



**STAY CURRENT. STAY TARRANT.**

FALL 2023

SINCE 1940

**HATC**



**STAY CURRENT. STAY TARRANT.**

HOTEL ASSOCIATION OF TARRANT COUNTY

STAYTARRANTCOUNTY.COM



**11:10:23**

**NOMINATIONS DUE  
FOR HOLIDAY  
AWARDS**

**11:11:23**

**LAISSEZ LE BON TEMPS ROULER**

On November 11, we're letting the good times roll. CASINO NIGHT 2023

**THIS ISSUE**

- ...AWARDS
- ...AMBASSADORS
- ...MASSEY
- ...CASINO NIGHT
- ...TRENDS

**JOHN YEUNG**

HATC President  
*Delta Hotels by Marriott  
Dallas Southlake*

DEAR HATC MEMBERS,

AS WE STEP INTO THE THIRD QUARTER OF MY TERM AS PRESIDENT OF THE HOTEL ASSOCIATION OF TARRANT COUNTY, I AM HUMBLED AND GRATEFUL FOR THE REMARKABLE DEDICATION AND CONTRIBUTIONS OF EACH ONE OF YOU. THE SUCCESS WE ARE ACHIEVING THIS YEAR IS A DIRECT RESULT OF THE PASSION AND COMMITMENT THAT OUR MEMBERS BRING TO OUR ASSOCIATION. TOGETHER, WE ARE SHAPING A BRIGHTER FUTURE FOR HATC.

I WANT TO EXTEND MY HEARTFELT APPRECIATION TO EVERYONE WHO HAS VOLUNTEERED THEIR TIME AND EFFORT TO ELEVATE OUR ASSOCIATION TO NEW HEIGHTS. YOUR INVOLVEMENT IS THE DRIVING FORCE BEHIND OUR CONTINUED EXCELLENCE. YOUR INSIGHTS AND FEEDBACK ARE INVALUABLE TO US AS WE STRIVE TO ENHANCE OUR OFFERINGS AND MAKE HATC AN EVEN MORE VALUABLE RESOURCE FOR EACH OF YOU. IN THE RAPIDLY EVOLVING LANDSCAPE OF 2023, HATC HAS EMERGED AS A DYNAMIC PLATFORM FOR HOTELIERS TO COLLABORATIVELY ADDRESS THE CHALLENGES OF OUR INDUSTRY. ONE OF THE LATEST RESOURCES WE ARE THRILLED TO PROVIDE IS THE HATC WAGE AND BENEFIT SURVEY. THIS COMPREHENSIVE TOOL HAS BEEN SENT TO YOUR HOTEL'S GENERAL MANAGER IN PERFECT ALIGNMENT WITH BUDGETING SEASON. WE BELIEVE THIS SURVEY WILL SERVE AS A STRATEGIC ASSET TO INFORM YOUR DECISIONS AND DRIVE YOUR SUCCESS.

INSIDE THIS NEWSLETTER, YOU'LL FIND EVIDENCE OF OUR COMMITMENT TO EQUIPPING YOU WITH TIMELY, RELEVANT CONTENT. OUR GOAL IS TO EMPOWER YOU WITH KNOWLEDGE AND INSIGHTS THAT DIRECTLY IMPACT YOUR HOTELS. WHETHER THROUGH THOUGHT-PROVOKING PRESENTATIONS OR THE LATEST INDUSTRY UPDATES, HATC REMAINS STEADFAST IN ITS MISSION TO ENHANCE YOUR CAPABILITIES.

ONE OF THE HIGHLIGHTS ON OUR CALENDAR IS THE EAGERLY AWAITED HATC CASINO NIGHT. AS SOMEONE WHO HAS HAD THE PRIVILEGE OF CO-CHAIRING THIS EVENT FOR SEVERAL YEARS, I CAN ATTEST TO ITS SIGNIFICANCE. NOT ONLY IS IT THE PINNACLE OF OUR SOCIAL CALENDAR, BUT IT ALSO HOLDS A DEEPER PURPOSE. THE FUNDS RAISED DURING CASINO NIGHT GO TOWARD SCHOLARSHIPS FOR ASPIRING STUDENTS IN THE HOSPITALITY INDUSTRY. I ENCOURAGE YOU TO PARTICIPATE IN THIS NOBLE CAUSE BY RESERVING A TABLE OR CONTRIBUTING IN SOME WAY. YOUR SUPPORT CATALYZES THE DREAMS OF TOMORROW'S INDUSTRY LEADERS.

EVERY MEMBER OF OUR BOARD, EVERY MEMBER OF OUR HATC STAFF, AND I INVEST OUR TIME AND ENERGY BECAUSE WE SHARE A DEEP-ROOTED COMMITMENT TO YOUR SUCCESS. THE EVOLVING LABOR MARKET AND ESCALATING GUEST EXPECTATIONS DEMAND OUR VIGILANCE AND ADAPTABILITY. YET, THE BEDROCK OF OUR PASSION REMAINS CONSISTENT - THE DESIRE TO SERVE OUR GUESTS WITH UNPARALLELED EXCELLENCE. JUST AS WE CONTINUOUSLY RAISE THE BAR FOR OURSELVES, WE PLEDGE TO DO THE SAME FOR YOU, OUR ESTEEMED MEMBERS.

I INVITE YOU TO DELVE INTO THIS NEWSLETTER AND EXPLORE THE MULTITUDE OF EXCITING OPPORTUNITIES THAT LIE AHEAD. OUR EVENTS, OUR INITIATIVES, AND OUR PARTNERSHIPS ARE ALL AIMED AT ENRICHING YOUR EXPERIENCE WITHIN OUR ASSOCIATION. AS THE PRESIDENT OF HATC, I AM HONORED TO SERVE IN THIS CAPACITY. I LOOK FORWARD TO A PROSPEROUS JOURNEY THROUGH THE REMAINDER OF 2023, UNITED IN OUR PURSUIT OF EXCELLENCE.

SINCERELY,

*JOHN YEUNG*

JOHN YEUNG PRESIDENT, 2023 DELTA BY MARRIOTT SOUTHLAKE



*This space is reserved for you!*  
**ADVERTISE WITH HATC**

## YOU ONLY GET OUT OF IT, WHAT YOU PUT INTO IT!

NEVER A TRUER STATEMENT SAID WHEN IT COMES TO GETTING INVOLVED AS A HOTEL ASSOCIATION OF TARRANT COUNTY MEMBER!

ON BEHALF OF THE HATC BOARD OF DIRECTORS, THIS IS YOUR PERSONAL INVITATION TO GET INVOLVED AND MAKE A DIFFERENCE IN YOUR INDUSTRY! WE ARE LOOKING FOR ASSISTANCE IN VARIOUS CAPACITIES.

THE BEST THING ABOUT BEING AN HATC AMBASSADOR IS YOU CAN CHOOSE WHEN AND HOW TO PARTICIPATE DEPENDING ON WHERE YOUR INTERESTS LIE AND WHAT YOUR SCHEDULE ALLOWS.

IF YOU ARE NOT READY TO BE A PART OF OUR TEAM, WE ENCOURAGE YOU TO CONSIDER IT. THIS IS THE TIME TO STEP FORWARD AND LET YOUR VOICE BE HEARD.

FOR MORE INFORMATION:  
[JULIE@TARRANTCOUNTYHOTEL.COM](mailto:JULIE@TARRANTCOUNTYHOTEL.COM)



[masseyservices.com](http://masseyservices.com)

## COMPREHENSIVE COMMERCIAL PEST PREVENTION



DEDICATED  
 CUSTOMER SERVICE

FAST RESOLUTION

## THE MASSEY DIFFERENCE



CUSTOMIZED  
 PROGRAMS

RESPONSE WITHIN  
 2 HOURS &  
 ON PROPERTY  
 WITHIN 24 HOURS

**JONATHAN HOOPER: 817-819-5646**  
**[JHOOPER@MASSEYSERVICES.COM](mailto:JHOOPER@MASSEYSERVICES.COM)**

TO BECOME AN AMBASSADOR  
 OR TO ADVERTISE:  
[JULIE@TARRANTCOUNTYHOTEL.COM](mailto:JULIE@TARRANTCOUNTYHOTEL.COM)



# THEY GET. IT DONE.

## MEET YOUR HATC AMBASSADORS



**HATC AMBASSADORS TRULY STAND OUT AS EXCEPTIONAL INDIVIDUALS, AND WE ARE PROFOUNDLY FORTUNATE TO HAVE A DEDICATED GROUP OF VOLUNTEERS WHO COLLABORATE CLOSELY TO CHAMPION THE ASSOCIATION'S MISSION. COLLECTIVELY, OUR ESTEEMED HATC AMBASSADORS HAVE GENEROUSLY CONTRIBUTED OVER 1,500 HOURS OF THEIR TIME THIS YEAR ALONE. THEIR DEDICATION AND COMMITMENT ARE TRULY COMMENDABLE.**

**WHEN ENCOUNTERING THE REMARKABLE INDIVIDUALS LISTED BELOW WITHIN YOUR PROPERTIES OR AT A HATC EVENT, PLEASE TAKE A MOMENT TO EXTEND YOUR CONGRATULATIONS FOR THEIR OUTSTANDING ACHIEVEMENTS. FEEL FREE TO ENGAGE THEM IN DISCUSSIONS ABOUT HOW THEY'VE UTILIZED THEIR MEMBERSHIP CONNECTIONS TO ELEVATE THEIR BUSINESSES.**

### YOUR 2023 HATC AMBASSADORS

**SUSAN ALLEN  
DREW HAYDEN  
DARRIN BARTON  
REDA KOLTA  
ROSE BEWLEY  
CAROLINE LEE  
CHRIS BLAKLEY**

**JILLIAN LEHMANN  
RICHARD BOOTH  
BARRY LEWIS  
JUSTIN BRINKMAN  
JESSICA MATHIS  
SANDRA BURNS  
JULIA MOYE  
BARBARA CABELLO  
LESLIE NEWTON-GACKLE  
FRANCO CARBAJAL**

**TRACY NGUYEN  
KACIE CHAPPELL  
TARYN NOTTAGE  
CHRIS COBB  
HEATHER REED  
JIM DAVOLI  
SUZANNE SANFORD  
CARRIE DENTON**

**CARISSA TAYLOR  
TERRI ELORREAGA  
JIM TORTORICI  
ZAC FORD  
ASHLEY TRIMBLE  
TROY GRAVES  
JED WAGENKNECHT  
DREW HAYDEN  
MARY WELCH  
JOHN YEUNG**



# TRENDS

FORECAST & TRENDS INTO 2024



**SEPTEMBER 14**  
11:30AM – 1:30PM



**PART 2**

2024

# FORECAST

## AND TRENDS

*with*

**KATHLEEN DONAHUE, HVS**

**\$45 MEMBERS**

**\$65 GUESTS**

*all no shows will be billed*



OMNI FORT WORTH HOTEL : 1300 Houston St. : Fort Worth, TX 76102

13785 TX-19, CANTON, TX 75103



*This space is reserved for you!*

# ADVERTISE WITH HATC



# ALLIED TRADESHOW

NETWORKING & LEARNING AMONG PEERS

**Legislative Update  
& Allied Member  
Showcase**

WEDNESDAY

**18  
OCT**

WITH SCOTT JOSLOVE

Be the first to see the brand new  
Crescent Hotel Fort Worth

Allied Member Showcase  
\$500 plus prize donation

Guest \$65  
Member \$45

THE CRESCENT HOTEL FORT WORTH : 3300 CAMP BOWIE BLVD : FORT WORTH, TX 76107

property tours will be given after the event



*This space is reserved for you!*

**ADVERTISE WITH HATC**



# HOLIDAY AWARDS LUNCHEON

RECOGNIZING THE 2023 INDUSTRY STARS

peace. love.  
hospitality.

ANNUAL AWARDS LUNCHEON

\$45 Members | \$65 Guests  
all no-shows will be billed

 11:30AM - 1PM

 14 DECEMBER 2023

 The Worthington Renaissance  
Fort Worth Hotel  
200 Main Street | Fort Worth TX 76102



SPONSORED BY  
**Versacor**  
MANAGED PEST SOLUTIONS



*This space is reserved for you!*  
**ADVERTISE WITH HATC**

FOOD | GAMING | MUSIC | AND ALL DAT VOODOO

# LAISSEZ LE BON TEMPS ROULER

*Casino Night*

## *King Cake* \$3000

- 20 SOLO TICKETS
- 2 RESERVED TABLES
- 6 BOTTLES OF WINE (3 ON EACH TABLE)
- 50,000 CASINO GAMING LOGO RECOGNITION
- WEBSITE AD FOR 3 MONTHS
- RESERVED BLACKJACK TABLE

## *Mardi Gras* \$1000

- ONE GUEST ROOM FOR THE NIGHT OF THE EVENT
- 2 SOLO TICKETS
- 6 DRINK TICKETS
- LOGO RECOGNITION

## *Fat Tuesday* \$1500

- 10 SOLO TICKETS
- 1 RESERVED TABLE
- 10,000 CASINO GAMING LOGO RECOGNITION

*let the  
good times roll*

11.11.23



## *Solo Ticket* \$200

- ADMISSION
- DINNER
- 1,000 CASINO GAMING

*80 Years*  
SINCE 1933  
**HATC**  
HOTEL ASSOCIATION of TARRANT COUNTY

SLEEPING ROOMS \$109  
GROUP CUTOFF  
10.11.23

SPONSORED BY

**MASSEY**  
Commercial Services®

WESTIN SOUTHLAKE | 1200 EAST STATE HWY 114 | SOUTHLAKE, TX 76092