

**FALL 2016** 

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# THE PRESIDENT'S CORNER

Since this is my last President's Corner newsletter, I would like to leave you with a message of confidence that our Association's future is secure and that we continue to grow and provide more services to you each year. During my 2-year term as President our Association celebrated our 75th Anniversary, we redeveloped our website StayTarrantCounty.com to be a working useful tool for you to use for resources in your hotel's day to day operations. The site has an active



job board that allows HATC members to post open positions at their properties, there is also a link where you can connect with UNT students who are looking for jobs and much more. This year we have worked hard to help drive employees to your hotels by holding our first ever employee job fair in conjunction with Fort Worth Catholic Charites. We've developed partnerships with many Allied members who supply staff to your properties too and continue to look for new ways to make sure your needs are being met as a member. Since staffing is the number one need at all of our properties at this time.

Our HATC Resource Guidebook is now in its 3rd year and has gone out to every Tarrant County member property. This publication is a listing of all of our members that supply services to hotels. We have continued to advocate for our industry on so many levels, by educating our city leaders and elected officials about the issues that impact us most. All of our Tarrant County Mayors have been contacted by third party travel sites such as Airbnb and we have worked hard to communicate the message to them on the local level that everyone has a fair and level playing field to operate in Tarrant County.

The 3rd Annual Wage & Benefit Survey was also a huge success this year with even more hoteliers participating in the project. Most hoteliers find this report to be one of our Associations most useful tools and membership benefits. The HATC Ambassador Program and Student Chapter at UNT continues to thrive, as you will see deeper into the Informer publication we have a dedicated team of members who help drive our Association daily. Lastly, I would like to say thank you to our Board Members, Executive Officers and HATC Staff for helping me lead HATC over the last two years. I've enjoyed working with you and look forward to prosperous years for us all to come.

Nancy Sorrells, President – Hotel Association of Tarrant County 2015 - 2016



#### HATC SPONSORS SHORT COURSE



Are you seeking a way to keep your "star" employees motivated and train them to be "Super Stars?" HATC is sponsoring ten students for a one-of-a-kind, all-in-one hospitality training event that has been awarded best educational program in the nation by the International Society of Hotel Association Executives. The 2017 Short Course program is a unique training and motivational opportunity for hospitality professoinals to assist them with career advancement. Please visit www.staytarrantcounty.com and type "Short Course" into the Search box to enter your employees from your hotel today for a chance to win! The drawing and lucky winners will be announced at our annual Awards Luncheon at the Gaylord Texan on December 8. If you have any questions or need any additional information on this HATC member benefit, please contact Julie Faver-Dylla, HATC Executive Director at julie@tarrantcountyhotel.com.

**SUBMISSION DEADLINE: NOVEMBER 1, 2016** 



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## BE IN THE KNOW!

THE FORT WORTH CLUB
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FORT WORTH, TX 76102

### NOMINATE YOUR STAFF TODAY

LET HATC HELP YOU RECOGNIZE THE BEST OF THE BEST!





#### AMBASSADOR SPOTLIGHT

Hotel Association of Tarrant County Ambassadors are committed to positively promoting HATC whenever possible. Ambassadors participate in a minimum of (6) six functions during the year by volunteering time to help with registration, as a greeter or table host. As the face of the associ new members and guests, they help build lasting relationships with HATC Membership and help drive the development of new business contacts by coordinating events like the annual Casino Night, Golf Tournament and more. They attend ribbon cuttings and open houses on behalf of the Association and have become a crucial link between HATC and its members. They help ensure that all members receive the maximum benefit from their investment, and they work tirelessly in that effort. They know HATC well, and can help educate new and existing members about the benefits of membership and involvement. So far, HATC Ambassadors have accumulated 1215 points year to date! Please help us congratulate our 2016 HATC Ambassadors on a job well done when you next see them. Congratulations, Ambassadors

Regina Bates - Holiday Inn Express & Suites Cleburne Stephanie Wydner - Towneplace Suites Bedford

De Anne Burdick - Hill Design Build

Rhett Caraway - Fort Worth Window Cleaning

Catherine Carroll - Holiday Inn Express

Downtown Fort Worth

**Todd Clark** - Corporate Building Services

Sarah Dechert - Courtyard by Marriott Las Colinas

Christy Earley - RestorX Texas

Jamee Fields - Hampton Inn & Suites Alliance

Stefanie Goodloe - Homewood Suites Arlington South

Michelle Grissman - Hampton Inn & Suites Trophy Club

Alex Mladenovic - R Williams Electric

Brenna Porter - Expedia

Ashlee Heldt - Holiday Inn Express

Downtown Fort Worth

Chelsea Hord - Residence Inn Cultural District

Chad Johnson - Premier Elevator Services Robyn Lacasse - Circle R Ranch

Laquintha Robinson —

Staybridge Suites Fort Worth West

Suzanne Sanford -

Texas Restaurant Association

Sonja McDowell Reese -

Crowne Plaza Arlington

Lynette Ogburn - Regions Pest

## 2017 BOARD OF DIRECTORS SLATE

Now is the time for us to begin the nominating process for the 2017 HATC Board of Directors. 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 and 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 today at julie@tarrantcountyhotel.com. All nominations must be received by October 1, 2016.

