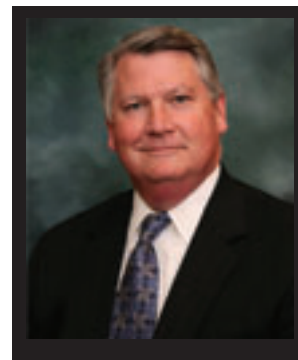




## PRESIDENT'S CORNER

This month we are very fortunate to have Scott Joslove, President and CEO of the Texas Hotel and Lodging Association, give us an update on the results of the recent Texas Legislative sessions. I had the opportunity to hear Scott give a similar report a couple of weeks ago and while Scott represents all of Texas, he pointed out several key pieces of legislation that directly affected many hotels in Tarrant County. So when I received our hotel's bill for THLA dues, it made me think about the HUGE return on investment we received from just this year's efforts. Scott will tell us about the change in alcoholic beverage tax which will save our one hotel over \$50,000 in taxes next year. That is a 20 times return on investment for just one year. When Scott has completed his recap, you can count the thousands of dollars the THLA representation has had on both direct and indirect savings.



The annual THLA & HATC dues are a very worthwhile expense for every hotel in Tarrant County so please join or renew as soon as you can. On the local level, in February, our Executive Director, Julie Faver-Dylla, represented HATC at city hall to protect Hotel Occupancy tax from funding for the Fort Worth Arts. While we do support funding for The Arts, we do oppose taking the money out of the occupancy tax fund to do it, as it would reduce the amount of funding for the Fort Worth Convention and Visitor's Bureau to promote and represent our hotels. Due to her efforts, we were successful in gaining full funding for the CVB.

In August, the Hotel Association of Tarrant County conducted a search for an Associate Manager to assist Julie with membership recruiting, sponsorships, online advertising and events. We are proud to announce that Claire Smith joined Julie's team in August and brings an extensive local hotel sales background to the association. This gives us twice the power to help grow our association for 2014.

We have to continuously thank our Sponsors and Allied Members by using their services whenever possible. They are to thank for our ability to award scholarships, sponsor a student chapter at the University of North Texas, have great networking receptions and luncheons, and host fantastic events like the golf tournament and casino night.

We have a wide variety of sponsors who are eager to earn your business and, in my experience, because they are members, they stand behind their work and do a great job. The next time you have a need for any service at your hotel, please call Julie to get the names of our sponsors and Allied Members. If you have a good service provider that is not a member, please call Julie so that she and Claire can approach them and convince them that being a member of the Hotel Association of Tarrant County is a very valuable investment.

Lastly, please make plans now to attend the annual Casino Night on Saturday, November 9th at the Gaylord Texan. Our theme this year is Shake & Stir - a James Bond 007 event. It should be one of the best events of the year so we hope many members and friends can attend. See you there!

*Jim Campbell*

FALL 2013

**INFORMER**  
HOTEL ASSOCIATION OF TARRANT COUNTY

## Why you need an Association

- To learn that our peers are not just competitors, but just other operators like ourselves. Together we can achieve what would be impossible on our own.
- To help each of us improve our bottom line and succeed in the midst of increased competition and governmental regulation.
- To assist in the enactment and enforcement of effective laws which impact our industry.
- To discourage trade practices detrimental to our industry and the public.
- To spread the idea among others in our industry that we must work honestly and faithfully in order to make fair and honest gains.
- To rally to get laws enacted that are beneficial to the hospitality industry and to our customers.
- To have a voice with others in our industry regardless of the size of our individual business. No one is big enough to be as effective as we are when we work together.
- To assist each of us in maintaining and improving our position by helping make HATC a strong voice for the industry.
- To receive regular information from the association on current trade practices, trends, and reports of general interest.
- To provide a Complimentary Wage & Benefit Survey Report for all Participating Members.
- To promote the Hotel Watch Program – to help keep your guests safe and your staff alert.
- To build Scholarship Programs & Student Chapters to further the future of our industry experts.



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*Proud Sponsor of the HATC Casino Night – November 9th, 2013!*



**SAVE THE DATE**  
CVB UPDATE - OCTOBER 10

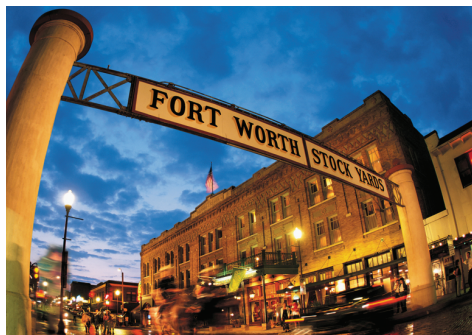
*with*

**Bob Jameson**  
Fort Worth CVB

**Ronnie Price**  
Experience Arlington

**Michael Woody**  
Grapevine CVB

**Theresa Cohagen**  
City of Mansfield  
Tourism



*and special guest*

**Randy McCaslin – PKF Consulting**

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OF ALL YOUR MEMBER BENEFITS?**

Hotel Watch, Job Board, Wage & Benefits Survey,  
Legislative Updates, and more. Stay updated at  
**staytarrantcounty.com**



**NOMINATE  
YOUR STAFF TODAY**  
AT **STAYTARRANTCOUNTY.COM**

Each year HATC recognizes hoteliers that have provided a superior experience for their guests. Awards are given to properties that represent the highest levels of service, quality and growth.

## Call for Nominations

HATC has accomplished a great deal this year under the extraordinary leadership of its board of directors. Two of these amazing Allied Board Members will be completing their terms this year, and we wish to thank them for their outstanding efforts.

**THANK YOU**

**SANDEE TREPTOW & CHAD JOHNSON**

As we begin the new nominating process, we need to fill these two seats. The Hotel Association of Tarrant County's continuing and future success depends on the quality of its leaders and is the responsibility of every HATC member. We hope that you will consider giving your time, energy and expertise to HATC by expressing an interest in becoming a Board Member or serving on a Committee next year. Nominations for all of these positions will be in accordance with the HATC Bylaws. Any hotelier or associate member in good standing is eligible for nomination. Board and Committee Members are asked to attend all board meetings, luncheons, events and networking opportunities to the best of your ability and to promote and work for the betterment of the Hotel Association of Tarrant County.

Some of the benefits to being a Board or Committee Member are being recognized as a leader in your industry, increased exposure in front of your industry peers for you and your company, the ability to directly impact your industry and local community, and the opportunity to build long lasting relationships with other leaders. The following committees are in need of good leaders: **Membership, Marketing, Scholarship, Casino Night, Sponsorship, Government Affairs, Newsletter and Welcome Committee.**

If you have an interest in serving on the Board or a Committee or have any further questions please contact HATC's Executive Director, Julie Faver-Dylla at [julie@tarrantcountyhotel.com](mailto:julie@tarrantcountyhotel.com).

**All nominations must be received by October 1, 2013.**



# CASINO NIGHT @ THE GAYLORD TEXAN IN THE TEXAS BALLROOM

**we will SHAKE  
you will STIR**

**sponsorships**

Include Dinner, Drinks, Live Entertainment, Auction and Casino Gaming

## **Royal Flush - \$5,000**

Includes 25 Individual Dinner Tickets  
(2) Reserved Tables & (10) Parking Passes  
Logo Signage on stage  
Reserved Blackjack table  
\$100,000 in Casino Gaming  
Logo Recognition at event  
Half Page Ad in HATC Newsletter  
Website Ad for 1 year  
Half Page Ad in Auction Catalog

## **Full House - \$2,000**

Includes 20 Individual Dinner Tickets  
(2) Reserved Tables  
(5) Valet Parking Passes  
\$50,000 in Casino Gaming  
Logo Recognition & Website Ad  
Reserved Blackjack Table

## **Top Pair - \$800**

Includes 10 Individual Dinner Tickets  
(1) Reserved Table  
\$10,000 in Casino Gaming  
Logo Recognition

## **Individual Dinner Ticket - \$100**

Includes: Event Admission,  
Dinner & \$1000 in Casino Gaming

## **Sleeping rooms - \$149**

(Group rate available until 10/4/13)

[CLICK HERE TO BOOK ROOMS](#)

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Event Chairs:  
Al DeBerry & Sarah Dechert

## **RSVP:**

HATC Executive Director—Julie Faver-Dylla  
(817) 741-0306 [julie@tarrantcountyhotel.com](mailto:julie@tarrantcountyhotel.com)  
121 Quest Court Keller, TX 76248

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