

SACRAMENTO HOTEL ASSOCIATION *Reader Board*

AUGUST 2017

SHA's Farm-to-Fork Fall Fundraiser

THURSDAY, SEPTEMBER 21 – 4:30 P.M. - 7:00 P.M.
SHERATON GRAND HOTEL, 1230 J STREET

The second annual Farm-to-Fork Fall Fundraiser — September 21 at the Sheraton Grand Hotel — is part of SHA's ongoing community service activities, known as *The Hospitality Industry Helping in the Community*.

For 2017, the Farm-to-Fork Fall Fundraiser will benefit two local organizations that are working to address homelessness in our community — Next Move and Volunteers of America. The net proceeds from the Fall Fundraiser will go toward *specific programs* of the two beneficiary organizations.

Tickets are available at Eventbrite. Advance tickets are \$40 per person plus service fee; tickets are \$50 per person at the door.

Register Online: tinyurl.com/y8szxafg

The ticket link is also at www.sacramentohotelassociation.com.

The event features:

- Festive Farm-to-Fork Food Stations from local hotels/restaurants
- Craft Beer Tastings from local brewers
- Wine Tastings from area vintners
- Silent Auction of gift baskets and prize packages
- Musical Entertainment
- Selfie Photo Booth

FALL FUNDRAISER EVENT PROCEEDS BENEFIT:

NEXT MOVE *Family Shelter*

Next Move, formerly Sacramento Emergency Housing Center, started in 1972 housing just seven homeless families. Next Move's mission is to assist families with children and individuals toward self-reliance. Next Move operates the Family Shelter, serving 17 families with children each night. All households are assigned a program support team who provides case management, housing, employment and specialized children's services. This team offers supportive services that assist them in obtaining resources, take advantage of employment training and placement opportunities, develop a plan to secure housing and adopt positive lifestyle habits. www.nextmovesacramento.org

VOLUNTEERS OF AMERICA *Veterans Family Housing*

The local Volunteers of America affiliate was established in the Greater Sacramento Area in 1911. Volunteers of America Northern California & Northern Nevada's (VOA-NCNN) ongoing mission is to reach and uplift all people. Serving more than 2,100 individuals each day in the Sacramento area alone, VOA supports the most vulnerable populations through housing and employment services. VOA-NCNN's Veteran Family Housing program is currently renovating an apartment complex, built in the 1950s, that is undergoing major renovation on a unit-by-unit basis. These updated units are being converted into housing for homeless families with a veteran head of household for either short-term stabilization or long-term supported housing. www.voa-ncnn.org

SACRAMENTO HOTEL ASSOCIATION
FARM-TO-FORK
FALL FUNDRAISER
SEPTEMBER 21, 2017 | SHERATON GRAND SACRAMENTO | 4:30PM – 7:00PM
REGISTER ONLINE - tinyurl.com/y8szxafg | TICKETS – \$40

EVENT PROCEEDS BENEFIT

Next Move
Housing - Opportunity - Change

Volunteers of America
NORTHERN CALIFORNIA & NORTHERN NEVADA

FEATURING –

- Farm-to-Fork Food Stations from local hotels
- Craft Beer Tastings
- Wine Tastings
- Silent Auction
- Musical Entertainment
- Selfie Photo Booth

SACRAMENTO HOTEL ASSOCIATION
The Hospitality Industry Helping in the Community

#SHA FarmtoFork

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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11th Annual Community Service Day

THE HOSPITALITY INDUSTRY HELPING IN THE COMMUNITY



SATURDAY, SEPTEMBER 9, 2017

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

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

The Sacramento Hotel Association will sponsor its 11th annual community service day September 9, 2017.

Volunteers will assemble at the George Sim Community Center (6207 Logan Street, Sacramento) for breakfast and then spend the morning working at parks/ community gardens and for organizations/agencies/schools in the neighborhood. After the work, we'll have time to celebrate the support provided to the community — breakfast and picnic lunch provided by sponsoring hotels.

This year volunteers will be completing projects for the George Sim Community Center, City of Sacramento Parks and Community Gardens, Boys and Girls Club of Greater Sacramento, Bridge Network at Elmo Slider Clubhouse, Camellia Basic Elementary, Community Housing Opportunities Corporation (CHOC), Developmental Disabilities Service Organization (DDSO), Earl Warren Elementary School, Elder Creek Elementary School, Hiram W. Johnson High School, Lutheran Social Services of Northern California, Mutual Housing California, Peter Burnett Elementary School, Sacramento Building Healthy Communities-The HUB, Sacramento SPCA, St. John's Program For Real Change, West Campus High School, Will C. Wood Middle School. A team of volunteers will also be creating greeting cards that will be donated to Eskaton and Kaiser Permanente/South Sacramento.

DONATION COMPONENT

For this year's donation component of the Service Day, SHA invites you to donate personal care items (soap, shampoo, toothpaste, lotion) for My Sister's House, which is a safe haven serving Asian and Pacific Islander and other underserved women and children impacted by domestic violence, sexual assault, and human trafficking by providing a culturally appropriate and responsive safe haven, job training, and community services.

Your donation of personal care items will make a difference! Please deliver donated personal care items to the George Sim Community Center, 6207 Logan Street,

Sacramento,
on Saturday,
September 9,
between
7:15 a.m. and
8:30 a.m.





Sacramento Hospitality Classic

GOLF TOURNAMENT

FRIENDLY TOURNAMENT PLAY EXTRAORDINARY FOOD • FUNDRAISER FOR SCHOLARSHIPS

MONDAY, OCTOBER 9 • RANCHO MURIETA COUNTRY CLUB • 7000 ALAMEDA DRIVE, RANCHO MURIETA

Sign up today! Hospitality industry colleagues, clients, and vendors will gather for another fabulous Hospitality Classic golf tournament this year — Monday, October 9 — at Rancho Murieta Country Club. 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!

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

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!

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.



HOTEL PROFILE

Kimpton Sawyer Hotel

OCTOBER OPENING

Designed specifically for its Downtown Commons location, the Kimpton Sawyer Hotel is in the vanguard of the new Sacramento and proudly celebrates the city's renewal, including the capital's pioneering history and its agricultural bounty.

The Kimpton Sawyer is a new contemporary Sacramento boutique hotel at 500 J Street. This refined boutique hotel embraces forward-thinking design and distinctive elements with 250 guest rooms and suites.

The hotel's 'living room' opens directly onto the two-acre plaza of Downtown Commons (DoCo), beckoning guests inside. The spectacular third-floor pool deck has unrivaled views of Golden 1 Center. Enjoy a cocktail or seasonal small bites at the rooftop bar and lounge, Revival, or delicious cuisine at Echo & Rig. Delight in the fun and games at Punch Bowl Social.

At the Kimpton Sawyer Hotel explore the many aspects — historic and modern, urban and natural — that express Sacramento.



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 2020). The appointed hoteliers include:

ZONE 1 REPRESENTATIVE

Scott VandenBerg, general manager,
Hyatt Regency Sacramento

ZONE 2 REPRESENTATIVE

Sami Qureshi, general manager,
Hilton Sacramento Arden West

ZONE 3 REPRESENTATIVE

Steve Young, director of operations,
Geweke Hospitality

In addition, the SHA Board recently made an appointment to complete an unexpired term on the STMD Committee (through December 2018).

ZONE 4 REPRESENTATIVE

David Huber, general manager, Crowne Plaza
Sacramento Northeast

The other members of the STMD Committee include (terms through December 2018):

ZONE 1 REPRESENTATIVES

Kathleen Gilbey, general manager,
Sheraton Grand Sacramento

Liz Tavernese, general manager,
Holiday Inn Capitol Plaza

ZONE 2 REPRESENTATIVE

Doug Warren, Regional Director of Operations,
Courtyard Marriott Cal Expo & Fairfield Inn
Cal Expo

An STMD Committee appointment automatically includes a seat on the Visit Sacramento Board of Directors.

STMD RENEWAL

The Sacramento Tourism Marketing District (STMD) was recently renewed for a 10-year term (July 1, 2017 to June 30, 2027). 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.

People Column

The **Sheraton Grand Sacramento Hotel** has selected **Andrew Chadwick** as its new executive chef. Chadwick joins the Sheraton Grand team with significant culinary experience from prestigious organizations such as the Ritz-Carlton brand and restaurants throughout the United States, along with owning restaurants as well. His most recent experience includes being the executive chef for the Olympic Club in San Francisco.

Megan Chappell has been promoted to director of catering and convention services at the **DoubleTree by Hilton Sacramento**. She previously served as director of convention services.



Laura Hover has been named general manager of **McClellan Hospitality Services**.



Barry Miller has joined the **Holiday Inn Sacramento Downtown-Arena** as assistant general manager/director of food and beverage. Most recently, Miller was the director of catering at the **DoubleTree by Hilton Sacramento**. Miller's career has centered around the hotel business in Sacramento and San Jose, including stints as director of catering, general manager, director of operations, director of food and beverage, assistant director of catering and banquet manager.



The **Sheraton Grand Sacramento Hotel** has selected **Jim Perrin** as its new director of sales and marketing. Perrin joins the Sheraton Grand team with significant experience in the hospitality industry. His most recent experience includes director of sales and marketing at **Salamander Resort & Spa**, director of sales at **Global Experience Specialists**, and regional VP of event sales at **PSAV**. Perrin has previously worked for **Starwood** in similar roles.



The **DoubleTree by Hilton Sacramento** has named **Royce Pollard** as the hotel's new general manager. Most recently, Pollard was the director of operations at the hotel. Previously, he worked at the **Resort at Squaw Creek** as the director of rooms and at the **Sheraton Grand Sacramento Hotel** as the director of front office.



John Reyes recently joined **Visit Sacramento** as the organization's chief operating officer. Most recently, Reyes served as executive vice president and chief sales officer at **San Francisco Travel**. Together with new CEO **Mike Testa** and the leadership team, he will work to enhance **Visit Sacramento's** sales and marketing capabilities as the market continues to grow and the convention center expansion gets underway. Reyes has been in the hospitality industry since 1982. In September 2011, Reyes joined the **San Francisco Travel Association** (formerly the **San Francisco CVB**) overseeing the convention sales and services teams. Prior to **San Francisco**, he was president & CEO of the **Monterey County CVB**. His previous work experience includes serving as CEO of **Visit Jacksonville (Florida)**. Reyes also served for 18 years at the **San Diego CVB**.



In early July, **Visit Sacramento** appointed **Mike Testa** as its new president and CEO. He will oversee the organization's role in booking conventions, meetings, and trade shows for the **Sacramento Convention Center** and local hotels, promoting **Sacramento's** farm-to-fork identity nationally to consumers, and charting the course for the **Sacramento Sports Commission**. He succeeds **Steve Hammond**, who retired after serving as the organization's president and CEO since 1999. Having worked for **Visit Sacramento** since 2001, Testa most recently served as its chief operating officer. He was first hired as director of public relations and was promoted through the ranks to assume leadership roles in consumer marketing, convention sales and business development. He worked for the **Downtown Sacramento Partnership** from 1998 to 2001, directing its public relations and marketing activities. **Visit Sacramento's** Board of Directors offered Testa the top staff position after conducting a national search process initiated in February.

SHA Calendar of Events

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

SATURDAY, SEPTEMBER 9, 2017

SHA Community Service Project
The Hospitality Industry Helping in the Community
Location: George Sim Community Center, 6207 Logan Street, Sacramento

THURSDAY, SEPTEMBER 21, 2017

Farm-to-Fork Fall Fundraiser
Fundraiser for Next Move (Family Shelter) and Volunteers of America (Veterans Family Housing) (Specific programs addressing homelessness in our community)
Location: Sheraton Grand Sacramento
Tickets at Eventbrite:
tinyurl.com/y8szxafg
The ticket link is also at
www.sacramentohotelassociation.com

MONDAY, OCTOBER 9, 2017

Sacramento Hospitality Classic Golf Tournament
Fundraiser for SHA's Scholarship Program
Location: Rancho Murieta Country Club
Register at:
www.sacramentohotelassociation.com

FRIDAY, NOVEMBER 17, 2017

SHA Monthly Luncheon Meeting
Presentation: Hotel Industry Projections
Speaker: CBRE Hotels Representative
Location: O'Club Event Center at Lions Gate Hotel

TUESDAY, DECEMBER 12, 2017

SHA Holiday Reception • Toy Collection • Board Election
Location: Holiday Inn Sacramento Downtown-Arena

New Members

PROFESSIONALS (HOTELS)

CROWNE PLAZA SACRAMENTO NORTHEAST

5321 Date Avenue
Sacramento, CA 95841
(916) 338-5800
www.ihg.com/crowneplaza/hotels/us/en/sacramento/sacne/hoteldetail
David Huber, General Manager
Parveen Chand, Director of Rooms
Brad Ross, Director of Sales
Number of Rooms 230
Full-time Employees 60
Part-time Employees 40

KIMPTON SAWYER HOTEL

500 J Street
Sacramento, CA 95814
(916) 545-7100
www.sawyerhotel.com
Brent Larkin, General Manager
Gavin Hamano, Director of Sales
Alex Vargas, Director of Finance
Gabriela Rojo, Director of Catering
Number of rooms 250
Full-time employees 180
Part-time employees 20

RESIDENCE INN SACRAMENTO AIRPORT NATOMAS

2410 West El Camino Avenue
Sacramento, CA 95833
(916) 649-1300 Hotel
(916) 649-4418 Genii Reynolds-Perez
www.marriott.com/sacs
Genii Reynolds-Perez, Regional Area Director of Sales
Denia Phillips, General Manager
Number of Rooms 126
Full-time Employees 25
Part-time Employees 20

ASSOCIATES/PREFERRED VENDORS

COREMARK INSURANCE SERVICES, INC.

2520 Venture Oaks Way, Suite 240
Sacramento, CA 95833
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Daniel Bertrand, CEO
Sean Dufficy, CRIS, Agent
Brennen Cull, Agent
Shawn Eric Tsui, Agent
Services: CoreMark is a mid-sized insurance agency dedicated to delivering exceptional and proactive expertise to all our valued clients, no matter their

size. We understand the everyday risk-management challenges today's business owners face, and we are committed to doing whatever it takes to successfully solve issues before they turn into problems.

FREEDOM ORGANICIDES, LLC

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Shingle Springs, CA 95682
(530) 677-2111
john@freedomorganicides.com
www.freedomorganicides.com
John McIntyre, President
Services: Our bedbug repellent is natural, effective and affordable. Freedom Organicides makes a 100% organic solution (oil-based and hence chemical-free) that kills bedbugs on contact and prevents future "unwanted guests." We are locally owned and operated, and committed to helping you win the "battle of bedbugs" once and for all while providing your guests with a chemical-free environment.

TRAVELCLICK

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rbrough@travelclick.com
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