

# SACRAMENTO HOTEL ASSOCIATION

Reader Board

APRIL 2019



## 27th Annual Hospitality Gala

### HONORING THOSE WHO BEST SYMBOLIZE EXCELLENCE

The exceptional employees who symbolize excellence in the hospitality industry were recognized by the Sacramento Hotel Association at its 27th annual Hospitality Gala, March 7, at the DoubleTree by Hilton.

The convivial atmosphere was conducive to recognizing and honoring the contributions of hotel associates and a key supplier. These extraordinary employees provide calm tide pools of service while dealing with waves of guests and torrents of requests to produce flawless events and satisfy guests and clients. Our hotel associates skillfully shine in their hospitality roles like lustrous pearls.

Kudos to our hosts at the DoubleTree for creating a spectacular, colorful décor and menu for this Enchanted Evening Under the Sea event. Dinner guests savored delicious cuisine from the sea along with savory and sweet accompaniments presented by our DoubleTree hosts.

In addition to the DoubleTree, special thanks to A & A Music Events, AVMS, Eye Connoisseur Photography, Fifty Flowers, Mimi & Co., MR California Art and Party Concierge for their assistance in presenting the Gala.

Special guests attending the Gala included Sacramento Assistant City Manager Michael Jasso as well as Sacramento Convention Center Complex General Manager Matt Voreyer and Deputy General Manager Jonathan Wisner.

*Continued on page 4*

## Board Leaders Elected

Members of the Sacramento Hotel Association (SHA) elected Shelly Moranville, CHA, general manager of the Residence Inn Sacramento Downtown at Capitol Park, as President of the SHA Board of Directors.

Other Officers elected include: Vice President Kathleen Gilbey, CHA, general manager, Sheraton Grand Sacramento; Secretary Royce Pollard, general manager, DoubleTree by Hilton Sacramento; and Treasurer Doug Warren, regional director of operations, Courtyard & Fairfield Inn by Marriott Sacramento. Sami Qureshi, general manager at the Sacramento Hilton Arden West, is serving as Past President.

Board Directors elected to two-year terms (2019 and 2020) include: Nikki Carlson, general manager, Kimpton Sawyer Hotel; David Huber, CHA, general manager, Crowne Plaza Sacramento Northeast; Liz Tavernese, CHA, general manager, Holiday Inn Sacramento Downtown-Arena; Scott Vandenberg, general manager, Hyatt Regency Sacramento; and Lisa Wilson, director, hotel operations, Thunder Valley Casino Resort.

Associate Directors appointed for 2019 include: Cheryl Marcell, president & CEO, California State Railroad Museum Foundation, and Dr. Abhijeet Shirsat, assistant professor, Department of Recreation, Parks & Tourism Administration, California State University, Sacramento.



# Sacramento Hotel Association

## 2019 BOARD OF DIRECTORS

### President

**SHELLY MORANVILLE, CHA** ..... (916) 443-0500  
General Manager, **Residence Inn Sacramento Downtown**

### Vice President

**KATHLEEN GILBEY, CHA** ..... (916) 447-1700  
General Manager, **Sheraton Grand Hotel**

### Secretary

**ROYCE POLLARD** ..... (916) 929-8855  
General Manager, **DoubleTree by Hilton Sacramento**

### Treasurer

**DOUG WARREN** ..... (916) 929-7900  
Regional Director of Operations, **Courtyard Marriott and Fairfield Inn Cal Expo Hotels**

### Past President

**SAMI QURESHI** ..... (916) 922-4700  
General Manager, **Hilton Sacramento Arden West**

## PROFESSIONAL MEMBER DIRECTORS

**NIKKI CARLSON** ..... (916) 545-7100  
General Manager, **Kimpton Sawyer Hotel**

**DAVID HUBER, CHA** ..... (916) 338-5800  
General Manager, **Crowne Plaza Sacramento Northeast**

**LIZ TAVERNESE, CHA** ..... (916) 446-0100  
General Manager, **Holiday Inn Sacramento Downtown-Arena**

**SCOTT VANDENBERG** ..... (916) 443-1234  
General Manager, **Hyatt Regency Sacramento**

**LISA WILSON** ..... (916) 408-7777  
Director, Hotel Operations, **Thunder Valley Casino Resort**

## ASSOCIATE MEMBER DIRECTORS

**CHERYL MARCELL** ..... (916) 445-0945  
President & CEO, **California State Railroad Museum Foundation**

**DR. ABHIJEET SHIRSAT** ..... (916) 278-7046  
Assistant Professor | RMA Faculty Advisor,  
Department of Recreation, Parks & Tourism Administration, **California State University, Sacramento**

## STAFF

### Executive Director

**TERESA STEPHENSON** ..... (916) 441-6110

## Sacramento Hotel Association

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

OCTOBER 30 – KIMPTON SAWYER HOTEL



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.

The Farm-to-Fork Showcase will benefit one or two local organizations that are working to improve our community. More information about the beneficiary organizations will be available in future issues of Reader Board.

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

October 30, 2019

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

Advance tickets will be \$45 per person plus service fee; tickets will be \$55 per person at the door. We plan to open online ticket sales in early summer.

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

Mark your calendars!



# Embassy Suites Team Creates Valentine's Day Greeting Cards

## SWEET PROJECT!

The Embassy Suites team truly enjoyed its card-making project on February 13. During its *Make A Difference Rally*, team members were busy creating Valentine's Day cards for Meals on Wheels by ACC. Meals on Wheels Program Director David Morikawa stopped by the event to collect the cards so they could be ready for the Meals on Wheels delivery routes on February 14. A portion of the cards were also

distributed at a lunch site where the program's more mobile seniors congregate for a meal.

Meals on Wheels has been a partner organization at several of SHA's annual Community Service Projects—*The Hospitality Industry Helping in the Community*.

After the Embassy Suites' *Make a Difference Rally*, Front Desk Clerk Miranda Archie, left, Meals on Wheels Program Director David Morikawa, and Director of Human Resources Lorraine Buckley gather to showcase some of the Valentine's Day cards created by hotel team members.



## New Members

### HOTEL MEMBER

**Hilton Garden Inn Sacramento Airport Natomas**

20 Advantage Court  
Sacramento, CA 95834  
(916) 579-7000

[www.sacramentoairportnatomas.hgi.com](http://www.sacramentoairportnatomas.hgi.com)

This 124-room hotel will soon be joining the Hilton Portfolio of Brands and is presently accepting reservations for arrival May 6, 2019, and beyond.

General Manager—Jenna Mertz  
Regional Director of Sales—Kristi Gold

### ASSOCIATE MEMBER

**California State University, Sacramento  
Department of Recreation, Parks &  
Tourism Administration**

6000 J Street

Solano Hall 4000

Sacramento, CA 95819-6110

(916) 278-6752 (RPTA Front Office)

[www.csus.edu/hhs/rpta/](http://www.csus.edu/hhs/rpta/)

Assistant Professor—Dr. Abhijeet Shirsat

Services: Hospitality & Tourism Management (HTM) - Hospitality and Tourism Management, Commercial Recreation, and Event Planning courses focus on the basics of entrepreneurial businesses, and the skills needed for working with for-profit, commercial recreation and experience industry agencies (e.g., resorts, hotels, conference and meeting facilities, cruise lines, event planners, destination marketing agencies, travel agencies). Students who take courses in this area are being trained for positions in enterprises that offer leisure services and/or products for a profit.

**AWARDS WERE PRESENTED TO THE FOLLOWING OUTSTANDING HOTEL EMPLOYEES AS "2018 HOSPITALITY EMPLOYEES OF THE YEAR."**

**The Citizen Hotel**

*Jorge Ombler, Banquet House Attendant  
Jasmine Shelton-Wright, Front Desk Agent*

**Courtyard by Marriott Cal Expo**

*Anabel Fuentes, Sales Coordinator*

**DoubleTree by Hilton Sacramento**

*Madelaine Vitan, Front Desk Supervisor*

**Embassy Suites Sacramento**

*Hernan Cruz, Lead Cook*

**Hilton Sacramento Arden West**

*Valentyna Vasylytsyun, Room Attendant*

**Holiday Inn Sacramento Downtown-Arena**

*Manuel Moralez, Room Service Server*

**Hyatt Regency Sacramento**

*Rafael Quiroz, Event Set-Up Lead*

**Kimpton Sawyer Hotel**

*Jennifer Andrade, Front Office Supervisor  
Martha Ventura, Banquet Captain*

**Residence Inn Sacramento Downtown  
at Capitol Park**

*Theresa Orr, Guestroom Attendant*

**Sacramento Marriott Rancho Cordova**

*Nichole Fonokalafi, Night Auditor*

**Sheraton Grand Sacramento**

*Joe Dahlgren, Engineering Supervisor  
Mitchell Perry, Front Office Supervisor*

**Thunder Valley Casino Resort**

*Mary Liotine, Call Center Agent  
Victoria Rugg, Hotel Concierge*

**The Westin Sacramento**

*Heidy Maldonado, House Attendant*



Rooms Manager Johnny Pacheco, center, from The Citizen Hotel, honors Front Desk Agent Jasmine Shelton-Wright, and Banquet House Attendant Jorge Ombler, left, as the hotel's Employees of the Year.



SHA Board President Shelly Moranville and Courtyard by Marriott Cal Expo Hotel Manager Byron O'Neil congratulate Anabel Fuentes, Sales Coordinator, as the hotel's Employee of the Year.



DoubleTree Hotel General Manager Royce Pollard congratulates Madelaine Vitan, Front Desk Supervisor, as the hotel's Employee of the Year.



SHA Board President Shelly Moranville and Embassy Suites Hotel Food & Beverage Director Anthony Jorge, honor Hernan Cruz, Lead Cook, as the hotel's outstanding employee.



SHA Board President Shelly Moranville, left, and Executive Housekeeper Ananias Amaral present the hotel's Employee of the Year award to Room Attendant Valentyna Vasylytsyun.



Assistant General Manager Barry Miller, left, presents Manuel Moralez, Room Service Server, with the Holiday Inn Sacramento Downtown-Arena's Employee of the Year award.

The Sacramento Hotel Association recognized Cal Expo as its Supplier of the Year. Rick Pickering, CEO at Cal Expo, accepted the award. Cal Expo was honored by SHA members as a key partner for the hospitality industry and our community. Cal Expo has worked diligently with our hotels and Visit Sacramento to retain major conventions and group business in response to the Convention Center renovation/expansion.

The Sacramento Hotel Association also presented two \$2,000 tuition scholarships to local college students during the Hospitality Gala. The scholarship recipients are Tai Thai, Cosumnes River College, and Madelaine Vitan, California State University, Sacramento. The scholarship program is funded by a portion of the proceeds from SHA's annual golf tournament and a contribution from the Sacramento Marriott Business Council. (See article elsewhere in issue.)

*Congratulations to all the award recipients!*



Anne Inouye, the Hyatt Regency's Colleague Experience Director, presents the Employee of the Year award to Rafael Quiroz, Event Set-Up Lead.



The Kimpton Sawyer's Davis Xayavong, Banquet Manager, congratulates Jennifer Andrade, Front Office Supervisor, center, and Martha Ventura, Banquet Captain, left, as the hotel's Employees of the Year.



Shelly Moranville, General Manager of the Residence Inn Downtown at Capitol Park, honors Theresa Orr, Guestroom Attendant, as the hotel's Employee of the Year.



SHA Board President Shelly Moranville and Sacramento Marriott Rancho Cordova Director of Rooms Ron Murray presents the hotel's Employee of the Year award to Nichole Fonokalafi, Night Auditor.



SHA Board President Shelly Moranville and Sheraton Grand Hotel Director of Operations Norbert Hurka, far right, honor Joe Dahlgren, Engineering Supervisor, second from left, and Mitchell Perry, Front Office Supervisor, third from left, as the hotel's outstanding Employees of the Year.



Hotel Manager Micael Jeffries honors Mary Liotine, Call Center Agent, left, and Victoria Rugg, Hotel Concierge, center, as Thunder Valley Casino Resort's Employees of the Year.



SHA Board President Shelly Moranville and The Westin Sacramento General Manager Matthew Teyler present the hotel's Employee of the Year award to House Attendant Heidi Maldonado.



SHA Board President Shelly Moranville presents the Supplier of the Year Award to Cal Expo CEO Rick Pickering. Cal Expo is a key partner for the hospitality industry and the community.

## Local Students Awarded Scholarships

### CONGRATULATIONS TO SHA'S SCHOLARSHIP RECIPIENTS



During the 2019 SHA Hospitality Gala, SHA Board President Shelly Moranville presents scholarship recipient Tai Thai, a student at Cosumnes River College, with his scholarship certificate.



SHA Board President Shelly Moranville presents scholarship recipient Madelaine Vitan, a student at California State University, Sacramento, with her scholarship certificate during the 2019 SHA Hospitality Gala.

The Sacramento Hotel Association announced two scholarship recipients during SHA's 27th annual Hospitality Gala in early March at the DoubleTree by Hilton.

SHA presented two \$2,000 scholarships to local college students during the Hospitality Gala. The scholarship recipients are Tai Thai, Cosumnes River College, and Madelaine Vitan, California State University, Sacramento.

The scholarship program is funded by a portion of the proceeds from SHA's annual golf tournament and a generous contribution from Sacramento Marriott Business Council.

Tai Thai is an international student from Vietnam studying at Cosumnes River College. Thai is attending college in the United States to further his education, with a focus on attaining a master's degree in business administration. He plans to transfer to a four-year university upon completion of his Associate degree. Thai's experience in hospitality—working in guest services and front desk teams—has included stints at the Furama Resort in Da Nang, the Hyatt Regency Phuket Resort in Thailand, and the Hyatt Regency Da Nang.

Madelaine Vitan is majoring in recreation, parks and tourism administration at Sacramento State. Vitan never knew that she had an interest in hospitality until she started working at her first hotel. She has found that working under pressure has helped motivate her to ensure that she is always providing each guest with a rewarding experience. Vitan has worked at the Four Points by Sheraton Sacramento and is currently a front desk supervisor at the DoubleTree Hotel. Her career goals include working in luxury hotels as a front office manager and, hopefully, one day as a general manager!

## Michelin Guide Expands to Include Sacramento Restaurants

California's capital city joins a list of internationally recognized culinary destinations as Michelin announced it will partner with Visit Sacramento, Visit California and five other destinations in the state to launch its first West Coast restaurant guide. Visit Sacramento spearheaded the effort to expand the guide's presence on the West Coast with the goal of showcasing the culinary prowess in America's Farm-to-Fork Capital. More than 700 restaurants will be featured in the guide once it is published later this year, and Sacramento is expected to feature prominently.

At a March 5 press event in Sacramento, Michelin brought in some of its most famous starred chefs, including Thomas Keller of The French Laundry. They all praised Sacramento's access to fresh local food — both proteins and crops — as important to being able to produce quality food, with Keller saying that access to such products is instrumental in the ability for a chef to earn a coveted Michelin star. Michelin will award stars to deserving chefs up and down the state of California at an event in Huntington Beach June 4.

Source: Visit Sacramento & Visit California

Photo credit: Max Whittaker

Gwendal Poullenc of MICHELIN Guide and Chef Thomas Keller announce the new MICHELIN Guide California 2019. The first-ever statewide guide will feature restaurants in the San Francisco Bay Area, Greater Los Angeles, Monterey, Orange County, Sacramento, San Diego and Santa Barbara.



## People Column

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The **Hyatt Regency Sacramento** has named **Dustin Dietel** as director of operations. Dietel recently served as assistant director of operations at the Grand Hyatt Washington, D.C. He was also acting director of rooms, assistant director of rooms, executive housekeeper and front office manager at that property; he won “Manager of the Year” as front office manager. Prior to his stint in Washington, D.C., Dietel worked at Park Hyatt Beaver Creek, Hyatt Regency Denver and Hyatt Regency Dallas in various operations positions.

He graduated from Washington State University, Pullman, with a Bachelor of Science degree in Hospitality Business Management.



The **Kimpton Sawyer Hotel** has welcomed **Claire Kapp** as director of catering and conference services. Kapp has more than seven years of experience in the hospitality industry, specifically with Kimpton for more than four years. More recently, she was working as the director of catering and conference services at the Kimpton Hotel Monaco Salt Lake City. Kapp is excited for this opportunity that brought her back to California where she grew up!

**Brent Larkin** has been appointed general manager of **The Murieta Inn and Spa** in Rancho Murieta. Larkin previously served as general manager at two local properties—the Kimpton Sawyer Hotel and The Citizen Hotel. Prior to his general manager positions, he worked as part of the opening team at The Citizen/Grange as food and beverage director and assistant general manager. Larkin began his hotel career with a decade of service with Hyatt Hotels and Resorts, starting his career at the Hyatt Regency Sacramento as a corporate management trainee and spending time in both Chicago and Bellevue, Wash., where he was director of operations

**Vahid Sanati** has been named food and beverage director at the **Crowne Plaza Sacramento Northeast**. Most recently, Sanati was the F&B manager at Valley Hi Country Club in Elk Grove. His previous positions at local properties and venues include the Radisson Hotel Sacramento, Hyatt Regency Sacramento, Pete’s Restaurant & Brewhouse, Lions Gate Hotel and McClellan Conference Center.



**Jessica Wagner** has joined the **DoubleTree by Hilton Sacramento** as director of human resources. Wagner has been in the hospitality industry for several years where she rose in the ranks to housekeeping manager with Choice Hotels and Norwegian Cruise Lines. More recently, Wagner was at the Bellevue Club, in Bellevue, Wash., where she led Human Resources. Wagner brings 15 years of human resources experience to the DoubleTree by Hilton Sacramento.

## Teneo Hospitality Group Surveys Meeting Planners and Hoteliers

### TARGETS FIVE CHALLENGES CONFRONTING MEETINGS INDUSTRY IN 2019

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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.

**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.

**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.

**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.

**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.

**Challenge #5 Increasing Complexity and Rising Costs of Food & Beverage.** Growing awareness of wellness and sustainability issues add to a mix that could become more problematic and costlier.

# Sacramento Tourism Marketing District (STMD)

## COMMITTEE LEADERS REELECTED AND NEW APPOINTMENTS MADE

Kathleen Gilbey, CHA, general manager at the Sheraton Grand Hotel, was reelected Chair of the Sacramento Tourism Marketing District (STMD) Committee by Committee members in January 2019.

Reelected as Vice Chair of the STMD Committee was David Huber, CHA, general manager at the Crowne Plaza Sacramento Northeast.

In late 2018, the SHA Board of Directors appointed Gilbey and Huber to new three-year terms (2019, 2020, and 2021) as members of the STMD Committee.

The SHA Board also appointed Nikki Carlson, general manager at Kimpton Sawyer Hotel, and Royce Pollard, general manager at the DoubleTree by Hilton Sacramento, as new STMD Committee members. Each is serving a three-year term (2019, 2020, and 2021).

The current STMD Committee members, by geographic zone, include:

### ZONE 1

Nikki Carlson, General Manager, Kimpton Sawyer Hotel

Kathleen Gilbey, CHA, General Manager, Sheraton Grand Hotel

Scott VandenBerg, General Manager, Hyatt Regency Sacramento

### ZONE 2

Royce Pollard, General Manager, DoubleTree by Hilton Sacramento

Sami Qureshi, General Manager, Hilton Sacramento Arden West

### ZONE 3

Steve Young, Director of Operations, Geweke Hospitality

### ZONE 4

David Huber, CHA, General Manager, Crowne Plaza Sacramento Northeast

The Sacramento Tourism Marketing District was established to provide additional funding to increase the level of sales and marketing activity as it relates to Sacramento as a tourism, meeting and event destination.

The funding, raised by the industry, is directed by the industry. The funds flow directly into sales and marketing activities that are reviewed and monitored by a Tourism District Committee of industry peers—hotel managers appointed by the Sacramento Hotel Association Board of Directors.

# Hospitality Companies Recognized on 2019 Fortune 100 Best Companies to Work For®

The 100 Best Companies is one of a series of rankings by Great Place to Work and Fortune based on employee feedback from Great Place to Work-Certified™ organizations.

People analytics firm Great Place to Work determined the Fortune 100 Best Companies to Work For™ list and the Fortune Best Big Companies to Work For list by conducting America's largest ongoing annual workforce study, representing more than 4.3 million employees this year alone.

A number of hotel/hospitality companies were recognized as top companies to work for based on their employee feedback.

## #1 - HILTON WORLDWIDE

### What employees are saying

The genuine focus on the core values as a main driver for most decision-making distinguishes Workday from other places I've worked. In this way, it feels like Workday has a more mission-driven approach to business than a typical for-profit company.

## #5 - KIMPTON HOTELS & RESTAURANTS

### What employees are saying

A lot of companies claim to be diverse and support equality, but I have never seen them do anything beyond write it out in their mission statement. Here at Kimpton we live it every single day.

## #31 - MARRIOTT INTERNATIONAL

### What employees are saying

This is truly an organization where you can call your co-workers friends, where teamwork is the way of life, and there is clear strategic direction around top organizational priorities.

## #32 - HYATT HOTELS CORPORATION

### What employees are saying

Our culture of caring is what makes working with Hyatt so incredible. We also have a very strong culture of hiring from within, so for the most part, the people getting promoted are very sincere in their care for guests and colleagues.

## #89 - FOUR SEASONS HOTELS & RESORTS

### What employees are saying

Company walks the talk, truly believes that the people who work at the company are its most important asset and the company goes to great lengths to ensure employees are well cared for.





# Sacramento Hospitality Classic

OCTOBER 14 AT VALLEY HI COUNTRY CLUB



**FRIENDLY TOURNAMENT PLAY  
EXTRAORDINARY FOOD  
FUNDRAISER FOR  
SCHOLARSHIPS**

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

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 the tournament participants look forward to all year!

## 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!

Start assembling your foursomes for this hospitality event. Enjoy golf, fun, food, and prizes for \$160 per golfer.

Online registration will open soon at [www.sacramentohotelassociation.com](http://www.sacramentohotelassociation.com) – click on Events. Sponsorship and Raffle Prize Donation forms will also available at the website.

## SACRAMENTO HOSPITALITY CLASSIC SCHEDULE

Monday, October 14, 2019

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



# National Restaurant Association Releases What's Hot 2019 Culinary Forecast

BY BRIAN AMICK

The National Restaurant Association (NRA)'s annual survey of chefs looks to identify food and beverage trends for the coming year. Approximately 650 chefs, all American Culinary Federation members, predicted what will be prevalent on menus for 2019.

According to the report, the top trend for 2019 is Cannabidiol (CBD) and cannabis-infused food and beverages. Nearly 77 percent of the chefs surveyed ranked cannabis and CBD-infused beverages as the top trend, and 76 percent of them ranked cannabis and CBD-infused food as the second most popular trend. They believe it will create unique cuisine opportunities and promote experiential dining occasions.

Here are the top ten trends for 2019:

1. Cannabis/CBD-infused drinks
2. Cannabis/CBD-infused food
3. Zero-waste cooking (elevated cuisine using food scraps)
4. Globally inspired breakfast dishes
5. Global flavors in kids' meals
6. Hyper-local (e.g., restaurant gardens, onsite beer brewing, house-made items)
7. New cuts of meat (e.g., shoulder tender, oyster steak, Vegas Strip Steak, Merlot cut)
8. Veggie-centric/vegetable-forward cuisine (e.g., fresh produce is star of the dish)
9. Chef-driven fast-casual concepts
10. Craft/artisan/locally produced spirits

“The Association's 2019 What's Hot report reflects contemporary consumer cravings in tandem with emerging societal dining trends,” says Hudson Riehle, NRA's senior vice president of research. “We're seeing a more eco-friendly perspective and greater emphasis on global flavors/cuisines as well as enhanced availability of healthful items/children's meals and the exploration of new food sourcing options.”

Source: National Restaurant Association

## SHA Calendar of Events

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

**FRIDAY, MAY 17, 2019**

SHA Monthly Luncheon Meeting  
Sheraton Grand Hotel

**FRIDAY, JUNE 21, 2019**

(Date subject to change)  
SHA Monthly Luncheon Meeting  
Location to be announced

**JULY AND AUGUST**

No SHA Luncheon Meetings

**SATURDAY, SEPTEMBER 7, 2019**

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

**MONDAY, OCTOBER 14, 2019**

Sacramento Hospitality Classic  
Golf Tournament  
Fundraiser for Scholarship  
Program  
Valley Hi Country Club

**WEDNESDAY, OCTOBER 30, 2019**

Sacramento Hotels Farm-to-Fork  
Showcase—Challenge of the Chefs  
Fundraiser for Local Charities and  
Chefs’ Competition  
Fabulous Food, Craft Beer and  
Local Wine  
Kimpton Sawyer Hotel

**FRIDAY, NOVEMBER 15, 2019**

SHA Monthly Luncheon Meeting  
Hilton Sacramento Arden West

**MONDAY, DECEMBER 9, 2019**

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

# SAVE THE DATE!

## 13th Annual SHA Community Service Day

“THE HOSPITALITY INDUSTRY HELPING IN THE COMMUNITY”

**SATURDAY, SEPTEMBER 7, 2019**



Rally your hotel or company team for the September 7 community service event.

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, schools, food banks and assist a number of charitable organizations in our community.

After the morning of 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*, at the SHA website and in the event and volunteer-signup posters that will be distributed to SHA-member hotels and vendor companies in early summer.

## Peace Over Violence’s Denim Day and Sexual Assault Awareness Month

**APRIL 24, 2019**

For the past 20 years, the organization, Peace Over Violence, has run its Denim Day campaign on a Wednesday in April in honor of Sexual Assault Awareness Month. “Safety is a never-ending challenge, and the hotel and lodging industry is committed to working with safety experts to continuously update protocols and procedures to better address the needs of employees, while also ensuring a safe environment for workers and guests,” said Chip Rogers, president and CEO, American Hotel & Lodging Association.

Team members at the Residence Inn by Marriott Sacramento Airport Natomas wear denim on April 24 as part of the Peace Over Violence’s Denim Day activities.

