

SACRAMENTO HOTEL ASSOCIATION

Reader Board

JULY 2018

Sacramento Hotels Farm-to-Fork Showcase—

Challenge of the Chefs

OCTOBER 24 - HYATT REGENCY

4:30 PM - 7:00 PM

SACRAMENTO HOTELS SHOWCASE FARM to FORK CHALLENGE OF THE CHEFS

A new event name and new month for the event!

The third annual *Sacramento Hotels Farm-to-Fork Showcase—Challenge of the Chefs* is set for October 24 at the Hyatt Regency Sacramento—as part of SHA's ongoing community service activities.

For 2018, the Farm-to-Fork Showcase will benefit two local organizations that are working to address homelessness in our community—Wind Youth Services and Union Gospel Mission. The net proceeds from the event will go to these two organizations.

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

Tickets will go on sale beginning in mid-August.

The event features:

- Festive Farm-to-Fork Food Stations from local hotels/restaurants
- Friendly competition among the chefs
- Craft Beer Tastings from local brewers
- Wine Tastings from area vintners
- Silent Auction of gift baskets and prize packages
- Musical Entertainment

See who will take home the award this year! Past winners include Executive Chefs Charlie Connell (2017) and John Carrier (2016).



Event proceeds benefit:

WIND YOUTH SERVICES

Wind Youth Services provides supportive services and opportunities to youth experiencing homelessness. Wind Youth Services is the only service provider in Sacramento County focusing solely on runaway, homeless and street youth, and transition-age youth. The organization currently operates the area's only emergency shelter and drop-in center for runaway, homeless and street youth and transition-age youth.

UNION GOSPEL MISSION

The Union Gospel Mission is dedicated to helping the homeless and the poor who are hungry, struggling, seeking help, refuge and regeneration. The Mission provides a safe environment to everyone who walks through its doors with food, clothing, many essential items, shelter, life-changing counseling and a recovery program.

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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Awards and Kudos



The Residence Inn Sacramento Downtown at Capitol Park recently received the Revenue Management Team of the Year award and Hotel of the Year award within the Select Service Division of its company, which includes approximately 90 hotels. The management company is Crescent Hotels & Resorts. Congratulations to General Manager Shelly Moranville and the team at the Residence Inn Sacramento Downtown.

At Westmont Hospitality Group’s annual leadership conference in San Antonio, the **Hilton Sacramento Arden West** came away with three prestigious awards including the “Hotel of the Year” for 2017.

- Hotel of the Year, 2017
- First Place in “RevPAR Growth”
- Second Place in “Expense Management”

General Manager Sami Qureshi commented, “We have a great team in place at the Hilton Arden West. I am grateful to all of the hardworking associates at our hotel and am proud of our team’s accomplishments.”



The California Hotel & Lodging Association team is excited to announce and celebrate CH&LA’s 125th anniversary! Established in 1893, to represent a burgeoning industry, CH&LA has built upon the goals and objectives first established all those years ago as it continues to serve the unique interests of each segment of California’s diverse lodging industry. Congratulations from SHA.



12th Annual SHA COMMUNITY Service Day

"THE HOSPITALITY INDUSTRY HELPING IN THE COMMUNITY"

SATURDAY, SEPTEMBER 8, 2018

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

The Sacramento Hotel Association will sponsor its 12th annual community service day Saturday, September 8, 2018.

Volunteers will assemble at the Oak Park Community Center (3425 Martin Luther King Jr. Boulevard, 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.

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.

This year volunteers will be completing projects for:

- Oak Park Community Center
- City of Sacramento Parks
- City of Sacramento Community Gardens
- Alchemist Community Development Corp.
- American Legion High School
- Colonial Heights Library
- Eskaton Monroe Lodge
- Fairytale Town
- Father Keith B. Kenny School (K-8)
- Kiwanis Family House
- Lutheran Social Services of No. California
- Next Move
- Oak Ridge Elementary School
- River City Food Bank
- Ronald McDonald House
- Sacramento Food Bank and Family Services
- Sacramento Zoo
- Wind Youth Services
- Women's Civic Improvement Club

DONATION COMPONENT - HELP SERVE FAMILIES IN OUR COMMUNITY

Healthy food is the first step in helping to make someone whole.

SHA invites you to participate as we collect nonperishable foods for distribution by the River City Food Bank and Sacramento Food Bank & Family Services. Let's donate food for individuals and families in our community. All types of canned and packaged goods are welcome, but no fresh foods. This ensures that all food collected is safe for consumption.

Suggestions (no glass containers):

- canned fruit
- canned vegetables or canned/package soup
- canned tuna, chicken, beef stew
- peanut butter (plastic jars)
- mac and cheese, pasta or rice, dried beans (packaged)
- cold cereal or oatmeal (packaged, family-size)

The donated canned/package food items will be sorted and assembled at the Oak Park Community Center by a volunteer team during the September 8 Community Service Day.

DELIVER DONATED CANNED/PACKAGED FOOD ITEMS AS FOLLOWS:

Saturday, September 8 • 7:00 a.m. - 8:30 a.m.

Oak Park Community Center, 3425 Martin Luther King Jr. Boulevard, Sacramento





FRIENDLY TOURNAMENT PLAY EXTRAORDINARY FOOD • FUNDRAISER FOR SCHOLARSHIPS

We'll be back at Valley Hi Country Club this year.

Sign up today! Hospitality industry colleagues, clients, and vendors will gather for another enjoyable Hospitality Classic golf tournament this year—Monday, October 8—at Valley Hi Country Club in Elk Grove.

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 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 – click on Events. Sponsorship and Raffle Prize Donation forms are also available at the website. Sign up today!

SACRAMENTO HOSPITALITY CLASSIC SCHEDULE

Monday, October 8, 2018

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 contests and prizes
Putting contest, longest drive, closest-to-the-pin
- Raffle prizes
- Reception and award presentations at Valley Hi Country Club immediately following the tournament featuring festive food stations hosted by local hotels



Teneo Hospitality Group Polls Leading Meeting Planners About Emerging Trends in 2018

Budgets, greater quality control, cost and reliability of AV and technical services, security of content and the challenges of meeting the increasingly complex dietary demands of a more diverse demographic: these are among the major concerns of the nation's meeting planners.

Teneo Hospitality Group, a group representation firm, gathered observations from top meeting planners to determine their most pressing issues and concerns. They represent a spectrum of the meetings industry – banking, pharmaceuticals, technology, associations and travel management companies.

According to Teneo President Mike Schugt, rapid expansion of technology has generated new and more complex issues and rising prices.

Wi-Fi

Effective, high speed Wi-Fi is the most critical aspect of today's meetings, bringing together phones, tablets, laptops, messaging services, AV, lighting and an array of special applications designed for each meeting. But more than ever, planners are frustrated by high prices, increasing labor costs, lack of flexibility, difficulties in negotiations and in some cases, a lack of options in hiring a firm for these events.

Audio Visual

Controlling costs and ensuring technical quality are a challenge for both venues and planners. Venues must provide top-of-the-line technical services, keep abreast of advances and ensure their equipment is operated by a highly-trained staff, either in-house or outsourced. In order to negotiate effectively, planners need to become more familiar with terminology and the specific needs of exhibitors, vendors and attendees.

Plug in Power Sources

As devices proliferate, travelers are faced with the problem of recharging everything from phones and tablets to laptops and other portable electronic devices. It is no longer enough to have power sources in guestrooms and meeting spaces and comments from meeting planners and attendees indicate that the existing outlets cannot always accommodate the number of devices guests take with them. Today's travelers want to be plugged in at all times and everywhere in the conference venue. That includes lobbies, bars, dining rooms, gyms and lounges.

Diet, Diversity and Liability

These issues are not new but few elements of meeting planning have expanded more rapidly and caused more concern than the demand for special dishes at meetings. Where once planners offered a few options such as Kosher or vegetarian, today's menus are flooded with numerous choices and attendee requests. As the attendee base becomes more diverse, dietary requirements are predicted to increase.

Consistency of Service

Even in an age of highly standardized big brands, consistency of service remains an issue. As one respondent noted, it is possible to book the same meeting at the same hotel brand in two different cities and find notable discrepancies in cost, facilities, services and staff competence.

Security of Data

As technology expands, so do the opportunities to steal information and compromise a company's data. Security problems can range from thefts of mobile devices that can result in a major loss of information if an attendee has downloaded any of the meeting content, to a full-blown hacker attack.

"In a seller's market, planners must cope with a range of issues from explosive changes in technology and rising costs to changing demographics and increasing regulation on a national and global level," said Teneo President Mike Schugt.

It's a challenge that both hotels and planners must meet. Successful negotiations for technical services now require a wider and more in-depth knowledge of IT. Hotels and suppliers must take the long view and invest in topnotch technology and property improvements while working towards more consistent levels of customer service.



HOTEL PROFILE

The Murieta Inn and Spa

The Murieta Inn and Spa opened in late January 2018 in Rancho Murieta. Housed within a Spanish Hacienda-style structure, the hotel's design pays homage to its California heritage, and features hand-crafted, custom woodwork and rustic metal pieces throughout. Marcus Hotels & Resorts is the management company for the 83-room, four-story, luxury lodging property and spa.

Ranging in size from 275 to more than 550 square feet, guestroom configurations include classic, premium, and signature rooms, as well as premium suites and a signature king suite. All 37 premium rooms are equipped with a balcony overlooking the courtyard and outdoor pool, while the three signature rooms on the top floor are outfitted with high ceilings and exposed beams. The king suite includes four parlor rooms, an entertaining area, and a queen-sized sleeper sofa.

For events, the property has 15,000 square feet of indoor and outdoor meeting and event space. With nearly 3,000 total square feet, the Legacy Ballroom can be divided into three separate function rooms. The room has enhanced acoustics, controlled lighting and large screen displays.

The hotel is home to the bar and restaurant concept the Gate, which sources ingredients from the onsite greenhouse and five-acre farm. The Gate's beverage program features an extensive wine list, including selections from the nearby Amador and El Dorado wine country, a private bourbon collection, a variety of tap beers from the region's vibrant craft beer scene, and hand-crafted cocktails.

The Cupola Spa and Salon, which recently opened, is a full-service spa and salon offering services for both men and women. The luxury spa, located inside the hotel, provides hotel guests and locals a one-of-a-kind opportunity to relax and rejuvenate while enjoying the serene landscape that surrounds the stunning property.

The one-acre Park at The Murieta Inn and Spa is located just beyond the hotel's pool area. It has a shaded elevated piazza that can also be used for events, with the park serving as a backdrop for the scenery of Rancho Murieta.

The Murieta Equestrian Center, which hosts more than 50 horse-related events a year, is nearby.

The inn is one part of a development that is expected to include retail and housing.

Samuel Kelly is the general manager of The Murieta Inn and Spa and Aaryn Val serves as the director of sales and marketing.



People Column

The **DoubleTree by Hilton Sacramento** has welcomed **Danielle Coleman** as the new director of human resources. Coleman has more than 15 years of experience in human resources, with a majority of her time in the retail and service industries. She looks forward to her new journey in the hospitality industry.



Brandon Frates has been named assistant general manager at the **DoubleTree by Hilton Sacramento**. Frates has been in the hospitality industry for eight years in various positions. Most recently, he served as general manager of The Westin Sacramento.

Rebecca Garcia has joined the **Sacramento Marriott Rancho Cordova** as director of human resources. Garcia previously worked for the Firehouse Restaurant as HR manager for the past 10 years.

The new general manager at the **Holiday Inn Express Elk Grove** is **Jagjit Singh**. Most recently, Singh managed the Comfort Suites in Turlock and previously managed the Holiday Inn Express Elk Grove (I-5).



Matthew Teyler was recently named as the general manager at **The Westin Sacramento**. Most recently, Teyler was director of front office operations at The Westin Gaslamp Quarter in San Diego. He has

also held various positions with Starwood Hotels & Resorts, including several years at the Sheraton Grand Sacramento in front office operations.



Visit Sacramento has named **Verna Sulpizio** as its new director of strategic partnerships. Sulpizio will be leading the effort to reimagine Visit Sacramento's partnership programs, with the goal of creating more

meaningful ways for stakeholders to share their stories with the visitor community and be an integral part of the tourism economy. She served as the president & CEO of the West Sacramento Chamber of Commerce and as executive director of the Florin Road Partnership. She has earned several awards including Sacramento Business Journal's "40 Under 40" Award and California Travel Association's "30 Under 30" Emerging Leader Award. She is also an American Lead-

ership Forum Fellow and graduate of Leadership Sacramento, as well as a founding member of Metro EDGE, the Sacramento Metro Chamber's young professional's group. She currently sits on the Editorial Board for Comstock's Business Magazine.

Convention Center Complex Staffing

After many months of research, conversation and meetings, City Manager Howard Chan notified Sacramento's Convention & Cultural Services staff, Visit Sacramento, and other pertinent parties in April that the City has concluded the process of considering privatizing operations of the Convention Center Complex, and that the complex will continue to be operated by city employees. The city is developing a management plan to guide operations that will include ways to work with the outside entities that had been considered during the privatization process.

Convention Center and Theater Projects

On June 19, the Sacramento City Council unanimously approved the design, planning entitlements, and the environmental impact report (EIR) for the Sacramento Convention Center Renovation Expansion Project. Also approved were the design and planning entitlements for the Community Center Theater Renovation Project. Staff was directed to proceed with both projects. Council also approved the submission of loan applications to the California Infrastructure and Economic Development Bank (IBank) to fund the projects.

Memorial Auditorium Improvements

The construction work for the improvements for Memorial Auditorium began on June 20. The work will conclude in May 2019 and the facility will reopen at that time. Traffic lanes on I Street will be impacted between 15th and 16th streets. Motorists can expect a lane shift on I Street between 16th and 17th streets.

SHA Calendar of Events

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

SATURDAY, SEPTEMBER 8, 2018

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

Location: Oak Park Community Center (assembly location)

MONDAY, OCTOBER 8, 2018

Sacramento Hospitality Classic Golf Tournament

Fundraiser for Scholarship Program
Location: Valley Hi Country Club, Elk Grove

WEDNESDAY, OCTOBER 24, 2018

Sacramento Hotels Farm-to-Fork Showcase — Challenge of the Chefs
Fundraiser for Local Charities and Chefs’ Competition

Fabulous Food, CraftBeer and Local Wines

Location: Hyatt Regency Sacramento

FRIDAY, NOVEMBER 16, 2018

SHA Monthly Luncheon Meeting
Topic: Review of Hotel Industry Activity and Projections for the Future
Speaker: Catherine Bolstad, Director,

CBRE Hotels/Consulting

Location: Hilton Sacramento Arden West

WEDNESDAY, DECEMBER 5, 2018

SHA Holiday Reception • Toy Collection • Board Election

Location: Thunder Valley Casino Resort

New Members

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The Westin Sacramento Employee Appreciation BBQ

A few weeks ago The Westin Sacramento hosted its Employee Appreciation Barbecue. It was time to heat up the grill, enjoy a meal with colleagues and thank associates for their hard work and positive attitudes.



Hyatt Plans to Eliminate Plastic Straws

Hyatt Hotels recently announced plans to eliminate single-use plastic straws and drink picks. After September 1, 2018, straws and picks will be available on request only, and eco-friendly alternatives will be provided where available.

Marriott to Remove Plastic Straws Worldwide by July 2019

Marriott International has adopted a plan to remove disposable plastic straws and plastic stirrers from both its managed and franchised properties by July 2019. Marriott is phasing out plastic straws in favor of alternative straws when requested.

