



### Executive Director's Message

The summer is coming to a close; does it feel like it went by in a flurry? How was your summer? Was your hotel full? Most properties that I have spoken with around the state have had better summers this year than last year. I hope that is the case at your property.

We have been very busy working on several policy issues in preparation for the 2012 Legislative Session. It is amazing how quickly those sessions come around. I feel like we just finished the last one.

We have some really exciting things going on at UH&LA. Perhaps the most exciting for me is that we have brought on a new office administrator to help with the day to day operations of the association. This should allow me to spend more time working on the mission of the association which is providing aggressive industry advocacy in addition to providing opportunities for education, cost savings and networking. I am very excited about the addition to our office. Natalie Rodgers is our new office administrator and she is fantastic. Many of you will get to know her over the coming months and I can assure you that you will love her and what she can do for the association. In just a few days that she has been on the job she has already made a huge difference.

This change is reflective of the growth and strength of the Utah Hotel & Lodging Association. We have added many new hotels and continue to attract hotels that care about the industry and want to support our work. For those of you who are members, thank you for your support, we could not be where we are today without it.

**Michael Johnson**  
Executive Director

### UPCOMING EVENTS

**September 15, 2011**  
**Southern Utah Dinner & Show**

Come and join fellow members for an evening of socializing and entertainment. Members are invited to a delectable dinner at the Resort and at the conclusion of dinner everyone will head over to Tuacahn to watch the musical Grease. For those wishing to spend the night, Red Mountain is offering a special price for participants. Contact Barb Scarpelli at (435)652-5727 for reservations.

Cost: \$50 - All inclusive (not Resort stay)

RSVP: Please email your name and contact information to [uhlaevents@gmail.com](mailto:uhlaevents@gmail.com) with the subject line "Red Mountain"



**September 20, 2011**  
**SLVLA City Creek Center Tour**

For: Front Desk, Sales, Concierge, General Managers. This is a behind the scenes peek into the construction and development at City Creek. We will see the new shops, restaurants, and features that are going to make this one of the most significant attractions in Salt Lake City. Come and gain firsthand insights into this unique venue.

RSVP: Please email your name and contact information to [uhlaevents@gmail.com](mailto:uhlaevents@gmail.com) with the subject line "City Creek"



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### NEW UHLA STAFF

**Natalie K Rodgers**  
Office Administrator



UHLA is excited to introduce our newly hired administrative assistant Natalie Rodgers. She joins us with 4 years of experience in event coordination, office management, online and print marketing, and graphic design. Natalie's previous positions include being a Guest Services Manager at Holiday Inn Express, an Accounts Payable Clerk for Holiday Retirement, and a Marketing Specialist/Office Manager at Horizon Group of Companies. Currently she also maintains a part time position with the Thunderbird Foundation for the Arts as a Communications Specialist.

Natalie and her husband Alvin reside in Kaysville, UT. She is putting her husband through the Physical Therapy graduate program at the University of Utah. In their spare time, Natalie and Alvin enjoy the outdoors, traveling, photography, and dining out. She is excited to be a part of UHLA and hopes that her diverse skill set will be a benefit to the association.

To contact Natalie you can reach her at (801) 593-2129 or [uhlarevents@gmail.com](mailto:uhlarevents@gmail.com).



### Women in Lodging: Stein Eriksen Recap

Take care of yourself and you will be better at taking care of your guests, your employees, your boss even your family. That was the message of Women In Lodging speaker Holly Willard at the most recent Women In Lodging lunch held this month at Stein Eriksen Lodge. Over fifty women gathered for a delicious lunch provided by the great team at Stein Eriksen and heard Holly Willard, who is a psychotherapist at Wasatch Family Therapy and has specialized in helping women fulfill their full potential. It was a great event with a lot of great networking, a lot of laughter and some great information.

If you missed this Women In Lodging event but would like to receive information about other events in the future, or if you would like to possibly host a future event, please let us know. Contact Natalie Rodgers at [uhlarevents@gmail.com](mailto:uhlarevents@gmail.com) and she can add you to our Women In Lodging mail list. This is a group that you do not want to miss out on.

### Reminder

This program is very exciting for UH&LA and our hotels because it provides a way for us to help those employees who are less familiar with U.S. culture and customs to adapt with greater skill and to integrate more seamlessly into American culture.



[Click here for more info](#)

### Trainer Development Program



**SAVE 50%**  
Promo code: TDPSD  
Offer ends: 9/30/11



[www.ahlei.org](http://www.ahlei.org)  
800-349-0299 / 407-999-8100

### AHLA Educational Institute: PRODUCT SPECIAL

The American Hotel & Lodging Educational Institute is offering a 50% discount on the Trainer Development Program.

This program is designed to develop trainers at the department level: Human Resource Director, Property Trainer, and Department Trainer.

Trainers will better understand adult learning styles, and learn how to prepare for training whether it is with an individual or group. Also, they will learn to continue to train with follow-up.

Trainers who complete the Trainer Development Program and who have been serving as a trainer for more than three months may qualify to earn the Certified Hospitality Department Trainer (CHDT) professional certification designation.



### Fall Conference & Trade Show: PREVIEW

The UHLA Fall Conference & Trade Show is just around the corner. We are very excited for this year's event and anticipate you will be too. To give you an example of what to look forward to, here is a sample of break out session topics, speakers and events:



**Carol Verret**  
*Carol Verret and Associates Consulting and Training*

**Revenue Management – Changes in Customer Buying Behavior Change the Game!**

“Cornell Hospitality Research notes more than 80% of travelers perform a travel-related search before booking and Google has seen that the average online travel shopper visits 22 sites across 9 or more sessions prior to making a reservation.” Revenue Management isn't just about crunching numbers any more – it's a fast paced strategic game of understanding how our customers 'buy' and being where they can find the hotel when they are looking. This program will include the new RM basics as well as the shift to strategic versus tactical revenue management, channel management including the entry of Google as a distribution channel, market intelligence and positioning strategies for the 'new normal'.

**The Power selling Partnership – GMs and Sales**

The GM is often a little used tool in the sales toolbox when in fact the GM's involvement in the sales process can be the 'tipping point in the planners' decision making process. The GM can make the difference in closing the sale by virtue of the power of the General Manager's position in the customer's perception. The customer sees the GM as the ultimate authority in the hotel – the one person that can guarantee delivery of the hotel experience and can make things right when they go wrong. As well, the GM's role in client retention cannot be underestimated. This program deals with involving the GM in the sales strategy at every step of the sales process. We will discuss creative strategies to use the GM in all aspects of the process.



**Lauren Irvin**  
*Smith Travel Research (STR)*

**STR Industry Overview-Utah & Beyond**

Lauren will present the latest in lodging performance for Utah, as well as the Salt Lake City market and the rest of the country. Her presentation will bring you up to speed on the latest trends, look at hotel development, and discuss STR's forecast for the lodging industry.

### OTHER TOPICS

- Pest Control
- Image Management
- Hotel Finance
- Health Benefits for the Non-Benefitted Employee
- Understanding Immigration Laws & How to Protect your Company
- Alternative Avenues for finding quality employees: *Refugee Services from the State of Utah Department of Workforce Services*
- Stars of the Industry
- UHLA Iron Chef Competition

**REGISTER TODAY!** Log on to [www.uhla.org](http://www.uhla.org) and click on the "Events" tab to sign up.