

GCHA CALENDAR

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

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

*Attend FREE courtesy of the
 Greensboro CVB*

August—No Meeting

Thursday, September 12

Location: Spare Time Entertainment
 5502 Hornaday Road, Greensboro

Speaker: Mike Mills, NC Department
 of Transportation

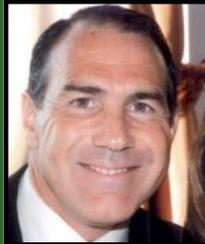
Allied Member Spotlight: Triad
 Rewards

LUNCHEON INFORMATION

**\$20 per person - Advance
 Registration Required**

**Email Holly Smart at
 hsmart@guilfordhotel.org to
 register.**

LETTER FROM THE PRESIDENT



*G*reetings Members!

Like most of us, I spend a lot of time in my vehicle, driving to and from work, running errands around town, or taking business and family trips out of town. I have to admit, I have a love/hate relationship with the driving experience these days. One thing always strikes me when I drive to a place like Washington, DC—as was the case last week—one of the real benefits of living in the Triad is the relative lack of traffic volume and road construction compared to major metropolitan areas like Atlanta, DC, or even Raleigh.

This is not to say that there are no annoyances related to the local driving scene. For the most part, I enjoy driving – I am fortunate to own a nice car with working AC, cruise control, and XM radio – the top three comfort essentials on my list, especially with the recent addition of the “Beatles Channel” along with “Outlaw Country” and “BB King’s Bluesville”. I consider myself an efficient driver. Some would translate this to “fast driver,” but I have a genetic predisposition – namely, you can take the driver out of Massachusetts, but you can’t take the Massachusetts out of the driver. All “Masshole” references aside, I have little patience for inefficient drivers, and there’s a dense population of them out there. The worst are what I call “Carolina Floaters”, although you’ll find them in Virginia, Georgia, and across the US – there’s even a spattering in Massachusetts. They get on the highway and they follow the letter of the law when it comes to the speed limit. They also know that if they remain in the left lane, they’ll eliminate having to change lanes until their exit. The problem is that the majority of us drive between 5 and 10 miles an hour over the limit, mostly because we can and it gets us there faster. I am convinced these law-abiding floaters cause most interstate accidents as the rest of us dart between them and the semis in order to maintain cruise control speed. I have a message for them: The left lane is for passing and I don’t need a pace car or a vigilante to enforce the law! It takes an act of benevolence not to cut them off as I maneuver around and in front of them. When that does happen, I swear they exact their revenge on the byways and city streets where they take an eternity to slow down and gradually “float” from the driving lane into the turning lane. Speaking of speed, my rule of thumb is 9 miles over the limit, as I am certain that Johnny Law will not mind – until on that rare occasion he does, and then I have to pay \$200 plus for an attorney to reduce points and clear my efficient driver record – whereupon for several weeks afterward I drive in the left lane at exactly the speed limit...

CONTINUED ON PAGE 2



SCENES FROM THE MAY MEETING

LETTER FROM THE PRESIDENT (CONTINUED)

I consider myself a courteous driver, to a point. I consistently use my directionals, however I am convinced that the page from the Driver's Ed course book about the directional and its role in safety and courtesy was mercilessly torn out some time in the early 90's. Please use your directionals – they take the guess work out of how I am supposed to react to your car as I drive near it...really. While I am normally in the left lane passing other cars, I will always move to the right to allow a more efficient driver to pass me. However, courtesy tends to take a back seat when I encounter the antithesis of the Carolina Floater. Usually driving a high performance sedan or a late-model "Muscle Car", these frustrated Earnhardt wanna-be's are clearly the reason for reckless driving laws. I suspect they are suffering from separation anxiety from their "Need for Speed" video games, and they appear out of nowhere at 100 miles per hour and pass you on the right with a 3 inch clearance before you are able to even engage your directional-flicking finger. That's the one time I have to fight the road rage temptation and keep the other directional-flicking finger at bay.

Would somebody please explain to truck drivers that it is virtually impossible to pass anything up a hill? Not even a scooter. Having said that, I believe truck drivers are among the most courteous drivers on the road. Don't you love it when two semis drive neck and neck prior to a lane closure to force cars attempting to merge at the last possible moment into submission, allowing everyone who has already merged to feel good about being courteous? Now those are vigilantes I can live with!

Freedom of expression is alive and well on the roads these days! After all, where else besides social media can an individual advertise, promote, and market their views to a lot of other people on anything from politics to religion to raising stick figure children than on the roads and highways of America? I am guilty – one glance at my old Jeep and you'd know I like Boston sports teams, the Dave Matthews Band, and outdoor activities, and that I have an obsession with fly fishing – I simply haven't gotten around to tattooing my new vehicle yet. Here are a few observations on what the rest of the world is promoting: Do you ever wonder why it is important for us to know there is a Baby On Board? Probably a big part of it is parent pride, but I suspect that it is also a cautionary message to other drivers to make an extra effort not to collide with these infant-toters. Come on, is a baby's life really more valuable than anybody else? Perhaps – I mean have you ever seen a Mass Murderer On Board decal on a car window? For those who would rather be sailing, golfing, scuba diving, or texting, the rest of us prefer that you concentrate on just driving, since you are currently behind the wheel and in front of us.

I look forward to seeing everyone at our next lunch meeting – until then, try to drive courteously, safely and efficiently.

Yours in Hospitality,

Mike Reynolds
GCHA President



GCHA MEETING MINUTES



GCHA Membership

Is property down the street from you active in GCHA? Help your colleagues stay in touch with their industry and pass along information about GCHA. Share why you're a member. Invite them to visit the July luncheon meeting to see for themselves (*It's Free*), or direct them to our website at guilfordhotel.org to find out more about the Association.

Also consider inviting your vendors and other contacts to research joining as an allied member. There's no better way for suppliers to stay keyed in to the hospitality industry in our area.

Not sure if a certain company is a member? Check our online membership directory at guilfordhotel.org or call the GCHA office at (336) 378-6465. Membership information can be found online, and staff is happy to forward a membership packet to any prospective member.

Allied Member Showcase

Attention Allied Members: It's time for our 2017 GCHA Allied Member Showcase. It's FREE to participate and all participating members will receive:

- a 6-foot display table
- the opportunity to provide a door prize
- the opportunity to present a 30-second commercial during the luncheon
- Listing in the participant guide

Date: Thursday, July 27

Location: Greensboro Marriott Downtown

Showcase Time: 11:30am - 12:15pm

Setup beginning at 10:30am

Luncheon Time: 12:15 - 1:15pm

Don't miss this opportunity to show off what you can do for the hospitality industry! Complete and return the attached form to the GCHA office by Thursday, July 20.

Even better, all GCHA members and all local hoteliers are invited to attend FREE courtesy of the Greensboro Area CVB!

greensboro
●●●●● NORTH CAROLINA
Convention & Visitors Bureau

2017 GCHA Wage Survey

All GCHA member hotels should have received 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 July. If you have any questions or encounter any problems while taking the survey, please call the GCHA office at (336) 378-6465.

Bowling for beds *Friday, August 26*
6:00 - 9:00 pm
Triad Lanes
21 Oak Branch Drive,
Greensboro

All proceeds benefit The Barnabas Network Providing beds, furniture and other home goods to families in need. Bowl on a team of five, including Family, Friends and Coworkers!

Each team must raise \$275 ~ Only \$55 per bowler ~ to participate. Includes T-shirt to decorate for the Crazy T-Shirt Contest!

All Skill Levels Welcome! Earn great prizes for raising money.

Individuals may participate for a \$55 donation and will be placed on a team.

Open to all GCHA members and their guests. Prizes awarded to the individual and team who raise the most money.

Questions??? Contact GCHA at (336) 378-6465 or hsmart@guilfordhotel.org.



Mike Reynolds throws the first pitch at GCHA's Night at the Greensboro Grasshoppers on Thursday, June 8th.

2017 GCHA BOARD OF DIRECTORS

Mike Reynolds

Courtyard by Marriott Greensboro
(336) 294-3800
President

Ann Allen

Airport Marriott
(336) 852-6450
Secretary

Karen Grissom

Hampton Inn & Suites, Coliseum
(336) 553-1818
Vice President

Joe Varipapa

Radisson High Point
(336) 889-8888

Tony Villier

Proximity Hotel
(336) 544-9601

Tiffany Reynolds

UNCG
(336) 884-2188

Mijan Sarwar

Sheraton Greensboro
(336) 292-9161

Shannon Stewart-Hill

BPR Properties
(336) 294-2353

Cliff Greene

Wingate by Wyndham GSO
(336) 854-8610

Kevin Raper

Holiday Inn Coliseum
(336) 294-4565

Ex-Officio Board Members

Henri Fourrier

Greensboro CVB
(336) 274-2282

Melody Burnett

High Point CVB
(336) 884-5255

GCHA Office

Michelle Bolick

Executive Director
(336) 378-6465

Holly Smart

Assistant Director
(336) 378-6465



EVENT SERVICES

336.292.9700
4238 Piedmont Parkway
Greensboro, NC 27410

*Event Staging & Production
Audio Visual Equipment Rental
Computer Equipment Rental
DVD/CD Duplication*



ON...the leading provider of in-house and supplemental audio visual services for hotels, event facilities and convention centers nationwide.

www.oneventservices.com

greensboro
NORTH CAROLINA
meet in the center of it all.

- Over 16,000 area hotel rooms
- One of the Southeast's largest convention centers
- 23,500-seat coliseum
- More than 500 restaurants
- Easy access from 3 major Interstates

**S
H
O
R
T
S
H
E
E
T
S
P
O
N
S
O
R
S**

PO Box 26140, Greensboro, NC 27402
(336) 378-6465 (office) (336) 378-6272 (fax) www.guilfordhotel.org