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2nd Quarter 2014

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From the Board

Congratulations to HCHMA Board Members Greg Riehle and Paul Joseph!



Greg Riehle
HCHMA Past President

In June the Board of Directors of the Resort Hotel Association (RHA) announced Gregory R. Riehle of Wesley Chapel, Florida as the association's next President and CEO. Riehle, the most recent Chairman of RHA's Board of Directors, has been an active member of the association for over twenty-five years. Having served on the boards of both the RHA and the Resort Hotel Insurance Group, as well as on numerous committees, Riehle has played an integral role in the association's growth. "Greg's passion and commitment to the association, coupled with his extensive knowledge and background, make him uniquely qualified to lead RHA in its continued success," said Gail Waddell, Colonial Williamsburg Foundation General Counsel and RHA's Executive Search Committee Chair.

Riehle joins the association from Saddlebrook Resort, where he has worked since 1989, serving as President of Saddlebrook Sports, Resort GM, and most recently as Senior VP and General Counsel. In addition, Greg Riehle was one of only two Past Presidents in the HCHMA's history to serve for three consecutive years.



Paul Joseph
2013 HCHMA Vice President

2013 Jay A. Pritzker Award Winner
The coveted Jay A. Pritzker Award was awarded to Paul Joseph, GM of the Grand Hyatt Tampa Bay and HCHMA Vice-President in April.

Hyatt International was proud to announce that for 26 years, Paul has been serving guests and associates at Hyatt. His commitment to look after people, *his commitment to service*, has resulted in the creation of a strong hotel team which is gaining ground on our goal to become the most preferred hotel brand for guests, owners and associates. In 2013, Paul guided Grand Hyatt Tampa Bay through challenging times with an extensive renovation that proved to be highly disruptive. Despite these challenges, he led his team to surpass all of the financial goals for the year and improved the hotel's NPS score by 19%. Additionally, The Associate Engagement Grand Mean for the hotel was 4.70, which puts Paul and his team in the 90th percentile for Gallup.

Carlos Cabrera, Senior VP-Field Operations stated, "Paul is an extremely dedicated and disciplined person, both at home and at his work home. His understated nature is punctuated by his endless energy and ability to connect and engage with others. Paul shows up every morning not because he wants something for himself, but rather because he wants to affect positive change so his team can do good, and as a result, so Hyatt can do good."

HOLD THE DATE!
August 14th

2nd Annual HCHMA Lodging Operations Symposium

The HCHMA Board of Directors is pleased to announce the 2nd Annual HCHMA Lodging Operations Symposium which will be held on August 14th at the Grand Hyatt Tampa Bay from 11:30am - 1:00pm. Registration will begin at 11:00am.

The Symposium is designed to provide HCHMA Lodging Members with cutting-edge, cost-saving strategies to improve day to day operations. Once again, the HCHMA Board has unanimously agreed to underwrite the cost of up to three additional attendees from each property from the proceeds from TEE OFF for TOURISM. More details will be emailed to the membership shortly. But, be sure to reserve the time on your calendars now. *This is an event you will not want to miss!*

15th Annual HCHMA Trends & Forecasting Forum - July 24th!

"Making 2014 Last - What 2014 Lessons Can Help Make 2015 A Success Story?"

ANALYSIS OF THE
TAMPA BAY MARKET

FORUM PRESENTERS

Smith Travel Research
The Plasencia Group
Visit Florida
Visit Tampa Bay

- A Comprehensive Snapshot of the Current Condition of the Tampa Bay Market
- 2015 Calendar Year Market Projection



Annual HCHMA Allied Mini-Tradeshaw

Having the Allied Tradeshaw as the backdrop of the Forum gives HCHMA Allied Members the unique opportunity to reach their targeted markets in both Hillsborough and Pinellas Counties in one setting.

RSVP now to reserve exhibit space. Please contact Stassa Warren at SWarren@hchma.com or 813-810-1641 to register.

HCHMA
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 Mary Scott



July 24, 2014

8:00am - 12:00pm

Registration & Breakfast: 7:30am

Tampa Airport Marriott

Tampa Hospitality Industry Organizations Collaborate to Raise Money to Provide Food and Supplies for Local Families

Hilton Garden Inn Tampa East Helps Feed 800 Area Families with the Support of the Hillsborough County Hotel & Motel Association and Visit Tampa Bay

Tampa, FL ... (June, 2014) Two truckloads of food and other necessities were recently distributed to 800 families throughout Tampa thanks to a collaborative effort lead by long-standing HCHMA Lodging Member, Hilton Garden Inn Tampa East and its ownership group, Concord Hospitality Enterprises Company.



Share Day is an annual, nationwide effort that raises money for Concord's charity, "Feed the Children." Each of Concord's 90 hotels participate in fundraising efforts that provide 25-pound care packages of non-perishable food and other essentials to local families in need in cities where Concord operates hotels. Those packages help to sustain a family of four for a week.

This year, staff members of the Hilton Garden Inn Tampa East helped to raise funds for Share Day by assembling an auction package representing the Tampa Bay area that was created with the assistance of the Hillsborough County Hotel & Motel Association (HCHMA) and Visit Tampa Bay. Donations included two Tampa Bay CityPASSes that provide discount admissions to leading area attractions, a four-night stay at the Hilton Garden Inn Tampa East, \$200 Visa gift card for airfare, \$50 gift certificate to the Great American Grill restaurant located at the Hilton Garden Inn Tampa East, \$50 Tampa Bay area restaurant certificate from Mark McLean and Tampa Airport Transportation, complimentary rental car certificate from Econo Rental and Tampa Bay Buccaneers apparel donated by the Tampa Bay Buccaneers. The Tampa Bay Package garnered the highest bid made during Concord's annual Leadership Conference. The winning bid was \$1,200. In total, the auction raised \$18,000. The funds provided Tampa families with not one, but two truckloads of food this year that volunteers helped to distribute at Tampa's Metropolitan Ministries.

"When HCHMA was contacted by the Hilton Garden Inn Tampa East and asked to support this very worthy effort, the local hospitality industry was able to respond and help give back to the community," said Bob Morrison, HCHMA executive director. "In addition to creating jobs and generating tax revenue, the local hospitality industry also provides assistance and support to great causes and organizations like Share Day, Feed the Children and Metropolitan Ministries."

Founded in 1979, Feed the Children is one of the largest international charities based in the U.S., with the mission of providing hope and resources for those without life's essentials. Feed The Children is accredited by the BBB Wise Giving Alliance and has a 4-star rating from Charity Navigator. Using an integrated approach to defeat hunger, Feed the Children distributed over \$344 million in food, essentials and medicine to over 10 million individuals in the United States, and 23 other countries in fiscal year 2013. For more information, visit www.feedthechildren.org.

BRIGHT HOUSE NETWORKS enterprise solutions

Bright House Networks Enterprise Solutions In-Room Set Back Box Delivers "Just Like Home" Experience to Hotel Guests

Today's guests want to do more than surf the Web or check email. They want an experience that allows them to bring their personal entertainment preferences with them as they travel. Among the innovative offerings in Bright House Networks Enterprise Solutions comprehensive portfolio of hospitality solutions is its Set Back Box (SBB) technology, which provides robust programming tiers, a branded interactive channel guide, video-on-demand (VOD) and front desk Web interface capabilities.

SBB conveniently mounts to the back of a television and provides guests with a co-branded interactive menu similar to what they are used to in their homes, including more than 70 HD channels such as ESPN, CNN, Discovery and HBO, and up-to 25 free VOD channels. The SBB encrypts and decrypts premium channels such as HBO and Showtime,

so that hotels no longer need Pro:Idiom televisions to receive premium channel services. It also provides hotels the ability to create custom channels for their own programming and information, as well as the ability to manage programming and parental controls through a management portal.

"Our innovative Set Back Box makes it easy for our hospitality customers to provide great service to their guests," says Craig Cowden, chief network officer and senior vice president of Enterprise Solutions, Bright House Networks. "We are pleased that our customized products and services are able to help more properties throughout the Orlando and Tampa areas enhance their guests' TV viewing experience with more HD channels and an interactive channel guide."

Learn more at brighthouse.com/hospitality or call 1-877-900-5246

Annual Fall Stampede To Benefit The Children's Cancer Center - September 27, 2014!



THE ORIGIN OF THE FALL STAMPEDE

Launched in 2012 as the inaugural event of an exciting new partnership with Chick-fil-A, the first FALL STAMPEDE was estimated to draw 500 participants. By the time registration

closed, we had more than 800 men, women and children joining together as one unified herd to support families battling childhood cancer. In its second year we exceeded 1,000 participants. This September, with a professionally chip-timed 5k, we hope to meet 1,500 runners and walkers!

THE 3rd ANNUAL FALL STAMPEDE

This year's Fall Stampede will again be held at beautiful Curtis Hixon Waterfront Park adjacent to the Hillsborough River, across from the inspiring skyline of the University of Tampa, and in the colorful shadow of the Glazer Children's Museum and Tampa Museum of Art!

The 5k portion will be chip-timed this year, allowing opportunity for the serious runner as well as the amateur jogger alike! And with family fun activities in the main park before and during the 5k run and Family Fun Walk (and with the addition of great new activities including some from our professional sports teams!) there's something for everyone!

3rd Annual Fall Stampede Saturday, Sept 27, 2014

6:00am Registration
8am 5k Start

8:45am 1 Mile Fun Walk Start
9:15am Mascot Race

Curtis Hixon Waterfront Park
Downtown Tampa

TO REGISTER:

visit www.fallstampede.com

