



### EXECUTIVE DIRECTOR'S MESSAGE

The summer is a busy time for the hotel industry with most segments of the market right in the middle of their peak season. Many hotels that I have spoken with lately have said that this is the best summer they have had in three years. It sure makes me optimistic to here that occupancy is up and in many places rates have improved as well.

With all of that going on UH&LA has been growing and getting stronger as well. We have added lots of new members, like you can see in this newsletter, and we have been strengthened by our members becoming more involved. As you will notice we have several great events coming up which provide more opportunities for our hotels to get together, to learn and to have some fun. I hope that you will take part in some of these events or at least make sure that somebody from your staff participates.

Lastly, I want to draw your attention to the Stars of the Industry Awards that are coming up in conjunction with our Fall Conference. We will be accepting nominations for the next couple of months but the application does take some time and I would encourage you to get going on these right away. I am determined to have one of our Utah nominees win at the national Stars Awards. We have great employees and there is no reason that they should not be recognized at the national level. Please take this chance to make sure your team knows how valuable they are to you.

Michael Johnson  
Executive Director

### 2011 FALL CONFERENCE & TRADE SHOW

**New Date! November 10-11, 2011**  
**Hilton Salt Lake City Center,**  
**Salt Lake City**

Registration is now open! Visit [UH&LA Events](#) to register now.

Support UH&LA by being a conference sponsor! Sponsor opportunities are available at the **Five Star, Four Star and Three Star** levels. Booth purchases are also available at a discounted price for UH&LA members.

For more information on any of these opportunities please contact Michael Johnson at (801)593-2213 or [uhlamail@gmail.com](mailto:uhlamail@gmail.com).

### TAX INFORMATION NEEDED!

In order to best serve the interests of hotels, UH&LA is gathering information about transient room tax/innkeeper tax rates in different localities. Please help us by responding to [uhlamail@gmail.com](mailto:uhlamail@gmail.com) with information on what rate of Innkeeper Tax and Transient Room Tax you pay and whether they are the same tax or separate taxes.



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## UVU PROFESSOR HONORED

**Craig Huish**, UVU professor and hospitality management coordinator, is the 2011 recipient of the prestigious **Lamp of Knowledge Award for Outstanding United States Educator** presented by the American Hotel & Lodging Educational Institute. Huish received the award during the AH&LA Summer Summit in Atlanta, Ga., at the AH&LA Stars of the Industry Awards luncheon in June.



He presently serves on the Utah Hotel and Lodging Association Stars of the Industry Committee, the American Hotel and Lodging Association Education Advisory Committee and the I-CHRIE Education Advisory Committee.

## UPCOMING EVENTS

For further information about the Woodbury School of Business Hospitality Program at UVU, visit [www.uvu.edu/woodbury/](http://www.uvu.edu/woodbury/).

### Tuesday, August 16

*Women In Lodging Lunch*  
12:00 Noon  
Stein Eriksen Lodge

### Wednesday, August 17

*Mayor Corroon-Convention Center Hotel Update*  
12:00 Noon  
Marriott City Center

### Thursday, September 15

*Sthrn Utah Dinner & Show*  
6:00 pm  
Red Mountain Resort & Spa

### Tuesday, September 20

*SLVLA City Creek Tour*  
3:00 pm  
Location TBD

### Thursday-Friday, November 10-11

Fall Conference & Trade Show  
Hilton Salt Lake City Center

More information at [UH&LA Events](#).

## AMERICAN HOTEL & LODGING ASSOCIATION AWARDS UH&LA

At this year's Summer Summit in Atlanta, Georgia, AH&LA executives awarded UH&LA with a trophy for the **highest percentage of membership growth** over the past year. Judging from the list of new members on the following page, this award may be coming back to Utah next year as well! Thanks to everyone who has made this possible!



Joe McInerney, *CEO of AH&LA*, Scott Lunt, *UH&LA AH&LA rep*, Michael Johnson, *UH&LA Executive Director*, and John Campbell, *AH&LA Board Chair*, pose as UH&LA receives national award.



## Welcome New UH&LA Members!

Grand America Hotel  
Best Western Antlers  
Best Western Baugh Motel  
Best Western Butch Cassidy Inn  
Best Western Capitol Reef Resort  
Best Western Carriage House Inn  
Best Western Dinosaur Inn  
Best Western East Zion Thunderbird Resort  
Best Western El Rey Inn  
Best Western Holiday Hills  
Best Western Landmark Inn & Pancake House  
Best Western Mountain View Inn  
Best Western Paradise Inn  
Best Western Paradise Inn & Resort  
Best Western Paradise Inn of Nephi  
Best Western Plus Canyon Pines  
Best Western Plus Cotton Tree Inn Provo  
Best Western Plus Cotton Tree Inn North Salt Lake  
Best Western Plus Greenwell Inn  
Best Western Plus High Country Inn  
Best Western Plus Timpanogos Inn  
Best Western Richfield Inn  
Best Western Salt Flat Inn  
Best Western Town & Country Inn  
Blue Mountain Inn  
Boulder Mountain Guest Ranch  
Comfort Inn & Suites Cedar City  
Comfort Inn & Suites Fillmore  
Comfort Inn & Suites Orem  
Days Inn Moab  
Historic Pioneer Lodge  
La Quinta Inn & Suites Orem  
Motel 6 Richfield Inn  
New Bryce Western Inn  
Prospector Motor Lodge  
Rodeway Inn & Suites  
Super 8 Blanding  
Super 8 BYU/Provo

We look forward to serving you!

### THE KEY TO ECONOMIC STABILITY FOR HOTELS:

### SECURITY AWARENESS THROUGH EMPOWERMENT

*By Paul Goldenberg, President & CEO, Cardinal Point Strategies*

In a little over a month, the United States will mark the 10<sup>th</sup> anniversary of one of the most significant events of our time: the terrorist attacks of September 11, 2001. While much has changed in the ensuing decade, one question has remained constant: "How could this have happened?" Since that fateful day, the dynamics of terrorist methods have changed and expanded dramatically as have their targets. It is no longer just about al-Qaeda operatives flying planes into buildings. It is also about domestic terrorists living among us who aggressively plan and train to do us harm in whatever manner possible. The recent horrific events in Norway epitomize the reality that the risk of terrorism is real and unrelenting. It is no secret that lodging industry properties, like camps, are quintessential soft targets. Hotels in particular, because of their welcoming service culture, have the immense challenge of best determining how to secure their environments while continuing to deliver friendly and quality service.

The greatest challenge for the industry is in striking a balance between creating a pleasant, comfortable environment for the hotel guest while maintaining effective security and safety vigilance that does not disrupt a hotel's appealing atmosphere. One of the most important components of a successful security program is empowerment. From the parking lot attendant to the



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concierge to housekeeping personnel, arming frontline hotel employees with the knowledge and confidence to recognize, report, and respond to suspicious activity and items in and on hotel property is no longer an option, but a vital and necessary ingredient for a hotel's economic success and the safety and security of its guests. The lesson learned from 9/11 is to be prudently proactive and not excessively reactive.

The American Hotel & Lodging Association (AH&LA) and the US Department of Homeland Security (DHS) joined forces on an initiative to encourage and educate lodging employees to recognize, report, and react to suspicious and crisis situations that occur on property.

In 2010, the American Hotel & Lodging Educational Institute, through the thoughtful leadership of its president and COO, Robert L. Steele, III, CHA, took the unprecedented step to partner with the DHS and produce what is the first, online interactive security and safety training solution for all hospitality personnel. Through their historic partnership and resulting initiative for the hotel industry, the "If You See Something, Say Something" campaign was used as a platform for the development of Eye On Awareness™. Eye on Awareness™ is an online, interactive program that provides a seamless, discrete tutorial that

empowers hotel personnel to recognize, report, and respond to suspicious activities and items on hotel properties. Eye on

Awareness™ represents 55 minutes of high-caliber training that amounts to what may be the most important 55 minutes a hotel employee can spend in his or her career. In less than an hour, any and all hotel employees can receive, in the confidential confines of the hotel property away from the guest environment, the most effective, informative, and easy-to-follow training possible to help reduce the risk of crime, injury, and terrorist incidents. The program was developed by the American Hotel & Lodging Educational Institute, Cardinal Point Strategies, the US Department of Homeland Security, and experts representing the AH&LA Loss Prevention Committee and working groups dedicated to industry safety and security, all of whom represent a vast array of senior executives from national and global hotel chains.

The return on investment is incalculable. The ability to access this training 365 days a year demonstrates without question that a good-faith effort is being made by hotels to improve their safety and security atmosphere and, therefore, the comfort level of their hotel guests. The training program also serves as a proactive insurance policy against risk, and as insulation from liability exposure when faced with the challenges and questions that arise in the aftermath of an incident--the most crucial of which is, "Did you do enough to reduce the likelihood of the event that occurred?"

The events of 9/11 had a profound effect on the airline industry security measures after the fact. For the hotel industry, they are a warning shot across the bow, and an opportunity to seize the advantage of preparedness through empowerment and demonstrate a responsible commitment toward the protection, safety & security of their guests, visitors, and personnel. Hotel properties nationwide and throughout the world that choose to ignore such an opportunity do so at their own risk—and that of untold victims of a terrorist attack that quite possibly could have been avoided.



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