

December, 2008

MMHLA

Metropolitan Memphis Hotel & Lodging Association

MMH&LA - the source for information and education, and the advocacy voice for the hotel and lodging industry in the metropolitan Memphis area.

Making Wishes Come True!



Mr. Nick the Magician invites the unsuspecting Matt onstage and makes his wish come true.



Matt Arroyo, his father Frank, & Make-A-Wish rep, Sally Whitehorn.



Lisa, baby brother James, Frank & Matt Arroyo, with Larry Wright & a crowd of happy people.

Monday, December 1, Holiday Inn Select Downtown and the Make-A-Wish Foundation of the Mid-South made Matt Arroyo's wish come true. Matt is a 10 year-old, originally from Michigan, who loves magic and, even after 2 open-heart surgeries, has a magically winning smile.

Matt didn't wish for an official Red Ryder Air Rifle or anything like that. He wanted to visit the grandparents in Puerto Rico he had never met. He had been wishing for this for years.

To accomplish this for Matt, the Holiday Inn Select Downtown raised \$5,000, which was presented to Matt and his parents at the hotel Monday, December 1.

On hand to help with the presentation were Sally Whitehorn of the Make-A-Wish Foundation and popular local magician, Mr. Nick. In fact, Matt had no idea of the real reason he was there - he came to see a good magic show.

Which it truly turned out to be.

The Make-A-Wish Foundation of the Mid-South grants wishes to children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

Matt's wish is one of 5 that Wright Investments Properties will make come true.

Board Retreat: Tues., Jan. 6, 8:30 a.m.

Tourism Industry Holiday Party!

Memphis Convention & Visitors Bureau
Metropolitan Memphis Hotel & Lodging Association
Metro Memphis Attractions Association
Mid-South Area Business Travel Association

Tuesday, December 16
Memphis Botanic Garden

Starting at 5 p.m.

To Make Reservations:

Phone: 543-5321

E-mail:

MemphisHLA@earthlink.net

Jan. 21 -- Luncheon: Youth Sports Market; Westin Memphis, downtown.

MMHLA Offices:

7730 Goshawk Cove
Cordova, TN 38016
901-752-9902
901-752-0743 (fax)
MemphisHLA@earthlink.net
www.mmhla.com

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TECHNOLOGY PANEL



It's new, it's beautiful, it's the Holiday Inn Express & Suites & it's in . . . *Millington!* Love the new logo! (Is it ready to tee off or am I seeing things?)



Many thanks to Technology Panel moderator, **Rick Zurburg**, of the Kemmons Wilson School.



Richard Hodges, mayor-elect of Millington, welcomes the MMHLA to town: "Hangaround - we've got great things planned!"



The **Holiday Inn Express & Suites Millington**. Really a wonderful facility. Many thanks to manager **Bob Cox** for inviting everybody to lunch.



Technology Panel members, **Wayne Lewis**, Key Magazine, & the far more knowledgeable **Leisa Davis**, of WorldSpice.

Here's that spot in the newsletter where we say *Wonderful Luncheon! Great Panel!* And it all happened Wednesday, November 19, at the brand new **Holiday Inn Express & Suites Millington**. Have I said what a wonderful place it is?



The rest of the panel: **Julie Briones**, Heartland Payment Systems; **Jim Gordon**, Ridgeway Communications.



Phineas Breesee, Kemmons Wilson Insurance. **Jim Gordon**, Ridgeway Communications; **Gloria McCollum**, Pinkowski & Company.



Micah Whitfield, **Jeremy Sneller**, **Felicia Haynes**, Swank AudioVisual.



Holiday Inn Express & Suites owner, **Thomas Page**; manager **Bob Cox**; & Millington mayor-elect, **Richard Hodges**.



MCVB's **Mary Schmitz**; Memphis City School's **Carole Shipman** & **Bob Zachary**; Coach USA's **Margaret Lancaster**; & new Crowne Plaza GM, **Therese Jones**.



From Heartland Payment Systems: **Mark Matni**, **Julie Briones** & **Marty White**.



Plantation Oaks owners **Art** & **Virginia Porter**.



Cindy Kinard, Courtyard by Marriot Collierville, accepting a door prize from **Doug Owings**.



Jill Baker, Hampton Beale, accepts her prize from **Peggy Callahan**. **Jim Gordon's** still going over his notes. *Surveillance isn't security unless someone's watching the monitor?* Great line Jim!



Heartland Payment's **Mark Matni** wins! **Doug Owings** awards. It's in the bag, eh, Mark?

✂️ **Clip & Save!** ✂️

Things go better when you plan ahead. That's why we've put the **2009 MMHLA Calendar** in an easy-to-clip box for you. Cut it out. Stick in on the refrigerator or on the bulletin board. Tape it to your desk. Pin it on your cubicle wall. Be prepared. See you at a luncheon meeting.

Jan. 6 -- Board Retreat;
Jan. 21 -- Luncheon: Youth Sports Market; Westin Memphis, downtown.
Feb. 13, -- "You'll Love This" Trivia Night; Holiday Inn University of Memphis, www.mmhla-skal.com.
Feb. 20 -- Lodging Industry Update; morning seminar, Hilton Memphis.
Mar. 16-19 -- AHLA Legislative Action Summit; Washington, D.C.
Mar. 18 -- Luncheon: Hotel

Maintenance; Radisson Airport.
Apr. 15 -- Luncheon: Stars of the Industry Awards; Peabody Hotel.
May 20 -- Luncheon: Food & Beverage Trends; Doubletree Memphis, 5069 Sanderlin.
June 17 -- MMHLA Golf Tournament; Harrahs Tunica.
July 15 -- Luncheon: Our Allied Members; Holiday Inn Select East.
Aug. 13 -- 2009 Tennessee Hospitality Expo; Nashville Con-

vention Center, 615-385-9970.
Aug. 18-19 -- 7th Annual Memphis Lodging Industry Summit; Peabody Hotel & Memphis Cook Convention Center.
Sept. 16 -- Luncheon: Staff Training & Certification; Courtyard by Marriott Collierville.
Oct. 21 -- Luncheon: Salute to Housekeeping; Crowne Plaza.
Oct. 26 -- World Series of Housekeeping; Memphis Marriott Downtown.
Nov. 18 -- Luncheon: The Foreign Traveler; Marriott East.

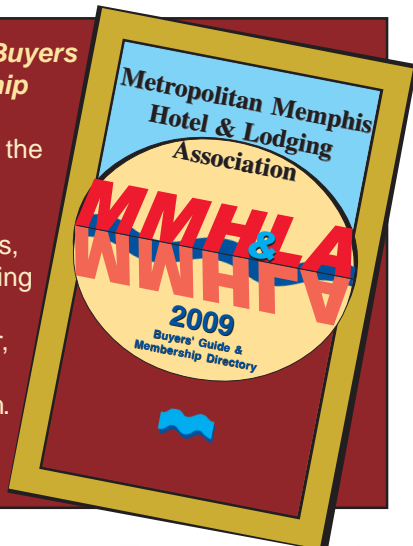
We're Doing An Allied Trade Show In 2009. Can You Help?

Here's an item not fixed with a calendar date yet, but very much in the plans for 2009: The Allied Trade Show, tentatively scheduled for July, or possibly August in conjunction with the 7th Annual Memphis Lodging Industry Summit, Aug. 18-19.

To make this show the success it deserves to be, we need input from any and all Allied Members as well as volunteers to help with planning and coordinating.

All interested in helping - with opinions, suggestions or wherever we need you - please contact MMHLA Executive Director, Peggy Callahan 901-752-9902, 901-752-0743 fax, memphishla@earthlink.net, www.mmhla.com.

The 2009 MMHLA Buyers Guide & Membership Directory is in the works! Look for it at the February 20 Lodging Industry Update. Interested advertisers, or members with listing changes, should contact John Rucker, 901-458-3912, keymemphis@aol.com.



Tourism Industry

HOLIDAY PARTY!

Don't forget! Tuesday, December 16, 5 p.m., at the Memphis Botanic Garden, the big year-ending hospitality



industry get together that you don't want to miss. Call, 543-5321, or e-mail Peggy now and make your reservations!



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Questions begin at 7:30 p.m.

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Important Information From Timothy Bland At Ford & Harrison, LLP

NEW ADA AMENDMENTS ACT

By Timothy S. Bland

The Americans with Disabilities Act Amendments Act of 2008 ("ADAAA"), which expands protection of persons with disabilities in the workplace, will become effective on January 1, 2009.

Expansion of Who the Act Covers as Disabled

The "Findings and Purposes" section of the ADAAA notes that the courts have interpreted the definition of disability too restrictively, meaning that persons who should have been protected under the ADA have not been. Although not changing the ADA's technical definition of disability, Congress states that the term must be interpreted in favor of broad coverage to the maximum extent permitted. The new law not only applies to the ADA's employment provisions, but also the ADA's other sections, including public accommodations, etc.

Mitigating Measures No Longer Relevant

The Act overturns Supreme Court precedent which held that whether an individual is disabled should be determined with reference to mitigating devices, such as medication. The ADAAA states that the determination must be made without regard to the effects of mitigating measures. The Act specifically excludes eyeglasses and contact lenses from the list of mitigating measures that should not be considered. As a result of these changes, millions of persons not previously covered by the ADA will now qualify for its protections.

"Substantially Limits" Expanded

To be protected as an individual who has an actual disability, the law requires the individual to prove that he or she is substantially limited in a major life activity. The Act states that the courts interpreted the term "substantially limits" to impose too high of a standard. Accordingly, the Act states that the determination of whether an individual's impairment is a disability under the ADA "should not demand extensive analysis." The Act directs the EEOC to revise its regulations on the definition of "substantially limits."

"Major Life Activities" Clarified

The ADAAA contains an expanded, nonexclusive list of examples of major life activities. Among those now included are caring for oneself, performing manual tasks, learning, reading, bending, concentrating, and thinking. The Act also clarifies that "major life activities" include major bodily functions including, but not limited to, functions of the immune system, normal cell growth, digestion, bowel and bladder functions, as well as neurological brain, respiratory, circulatory, endocrine, and reproductive functions.

Action Steps for Employers

- Update policies and procedures to reflect the ADAAA's changes
- Educate all management on the ADAAA.
- Reconsider past accommodation requests from current employees who were denied accommodation because they did not meet the old definition of "disability."

CORRECTION!

Michael Higginbotham, of the Holiday Inn Express Southwind, attends October luncheon & gets a new identity!

And, it seems, a new job. Many thanks to the alert readers who told us the man we identified in the November newsletter as Mark from the Holiday Inn Select was in reality Michael Higginbotham, Director of Sales at the Holiday Inn Express Southwind. Says Mary Calorio: "it's right there on his nametag!"



NEW MEMBERS!

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Debbie Walker
44 Forest Village Place
Cordova, TN 38018
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866-513-6851 fax
Debbie.Walker@Milliken.com

Stanford St. Jude Championship

Phil Cannon
3325 Club at Southwind
Memphis, TN 38125
901-748-0534
901-748-3375 fax
PCannon@stanfordstjude.com



From the *President:*

Happy Holidays! Here's My List Of Things I Like About The Season

Santa Claus is coming to town!

I love this time of year. There's always electricity in the air.

Okay, maybe it's just cold.

Whatever it is, it makes me smile. Why do Christmas lights make us smile?

Because Santa Claus is coming to town.

No, I don't mean the thrill of getting all those gifts. At some point, you realize that's not really what Santa Claus is about.

Here's what I mean.

If you've ever seen the movie, *Miracle on 34th Street*, you know the climax isn't when John Payne proves Edmund Gwen really is Santa Claus. It's when Natalie Wood finds her house, John Payne asks Maureen O'Hara to marry him, they find Kris Kringle's cane in a corner – and you realize Santa made it all possible.

Every time I watch that movie I want to be Santa Claus.

And that's what's so great about this time of year: it makes you remember how good it feels to give.

In Memphis, another great thing about this time of year is the Liberty Bowl. And, believe it or not, that's about giving too. The Liberty Bowl is possibly the best "show off" event Memphis has. The nationwide exposure and the goodwill gained from it are incalculable.

Our support of this event is maybe the greatest Christmas present we can give to our city.

And all you Board members out there: be ready January 6 to show your support for our Association at the annual MMHLA Board Retreat, where we'll review 2008's accomplishments and develop plans to make 2009 an even better year for the Metropolitan Memphis Hotel & Lodging Association!

Happy Holidays to all.

Enjoy the season.

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2008-2009 CALENDAR

Dec. 2 -- Board Meeting; 8:30 a.m., Hilton Memphis.
Dec. 16 -- Holiday Party; with MCVB, Memphis Botanic Garden, 543-5321.
2009

Jan. 6 -- Board Re-treat;

Jan. 21 -- Luncheon: Youth Sports Market; Westin Memphis, downtown.

Feb. 13, -- "You'll Love This" Trivia Night; Holiday Inn University of Memphis, www.mmhla-skal.com.

Feb. 20 -- Lodging Industry Update; morning seminar, Hilton Memphis.

Mar. 16-19 -- AHLA Legislative Action Sum-

mit; Washington, D.C.

Mar. 18 -- Luncheon: Hotel Maintenance; Radisson Airport.



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