

**HLAGH
MISSON
STATEMENT:**

*THE MISSION OF THE
HOTEL & LODGING
ASSOCIATION OF
GREATER
HOUSTON IS TO
IMPROVE THE
LODGING
INDUSTRY IN THE
GREATER
HOUSTON
AREA THROUGH
EDUCATION,
GOVERNMENTAL
AFFAIRS AND PUBLIC
AWARENESS OF THE
TRAVEL
INDUSTRY
ECONOMIC
IMPACT.*



*The Staff and the Board of Directors of the
Hotel & Lodging Association of Greater Houston
hope that you, your family, and staff have a
joyous holiday season!*

2010 Winter Newsletter ~ Chair's Message

Dear HLAGH Members:

It is hard to believe that the year is almost over. Even though 2010 has been a challenging one, the Hotel Lodging Association of Greater Houston continues to do some great work on behalf of the Hotel community and its Allied members. This past month on November 19th, HLAGH celebrated its 6th Annual Hospitality on Parade Awards night at the Hyatt Regency Downtown.

Once again, we had the opportunity to recognize “the best of the best” of Greater Houston’s Hospitality professionals. In addition to these recognitions, we also had an evening where we could spend some time with other hoteliers and Allied members. The silent auction was one of the largest ever and offered some great items. The food was delicious and the décor was memorable. I would be remiss not to thank Joe Palmieri, Joan Johnson, Janeen Utz, Doug Horn, John Keeling, and Stephanie Haynes for their hard work to bring this year’s event to fruition.



Tom Rosepink
HLAGH Chair and General
Manager of
Houston Airport Marriott
at George Bush
Intercontinental

On December 6th, we hosted the 11th Annual Bike Building event in conjunction with Child Advocates. Many of our hotels and Allied members joined forces at the George R. Brown Convention Center to put an early Holiday smile on many children who left the Center with a brand new bicycle. Thanks to all of our sponsors and teams for participating in such a worthwhile cause.

Most of these events and the rest of the actions that take place throughout the year would not be accomplished without the leadership of our new President, Stephanie Haynes and her assistant Janeen Utz. Special thanks to these individuals, who tirelessly work on our behalf.

In closing, please remember the THLA Annual Short Course is coming up in early January. Take the opportunity to support the growth of your associates by sending one or two of them to this excellent program.

On behalf of the Association, I would like to extend a Happy Holidays to you, your families, and associates. My best wishes to all of you in the coming year.

Happy Holidays,

Tom Rosepink

Hotel & Lodging Association of Greater Houston
P. O. Box 1043 ~ Houston, TX 77251-1043 ~ 713-437-5266
Email: director@houstonhotels.org Website: www.houstonhotels.org

In this Issue:

Chair's Message	1
<ul style="list-style-type: none"> New Members THLA Short Course 	2
Article: The Hotel Sales Office of 2011: 4 Processes to Fuel Recovery	3
HLAGH 6th Annual Hospitality on Parade	4-5
<ul style="list-style-type: none"> Hospitality Law Conference Converge on the Capitol 	6
Article: How to Cope with Bad Reviews	7
HLAGH 11th Annual Bike Building Event	8
HLAGH 16th Annual Golf Tournament	9-10
May 2011: HLAGH 1st Annual Sharing our Hospitality Month	11
Camp Hospitality	12
Upcoming HLAGH Events	13-14
THLA's HOTELPAC	15-16

WELCOME NEW MEMBERS:

Armadillo Security Service of Texas

Stephen Graves, Account/Sales Representative

Energy Edge Consulting

Robert Allwein, Director

Ferguson Enterprises

Matt Payne, Outside Sales Representative

Plant Interscapes

Elizabeth Kantner, Sales and Design Representative

SERVPRO of Spring/Tomball

Mandy Yawn, Sales/Marketing Associate

Unified Energy Services

Sarah Salinas, Vice President



THLA 5TH ANNUAL **ADVANCED** SHORT COURSE

You know the quality of the Award-Winning THLAs Annual Short Course! Now, another exceptional educational opportunity has been produced by THLA – the Advance Short Course.

This first-of-its-kind course has been created to complement the experience for past students of Short Course. If you thought Short Course was an outstanding educational event, you won't want to miss the Advanced Short Course.

The programming is designed as the next step after Short Course for hoteliers "advancing" in their career. The incomparable quality of the speakers has been retained for the Advanced Short Course – the industry's top presenters are prepared to take the students to the next level.

Early Registration Rates (Before 12-20-2010)

- THLA Members (\$195)
- Non-THLA Member (\$275)

Late Registration Rates (After 12-20-2010)

- THLA Member (\$235)
- Non-THLA Member (\$315)

For Hotel Accommodations and Questions, see right.

Page 2

THLA 66TH ANNUAL SHORT COURSE

Have you been seeking a way to keep your 'star' employees motivated and train them to be 'Super Stars'?

Texas Hotel & Lodging Association's 66th Annual Short Course is scheduled for January 10-14, 2011. This is a one of a kind, all-in-one hospitality training event that has been awarded best Educational Program in the nation by the International Society of Hotel Association Executives.

The 2011 Short Course is a unique training and motivational opportunity for hospitality professionals to assist them with career advancement. It's a small investment with a guaranteed profit.

Sign up today!

Class size is limited to maximize the learning experience. Therefore, registration is on a first-come, first-served basis. You will receive a confirmation of acceptance from THLA prior to the course.

Early Registration Rates (Before 12-20-2010)

- THLA Members (\$275)
- Non-THLA Member (\$355)

Late Registration Rates (After 12-20-2010)

- THLA Member (\$315)
- Non-THLA Member (\$395)

Hotel Accommodations

Registration for the conference does not include hotel room reservations. The Hilton University of Houston Hotel has blocked sleeping rooms on a first-come, first-serve basis at the rate of \$99 plus 17% tax.

Rooms are available by calling them directly at 866.327.1161. Be sure to ask for the special group rate for THLA's Short Course. The cut-off date for the conference rate and room block is December 17, 2010.

Questions?

Contact Peggy DeVaney, Short Course Coordinator
512.474.2996 / 800.856.4328 or [Email](#)

Congratulations To :

- Walker J. Valco with the Holiday Inn Express Medical Center/Main
- Guadalupe Peralta with the Courtyard By Marriott Medical Center
- Carlos Gonzalez with Omni Westside
- Luis Vallecillo with the Inn at the Ballpark

Each of these Hospitality Professionals are Recipients of a 2011 HLAGH Short Course Scholarship!

The Hotel Sales Office of 2011 – 4 Processes to Fuel Recovery

By: Carol Verret

Those hotels that are waiting for the recovery to make phones ring with inquiries will not be the market leaders in this economic recovery! Those that are aggressively using new processes to stimulate sales will be the winners!

Steve Rushmore, President and Founder of HVS predicts that “Revenue per available room in the United States is expected to end 2010 up 4.3%, with jumps of 7.1% and 8.1%, respectively, during 2011 and 2012, Rushmore said. These increases follow a RevPAR drop of 16.8% during 2009,” (HotelNewsNow, 9/28/10).

Best practices have changed in terms of not only hotel sales offices but sales processes in general. “The Internet has changed prospecting forever. Information is abundant and everywhere.” (Anthony Iannorino, the Sales Blog, 10/04/10). Cold calling from lists is dead, it was before the recession but here are still sales offices that make it part of their processes.

Social media was not prominently on the sales office radar pre recession but the sales department that ignores it does so at their peril. While “Customers are connecting with companies through sites like Facebook and LinkedIn, ... relatively few sales leads have been received through the sites.” (HotelMarketer.com, 9/29/10) Perhaps the expectations of using social sites were misguided.



Distribution channels have multiplied exponentially and the choice of which ones are most effective requires a measurement and referral process that was relatively simple before. Not all of the new channels are appropriate for every property – but making the decisions takes time.

What is the current client acquisition cost to the hotel? What is the contact to closing ratio? There is one lead source within the department that can lower acquisition costs and increase contact to closing ratios – the sales CRM database. Many hotels use it for the traditional function of keeping traces and routine accounts of sales activity with the account but those that use it for prospecting are ahead of the curve.

The key is to integrate them into the sales office processes not simply add them on top of existing practices in these areas.

- ① **Internet Prospecting:** The key here is to be very specific about the kind of prospect that is being located. Having a definite DNA of what good business prospects look like in all market sectors is imperative. The best hotel sales offices I know have someone that is dedicated to locating prospects and contacts on the internet. If each sales manager is to do it, it is important to set a time limit and goals of number of prospects per week.
- ② **Social Networks:** The expectation of new prospects rushing to the hotel profile on social networks was misguided. From a sales process perspective, social networks are about qualifying new prospects and building relationships. LinkedIn is formidable tool for locating contacts and gathering information about a company and the contact. An amazing 72% of meeting planners indicated on an I-Meet webinar that social networks were important in venue selection. Pushing out Meeting Packages and Hot Dates on social networks stimulates your potential customers’ engagement – this process should be delegated to the newly created position of Social Media Manager.
- ③ **Distribution Channels for Sales:** These are all about being where prospects can find you when they are looking for a venue – think of these as shopping malls for potential customers. They may not generate the lead through the channel but will use it to source potential venues. The customer- in- control wants to access information prior to the buying decision – being at the top of their mind when they are ready to buy is key. There are distribution channels for every market segment. Selecting the ones appropriate for an individual hotel is about asking for case studies from the channel in question and asking other similar properties what has worked for them.
- ④ **Database Prospecting:** The easiest business to get is that that can be generated from existing accounts. There is more business in the database than most hotel sales offices ever access. Most accounts are not fully mapped to ensure that every prospect within an organization is identified and approached. The new database CRMs have the functionality of making the process of cross marketing between segments easier and faster. There are new ways and platforms to systematize requesting referrals such as uRefer. The mining of the database should be a part of every sales manager’s sales process. The cost of customer acquisition from the database is less than from any other source!

The processes of the sales office of 2011 and forward are not the sales office processes pre-recession.

Carol Verret and Associates Consulting and Training offers training services and consulting in the areas of sales, revenue management and customer service primarily but not exclusively to the hospitality industry. www.carolverret.net, carol@carolverret.com (303) 618-4065. The eBook The Best of Hotel Sales & Revenue Management Caffeine is here! Click here for more info <http://www.carolverret.net/viral/dec10book.php>

Hotel & Lodging Association of Greater Houston ~ Winter 2010

Congratulations to the Hospitality on Parade 2010 Award Winners!
Hospitality on Parade 2010 Photos Available at www.aerphoto.smugmug.com



Houston Spirit Award Winner:
Travis McIntire
JW Marriott



Guest Services Award Winner:
Omar Arizpe
Jesse J. Jones Rotary Houston International



Allied Member Award Winner:
Scott Martin
Scott Equipment



Lifetime Achievement Award Winner:
Douglas Horn



Food & Beverage Award Winner:
Audrey Sam
Hotel ICON



Operations Award Winner:
Donnie R. Rowell
Hilton at the University of Houston



Sales/Marketing/Convention Services Award Joint Winners:
Shea Ashley, Hyatt Regency Houston
Gary Baumann, InterContinental Houston Near the Galleria

Hotel & Lodging Association of Greater Houston ~ Winter 2010

Hospitality on Parade 2010 Photos Available at www.aerphoto.smugmug.com





Make Sure Your Legal, Risk, HR, and Loss Prevention Teams Are Up To Speed on Issues Affecting Your Hotel? Attend the 2011 Hospitality Law Conference

The 2011 Hospitality Law Conference is scheduled for February 9-11, right here in Houston at the Omni Houston Hotel. This one-of-a-kind Conference is designed to keep hotel and restaurant professionals current on issues that impact their properties.

From social media to immigration compliance, food and beverage litigation to menu labeling, the conference explores the latest challenges facing the hospitality industry and provides an opportunity for your legal, risk, and loss prevention teams to benchmark their current policies and procedures with other industry leaders.

On February 9, a full-day Pre-Conference Workshop kicks off the conference with the **Information Protection and Privacy, including Payment Card Industry Security Standards Workshop**, featuring sessions on not only on the technical aspects of data security and PCI compliance, but also on the legal perspectives, such as "Third Party Service Providers: Do You Know Where Your Risks Are?"

The Pre-Conference Workshop also features a **Real Estate Transactions Workshop** with "boot camp" sessions dedicated to executives in the development area to fully integrate the economic, financial and legal aspects of the deal.

On February 10, the conference provides in-depth coverage of the following topics:

- The **Loss Prevention and Risk Management Breakout** addresses insurance litigation; risks in pools, spas, and workout facilities; business interruption losses; and claims resolution.
- The **Lodging Breakout** covers negotiating distribution/sales agreements, the ABCs of Joint Ventures, property tax issues, and spa compliance.
- The **Human Resources and Labor Relations Breakout** addresses workplace investigations, immigration compliance, and seasonal/contingent labor.
- The **Food & Beverage Breakout** covers liquor license issues, identifying best practices from actual news events, and federal menu labeling.

The conference is a can't-miss opportunity to bring your entire legal, risk, HR, loss prevention, and HSE teams up-to-date. You will also want to let your outside counsel know about this conference to be sure they are up to speed about your restaurant business.

As members of HLAGH, you may **register for the conference through the special discounted rate for Association members**. Simply select the Association/Educator Registration. When asked for the name of the affiliated association, enter "HLAGH."

Group discount rates are available for 3 or more individuals registering from the same company. For more information about registering a group, please email Claudia@hospitalitylawyer.com or call (713) 963-8800.

For additional information on the Conference, including registration and hotel arrangements and a complete schedule, please visit www.hospitalitylawconference.com.

2011 Converge on the Capitol ~ Wednesday, February 23

The 2011 Converge on the Capitol will be held Wednesday, February 23, in Austin at the Hilton Convention Center Hotel.

THLA will continue a partnership with the Asian American Hotel Owners Association and the Texas Travel Industry Association and are expecting more than 600 participants. Buses will come from all of our major cities and hotel-related associations.

Texas's Converge on the Capitol is now the largest legislative advocacy event on behalf of the hotel industry in the country, and the only such event held at no cost to the participants. THLA plans the event, creates all of the materials, provides the training and makes the appointments with your elected officials.

It is a fun event with a lasting impact on our ability to advocate for the issues that matter most to the hotel and tourism industry.

For more information on how to participate, contact: Justin Bragiel, 1.800.856.4328 or jbragiel@texaslodging.com.

How to Cope with Bad Reviews

By: Daniel Edward Craig

With the increasing popularity of user-generated reviews, hoteliers may lament the loss of control over what is being said about us online, but we're still in full control of how we react. As a follow-up to my last article, *A Positive Spin on Negative Reviews*, here are some suggestions for using negative reviews to effect positive change in your hotel.

Speak up. We would never ignore a guest ranting in our lobby, so why do so few negative reviews receive a response? (7%, according to TripAdvisor). It's our chance to show the world we care, to thank the guest for feedback, to apologize and explain, and to clear up any misconceptions. On TripAdvisor reviewers can't reply to hotel responses, so effectively we get the last word. Use it.

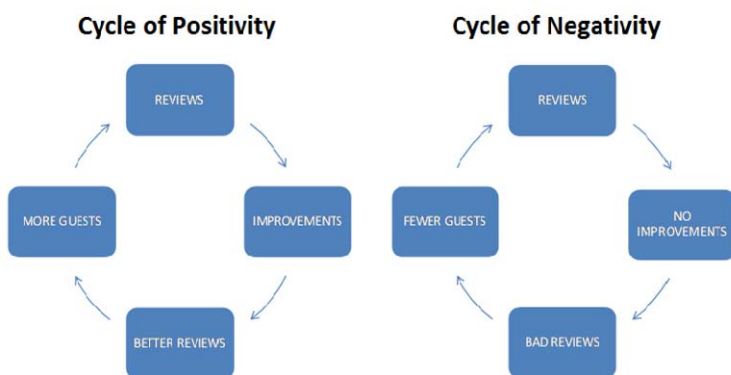
Engage. Hotels used to hire mystery shoppers to tell us what we were doing wrong; now our guests do it and pay us for the privilege. User reviews keep us in touch with guests and allow us to reach a mass market we could never hope to reach through our own marketing efforts. Be grateful. Wherever possible, engage writers of negative reviews and try to make amends. With expert handling, our harshest critics can become our most powerful advocates.

Show leadership. Yes, you work hard, you're passionate, and you're probably a very nice person, but that doesn't mean everyone will appreciate your efforts. Accept that sometimes you'll be the victim of unfair criticism, and other times you'll simply screw up. Don't let it kill your spirit. Treat every review as a learning experience. Discuss with staff how you could have prevented the situation, support the team, and move on. It's when travelers stop talking about your hotel that you should really worry.

Take the high road. If the review is petty or vindictive, there's no need to stoop to that level; travelers are smart enough to read between the lines. If allegations are false and defamatory, dispute the review with the host site, post a diplomatic response to set the record straight, and let it go. If your property's reputation is so fragile that one or two bad reviews will devastate your business, you've got more issues than bad reviews. Read on.

Make reputation management a priority. Whether your property is a five-star resort or a one-star motel, your guests are evaluating you on how well you communicate and deliver on your brand promise. Subscribe to a social media monitoring tool and start tracking your Market Share of Guest Satisfaction; in the age of social networking, it's as important as your revPAR index. Formulate a strategy for optimizing your online reputation, set goals, and meet regularly with your social media team to review progress.

Create a cycle of positivity. Use guest feedback to justify investments in training, labor, capital upgrades and communications. Improvements will generate positive reviews, which will attract more travelers and in turn will generate incremental revenue, thereby funding more improvements, and so on. The alternative? Ignore feedback and create a cycle of negativity, with the opposite results.



Reputation Management: Which cycle will your hotel choose?

Prevent escalation. If you listen closely, bad reviews are often less about the issue itself than how staff responded when it was brought to their attention. Train employees to prevent on-property issues from escalating to online complaints by listening, empathizing, offering solutions and following up to ensure guests are satisfied. Some issues take time and money to fix; in the meantime, ensure staff are minimizing fallout by expertly managing complaints.

Take the good with the bad. In addition to occasional false and malicious reviews, we also receive reviews that overstate our virtues. Exaggerated praise can be just as damaging, setting expectations we can't meet. And yet nobody is threatening to sue these reviewers. In the end it all balances out, and the wisdom of the crowds prevails over the folly of the few.

*Daniel Edward Craig is a former general manager turned hotel consultant and the author of the hotel-based novel *Murder at the Universe* and other books and articles. His blog about issues in the hotel industry are considered essential reading for hoteliers, travelers and students alike. Visit www.danieledwardcraig.com or email dec@danieledwardcraig.com.*

11th Annual HLAGH Bike Building Event

On Monday, December 6, 2010 HLAGH hosted the 11th Annual Bike Building Event. The 27 teams that participated worked as fast as they could to build 57 bikes for the children of Child Advocates. Child Advocates speaks up for abused children who are lost in the system in an effort to end the vicious cycle of abuse. Thank you to all who participated in helping to brighten the holidays for these children.



First Place Tie ~ Bike Building Contest
First Place ~ Relay Race
J&S Audio Visual



First Place Tie ~ Bike Building Contest
Convention & Entertainment Facilities Department



First Place ~ Holiday Card Contest
Yellow Cab



Yellow Cab Crew hard at work!

A Special Thanks To Our Sponsors

Anonymous Donation in Remembrance of

Sasha Nicely ~ Helmet Gift Cards

Yellow Cab ~ Bicycles, Art Supplies, Tool Kits

ARAMARK ~ Food & Beverage

Freeman Audio Visual Solutions ~ Audio Visual

Freeman Houston ~ Signage, Pipe & Drape

City of Houston Convention & Entertainment

Facilities Department ~ Space, Staging, Parking

The Bike Barn ~ Safety Inspectors

Smart City Networks ~ Electrical

Nathan Tollett ~ Master of Ceremonies

Bike Building Teams

Aramark, Cintas, Convention & Entertainment Facilities Department, Courtyard by Marriott/Strike Force, Doubletree Guest Suites by the Galleria/Doubletree CARES, Freeman Houston/Freeman Audio Visual, Four Seasons, Greater Houston Convention & Visitors Bureau, Hilton Americas Hotel, Holiday Inn Houston South Loop, Hotel ICON, Houston Airport Marriott, Houston Marriott Westchase, Houstonian Hotel, Club & Spa, Hyatt Regency Houston, InterContinental Houston, J&S Audio Visual, Liberty Cab, Renaissance Houston Hotel, St. Regis Houston, Scott Equipment, Sheraton Houston Brookhollow/ Team Sheraton Cares, Unified Energy, Yellow Cab



A Child Advocate recipient lending a helping hand to the Cintas / Scott Equipment team.

Make Some Links While Hitting Them!

Spend a day of golf and business development.

Join area hotel general managers and key hospitality industry decision makers.

Sign Up Now

for the

Hotel & Lodging Association of Greater Houston's

16th Annual Golf Tournament

Thursday, March 3, 2011

11 am Registration

12 pm Shotgun Start / Four Man Scramble

BlackHorse Golf Club

12205 Fry Road, Cypress, TX 77433

For more information and to register contact:
713.437.5250 or director@houstonhotels.org

*Proceeds support the University of Houston's
Conrad N. Hilton College Scholarship Fund & HLAGH*

Hotel & Lodging Association of Greater Houston ~ Winter 2010

HLAGH 16th Annual Golf Tournament ~ Thursday, March 3, 2011

Sold	Title Sponsor Logo and Company Name on Each Cart Entitled to four (4) player positions Listed in Tournament Collateral and Signage	Ace Parking
Sold	Golf Shirt Sponsor Entitled to four (4) player positions Listed in Tournament Collateral and Signage	Cintas
_____	Golf Towel Sponsor Logo on Item for All Players Entitled to two (2) player positions Listed in Tournament Collateral and Signage	Actual Cost of Product Estimated \$2,500
_____	Golf Ball Sponsor Logo on Item for All Players Entitled to two (2) player positions Listed in Tournament Collateral and Signage	Actual Cost of Product Estimated \$2,500
_____	Team Photography Sponsor Entitled to two (2) player positions Listed in Tournament Collateral and Signage	\$700 Plus Actual Cost of Product
_____	Beverage Cart or Promotional Sponsor Entitled to two (2) player positions Listed in Tournament Collateral and Signage	\$750 Plus Actual Cost of Product Estimated Total \$1,650
_____	Driving Range Sponsor Entitled to one (1) player position Listed in Tournament Collateral and Signage at Hole	\$850
_____	Contest Hole Sponsor (6 Available) Entitled to one (1) player position Listed in Tournament Collateral and Signage at Hole	\$850 Plus Prize Estimated Total of \$950
_____	Hole Sponsor (30 Available) Entitled to one (1) player position Listed in Tournament Collateral and Signage at Hole	\$800
_____	Individual Player Position	Before 2/15 - \$195; After 2/15 - \$225
_____	Four Person Team	Before 2/15 - \$595; After 2/15 - \$695

Tournament Registration Form

Company Name: _____

Contact Name: _____

Address: _____

Phone Number: _____ Email Address: _____

Please fax completed registration forms to 713-223-0760
 Deadline for Registration, Player Names, and Handicaps is Friday, February 18, 2011

Payment Method (All non-members must pay in advance)
 _____ Payment Enclosed _____ Invoice Company _____ Credit Card _____ Monthly Payment Plan

Hotel & Lodging Association of Greater Houston ~ P. O. Box 1043 ~ Houston, TX 77251-1043
 If you have any questions, please contact 713-437-5250 or director@houstonhotels.org.



May 2011: HLAGH 1st Annual Sharing Our Hospitality Month

All year, every year, members of the Hotel and Lodging Association of Greater Houston donate hundreds of thousands of dollars in time and money in making this Texas community a stronger, healthier and more caring place to live.

From building houses to providing shelter for families in emergencies, from helping raise money to fight deadly diseases to providing temporary escape to children facing incurable illnesses, from cleaning roadways and ditches to bringing truckloads of bedding and clothes to the homeless, the hospitality industry time and again demonstrates the meaning of true hospitality.

These selfless and generous acts have not been done for recognition. However, in May, 2011, the Association would like to bring recognition to the impact one industry can make on improving the community of which it is a vital part.

Sharing Our Hospitality Month will be a month in which we ask all our members to involve themselves and their employees in a charitable event that contributes to the betterment of the Houston community and beyond.

What kind of event?

As members are already involved in such a myriad of causes, the May event does not need to be anything new. If already involved in a charitable cause, just schedule something already planned for some day or days during the month of May, 2011.

If not involved or unable to schedule a separate event for that month, the Association will be gathering information from other members on events needing more volunteers. Form teams and join others in building and repairing homes, walking to raise money for charity, helping the needy or lonely and many other efforts that require only time and enthusiasm.

Through a variety of efforts, including a publicity drive by our public relations firm, Customer First, the Association will seek to bring media and public attention to Sharing Our Hospitality Month and to the individual efforts of Association members. We will help promote the event before it happens and maintain a full calendar of Sharing Our Hospitality Month events.

In addition, we will seek to get television and print media coverage of charitable activities while they happen throughout the month, bringing attention not just to what good things the activities themselves are accomplishing but to the huge contributions Association members make as team members in the Hospitality Industry.

Please contact us as soon as possible indicating your interest to participate. If you already have an event you can schedule at any time during May, 2011, please send the details. If you would like to have help finding an event your team can be a part of, let us know. Email us at director@houstonhotels.org.

Hotel & Lodging Association of Greater Houston ~ Winter 2010

2010 Camp Hospitality ~ November 4th

Camp Hospitality was held on November 4, 2010 and was a great success. This was a great opportunity to introduce HISD middle school students to our industry, in hopes that they may choose the Hospitality Industry as a career track. Groups of 20-25 students stayed at the hotel for four hours. While at the hotel, the students (ages 13-15) took tours, participated in hotel related contests and ate lunch. The students also received goodie bags, t-shirt and prizes.



Ed Carrette, pictured right, General Manager of Holiday Inn Houston by Reliant Park hosted the HISD Pershing Middle School "Pandas" with their teacher Ms. Cecelia Myers. Camp Hospitality Co-Chairs Yvonne Small (AGM) and Laureece Holley (DOH) coordinated property tours for the kids, a bed making contest, napkin fan folding and table etiquette lessons, and lunch. They learned that there can be a great career ladder in the hospitality industry where you can start as a housekeeper or desk clerk and work your up to a manager. They had a great time and at the end each one received a certificate of completion.



Conrad N. Hilton University of Houston hosted Dowling Middle School. Maxiane Johnson and Sandra Morales, pictured above were the winners of the Pillow Stuffing Competition and Napkin Folding Competition.



Four Seasons Houston hosted Johnston Middle School



Courtyard by Marriott Houston Medical Center hosted Welch Middle School. Students enjoyed learning how to fold hand towels into elephants after their scavenger hunt inside the hotel.



Hilton Americas Houston hosted Ortiz Middle School



Sheraton Houston Brookhollow hosted Pin Oak Middle School. The proud students pictured above won the centerpiece arranging contest.



Crowne Plaza Houston near Reliant Park hosted Gregory Lincoln Middle School. Students toured the kitchen and also participated in a cheese platter making contest.

UPCOMING 2011 HLAGH EVENTS

Mark your calendars with the following HLAGH events.

For more information, please contact us at 713-437-5250 or via email at director@houstonhotels.org.
Please note dates subject to change.

Wednesday, January 19, 2011

HLAGH Membership Luncheon
Featuring Greg Shaheen with NCAA
Reliant Park

Thursday, February 17, 2011

HLAGH Membership Luncheon
Location To Be Determined

Thursday, March 3, 2011

16th Annual HLAGH Golf Tournament
BlackHorse Golf Club

Thursday, April 21, 2011

HLAGH Membership Luncheon
Location To Be Determined

Thursday, May 19, 2011

HLAGH Membership Luncheon
Location To Be Determined

UPCOMING 2011 HLAGH EVENTS

Mark your calendars with the following HLAGH events.

For more information, please contact us at 713-437-5250 or via email at director@houstonhotels.org.
Please note dates subject to change.

Thursday, June 16, 2011

HLAGH Membership Luncheon

Location To Be Determined

Thursday, July 21, 2011

HLAGH Membership Luncheon

Location To Be Determined

Thursday, August 18, 2011

HLAGH Membership Luncheon

Location To Be Determined

Thursday, September 15, 2011

HLAGH Membership Luncheon

Location To Be Determined

Wednesday, October 12, 2011

Hall of Honor Luncheon

Conrad N Hilton University of Houston

A Word From THLA...



In the upcoming 2011 Legislative Session, Texas will be facing a projected budget shortfall of \$25 billion in state revenues. With this shortfall, the Legislature is more likely than ever before to consider increasing the hotel occupancy tax and other exactions against hotel operators and reducing the state funding for tourism promotion. We need to support tourism-friendly legislators or we will be paying a much higher price for our hotel operations.

TOP SIX REASONS TO HELP WITH THLA'S HOTELPAC

1. Need to support Texas legislators who, in a down economy, voted with THLA to increase the state lodging per diem rate by the largest percentage in Texas history. This legislation, which matches the state lodging per diem rate to the federal lodging per diem rate, produced a 51% increase in Galveston – from \$85 to \$128 per night. State legislators who supported this legislation will expect THLA to support them financially in their re-election.
2. Need to support Texas legislators who opposed legislation that would repeal the Later School Start Date law, which provides over \$695 million in increased economic activity from summer family travel.
3. Need to support Texas Legislators who approved full funding for state tourism promotion, with \$66 million in state funds being dedicated to Texas tourism promotion.
4. Need to support Texas legislators who voted to triple funding for movie production in Texas – from \$20 million to \$60 million.
5. Need to support Texas legislators who passed favorable changes to the Franchise Tax for small/medium sized businesses.
6. Need to support Texas legislators who opposed all expansions or increases to the state and local hotel occupancy tax that were not supported by area hoteliers.

As the state with the largest lodging association in the nation, Texas sets the standard for laws that are passed and that can be defeated in states throughout the nation. If we can stop a bad law in Texas, you are much less likely to see this law proposed for properties in other states. To stop bad laws, we need to continue developing relationships with Texas legislators by contributing to their campaigns.

Thanks in advance for your generous support of THLA HotelPAC, so that we can continue to do the work we do on your behalf.

Texas HotelPAC

Help us support the legislators from your area who are supportive of the lodging industry. Being able to contribute to their campaigns is the most important part of establishing relationships that promote favorable legislation.

Please help us protect your bottom line.

I understand the importance of supporting our Texas HotelPAC.

Bill to my credit card: AMEX; Visa; MasterCard

Number _____ Exp. Date _____

OR

I'm including a personal check made payable to HotelPAC

\$50 \$100 \$200 Other

Name (Please Print)

Title

Name of Business

Address

City, State, Zip

Telephone

X _____
Signature

Date

PLEASE SEND COMPLETED FORMS TO THLA OFFICES:

Texas Hotel & Lodging Association

1701 West Avenue | Austin, TX 78701

Main: 512.474.2996 | Toll Free: 800.856.4328 | Fax: 512.480.0773