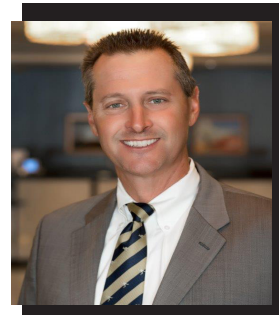


PRESIDENT'S CORNER



As I begin the third quarter as President for the Hotel Association of Tarrant County, I'm excited to share the new ways we are making our Association more valuable to you, our members.

People sometimes ask me what does being the President of the Hotel Association of Tarrant County mean to me, and what do I get out of the experience. What it means to me as someone who has been in the hotel business for 32 years (30 with Marriott) is the opportunity to be involved with my fellow hoteliers to face the challenges of today in 2018. Those challenges and situations are much different than I first dealt with in 1986 when employment was high and it was hard to get a good job.

When I started my journey in the hotel industry, the only opportunity available to a sharp-witted, able-bodied 20-year-old was as a houseaide at a Howard Johnson in Columbia, Missouri. Hotels could be selective with their hiring at any position, as there was a line of qualified applicants for seemingly every property. Since then the labor market has changed dramatically. The applicants can be the selective ones, as there are now more hotels and positions than ever. You all, our hotel partners, continue to tell us the same thing – staffing is the biggest challenge our members face at their properties. We are listening and, now in our third year, are executing an action plan that will help our members find new talent.

First, we launched a quarterly job board campaign. This broadens the pool of potential hires, both with social media ads and targeted email blasts, and has consistently performed above industry standards when it comes to matching applicants with employers. We held a three-day job fair in May, joining forces for the first time with the Texas Work Force Commission, and we are continuously searching for new ways to drive people to the job board listing to help you fill open positions at your hotels.

We have also grown our connections to the community to find additional out-of-the-box resources to drive employees to hotels. We are now partnered with Tarrant County College, the University of North Texas, Goodwill Industries Fort Worth, Inc. and Catholic Charities Fort Worth. Helping this process along has been a pleasure and my passion.

What I get out of it is the belief that each one of you can benefit by our efforts to assist you with the many challenges coming at you and your business. Neither myself nor any of our Board Members or HATC staff members would invest the time and effort that we do if we did not care so deeply about what our efforts mean to all of you.

While the labor market has changed and guest expectation continues to grow significantly, my commitment to this career has never wavered. At its core is the passion in wanting to serve guests every day. Just as our guests expect more from us, I have the same high demands of myself and the leadership at HATC to serve you all, our valuable members, in making sure we exceed your expectations. I hope you all will be able to review our newsletter and see all the exciting opportunities for recruitment and learn more about our allied member relationships.

Thank you for the privilege of serving as your President, I'm looking forward to a prosperous remainder of 2018.

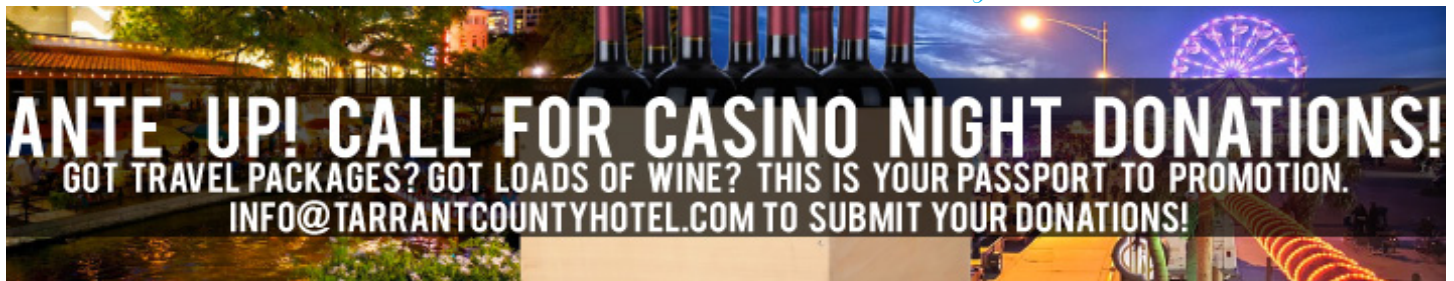
Jed Wagenknecht

Jed Wagenknecht, 2018 HATC President
Courtyard by Marriott Blackstone

FALL 2018

INFORMER

HOTEL ASSOCIATION OF TARRANT COUNTY



**YES, WE'RE
SAVING LIVES HERE**

**CPR & AED
CERTIFICATION
CLASS**

AUG. 23

INFO ON WEB SITE

SAVE THE DATE

OCT. 11

**INDUSTRY
UPDATE
LUNCHEON**

TALKING TRADE

Allied Member

TRADE SHOW & LEGISLATIVE UPDATE

SEP 20 with Special Guest
Scott Joslove
President & CEO - TH&LA

OMNI HOTEL FORT WORTH
1300 HOUSTON ST. FORT WORTH, TX 76102

EXHIBITOR SET UP: 9:30AM-11AM
TRADESHOW HOURS: 11AM-12:30PM
LUNCH & DISCUSSION: 12:30PM-1:30PM
EXHIBITOR TEAR DOWN: 2PM - 3PM

Prize Drawings!
IN THE BALLROOM,
DIRECTLY AFTER PRESENTATIONS

RESERVE YOUR EXHIBITOR TABLE NOW!
EXHIBITOR SPACE - \$350 plus a prize donation
{ INCLUDES LUNCH FOR 1 PERSON }

Please complete the information below & FAX it to 817-238-3292
or e-mail it to julie@tarrantcountyhotel.com

EXHIBITOR NAME _____

COMPANY NAME _____

PHONE _____

E-MAIL _____

JUST WANT TO ATTEND?
MEMBERS - \$35
NON MEMBERS - \$50
(ALL NO SHOWS WILL BE BILLED)

75 Years
HATC
HOTEL ASSOCIATION of TARRANT COUNTY

**Now
HIRING**

JOB BOARD-STAYTARRANTCOUNTY.COM : POST JOBS & FIND GOOD CANDIDATES

SHORT COURSE 2019



**GET YOUR
MIND
ON YOUR
MONEY
AND YOUR
MONEY
ON YOUR
MIND**

JAN 18-19

FULL INFO
ON WEB SITE



HATC TAILGATE PARTY!

AUG 26
RESERVED SEAT
TICKETS ONLY!
MEMBERS - \$45
GUESTS - \$55

IT'S ON!
FOOD. FELLOWSHIP. FOOTBALL.
LET THE GAMES BEGIN.

TAILGATE PARTY: 4PM - 6PM
GAME TIME: 7PM
SHERATON ARLINGTON HOTEL
1500 CONVENTION CENTER DR.
ARLINGTON, TX 76011
TRANSPORTATION PROVIDED TO THE GAME

D COWBOYS

GRAB YOUR SMART PHONE
AND GET YOUR TICKETS
BY EMAIL FROM
JULIE FAVER-DYLLA
JULIE@TARRANTCOUNTYHOTEL.COM
ALL TICKETS MUST BE
PAID FOR IN ADVANCE &
ALL NO SHOWS
WILL BE BILLED.

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972-335-9595

regionspest.com

75 Years
HATC
HOTEL ASSOCIATION OF TARRANT COUNTY

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MASSEY
Commercial Services

Presents

HAWAIIAN Nights



Full House

Includes 20 Individual
Dinner Tickets

(2) Reserved Tables

(6) Bottles of Wine
(3 on each table)

\$50,000 in Casino Gaming
Logo Recognition

& Website Ad for 6 months

Reserved Blackjack Table

\$2000

Top Pair

One Guest Room at the Hotel
for the Night of the Event

2 Admission Tickets

2 Wrist Bands

for Cocktail Hour

Logo Recognition

& 3 Month Logo/Ad
on the HATC Website

\$1000

Passport to Play!

High Card

Includes 8 Individual
Dinner Tickets

(1) Reserved Table

\$8,000 in Casino Gaming
& Logo Recognition

\$800

Individual Ticket

\$125

Includes Event Admission, Dinner & \$1,000 in Casino Gaming