

SACRAMENTO HOTEL ASSOCIATION

Reader Board

AUGUST 2016



10th Annual Community Service Day



THE HOSPITALITY INDUSTRY HELPING IN THE COMMUNITY

SATURDAY, SEPTEMBER 10, 2016

7:30 A.M. TO 1:00 P.M. (includes breakfast, work projects, picnic lunch)

It's #10 this year! The Sacramento Hotel Association will sponsor its 10th annual community service day this year on September 10, 2016.

Volunteers will assemble at the Oak Park Community Center for breakfast and then spend the morning working at venues and organizations/agencies in the Oak Park neighborhood. After the work, we'll have time to celebrate the support provided to the community—breakfast and picnic lunch provided by sponsoring hotels.

The Association's annual service project brings more than 200 enthusiastic employees and family members from Sacramento's hospitality industry together to offer a day of improvements, donations and community pride at a Sacramento neighborhood each year. Volunteers work at city parks and community centers, elementary schools, food banks and assist a host of charitable organizations in our community.

This year volunteers will be completing projects for the Oak Park Community Center, City of Sacramento Parks and Community Gardens, Sacramento Charter High School, American Legion High School, Father Keith B. Kenny School, Oak Ridge Elementary School, Food Literacy Center, Sacramento Building Healthy Communities-The Hub, Sacramento Food Bank and Family Services, River City Food Bank, Oak Park Sol, Ronald McDonald House, Habitat for Humanity—Restore, Lutheran Social Services of Northern California, Alchemist Community Development Corporation, Kiwanis Family House, Wind Youth Services and Next Move.

DONATION COMPONENT

For this year's donation component of the Service Day, SHA is partnering with Lutheran Social Services of Northern California to assist former foster care youths and homeless families with household supplies as they move into stable housing. The clients served by LSS arrive in the programs without basic essentials all households require to create a home.

Your donation of personal care items and household supplies will make a difference!

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NEW EVENT

SHA's Farm-to-Fork Fall Fundraiser

SEPTEMBER 29

HYATT REGENCY SACRAMENTO

The Sacramento Hotel Association is expanding its community service activities with a new fundraiser as part of its program: The Hospitality Industry Helping in the Community.

The new fall fundraiser—September 29 at the Hyatt Regency—will benefit two local organizations that work with youth in our community—SkateMD and Sheriff's Toy Project.

SHA's Farm-to-Fork Fall Fundraiser, from 4:30 p.m. to 7:00 p.m., will feature:

- Festive Farm-to-Fork Food Stations from local hotels and restaurants
- Craft Beer Tastings from local brewers
- Wine Tastings from area vintners
- Silent Auction of delightful gifts and prize packages
- Musical Entertainment

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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.

Sacramento Hotel Association

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Hotel Profile

HILTON SACRAMENTO ARDEN WEST

The Hilton Sacramento Arden West completed a multimillion-dollar renovation in June to meet the changing habits of today's guests/travelers.

The front desk has been reconfigured into pods and the hotel replaced room keys with radio frequency identification (RFID) digital keys. This technology allows a guest to wave his/her card in front of the lock to open a door.

The remodel included new lobby furniture, carpet and tile and renovation of an outdoor terrace for receptions and weddings. In addition, three small upstairs meeting rooms were converted into guest rooms, bringing the total guestroom count for the hotel to 335. All guestrooms were updated during the renovation.

The Cameo Lounge and Bar, formerly the lobby bar, received new connectivity bars, additional seating and new furniture. The fitness room and executive lounge received new equipment and furnishings as part of the renovation.

In a related update, a special smartphone app allows some guests to check in on their own. The app is for the upper-tier members of the Hilton Honors reward program. They can make a reservation, confirm it and choose their room with the app, which then is also their room key.

The Hilton is part of Canada's Westmont Hospitality Group, which includes more than 500 hotels.





Sacramento Hospitality Classic

GOLF TOURNAMENT

FRIENDLY TOURNAMENT PLAY
EXTRAORDINARY FOOD • FUNDRAISER FOR SCHOLARSHIPS

MONDAY, OCTOBER 10 • RANCHO MURIETA COUNTRY CLUB • 7000 ALAMEDA DRIVE, RANCHO MURIETA

The Sacramento Hospitality Classic will be at a new location this year – Rancho Murieta Country Club. Plan to join hospitality industry friends and colleagues at SHA's annual golf outing as we raise funds for the association's scholarship program. Golfers of all skill levels are welcome!

Hospitality industry colleagues, clients, and vendors will gather for another fabulous Hospitality Classic golf tournament this year—Monday, October 10. After the tournament enjoy the awards reception featuring savory foods and sweet treats prepared by local hotel chefs. Anyone who has played in the tournament or attended the awards reception will tell you that the Sacramento Hospitality Classic has the best food of any tournament in the region!

Join us at Rancho Murieta Country Club for the 2016 Sacramento Hospitality Classic Golf Tournament. It's the tournament participants look forward to all year!

The Rancho Murieta Country Club features two 18-hole championship golf courses that integrate beautifully with the gentle topography of the area and old growth oak forests. The Sacramento Hospitality Classic will take place on the North Course, which premiered in 1971 and was redesigned in 1986 by Arnold Palmer.

CLASSIC SCHEDULE

- 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
- Reception and award presentations at Rancho Murieta 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.

Online registration is available at www.sacramentohotelassociation.com – click on **Events**. Sponsorship and Raffle Prize Donation forms are also available on the website.



SHA Calendar of Events

Online registration at
www.sacramentohotellassociation.com
– click on Events.

AUGUST

No SHA Luncheon Meeting

SATURDAY, SEPTEMBER 10, 2016

SHA Community Service Project
“The Hospitality Industry Helping
in the Community”
Assembly Location: Oak Park
Community Center

THURSDAY, SEPTEMBER 29, 2016

SHA Farm-to-Fork Fall Fundraiser
New event
Fundraiser to benefit two local
organizations that work
with youth in our community—
SkateMD and Sheriff’s Toy Project
Hyatt Regency Sacramento

MONDAY, OCTOBER 10, 2016

Sacramento Hospitality Classic
Golf Tournament
Fundraiser for Scholarship Program
Rancho Murieta Country Club
*** New location ***

FRIDAY, NOVEMBER 18, 2016

SHA Luncheon Meeting
Hilton Sacramento Arden West

MONDAY, DECEMBER 5, 2016

SHA Holiday Reception & Toy
Collection & Board Election
Courtyard Marriott Cal Expo



Cornell Study Shows Changing Relationship of Supervisors and Employees

Fairness is the beginning of a solid relationship between supervisors and employees, but other factors soon become more important, according to a new study from the Cornell Center for Hospitality Research (CHR). The analysis tracks the relative effect on the supervisor-employee relationship from three factors: employees’ job performance, fairness perceptions, and perceptions of the relationship itself. The study, “The Changing Relationship between Supervisors and Subordinates: How Managing This Relationship Evolves over Time,” by Michael Sturman and Sanghee Park, is available from CHR at no charge. Sturman is the Kenneth and Marjorie Blanchard Professor of Human Resources at the Cornell School of Hotel Administration, and Park is on the faculty of the department of human resource management at Rutgers University.

Sturman and Park apply a sophisticated computer analysis to a series of existing studies to portray the interconnection of the three factors to portray how the relationship between a supervisor and employees evolves. “Other studies have touched on these elements in the supervisory relationship, but this is the first study to consider these variables together and to analyze them over time,” said Sturman. “Not surprisingly, fairness perceptions play a crucial role in the first year of a relationship with a supervisor. The interesting thing is that fairness fades rather quickly after that.”

Instead, the effects of both job performance and the quality of the supervisor-subordinate relationship strengthen over time. However, Sturman and Park also found that establishing fairness seems to be important in improving an employee’s perception of the supervisor, since changes in fairness perceptions have a strong immediate effect on perceptions of the relationship. On the other hand, negative changes in job performance ratings can be detrimental to the relationship.

“In the end, we see that once the basic fairness of a relationship has been established, performance management has the greatest weight in ensuring a continued strong supervisor-employee relationship,” Sturman concluded.

About the Center for Hospitality Research

The purpose of the Center for Hospitality Research is to enable and conduct research of significance to the global hospitality and related service industries. CHR also works to improve the connections between academe and industry, continuing the School of Hotel Administration’s long-standing tradition of service to the hospitality industry. Founded in 1992, CHR remains the industry’s foremost creator and distributor of timely research, all of which is posted at no charge for all to use.

10TH ANNUAL COMMUNITY SERVICE DAY

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List of Personal Care Items and Household Supplies (random order):

- Bars of soap
- Shampoo/Conditioner
- Toothbrushes and toothpaste
- Laundry soap
- Liquid hand soap
- Dish soap and sponges
- Paper towels
- Toilet paper
- Tinfoil and plastic wrap
- Measuring cups and spoons



Please deliver donated personal care items and household supplies to Oak Park Community Center, 3425 Martin Luther King Jr. Boulevard, Sacramento, on Saturday, September 10, 2016, between 7:15 a.m. and 8:30 a.m.

People Column



The Hyatt Regency Sacramento has promoted **Ernesto Fernandez** to the position of director of operations. Fernandez previously served as the director of rooms for the Hyatt Regency Sacramento. He started his career with Hyatt Regency in 2003 at the Key West location and has worked at Hyatt Regency Orlando, Irvine and San Francisco. Fernandez is responsible for the overall operations and financials for the full-service hotel with 505 guestrooms and suites.



Michael Grande has been named executive chef at the Hyatt Regency Sacramento. While completing his university degree in hospitality administration, Grande worked in various restaurants in New England. He started with Hyatt in June 2007 as a culinary corporate management trainee at the Hyatt Regency Boston. From there, he moved to the Grand Hyatt Washington, D.C., and held multiple sous chef positions. Next, Grande moved to Sacramento and was promoted to chef de cuisine. During his time in Sacramento, he won “Best Burger” at the Sacramento Burger Battle (2014). From Sacramento, Grande moved to the Hyatt Regency Scottsdale as executive sous chef. During his time in Scottsdale, he established a farm-to-table approach in the outlets at the hotel and as well as in the banquets arena.



Chef **Adam Pechal** has been hired as the culinary director for The Murieta Inn & Spa. Pechal is excited to bring his passion for food and service to The Gate at Murieta Inn & Spa. Along with a two-acre farm, a state-of-the-art greenhouse and the bounty of neighboring Amador Wine Country, he looks forward to reestablishing his special brand of Farm-to-Fork cuisine in the community of Rancho Murieta. During his career, Pechal has worked with some of the biggest names in the industry, including one of the originators of Southwest cuisine, Washington, D.C.’s Mark Miller; Seattle’s James Beard award-winning Christine Keff; Napa’s Italian cuisine icon Donna Scala and even spent time behind the line at Thomas Keller’s Bouchon in Napa Valley. After working his way across the country, he returned to his hometown of Sacramento to open his own restaurant in 2007. Located in midtown Sacramento, the immediate success of Tuli Bistro led to a second, Restaurant Thir13en. Pechal has also won many coveted awards, and even showcased his talents nationally on the first season of ABC’s series “The Taste” with Anthony Bourdain.

The Holiday Inn Capitol Plaza welcomes **Nicholas Van Paemel** to the position of director of human resources. Based at sea, Van Paemel previously served as shipboard human resources manager for the cruise lines Regent Seven Seas Cruises, Oceania Cruises and Holland America Cruise Line. He also worked for Kempinski Hotels in Beijing, China; Hilton Hotels in Northern California and Hyatt Hotels in both Seattle, Washington, and Canberra, Australia.

Welcome New Member

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Services: Sight & Sound Audio-Visual is a premier audio-visual and event production company. We are a full-service agency supplying creative conference solutions and state-of-the-art equipment rentals for hotels, businesses, and private parties both locally and nationwide—fulfilling the meeting and presentation needs by providing technical and creative expertise for seamless professional productions. We work closely with Chambers of Commerce, Association Management and Meeting Planning professionals all over the country to provide a dynamic cost effective and personalized audio, visual and lighting services. Our experienced team of technicians will ensure that your events are flawlessly executed and your message is delivered with maximum impact.

SHA'S FARM-TO-FORK FALL FUNDRAISER

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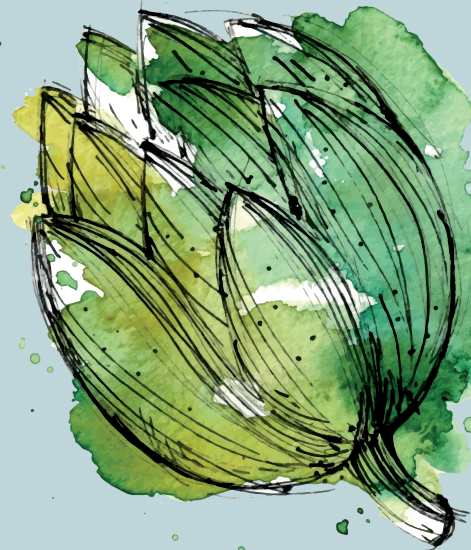
The Sacramento Hotel Association’s Farm-to-Fork Fall Fundraiser is open to the public. Tickets for the September 29 SHA Farm-to-Fork Fall Fundraiser are available at: <http://tinyurl.com/ze4rlp6>.

The event proceeds will benefit SkateMD and the Sheriff’s Toy Project. SkateMD is a nonprofit with a mission to heal hearts by spreading kindness and skateboarding to special populations of children facing developmental, physical, emotional or family challenges. SkateMD serves special populations of children who may not otherwise be able to pursue skateboarding, who may not have easy access to skateboard equipment or facilities, and/or who just need some extra kindness in their lives.

www.skatemdh.org

The Sheriff’s Toy Project functions as the charitable arm of the Sacramento Sheriff’s Department. The Toy Project is a year-round program supporting the less fortunate children and families in the Sacramento area. The project supports area schools with after-school programs, school supplies, computers, clothing, shoes, bikes for transportation, summer kids’ camps and support scholarships for college-bound students. www.toyproject.org

Purchase your tickets today—
\$35 plus service fee per person—
<http://tinyurl.com/ze4rlp6>.



Hotel Guest Satisfaction Plateaus as “Perks” Become Standard Expectations, J.D. Power Study Finds



As hotel guests increasingly come to expect amenities that used to be special perks, such as free Wi-Fi, complimentary breakfasts and premium bed linens, the industry may be reaching a customer satisfaction plateau, according to the J.D. Power 2016 North America Hotel Guest Satisfaction Index Study,SM which was released July 13, 2016.

The study, now in its 20th year, measures overall guest satisfaction across eight hotel segments: luxury; upper upscale; upscale; upper midscale; midscale; economy/budget; upper extended stay; and extended stay. Seven key measures are examined in each segment to determine overall satisfaction: reservation; check-in/check-out; guest room; food & beverage; hotel services; hotel facilities; and cost & fees. Satisfaction is calculated on a 1,000-point scale.

Although overall satisfaction has improved for a fourth consecutive year, increasing by two points from 2015 to average 806, this represents a much smaller increase than in recent years. In

past years, strong improvements in cost and fees played a key role in improving satisfaction overall. While satisfaction with cost and fees improved by 25 points between 2014 and 2015, this year it has improved by only one point.

“Customers have responded well to the enhanced offerings provided by some hotel brands to create value, but as those perks become standard, customers are quick to ask, ‘What have you done for me lately?’” said Rick Garlick, global travel and hospitality practice lead at J.D. Power. “When guests no longer see added value in the quality of amenities they receive, the only option to truly differentiate a brand is to develop a strong service culture that makes guests feel special and appreciated.”

The study also finds that while satisfaction is higher among members of hotel rewards programs than among non-members, younger guests are less likely to be members than older guests. Only 39% of Gen Y guests belong to a rewards program, compared with 56% of Gen X and 66% of Boomer guests.¹ In every generational group, customer satisfaction is significantly higher among guests who are rewards program members.

“We’re finding that every succeeding generation seems to be less likely to be a member of a hotel rewards program than the one before,” said Garlick. “As we’ve seen across numerous industries that J.D. Power tracks, younger guests in particular are especially driven by the value proposition, underscoring the importance for hotel brands to make a stronger case for the benefits of loyalty to these travellers.”

Following are some of the key findings of the study:

- **Online/Mobile check-in:** Only 3% of guests take advantage of online or mobile check-in, though check-in/check-out satisfaction is highest among these guests than among those who used any other method.
- **Most important amenities:** The three most important amenities cited by guests are free Wi-Fi, breakfast and parking. In terms of hotels providing these amenities, 71% of guests say they received complimentary Wi-Fi; 56% received complimentary breakfast; and 61% received free parking. Luxurious bedding and linens, the fourth-most important amenity, is becoming increasingly important; however, only 37% of guests say this was offered in their room.
- **Social media feedback:** Among guests who posted something about their stay on social media, 75% of the posts were positive, compared with 13% that were negative. Overall satisfaction is 40 points higher among guests who post comments to social media.

The 2016 North America Hotel Guest Satisfaction Index Study is based on responses gathered between June 2015 and May 2016 from more than 63,000 guests in Canada and the United States who stayed at a hotel in North America between May 2015 and May 2016.

¹J.D. Power defines the generational groups as Pre-Boomers (born prior to 1946); Boomers (1946-1964); Gen X (1965-1976); Gen Y (1977-1994); and Gen Z (1995-2004).

For more information about the 2016 North America Hotel Guest Satisfaction Index Study, visit <http://www.jdpower.com/resource/jd-power-north-america-hotel-guest-satisfaction-index-study>.