



THE SUITE NEWS

OFFICIAL NEWSLETTER OF THE SALT LAKE VALLEY LODGING ASSOCIATION

SALT LAKE VALLEY LODGING ASSOCIATION NEW BOARD OF DIRECTORS

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DIRECTOR'S MESSAGE

By Wayne Jones - SLVLA Director



How well do you know the association? What is its mission statement? How can you get your return on your investment? How can you effectively give direction to your industry? What is the future for the lodging industry? I am often asked these questions over and over. Many don't understand what we do or what we are about. This issue highlights the answers to these questions.

The Salt Lake Valley Lodging Association is moving forward with great strides. Thanks to all the general managers and others who attended our September Membership Reception. We are very excited about how involved everyone wants to be.

Your board of directors has spent many hours meeting together and calling potential members asking for your support and how they can have your input to give them direction. Most issues we have addressed have been because you have called and voiced your concerns over issues and have offered solutions to those issues.

Membership in any organization is based on understanding what can be accomplished together and discussing solutions. If you want something to be done, you voice your support and get involved. If you don't like something, you more than ever need to voice your opinion

DIRECTOR Continued on next page

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and offer up solutions. Membership is an investment in your industry. How much do you want or need to invest. The needed amount is very minor. Dues investment is set at \$4 dollars per room annually. If you have 100 rooms, your dues are \$400 per year. That equates to you putting us on your payroll for about 19 cents an hour. It may sound simple but it is just that simple. It's a simple investment into your future and an inexpensive way of having someone look out for your interests as an industry.

What do any associations offer? They offer a return on investment. How you say? **Learn** about how to comply with the laws so you can be in compliance. **Experience** the opportunity to interact with others in the industry. **Get** the discounts that save you time and money in running your business. **Discover** new and powerful programs available to you to make you more money. **Earn** the benefits of having someone represent you and your industry. **Enjoy** the opportunities that the industry affords all of us in a free enterprise system that allows us to make these choices. Don't be someone who wants to have the milk but not pay for the cow.

Many opportunities are going to come shortly that will only be available through the association. As we develop new and exciting programs, you will want to be a member and be able to enjoy the benefits we offer. Members of the association will have the first opportunity to enjoy the benefits of membership. Consider this quote. Ten two letter words describe the future and your industry

"If It Is To Be... It Is Up To Me.

Make your choice and invest in your future today. ▶

ON THE HILL & IN THE HALLS

Each month at the Capitol, the legislature meets in meeting called Interim Study. These committee meetings focus on issues that the legislature needs to discuss when there is not enough time during the session. As a result of these committee meeting issues may end up as a bill or may never be considered. Our association monitors these committees and reports on what direction they are moving. As of this printing there is nothing that has moved to the top for discussion.

At the last meeting the travel industry gave an excellent presentation on how the State is marketing Utah and getting more tourists to come to Utah. They produced several very professional videos and commercials that are

used in selling Utah as a great destination. Much of the focus of this presentation was focused on skiing because of the time of year. The legislative committee was very pleased with the presentation and made comments that our investment into tourism was being well spent.

No new news has come about the status of ReAl soccer an the stadium being built. The last word we received was that the county had its work cut out in determining how to make the project work and how the funds were going to be raised and used for the project. We expect more to come as time goes by.

We will be on Capitol Hill and in the halls of County government to represent our industry. It is important when we are asked as

to who we represent, that we have a good response. We don't want to say, "Every hotel and lodging establishment is a member, its just some of them pay for membership and some don't." We need everyone to invest in their industry.

Thanks to the many members who have taken an active role in helping represent our industry on some of these issues. It is always a benefit to have members be actively involved in the process. ▶



COMMUNICATION IS KEY TO YOUR SUCCESS



Do you want to be successful in your business and in your association? The same rules apply for both. The answer is simple, COMMUNICATION.

We have been told this thousands of times, but do we always do the best possible job we can at this? We all have room to improve on this. The Salt Lake Valley Lodging Association (SLVLA) is no exception and we know that for members to get the most out of this association they should expect great communication.

What is the SLVLA doing to communicate with its members and non-members alike? We know all members are not the same so we have developed a plan to let everyone know what is happening in this great association. We have worked to put together a number of different types of communication to help each

member know and communicate in the SLVLA.

- **Suite News – Quarterly Publication of the Association**
- **Email Campaigns – Sent out for immediate & current information.**
- **Phone – Regular phone calls from an association representative**
- **Personal Visits – An association representative that can come to you**
- **www.SaltLakeValleyLodging.com – 24/7 Access to Association Information**
- **Member Meetings – Held on a regular basis & allow for industry networking**

As with any association, the more someone is involved and communicates the more someone can get out of it. The Salt Lake Valley Lodging Association encourages you to take the time

and read the communications that come from the association. This will keep you updated on all issues we are currently facing.

The Suite News sent out quarterly, is the official newsletter of the Salt Lake Valley Lodging Association and is there to inform members of many items pertinent to the industry. The association, in this publication, will introduce new programs, review legislative issues, and give general business information to make your business better. In order to get this newsletter out quickly, we will also distribute it through email as well.

The industry is changing daily and because it is, the association has developed a website to meet the 24/7 access needs of its members and nonmembers. Information on the web includes membership information, membership application, a current calendar of event, our current issue of Suite News as well as archived issues, information on legislation, vendors and allied partners, and how you can contact the Salt Lake Valley Lodging Association staff. We encourage you to take a look at the website on a regular basis and know what is happening in your industry. If you have suggestions of what you would like to have included on the web or in future issues of Suite News, please let us know.

Remember that communication is key; sticking together will make it all a success. Individually we struggle to be heard ... Collectively we cannot be ignored. ▀

GET IT TOGETHER

The association has set a schedule for the coming year. The Board of Directors discussed at length how often we should meet. Because everyone has high demands on their time, they decided to meet quarterly. A schedule of meetings is listed so you can reserve the dates and be able to attend.

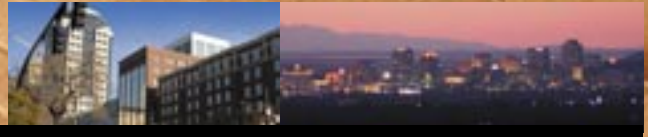
Meeting together is important for everyone. Not only do we get to know each other better, but we

are able to interact and network ideas. Be sharing ideas and talking through issues we are able to solve problems we have in our business. Maybe you are trying to solve an employee problem and by discussing employee issues at the meeting, you were able to solve your problem. Maybe you were able to help someone else in the industry.

Our meeting will also be focused on education issues including

management, communications, compliance and many other subjects. It is important that you share with us what subjects you would like to have available to you and your staff. Remember that if you cannot attend a meeting, it is okay to send someone else to represent you. You will find that this association will be focusing on your needs as you participate and help us focus on what is important. ▶

CALENDAR OF EVENTS ..



ANNUAL MEETING
NOVEMBER 8, 2006
THE AIRPORT HILTON

MEMBER MEETING
FEBRUARY 8, 2007
AIRPORT RADISSON

MEMBER MEETING
MAY 8, 2007
SNOWBIRD



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