

August, 2011

MMHLA

Metropolitan Memphis Hotel & Lodging Association

www.mmhla.com

World Series of Housekeeping
is Mon., Sept. 26.
Entry form inside.

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

SOUTHERN LODGING SUMMIT @ MEMPHIS

Founded in 2003



Isaac Collazo



Marlene Colucci



Peter Yesawich



Chad Crandell



Sandee Swearingen



Chris Jackson

Meet the speakers Tuesday, August 23, during Lunch with the Speakers, at the Rendezvous.

Presented by the Metropolitan Memphis Hotel & Lodging Association and Pinkowski & Company

TUESDAY & WEDNESDAY - AUGUST 23 & 24, 2011

TUESDAY 8/23

12 PM - LUNCH WITH THE SPEAKERS AT THE RENDEZVOUS - Sponsored by HotelNewsNow

2 PM - HOSPITALITY SUITE - PEABODY

5 PM - MARCH OF THE DUCKS - PEABODY, SPECIAL GUEST DUCK MASTER

6 PM - MMH&LA PAC COCKTAIL RECEPTION AND DINNER AT THE PEABODY

WEDNESDAY 8/24- MEMPHIS COOK CONVENTION CENTER

7:30 AM - REGISTRATION & CONTINENTAL BREAKFAST

INTRODUCTION & WELCOME - Mary Calorio - General Manager, EP Heartbreak Hotel & President, MMHLA

Memphis & Tennessee Tourism - 2 special guests offer tourism projections for city & state

AHLA UPDATE

Marlene Colucci - Executive Vice President for Public Policy - AH&LA, Washington, DC

STR PRESENTATION OF INDUSTRY TRENDS

Randy Smith - Vice President of Global Development Smith Travel Research, Hendersonville, TN

PRESIDENTS' PANEL

Moderator - Isaac Collazo - Vice President of Performance Strategy & Planning, InterContinental Hotels Group, Atlanta, GA

- Panelists -
- Jerry Cataldo - Hostmark Hospitality
- Chad Crandell - Capital Hotel Management
- Warren Fields - Pyramid Advisors
- David Pepper - Choice Hotels International

LUNCHEON - Sponsored by Hilton Worldwide

KEYNOTE SPEAKER - Peter Yesawich - Chairman & CEO of YPartnership in Orlando, FL

SOCIAL MEDIA 2.0

Moderator - Jeff Higley - Editor, HotelNewsNow/STR Global, Westlake, OH

- Chris Jackson - Gcommerce, Park City, UT
- Ted Raynor - Burch Porter & Johnson, Memphis TN
- Jerry Stafford - Davidson Hotel & Resorts, Memphis, TN
- Justin Holmerud - Starwood Hotels & Resorts, Chicago, IL
- Sandee Swearingen - Micros Ecommerce Services/TIG Global, Chevy Chase, MD

WRAP UP, CASH GIVEAWAY & CLOSING REMARKS - Cash Giveaway - Elvis Presley Enterprises, Memphis, TN Mary Calorio - General Manager, EP Heartbreak Hotel & President, MMHLA

Southern Lodging Summit @ Memphis

Aug. 23-24, 2011

MCCC & Peabody Hotel

Special \$75 Price for Wednesday Summit Lunch & Afternoon Social Media 2.0 session!
Be there for Peter Yesawich!

www.mmhla.com for details

To Make Reservations:

Phone: 901-752-9902

Fax: 901-752-0743

E-mail: MemphisHLA@earthlink.net

Sept. 21 - Going Green: Can You Be Green?
Doubletree Downtown

MMHLA OFFICERS & BOARD

MMHLA Offices:

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

Peggy Callahan,
Executive Director

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The Furniture Medic, **Dallas Hensley**, showed up to salute his fellow Allies!

Saluting the

ALLIES!

Who are they? The people on this page, and more. They're the ones we depend on to help get the job done. The July 20 luncheon at the Madison Hotel was all about them!



Tammy Newsom, L'Ecole Culinnaire.



GuestLink's **Jay Tyler** greets **Rick Zurburg** at the podium.



Premier Transportation's **Deborah Crawford & Ham Smythe**. Need a ride?



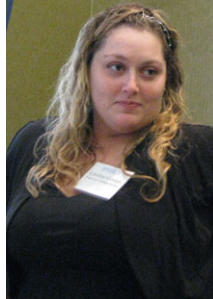
Waste Management's **Andres Carlos**, a new member, wasted no time meeting fellow Allies.



HOTELhelp's **Jeff Byars** is ready to talk business.



US Food's **Rick Apple** with Staybridge's *beardless* **Bob Cox**!



Ridgeway Communication's **Caroline Gordon**.



American Hotel Register's **Wanda Roland**.



Not missing a detail, it's **Chris Trim & Paul Garrett** of Hawk-Eye Security.



Water damage? Fire? Smoke? Rainbow International's **Greg Renfrow** is ready to help.



Terri Fought, Classic Party Rentals, can make your party a success!



Rob Jiraneck of Memphis Spoon Magazine handles the mic with style.



Keith Parish with ServPro.



WorldSpice Technology's **Leisa Davis** can get you online.



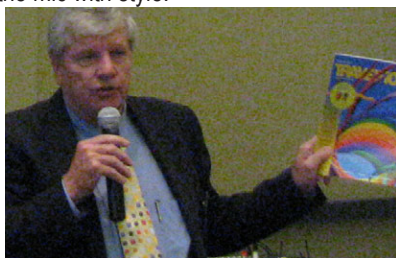
Michael Calhoun, Michael Calhoun Consulting, & Ridgeway Communication's **Jim Gordon**.



SolarTech's **Kathryn Dewey**.



Michael Stewart & Michael Sills, both with Datek, Inc., Procter & Gamble.



Big **Bill Sumner** displays a colorful issue of his travel magazine, TravelHost.



Patti Norton, Ridgeway Communications.



Rick Davis, Security One, **Ray Barton**, HOTELhelp.



Mary Catherine Tagg & Sarah Fiser, both of Destination King.



Amy Reeves, Swank AudioVisual.



Kathy Fitzgerald with Environmental Landscape Services.



Neal Heaslett, Security One.



Chuck Blake, Blake Surface Solutions.



Avis Rent-A-Car's **William Hamilton & Clint Rankhorn**.



Craig Marshall, Hampton Inn Beale St., & **Anne-Marie Famalette**, Courtyard by Marriott Collierville.

MMHLA

Metropolitan Memphis Hotel & Lodging Association

2011 World Series of Housekeeping

Monday, September 26 • Memphis Cook Convention Center • 1:00 pm.

A team consists of four members. Designate one team member as the Leader.

EVENTS *(We've ADDED a few!)*

- **CleanUp Bowling**
- **Buffer Pad Toss**
- **Commode Snatchers** (basketball)
- **Server Slalom** – carry a tray of amenities through an obstacle course which will include changing a shower curtain. Two people will be involved from each team.
- **Art in Towel** – one person from each team will use their creative talent to fold a towel (each will be given a bath towel, hand towel and wash cloth – use one or all three).
- **Bed Making Championship** – no changes – one person from each team will make a bed – which will be judged and timed.

Encourage other employees from your organization to come and cheer for your team. Your team may wear team t-shirts, in fact, that usually makes it more fun. The competition *is* fun so there's really no need for training. If you have any further questions call Peggy Callahan at the number below. Otherwise, just complete the registration form and fax it to 752-0743.

INVOICE/Registration Form

<u>EVENT</u>	<u>COST</u>	<u>TOTAL</u>
Entry Fee	\$100 per team	\$100

TOTAL DUE \$100

Please Remit To: **MMHLA**
c/o Peggy Callahan
7730 Goshawk Cove
Cordova, TN 38016

FAX a copy to: 752-0743

Participating Hotel: _____

Hotel Contact: _____

Contact Phone/Cell Phone/Email: _____

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Visit www.hotelhelpservices.com for more information, or call MMHLA member Ray Barton, 901-833-8208, for more information. Ray, HOTELHelp's Vice President of Sales & Marketing, has been in the industry for 25 years, with 12 of those years in the Memphis area.

You can also find HOTELHelp on Facebook HOTELHelp.

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From the **President:**

Southern Lodging Summit @ Memphis & Elvis Week Give August Heat A Whole 'Nother Meaning!

This month, we will not have an August program due to the **9th Annual Southern Lodging Summit @ Memphis**. Our association joins with Pinkowski & Company to present the annual Southern Lodging Summit, August 24th at the Memphis Cook Convention Center. We all have experienced the effects of the financial downturn of the market, and have numerous questions, primarily—where are we going from here? Well, turn your cell phones and iPods off, and listen closely to this year's keynote speaker—Peter Yesawich, Chairman and CEO of Ypartnership. His presentation will provide attendees with an overview of the latest findings from the highly-acclaimed Ypartnership's **Portrait of American Travelers™**, a national survey of the travel habits, preferences and intentions of Americans. Besides Mr. Yesawich, our speakers this year include a wide variety of the best professionals to discuss, plan, predict, and share their wealth of knowledge with you. Please check the inserted agenda in this newsletter for a complete listing of these talented individuals.

There is also the **"Lunch with the Speakers"** on Tuesday at the Rendezvous BBQ Restaurant, which offers an opportunity to meet and greet the speakers. And after that event, there is a **Hospitality Suite** at the Peabody from 2:00pm until 5:00pm. The Hospitality Suite is co-sponsored by the American Hotel and Lodging Association, the Tennessee Hospitality Association, and the Metropolitan Memphis Hotel and Lodging Association. Drop by, network, play a little Wii! (We even have hors d'oeuvres and beverages) Later that evening there is a cocktail reception, live auction, and a fabulous dinner at the Peabody which is always a culinary delight! It is **Hospitality Time** in Memphis!

You don't have to catch a plane, rent a car, or book a hotel room. **IT** is here! These dynamic groups of hospitality mentors are traveling from all across the United States for this Summit. So check out the agenda, notice the talented individuals, look at the pertinent topics, and reserve your seat now!

I can't let this month's letter go without saying IT is here again, our **34th annual Elvis Week Celebration**. If you are a Memphian, and you have never experienced an Elvis Week Celebration, let this be the year that you find out why people from around the world come to Memphis in August! (our least favorable weather of the year) Personally, I think you will be amazed, but on this subject, I admit it—I am biased!!!!

Hopefully, I will see you at the Summit on August 23rd and 24th. 'Nuff said. Till next month, same time, same place . . .

Mary

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<http://yellowcabofmemphis.com>

2011 CALENDAR

Aug. 23-24 -- 9th Annual Southern Lodging Summit @ Memphis, Peabody & MCCC.

Sept. 6-8 -- TnHA Conference & Expo; Embassy Suites, Murfreesboro, TN, 615-385-9970.

Sept. 21 -- Going Green: Can You Be Green? Doubletree Downtown.

Sept. 24 -- Duncan-Williams Dragon Boat Races; 877-580-RACE (7223), memphis.racedragonboats.com.

Sept. 26 -- World Series of Housekeeping; MCCC.

Oct. 5-7 -- 2011 Tennessee Governor's Conference on Tourism; info at www.tenntourismroundtable.com.

Oct. 19 -- Effective Training for Your Staff; Crowne Plaza.

Nov. 16 -- Sales: How To? Memphis Marriott Downtown.



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7730 Goshawk Cove
Cordova, TN 38016

Ridgeway Communications Enterprises, LLC 5694 Shelby Oaks Drive #1-3 ~ Memphis, TN 38134 P: 901-363-7262 ~ 800-900-7263 ~ F: 901-363-3242	
<p style="text-align: center;">Got Phones ???</p> <p><small>Guest Room Phones</small> ☎ TeleMatrix, Scitec, Teledex and more!</p> <p><small>Admin/Office Phones</small> ☎ Mitel, Avaya, Hitachi, NEC and more!</p> <p><small>Other</small> ☎ Phone cords & parts, PBX parts, radios, headsets and more!</p>	<p style="text-align: center;">Got HSIA / Wi-Fi ???</p> <ul style="list-style-type: none"> ☑ Systems Installation & Monitoring ☑ Guest Help Desk 24/7/365 ☑ Computer Based System Status Portal ☑ 1100+ Locations Now Being Monitored ☑ Several Major Hotel Brands
<p style="text-align: center;">Got Faceplates ???</p> <ul style="list-style-type: none"> * Your Choice of Material * Your Choice of background color * Your Choice of Ink Colors * Your Logo, Address, Phone, Fax & Instructions and Choice of Icons * Clear Overlays, L-Stands, A-Stands, Rate Cards and Tent Cards 	<p style="text-align: center;">Got Hosted VOIP ???</p> <p>No more:</p> <ul style="list-style-type: none">)] PBX, Voicemail, Call Accounting System)] Telephone Techs)] System Upgrades)] Long Distance Bills <p>CALL US FOR A FREE DEMO!!!</p>