

## PRESIDENT'S CORNER



Dear HATC Members,

As I begin the fourth 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 38 years (34 in Tarrant County) is the opportunity to be involved with my fellow hoteliers to face the challenges of today in 2022. Those challenges and situations are much different than I first dealt with back when employment was high, and it was hard to get a good job. Hotels could be selective with their hiring in 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. I'm happy to share with you that our HR Hospitality Council recently met in Arlington to discuss the labor market. This group of dynamic HR Leaders are discussing cutting edge techniques in their field. If your Human Resources Director would like to be more engaged and hone their recruitment skills, I encourage you to reach out to our Executive Director Julie Faver-Dylla. The partnership that our Association has formed with Workforce Solutions for Tarrant County is invaluable and should be utilized by every HATC hotel property. We are continuously searching for new ways to drive and educate people on the hotel industry to help you fill open positions at your hotels.

None of our Board Members, HATC Staff or myself 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 industry has never wavered. At its core is the passion in wanting to serve guests every day. Just as our guests expect more from us, we have the same high demands of ourselves and the leadership at HATC to serve 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 2022.

Nancy Sorrells,

A handwritten signature in cursive script that reads "Nancy Sorrells".

2022 HATC President  
General Manager, Sheraton Arlington Hotel

FALL 2022

INFORMER

HOTEL ASSOCIATION OF TARRANT COUNTY

# LEGISLATIVE UPDATE & MEET THE CANDIDATE

THURSDAY, SEPTEMBER 8 - 11:30 AM

Join HATC and learn about Candidate Tim O'Hare's platform for Tarrant County as well as the always informative update from TH&LA General Counsel, Justin Bragiel.

**\$45 MEMBERS \$55 GUESTS**  
ALL NO SHOWS WILL BE BILLED



TARRANT COUNTY JUDGE CANDIDATE  
**TIM O'HARE**

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# 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 association for 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. Please help us congratulate our 2022 HATC Ambassadors on a job well done when you next see them.

- |   |   |
|---|---|
| Susan Allen - Mr. Restore   | Barry Lewis - Lewis Marketing Partners                                  |
| Nick Almendarez - Gaylord Hotels  | Daniel Luna - SpringHill Suites Stockyards                              |
| Darrin Barton - LINKS Luxury Linen  | Jessica Mathis - Home 2 Cultural District                               |
| Rose Bewley - Yellow Cab/<br>Go! Yellow Checker Shuttle                       | Julia Moye - Courtyard by Marriott Stockyards<br>& Hampton Inn Burleson |
| Chris Blakley - Versacor  | Briel O'Shields - Crimson Construction                                  |
| Justin Brinkman - Securitas Security Services, Inc.                           | Tyler Otto - Restoration Solutions                                      |
| Neel Burden - Mooring Restoration   | Jenni Rosales - First On Site   |
| Sandra Burns - Courtyard by Marriott Blackstone                               | Suzanne Sanford - Roadrunner Charters                                   |
| Steve Byrd - Versacor   | Dean Siegel - Ascent Building Services                                  |
| Chris Cobb - SPSD Landscaping   | Jerod Todd - TRC Restoration  |
| Carrie Denton - Hotel Drover  | Jeremy Toney - Mooring Restoration                                      |
| Christy Earley - Apex Surface Care  | Courtney Towson - Sheraton Fort Worth                                   |
| Terri Elorreaga - Courtyard Arlington South/<br>Residence Inn Arlington South | Jed Wagenknecht - Courtyard Blackstone                                  |
|   | Kim Williams - University of North Texas                                |

## NOMINATE NOW! 2023 BOARD OF DIRECTORS SLATE

Now is the time for us to begin the nominating process for the 2023 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](mailto:julie@tarrantcountyhotel.com). All nominations must be received by October 1, 2022.**

an Evening in

# OLD VEGAS

with HATC

*Nov 5*

2022 CASINO NIGHT

1 NIGHT ONLY

*7:00pm*

IT WAS A TIME WHEN  
OL' BLUE EYES & THE KING  
OF ROCK 'N ROLL REIGNED SUPREME.  
IT WAS MARQUEE LIGHTS  
AND ALL NIGHTS.  
IT WAS OLD VEGAS.  
WHAT HAPPENED THERE...STAYED THERE.  
TONIGHT...WE GO BACK.

*Headliner*  
**MASSEY**  
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## THE JACKPOT

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*

## FULL HOUSE

ONE GUEST ROOM AT THE HOTEL  
FOR THE NIGHT OF THE EVENT  
2 ADMISSION TICKETS  
8 DRINK TICKETS  
LOGO RECOGNITION  
WEBSITE AD FOR 3 MONTHS

*\$1000*

## TOP PAIR

INCLUDES 8 INDIVIDUAL  
DINNER TICKETS  
(1) RESERVED TABLE  
\$8,000 IN CASINO GAMING  
LOGO RECOGNITION

*\$800*

## SINGLE TICKET

INCLUDES EVENT ADMISSION,  
DINNER & \$1,000  
IN CASINO GAMING

*\$125*

HILTON DFW LAKES