcome!

It’s about the scholarships!

Plan to join hospitality industry friends and colleagues at SHA’s annual golf outing as we raise funds for the Association’s scholarship program. Your participation at the Classic will assist the Sacramento Hotel Association in providing these scholarships. We’re pleased to announce that a portion of the tournament proceeds—along with a generous contribution from the Sacramento Marriott Business Council—fund scholarships for local college/university students pursuing hospitality, culinary, tourism or management careers.

It’s about the food...and the camaraderie...and the food!

After the tournament enjoy the awards reception featuring savory foods and sweet treats prepared by local hotel chefs. Even if you are not a golfer, register for the awards reception because the Sacramento Hospitality Classic has the best food of any tournament in the region!

Sign up your foursomes today for this hospitality event. Enjoy golf, fun, food, and prizes for \$160 per golfer.

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

### SACRAMENTO HOSPITALITY CLASSIC SCHEDULE

Monday, October 14

Valley Hi Country Club

9595 Franklin Boulevard, Elk Grove

- 8:30 a.m.  
Registration, hot buffet breakfast and driving range
- 10:00 a.m.  
Golf Tournament shotgun—best ball scramble, 18 holes  
Tournament contest and prizes  
Putting contest, longest drive, closest-to-the-pin  
Raffle prizes
- 3:30 p.m.

Reception and award presentations at Valley Hi Country Club immediately following the tournament featuring festive food stations hosted by local hotels.



# Quality of Sleep is Significant Opportunity for North American Hotels, J.D. Power Finds

## FEWER THAN 30% OF HOTEL GUESTS EXPERIENCE “BETTER THAN EXPECTED” NIGHT’S SLEEP

Forget the minibar, sleek lobby and mints on the pillow. If hotels really want to build loyalty and delight their customers with stand-out lodging experiences, they need to focus on the bed. According to the J.D. Power 2019 North America Hotel Guest Satisfaction Index (NAGSI) Study,SM released in late July, quality of sleep is one of the most important components of a hotel guest experience with the potential to drive overall satisfaction and brand loyalty, but the majority of hotels are not delivering better-than-expected sleeping conditions.

“Delivering a superior sleep experience—from the quality of the bed, linens and pillows to the ambient sound and temperature of the room—is a huge opportunity for hotels to differentiate themselves from the pack and earn significant goodwill with guests,” said Jennifer Corwin, senior manager of Consumer Insights for Travel & Hospitality Intelligence at J.D. Power.

Now in its 23rd year, the North America Hotel Guest Satisfaction Index Study was redesigned this year to incorporate much deeper guest profiling information and extended coverage of the full hotel customer journey, including the path to purchase, pre-stay communications and post-stay communications. The study also now includes property-level information throughout North America, updated food and beverage metrics and inclusion of vacation rental utilization metrics.

Following are some key findings of the 2019 study:

- More zzzs, please: Overall satisfaction scores increase 114 points (on a 1,000-point scale) when hotel guests experience a better-than-expected quality of sleep. However, just 29% of hotel guests had such an experience. Of guests who do experience better-than-expected quality of sleep, 78% say they “definitely will” return to that property and 71% say they “definitely will” return to that brand.
- The anatomy of a good night’s sleep: The top contributors to quality of sleep and, therefore, higher satisfaction scores, are comfort of bed; quietness of room; comfort/quality of pillows; room temperature; and comfort/quality of linens. Satisfaction scores for quality of sleep are also higher when hotels offer beyond-the-basics items, such as white noise/sound machines, earplugs, robe/slippers and authentic local decor.
- Quality of sleep directly correlated to price of room: The highest rate of better-than-expected sleep quality is in the luxury hotel segment (42%), followed by the upper upscale (33%), upscale (31%), upper midscale (28%), midscale (28%) and economy (23%) segments.
- Arrival and check-in experiences present opportunity to shine: The key elements of the check-in experience consistent with high hotel guest satisfaction scores are efficiency (ideally takes five minutes or less); accuracy; and offering a warm welcome. When any of those baseline criteria are not met, satisfaction scores tumble as much as 100 points.

For more information about the 2019 North America Hotel Guest Satisfaction Index Study, visit: <https://www.jdpower.com/resource/jd-power-north-america-hotel-guest-satisfaction-index-study>.



# Teneo Hospitality Group Surveys Meeting Planners and Hoteliers

## TARGETS FIVE CHALLENGES CONFRONTING MEETINGS INDUSTRY IN 2019

Tight meeting budgets, time pressures, organizational issues, a lack of creativity from hotels, increasingly complex and costly mandates in catering, a need for more dynamic and enriching experiences and resistance to change – these are among the major challenges confronting the meetings industry in 2019.

Teneo Hospitality Group, a group representation firm, surveyed 150 meeting planners and hoteliers on the challenges they faced in effectively competing in today’s changing and complicated marketplace.

Interestingly, some of the challenges planners faced are internal, within their own organizations. All identified limited meetings budgets, lack of time and somewhat inflexible corporate cultures that gave rise to additional problems such as a lack of innovation and poor cost control.

**Challenge #1 Budgets.** Inadequate budgets headed the challenge lists for all survey participants. Planners cited rising costs, especially concerning food and beverage, with no comparable increase in budgets. The complexities of gaining budget increases from various corporate departments impact every aspect of the meeting process from training staff to negotiating contracts. Despite a strong economy, some planners reported budget cuts. Respondents noted that the inability to obtain adequate funding reflected a lack of understanding of the profound changes in the meetings industry that demanded more, not less, investment. Needs of attendees are very different today, especially among Millennials and Generation Z who require a high degree of technical services, greater engagement and entertaining activities – needs that are difficult to meet on a tight budget. Yet management and attendees had extremely high expectations.

*Suggested Solution:* The fundamental way planners can achieve their budget is to be transparent and in open communication with a property. While many planners feel they must keep back some of their budgetary concerns until further on in the planning process, an honest and comprehensive view of the meetings objectives and resources will enable hoteliers to present a realistic budget.

**Challenge #2 Lack of Time.** Virtually all respondents cited a lack of time and identified challenges that could have far-reaching consequences. With sweeping advances in technology impacting the industry, hoteliers and planners noted that they often lacked the time to keep up with technical developments. This problem was amplified when attendees were ahead of the planners and hotels in their own use of technology. Training a new generation of meeting planners and hotel staff is key to the industry's progress. Most significantly, respondents worried that the overwhelming details of day-to-day work left little time for long-term, strategic planning. And the top time waster? Too many unnecessary e-mails.

*Suggested Solution:* Planners are encouraged to indicate their timeline for response up front so hotels and resorts can offer a higher quality of response. If planners can share flexibility with dates early in the process, they will save time and the hotels can provide multiple options, which will likely have differences in pricing leading to greater value with the budget. Giving the hotel as much information as possible saves everyone time and can save on the budget.

**Challenge #3 Keeping Up with Technology.** In a technological environment that is moving at lightning speed, staying current and knowledgeable of technology's impact on meeting productivity can be daunting. Realizing that millennial attendees may be way ahead in their technical knowledge, technology applications and expectations can be intimidating. Even leadership within select organizations don't always seem to grasp how technology is revolutionizing the meetings experience today.

*Suggested Solution:* Staying current and out front with technological progress is critical to the successful outcome of every meeting, conference or social gathering. Engaging with attendee devices puts the meeting's learning literally in the hands of conferees in a way that resonates within a generation who grew up on texting, social media posts, interactive apps and more.

**Challenge #4 Lack of Creativity.** Big brand hotels' corporate bureaucracy partially accounts for planners' demand for greater creativity in the meeting process, and a far more flexible business environment. Larger hotel brands often have corporate policies that may place limits on pushing the boundaries of creating the ultimate meeting experiences for planners. But the need for innovation and original events, imaginative use of technology, effective teambuilding exercises, new experiences in even the most tried and true destinations, and diverse, sustainable and healthy food cannot be ignored.

*Suggested Solution:* Partner with a hotel or resort that creatively works with planners and groups to construct a meeting itinerary customized to a specific group and set of meeting objectives.

**Challenge #5 Increasing Complexity and Rising Costs of Food & Beverage.** As the population becomes more diverse, food preferences and dietary requirements have become more complicated. Growing awareness of wellness and sustainability issues add to a mix that could become more problematic and costlier. Paleo, keto, pescatarian, vegan and religious dietary requests are among the newest trends in conference dining in 2019. Respondents also called for better management of food ordering to keep costs down and eliminate waste.

*Suggested Solution:* By working with chefs and banquet managers at the beginning of the planning process and being candid about budget constraints, it's possible to obtain serious savings on food and beverage while achieving maximum creativity.

Source: Teneo Hospitality Group (Article edited by SHA due to space constraints.)