

GCHA CALENDAR

10:45 Board meeting
 11:30 Social
 12:00 noon Program

Thursday, May 25

Location: Hilton Garden Inn Airport
 238 NC Hwy 68 South, Greensboro
Speaker: Heather Schneck, Goodwill Industries
Allied Member Spotlight: Tar Heel Basement Systems

Thursday, June 22

Location: Greensboro-High Point Airport Marriott
 One Marriott Drive, Greensboro
Speaker: Tom Conley, High Point Market Authority
Allied Member Spotlight: Available

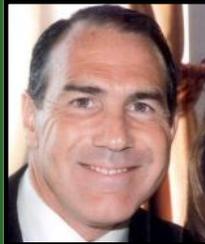
Thursday, July 27

Location: Greensboro Marriott Downtown
 304 North Greene Street, Greensboro
Allied Member Showcase

LUNCHEON INFORMATION

\$20 per person - Advance
 Registration Required
 Email Holly Smart at
 hsmart@guilfordhotel.org to
 register.

LETTER FROM THE PRESIDENT



Greetings Members!

All of us who spend our days providing hospitality for travelers know the enjoyment and value of reversing roles once in a while to become guests instead of hosts. I have colleagues who have a hard time letting go of their critical eye when on vacation, and probably spend too much time and energy inspecting and judging their accommodations—I actually welcome the opportunity to leave the hotel manager role behind and am seldom overly critical of my experience in somebody else’s place. I am genuinely happy to be detached from this daily responsibility and so it takes an extreme set of circumstances to either trigger a complaint or to earn my praise.

Last week, my wife and I were very fortunate to spend three days in Louisville, Kentucky, to attend the 143rd Kentucky Derby and to complete the Kentucky Bourbon Trail pilgrimage we had begun a year earlier. She arranged the entire trip as my birthday present and thought through every detail, from our color-coordinated Derby outfits to our accommodations at a Fairfield Inn in Elizabethtown, about 40 minutes south of Louisville. Many things about our three day experience made a lasting impression. Let’s begin with the sheer beauty of the state of Kentucky. Driving east to west from the West Virginia border to Louisville, the Appalachian ridges and rolling hills are lush with fifty shades of green—from the sentinel stands of Chestnut Oak, American Elm, Tulip Poplar and Eastern Hemlock of the Daniel Boone National Forest to the waves of Tall Fescue and Kentucky Bluegrass that blanket horse country between Lexington and Louisville. Next, there is the Derby itself. Steeped in tradition, it is one of the few remaining events—along with the symphony—for which everyone willingly dresses up. A continuous sea of revelers forming currents that swirl from the Mint Julep bars to the bratwurst and lobster roll stands to the wagering windows to the infield and grandstand, it is a bit like an Ivy League fraternity social on steroids. Aside from the pricy entry fees and hotel tabs, these people spend some big dough—\$24 million in wagers on Derby day alone! Then, there are the outfits—imagine 160,000 people all thinking they are in a fashion show. That’s a ton of seersucker, bowties, fascinator hats, spring pastels, tailored suits, tight dresses, high-heeled shoes and saddle bucks—now think Easter Sunday on steroids!



CONTINUED ON PAGE 2



SCENES FROM THE APRIL MEETING

LETTER FROM THE PRESIDENT (CONTINUED)

Whether you love horses or not, you would find it impossible to deny the incredible physical beauty and speed of the thoroughbreds running for the roses at Churchill Downs. With gray skies, cool temperatures, and a steady rain on day one, the horseracing could be described as muddy thunder, with more than a few long shots surprising the field, making betting all the more unpredictable. Oh, and most of that high fashion ended up covered in Walmart-grade ponchos throughout the day! Although there are multiple races run each day, the Derby itself is executed with much fanfare on day two, when the sun decided to break through the clouds and grace the hallowed ground of this quintessential equestrian affair. The LSU marching band led the crowd's singing, playing "My Old Kentucky Home", followed by Harry Connick Jr. crooning the Star Spangled Banner. The garland of 554 ruby red roses was escorted to the winner's circle by a detail of US sailors, the trumpet was blown, and the "most exciting two minutes in sports" began—and ended—in two minutes. You could feel the electricity in the stands as hats flew off heads, Julep glasses slipped off benches smashing below, and pulsing spectators cheered favorite "Always Dreaming" and his jockey John Velasquez across the finish line.

But of all the sights and sounds and flavors that impressed me on our trip, and I do not have the space to talk about our visits to the Jim Beam urban tasting room in Louisville or the Maker's Mark distillery in Loretto, the one thing that stood above all else, and was in fact preeminent everywhere we went, was how outwardly friendly and welcoming the people of Kentucky were! Whether our interaction was with the attendant at the gas station, the parishioners at the local Catholic church, the desk clerk at the Fairfield, the server at Doc Crow's Southern Smokehouse and Raw Bar, the National Guard soldier working security at the Derby, or the local folks in line at the Kroger, everyone seemed to embrace this annual event with pride and personal excitement, going out of their way to ensure that we were enjoying our time in their state and their town. Despite the additional traffic, lines, and, this year, soggy wet weather, not a soul was dampened by the significant interruption to their normal routine and daily life. And this was the epiphany for me – how extremely important it is for our community to similarly embrace our big events—Furniture Market in High Point, the ACC Tournaments in Greensboro. Sometimes I think we take for granted that we are exceptional hosts, but until you experience the kind of genuine hospitality we enjoyed in Kentucky, the tremendous impact it has on our guests can get lost. I am grateful that we are known for our service culture in Guilford County, and want to remind everyone how important it is that we continue to elevate our game each and every time we step to the plate, both as hoteliers and local citizens.

Yours in Hospitality,

Mike Reynolds
GCHA President



Far Right, Top: Bob Marino of Triad Lanes with Tyler Lowe of McNeely Pest Control.



Above: Alex Rosser of the Piedmont Triad Airport Authority informed luncheon attendees about new and upcoming developments at the airport.

Far Right, Bottom: Susan Cortright of the Hampton Inn & Suites Coliseum Area with Jerone Walston of Best Western Windsor Suites.



GCHA MEETING MINUTES



GCHA Outing with the Greensboro Grasshoppers

Thursday, June 8, 2017

Pregame picnic at GMA beginning at 5:30pm
Game Time: 7:00 pm

This year's outing will be held in partnership with GMA. Your ticket will include a pregame cookout by Culinary Visions and group seating to watch the Greensboro Grasshoppers take on the Hagerstown Suns!

Tickets are only \$12 per person

Children 4 & under do not require a ticket, but will not receive a seat at the game. To register children for the picnic only, please call (336) 378-6465.

Order your tickets by Monday, June 5th by calling (336) 378-6465, online at secure.mygma.org/payments, or by completing the attached form.

Welcome New Member

Daly Seven, Inc.

4829 Riverside Drive
Danville, VA 24541

Phone: (434) 822-2161

Web: www.dalyseven.com

Contact: Dawn Williams

- WALK to WIN -
Against Hunger

On the PTI Airport Runway
SATURDAY, JUNE 3rd

PTI 5k/10k
Runway

5K Walk and 5K/10K Run
Sign up at ptirun.com
Proceeds Will Fight Hunger In The Triad

Presented By:

Allied Member Spotlight Tar Heel Basement Systems

Tar Heel Basement Systems, is the region's leader in basement waterproofing, crawl space encapsulation, foundation repair and concrete leveling.

Does your hotel's sidewalk, walkway, concrete steps or patio have problem areas where sunken concrete has caused uneven surfaces and tripping hazards to form? It's a very noticeable problem that can grow into a major liability concern for local businesses. Tar Heel Basement Systems provides a simple solution that eliminates your property's trip hazard without disrupting your guests.



Contact: Jaimie Hooker
Phone: (336) 464-9725
tarheelbasementsystems.com

2017 GCHA Wage Survey

All GCHA member hotels will soon receive our 2017 Wage Survey via email. We strongly encourage you to take a few minutes to complete this anonymous survey to help us provide you with a comprehensive picture of industry wages in our area. Results on wage data will be distributed to all member hotels by the end of June. If you have any questions or encounter any problems while taking the survey, please call the GCHA office at (336) 378-6465.

Allied Member Showcase

Thursday, July 27th
Greensboro Marriott Downtown

Free for all Allied Members to participate...includes 6' display table and 30-second commercial at the meeting. Watch your GCHA mail and email for details on the event and how to register for this opportunity to promote your business to your colleagues in the hospitality industry.

Save the Date

Bowling for Beds—Friday, August 25
Triad Lanes

More details coming soon!

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