



PRESIDENT'S CORNER

As I begin the second year of my presidency for the Hotel Association of Tarrant County, I can't think of a better way to start out the year than by thanking our HATC Board Members, Committee Members, and Executive Director Julie Faver-Dylla and Associate Manager Claire Smith for a job well done in 2013. Because of the group's collective efforts we continue to increase our membership.



Year	Percentage Membership Growth Over Previous Year
2011	28.17%
2012	15.46%
2013	12.15%

We have grown and added new programs over the past few years to increase our membership value and to make a bigger impact in the lodging industry, such as our student chapter at the University of North Texas and the HATC Ambassador Program just to name a few. Both of which will leave lasting impressions on our industry for years to come. Moving forward we will continue to monitor all legislative affairs and advocate for you as our members no matter how small or how large your hotel or company may be.

Our mission to advocate for you has never changed, and we believe what we are doing works to make a difference in the Tarrant County hotel community. In this newsletter you will see highlights for a few of our upcoming events but just to let you know one of my favorite events of the year is our annual Texas Ranger Game and Tailgate Party sponsored by Ben E. Keith and Premier Elevator Services. This year on April 17th our tailgate party will be held at Nancy Sorrell's hotel the Sheraton in Arlington. We will network outside, back of the hotel, while having the usual tailgate food and beverages before going on to watch the Texas Rangers win. Most hotels bring their entire management team to this event for a perfect team building opportunity.

It's one of my staff's favorite outings that they look forward to every year, and we hope that it will be the same for you and your team. If the Association can do anything for you please reach out to me (jcampbell@marriottdfwcc.com) or our Executive Director, Julie Faver-Dylla (julie@tarrantcountyhotel.com). If there are any industry ideas, community involvement, or government interactions you may have that you need assistance with please don't ever hesitate to let us know how we can help.

Encouraging your staff and fellow hotel neighbors to get involved in HATC only makes our voice stronger. Thank you for the opportunity to be your president again in 2014. I look forward to working with you again this year.

Sincerely,
Jim Campbell

SPRING 2014

INFORMER
HOTEL ASSOCIATION OF TARRANT COUNTY

SAVE THE DATE: HATC

TAILGATE Party

April 17, 2014



RANGERS VS. MARINERS

NETWORKING/LUNCH : 11:00AM

\$35 MEMBERS | \$45 MEMBERS-TO-BE
(INCLUDES GAME ADMISSION & TAILGATE PARTY)

SHERATON ARLINGTON
1500 CONVENTION CENTER DRIVE
ARLINGTON, TX 76011

sponsored by



WANT TO WIN SOME WINE?

Recruit a new member and you and that member will win a chance to participate in the wine pull at our first meeting of 2015. You will have a chance to win wine and additional prizes. Every recruited member wins you a chance for the pull. All current HATC members are eligible to recruit new members for this contest. For each person you recruit, you receive an additional chance to win.

HOW DO I WIN THE WINE?

Ask the member to complete the on-line application at www.staytarrantcounty.com and type your name in the "referred by" section. To be eligible to win, your recruit must not have been an HATC member previously.

All membership forms for the contest need to be returned to HATC by December 31, 2014.

121 Quest Court | Keller, TX 76248 | 817-741-0306

Support our membership committee and help us grow!

MEMBERSHIP DRIVE WINE PULL





INTERESTED IN VOLUNTEERING WITH THE HOTEL ASSOCIATION OF TARRANT COUNTY? OUR AMBASSADOR PROGRAM IS A GREAT WAY TO MEET AND NETWORK WITH OTHER HOTELS AND ALLIED MEMBERS.

THE AMBASSADORS PROVIDE A CRUCIAL LINK BETWEEN HATC AND ITS MEMBERS. THEY HELP ENSURE THAT ALL MEMBERS RECEIVE THE MAXIMUM BENEFIT FROM THEIR INVESTMENT. THEY KNOW HATC WELL, AND CAN HELP EDUCATE NEW AND EXISTING MEMBERS ABOUT THE BENEFITS OF MEMBERSHIP AND INVOLVEMENT.

Program Rewards

Recognition opportunity in the HATC Quarterly Newsletter, Informer

Recognition at events and internal meetings

Recognition on the HATC Website (www.staytarrantcounty.com) with a picture and a short bio

Ambassador of the Year recognition opportunity

Development of new business contacts

Ambassador Commitment

Positively promote HATC whenever possible

Participate in a minimum of (6) six functions during the year, working in registration, as a greeter, table host

Participate in either the Golf or Casino Night Committee

Build lasting relationships with HATC Membership

Be available to attend HATC ribbon cuttings and grand openings



SAVE THE DATE : MAY 29, 2014



sponsored by



**MARRIOTT HOTEL & GOLF CLUB
AT CHAMPION CIRCLE {A SOFT SPIKE FACILITY}**

REGISTRATION: 6:30AM- 7:30AM

SHOTGUN START: 8:00AM

**FLORIDA SCRAMBLE - TWO FLIGHTS WILL BE
DETERMINED BY AN EVEN SPLIT OF THE TEAMS
REGISTERED. PRIZES FOR FIRST AND SECOND
PLACE WILL BE DECIDED AFTER A THREE-HOLE
BLIND DRAW.**

\$175.00 - SINGLE PLAYER{S} ONLY.

\$600.00 - FOURSOME ONLY

\$800.00 - FOURSOME PLUS HOLE SPONSORSHIP

\$350.00 - HOLE SPONSORSHIP

(INCLUDES TENT, TABLE & 2 CHAIRS)

\$250.00 - HOLE SPONSORSHIP SIGN ONLY

\$35.00 - LUNCHEON & SILENT AUCTION

\$45.00 - NON HATC MEMBERS

**INCLUDES RANGE BALLS, GREEN FEES, CART, BEER
{ON BEVERAGE CARTS}, COLD DRINKS
AND SNACKS, BUFFET {WITH A CASH BAR},
AND **AMAZING DOOR PRIZES.****



**TO REGISTER CONTACT JULIE FAVER-DYLLA:
JULIE@TARRANTCOUNTYHOTEL.COM | 817-741-0306**