

SACRAMENTO HOTEL ASSOCIATION

Reader Board

APRIL 2016

24th Annual Hospitality Gala

HONORING THOSE WHO BEST
SYMBOLIZE EXCELLENCE

From the Mardi Gras theme décor to the tarot card reader and from the authentic dinner menu to the joyful entertainment, the Hospitality Gala at the Embassy Suites Hotel was a fabulous success. The congenial atmosphere was conducive to recognizing and celebrating the contributions of hotel associates and our key supplier.

We tip our hats to the Embassy Suites team for their creativity and coordination of SHA's 24th annual Hospitality Gala. The reception and dinner included colorful decor, traditional Cajun food and festive live music. Colorful beads and masks were provided for those who didn't bring their own to the Gala!

Special guests attending the Gala included Sacramento County Supervisors Patrick Kennedy and Roberta MacGlashan, Sacramento City Councilmember Eric Guerra, Sacramento Deputy Police Chief Mike Bray, and Sacramento Fire Department Acting Senior Fire Prevention Officer Angie Shook. In addition, Jody Ulrich, director of convention and cultural services for the City of Sacramento, attended the Gala, along with Matt Voreyer, general manager of the Sacramento Convention Center Complex, and Vickie Housholder, general manager of Classique Catering.



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Members and guests enjoy the "Mardi Gras Celebration," presented by the Embassy Suites Hotel, at the 24th annual SHA Hospitality Gala.

Board Leaders Reelected

SHA members reelected Scott Vandenberg, general manager of the Hyatt Regency Sacramento, as the President of the SHA Board of Directors.

Other Officers reelected include:

- Vice President Brent Larkin, general manager, The Citizen Hotel
- Secretary Doug Warren, general manager, Courtyard Marriott and Fairfield Inn Cal Expo Hotels
- Treasurer Liz Tavernese, general manager, Holiday Inn Capitol Plaza

Professional Directors with continuing two-year terms include:

- Leo Chandler, general manager, The Westin Sacramento
- Marco Filice, general manager, Sacramento Marriott Rancho Cordova
- Jeroen Gerrese, asset manager, Lions Gate Hotel
- Shelly Moranville, general manager, Residence Inn Sacramento Downtown at Capitol Park
- Sami Qureshi, general manager, Hilton Sacramento Arden West

At the January Board meeting, Ryan Becker, sales representative for Republic Services, and Victor Caballero, general manager of Yellow Cab Company of Sacramento, were reappointed to one-year terms as Associate Directors on the Board.



Hyatt Regency Sacramento General Manager Scott Vandenberg was reelected to a second term as Board President of the Sacramento Hotel Association.

Sacramento Hotel Association

2016 BOARD OF DIRECTORS

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Yellow Cab Company of Sacramento

STAFF

Executive Director

TERESA STEPHENSON (916) 441-6110



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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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. Mark your calendar now. 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!

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 will be available in May at www.sacramentohotelassociation.com – click on Events. Sponsorship and Raffle Prize Donation forms will also available on the website.

Holiday Toys for Local Children

BRIGHTEN THE SEASON

Generous members helped brighten the season for local children by donating toys in conjunction with SHA's annual holiday reception in December.

For the eighth consecutive year, members donated heaps of toys for the Operation Cratchit gift room, a project of the Stanford Settlement Neighborhood Center in North Sacramento.

SHA members gathered December 14 at The Citizen Hotel for the annual holiday reception. Special thanks to our reception hosts at The Citizen Hotel for the beautiful décor and scrumptious appetizers at this festive holiday event.



SHA members donated heaps of toys for the Stanford Settlement Neighborhood Center in North Sacramento at the December Holiday Reception at The Citizen Hotel.

Hotel News

HILTON LAUNCHES CAMPAIGN SENDING CUSTOMERS TO HILTON BOOKING SITES

Hilton has launched the largest marketing campaign in its 97-year history, called “Stop Clicking Around.” It encourages customers to go to Hilton rather than third-party, online-booking sites such as Expedia, Priceline, and Travelocity.

Source: *Hotel News Now* • www.hotelnewsnow.com

MARRIOTT JOINS PUSH FOR LOWER-RATE DIRECT BOOKINGS

Marriott International joined Hilton Worldwide Holdings in trying to drive more direct bookings by guaranteeing better rates through loyalty programs. On April 11, Marriott started a new “Members Get More” program for Marriott Rewards members that will include a best rate guarantee, mobile check-in and check-out, free Wi-Fi and “member-exclusive events.” Hilton began a push in 2015 to do many of the same things through its Hilton HHonors loyalty program.

Source: *Hotel News Now* • www.hotelnewsnow.com



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)

This year marks a special anniversary for SHA's community service day—it's #10!

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, libraries, food banks and assist a host of charitable organizations in our community.

Rally your hotel or company team together for the September 10 community service event. Be one of the individuals taking action to tackle critical community needs. After the work, we'll have time to celebrate the support provided to the community—breakfast and picnic lunch provided by sponsoring hotels.

Watch for more details in the next issue of Reader Board. Event and volunteer-signup posters will be distributed to SHA-member hotels and vendor companies in late spring/early summer.



SHA Calendar of Events

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

FRIDAY, MAY 15, 2016

SHA Luncheon Meeting
Sheraton Grand Hotel Sacramento
Presentation: *Overview of Downtown Commons (DOCO)*

FRIDAY, JUNE 17, 2016

SHA Luncheon Meeting
Lions Gate Hotel
Presentation: *Railyards Development*

JULY AND AUGUST

No SHA Luncheon Meetings

SATURDAY, SEPTEMBER 10, 2016

SHA Community Service Project
“The Hospitality Industry Helping in the Community”
Neighborhood location to be announced

MONDAY, OCTOBER 10, 2016

Sacramento Hospitality Classic
Golf Tournament
Rancho Murietta Country Club
Fundraiser for Scholarship Program

FRIDAY, NOVEMBER 18, 2016

SHA Luncheon Meeting
Hilton Sacramento Arden West

MONDAY, DECEMBER 5, 2016

SHA Holiday Reception,
Toy Collection and Board Election
Courtyard Marriott Cal Expo

Sacramento Tourism Marketing District

STMD COMMITTEE APPOINTMENTS

The Sacramento Hotel Association Board of Directors appointed the following hoteliers to new three-year terms as STMD Committee members (though December 2018). The appointed hoteliers include:

Zone 1 Representatives

- Liz Tavernese, general manager, Holiday Inn Capitol Plaza
- New representative to be appointed to replace Richard Hill, former general manager, Sheraton Grand

Zone 2 Representative

- Doug Warren, general manager, Courtyard Marriott Cal Expo & Fairfield Inn Cal Expo

Zone 4 Representative

- Jeroen Gerrese, asset manager, Lions Gate Hotel

In addition, the SHA Board recently made an appointment to complete an unexpired term on the STMD Committee (through December 2017).

Zone 2 Representative

- Sami Qureshi, general manager, Hilton Sacramento Arden West

The other members of the STMD Committee include (terms through December 2017):

Zone 1 Representative

- Scott Vandenberg, general manager, Hyatt Regency Sacramento

Zone 3 Representative

- Clint Reed, chief operating officer, Geweke Hospitality

A STMD Committee appointment automatically includes a seat on the Sacramento Convention and Visitors Bureau’s Board of Directors.

STMD RENEWAL OUTREACH

In March and April, hoteliers were invited to respective outreach luncheon meetings in each Zone to hear a presentation about STMD funding and the renewal of the Management District Plan. The outreach luncheon meetings are part of the STMD renewal process; the district renewal period is slated for 10 years. As described in the District Plan, the STMD is a benefit assessment district developed to fund marketing and sales promotion efforts that provide specific benefits to Sacramento City and County lodging businesses – benefits that assist with increasing tourism and group business, as well as marketing Sacramento as a tourist, meeting and event destination for the purpose of generating more hotel room bookings. Staff from the Sacramento Convention & Visitors Bureau (SCVB) were at the meetings to discuss how they leverage this funding source and to listen to ideas from hoteliers about new, customized programs that would directly benefit lodging properties. Ongoing sales and marketing activities that benefit the properties in each Zone were also highlighted at the sessions.

Welcome New Member

McCLELLAN CONFERENCE CENTER

5411 Luce Avenue
McClellan, CA 95652
(916) 877-8164

Jennifer Irwin, Director of Events & Marketing
jirwin@mcclellanconferencecenter.com

Cheryl Goldfarb, Director of Catering Sales
cgoldfarb@mcclellanconferencecenter.com

People Column



The Hyatt Regency Sacramento has named **Rebecca Davis** as the hotel's new director of human resources. Davis is relocating from Andaz Maui, where she has been the director of human resources since January 2014. Prior to Maui, Davis worked on an interim basis at Hyatt Regency Embarcadero and Andaz West Hollywood and she was director of human resources at Hyatt Fisherman's Wharf from September 2011 through October 2013. She has also worked at Grand Hyatt San Francisco and The Signature at MGM Grand in Las Vegas. Davis grew up in the Danville area and is very familiar with the Greater Sacramento region. She is a graduate of the University of California, Santa Barbara, with a major in psychology and a master's degree in communication science from San Diego State University.



Richard Hill, who served five years as the general manager at the Sheraton Grand Hotel, relocated to the W Seattle Hotel in late April. Hill served on the SHA Board of Directors during his time in Sacramento, including two years as Board President. He also served on the SCVB Board and the California Hotel & Lodging Association (CH&LA) Board of Directors. Best wishes.



The Hilton Sacramento Arden West has promoted **Ginger Levert** to the position of director of sales and marketing. Levert previously served as the cluster director of group sales for both the DoubleTree by Hilton Sacramento and Hilton Sacramento Arden West. The ownership group decided to separate the two hotel properties and, as such, Levert is responsible for leading the Sales and Catering Departments in maximizing revenue profitability as well as partnership development and ensuring a high level of customer satisfaction for the Hilton Sacramento Arden West.



Embassy Suites Sacramento Riverfront Promenade recently appointed **Paul Medawar** to the position of assistant general manager. Medawar brings more than 26 years of hospitality experience to the hotel. He has held a variety of positions with U.S. hotels ranging from 150 to 800 rooms—such as InterContinental Hotel Group, Hilton Worldwide, Native American Casinos and various other independent hotel firms. Medawar's background is in full-service properties spanning upscale leisure resorts to mid/upscale corporate hotels. During his career, Medawar has been involved in opening and renovating hotels with an emphasis on rooms operations, food and beverage and sales and marketing. He earned his CHA (Certified Hotel Administrator) designation in 2007 and has a passion for excellence and a talent for developing and supporting high-performing teams that drive excellent business results.



Chad Rogers has recently been given the opportunity to serve as the general manager of the Doubletree by Hilton Sacramento, which was recently acquired by and is now operated by Brighton Management. A 20-year veteran of the hotel industry, Rogers is originally from Los Angeles but has called Sacramento home since 2005. Throughout his hotel career he has worked for several major brand families, including Marriott, Starwood, IHG and now Hilton. In addition to his duties at the Doubletree, Rogers also serves as Brighton's director of hotel performance, assisting with training and special projects among Brighton's portfolio of 48 hotels. When not at work, Rogers and his wife, Mojan, enjoy practicing martial arts, and they both recently became Second Degree Black Belts in Taekwondo.



Betsy Longmire has been promoted to director of national accounts at the Sacramento CVB. Longmire has been with the SCVB since September 2007, serving as a convention sales manager and senior convention sales manager. Before joining the SCVB, she worked at several Sacramento hotels—Radisson Hotel (now Red Lion), Holiday Inn Capitol Plaza and the Sheraton Grand. Longmire started her hotel career in San Francisco as a front desk clerk.



Jenn Wheaton, CMP, program and events manager, California Association of Boutique & Breakfast Inns (CABBI), was named one of 20 Millennials to Watch by Meetings & Conventions Magazine. Wheaton is Jill-of-all-trades for the nonprofit trade association that promotes 200 member B&Bs, small inns and boutique hotels. "I'm the only full-time employee," she notes. "I do sales, marketing, PR, website management and development." She also plans all the special events, including four board meetings per year and an annual conference. The effort has not gone unnoticed. In 2014, Meeting Professionals International gave Wheaton its Rise Award for Your Professional Achievement. She currently serves on the board of MPI's Sacramento/Sierra Nevada Chapter as vice president of special events, and is a big advocate of industry organizations.

[Note: Information from Meetings & Conventions Magazine.]

AWARDS WERE PRESENTED TO THE FOLLOWING OUTSTANDING HOTEL EMPLOYEES AS "2015 HOSPITALITY EMPLOYEES OF THE YEAR."



Brent Larkin, General Manager at The Citizen Hotel (left), and Ben Wehrle, Executive Housekeeper (right), honor Edward Nitollama, Lobby Attendant as the hotel's Employee of the Year.



Lisa Hibdon, Wedding Concierge at The Citizen Hotel, was also honored as the hotel's Employee of the Year.



Marriott Courtyard Cal Expo General Manager Doug Warren (right) and SHA Board President Scott Vandenberg (left) congratulate Ed Walker (center), Banquet Setup/Bartender/Maintenance, as the hotel's Employee of the Year.



Vickie Pershing (center), Banquet Manager at the DoubleTree by Hilton, and SHA Board President Scott Vandenberg congratulate Gabriela Valadez, Banquet Server, as DoubleTree's Employee of the Year.

The Citizen Hotel
Lisa Hibdon, Wedding Concierge
Edward Nitollama, Lobby Attendant

Courtyard by Marriott Cal Expo
Ed Walker, Banquet Setup/Bartender/
Maintenance

DoubleTree by Hilton Sacramento
Gabriela Valadez, Banquet Server

Embassy Suites Sacramento
Jaziman Johnson, Guest Services
Agent

Hilton Sacramento Arden West
Charles Standfield, Guest Services
Agent

Holiday Inn Capitol Plaza
Dane Clark, Van Driver

Hyatt Regency Sacramento
Carrie Fredricks, Dawson's Bartender

Lions Gate Hotel & Conference Center
Cesar Carrion, Maintenance
Tracey Mitchell, Banquet Captain

Residence Inn Downtown at Capitol Park
Adriana Cortes, Front Desk Agent

Sheraton Grand Sacramento
Joe Dahlgren, Engineering Supervisor
Lennie Sciortino, Banquet Captain

The Westin Sacramento
Cristina Matsui, Housekeeping Room
Attendant

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Hospitality Gala images courtesy of Eye Connoisseur Photography
www.eyeconnoisseur.com



Embassy Suites Hotel General Manager Steve Mammert (left) and Tracy Harris, Hotel Night Manager (right) honor Jaziman Johnson, Guest Services Agent, as the hotel's outstanding employee.



Van Driver Dane Clark (center) receives congratulations as the hotel's Employee of the Year from Holiday Inn Capitol Plaza General Manager Liz Tavernese and Assistant General Manager for Food and Beverage Dan Clarizio.



Hilton Sacramento Arden West General Manager Sami Qureshi (left) and Front Office Manager Summer Alvarado (center) present the hotel's Employee of the Year award to Guest Services Agent Charles Standfield.



Employee of the Year Carrie Fredricks, Dawson's Bartender at the Hyatt Regency Sacramento, receives congratulations from General Manager Scott Vandenberg.



Banquet Captain Tracey Mitchell (center), and Maintenance Team Member Cesar Carrion, (second from right), are honored by Director of Finance/HR Iqbal Bharoocha (far left), Banquet Manager Jaynie Scott (second from left), and Chief Engineer Perrin Judkins (far right), as the hotel's Employees of the Year.



Residence Inn Downtown Sacramento at Capitol Park General Manager Shelly Moranville (left) honors Adriana Cortes, Front Desk Agent, as the hotel's outstanding employee.



Sheraton Grand Hotel Director of Operations Norbert Hurka (right) honors Sheraton's Employees of the Year – Engineering Supervisor Joe Dahlgren (left), and Banquet Captain Lennie Sciortino (center).



Westin Sacramento General Manager Leo Chandler presents the Employee of the Year award to Cristina Matsui, Housekeeping Room Attendant.

Supplier of the Year Award

The Sacramento Hotel Association presented its Supplier of the Year award to long-time member Prestige Cleaners.

Prestige Cleaners provides complete dry cleaning and laundry services to commercial and retail customers in the Greater Sacramento area. With more than 50 years of experience in the industry, Prestige Cleaners provides daily valet, uniform and household cleaning to all the finest hotels in the Greater Sacramento area.

Additionally, Prestige Cleaners serves thousands of individuals with its home and office valet service. As the first dry cleaner in the world to exclusively test and use the patented GreenEarth cleaning system, Prestige provides its customers with an environmentally friendly and safe cleaning process.

Prestige Cleaners is a long-time, corporate sponsor at SHA's annual golf tournament, which is the Association's scholarship fundraising event, and at the annual toy collection that benefits the Stanford Settlement Neighborhood Center in North Sacramento.



SHA Board President Scott Vandenberg presents the Supplier of the Year Award to Prestige Cleaners owner Jane Douglas.

Scholarships Awarded to Local Students

The Sacramento Hotel Association announced two scholarship recipients during SHA's 24th annual Hospitality Gala in February at the Embassy Suites Hotel. SHA sponsored a \$1,000 tuition scholarship for each student. A portion of the proceeds from the association's annual golf tournament funds the scholarship program.

Scholarship recipient Selena Brewer is a student at California State University, Chico, majoring in recreation administration, with an emphasis in event management and community recreation. After graduation, she would like to pursue a career as an event planner for a professional sports team. Recently, she had the opportunity to shadow the manager of the Sacramento Kings NEXT clinics. Brewer has a passion for sports and is currently a safety officer, and player, for the Chico State Women's Club Soccer. She is also an officer for the Recreation Hospitality and Parks Society and volunteers at many local events to gain experience in event planning.

Scholarship recipient Sheila Tacmo is a student at Le Cordon Bleu College of Culinary Arts in Sacramento and is working towards her A.A. in culinary arts. Tacmo has volunteered at a number of organizations such as Camp Redwood Glen and the Salvation Army by assisting with meal preparation. Currently, she is involved with 'No Soldier Forgotten' and 'Adopt a Soldier,' which ensures deployed soldiers have contact from someone stateside. After Tacmo graduates, she would like to pursue a career in the catering industry or at a fine-dining restaurant creating unique menus and one-of-a-kind dishes.



SHA scholarship recipient Selena Brewer, a student at CSU, Chico, accepts her scholarship certificate from SHA Board President Scott Vandenberg at the 2016 SHA Hospitality Gala.



During the 2016 SHA Hospitality Gala, SHA Board President Scott Vandenberg congratulates scholarship recipient Sheila Tacmo, a student at Le Cordon Bleu College of Culinary Arts in Sacramento.

The Top Stressors for Business Travelers

A new survey from Booking.com highlights the multiple sources of stress for American business travelers. A total of 93% of those surveyed admit to feeling stressed “at some point on their journey.” The most likely causes of stress, according to the survey, are missing a flight or train (32% of travelers), language barriers (26%), possibly losing luggage (22%), unfamiliar surroundings (21%), getting around in a different city (18%), and losing important documents like passports or presentations (18%).

Source: Hotel News Now • www.hotelnewsnow.com

Member News

CONFERENCE VENUE EXPANDS OPTIONS

As part of a new branding strategy, the operators of McClellan Conference Center in McClellan Park announced that the center will now operate independently from the nearby Lions Gate Hotel. The two sites previously operated as the Lions Gate Hotel and Conference Center. Owner McClellan Hospitality said Lions Gate will now operate as a standard hotel, continuing to offer accommodations to travelers and McClellan Park visitors. Under the new business structure, the 70,000 square-foot McClellan Conference Center, at 5411 Luce Avenue, will be available for events for all hotels in the region.

More than 250 attendees joined the McClellan Conference Center team on February 29 as the McClellan Conference Center unveiled its new brand at its Leap Day launch party. The event celebrated the new brand and highlighted its recent separation from Lions Gate Hotel. All of the conference center’s rooms were converted into staged events, including a Farm-to-Fork display, concerts from James Cavern and Be Brave Bold Robot, wine and beer tastings and more. The event highlighted McClellan Conference Center’s many recent renovations and updates.



(Top) The February 29 event featured more than 30 local businesses.

(Bottom) McClellan Conference Center’s 70,000-square-foot building features more than 14 rooms along with a versatile 23,652-square-foot room that can accommodate 2,500 people.

“OVER THE EDGE FOR BRAIN INJURY” FUNDRAISER AT RESIDENCE INN DOWNTOWN

On March 18, the Brain Injury Association of California (BIACAL) hosted its first annual “Over the Edge for Brain Injury” event in Sacramento at the Residence Inn Downtown at Capitol Park. The event began at 9:00 a.m. and ended at 5:00 p.m. with rappellers descending on two ropes approximately every 15 minutes.

For this unique event, only 76 participants (Rappellers) rappelled down the side of the 16-story hotel to raise awareness of brain injury. This event was all inclusive, meaning that persons with disabilities were able and encouraged to participate. To qualify as a Rappeller, a participant was required to raise a minimum of \$1,500 to secure his/her slot. A photo was taken of each rappeller who went Over The Edge and sent to his/her cell phone, which allowed each rappeller the opportunity to share the image immediately after their descent. Some participants earned the opportunity to wear a Go Pro camera on their helmets to document the journeys down the 16-story building. Participants could also earn the opportunity to have their name included in a drawing to win a trip for two.

All Rappellers were invited to participate in the Pre-Rappel evening reception at the Residence Inn on Thursday, March 17 (Saint Patrick’s Day). Rappellers had the opportunity to meet with the Over The Edge technical staff, Brain Injury Association of California Board members and staff, and sponsors of the event.

The event will be held at the hotel next year on St. Patrick’s Day.



Jane Infante (right), Controller at the Residence Inn Downtown, finishes her rappel down the hotel to be greeted by her sister at the fundraiser for the Brain Injury Association of California. As part of the hotel’s sponsorship, several other Residence Inn staff members were given the opportunity to rappel down the building.



Residence Inn Downtown representatives Katlyn Cooper, Sales & Event Coordinator and Shelly Moranville, General Manager, rappel down the 16-story hotel to earn their “Over The Edge” cards. The mid-March event was a fundraiser for the Brain Injury Association of California.