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2011 MEETINGS

There is no December meeting. Happy Holidays!

Save the Date!
 January 12, 2011 Luncheon
 at the Wigwam Resort



The 2011 schedule is now available at www.vhra.net.

To sponsor a luncheon, please contact Whitney Clark at: 602-375-2996

Dear Members,

The approach of a year's end generally represents a time of reflection and planning for the future. That said, I doubt most of us will want to reflect too long on the events of this past year. So while I won't dwell on all of the issues and challenges our local industry has, and continues to face, I will say that we can all be happy that we have faced what is likely to be the biggest downturn in our lodging industry's history and there appears to be a glimmering light at the end of the tunnel. I emphasize glimmering.



I get a sense that most of you are now cautiously optimistic that 2011 could represent the start of that market rebound we have all been waiting for. There is reason for some optimism. Demand growth continues to be present demonstrating a growing confidence in the economy and, hopefully a sign that political rhetoric no longer overshadows the destination appeal this market has to offer. However, I offer up additional reason: value. It is hard to imagine a time when this market has been available at the value it is today, and while providing value can clearly drive consumer interest, we have past the point of diminishing return for the industry .

We all hope that our elected officials, many of them new to their posts, will consider the economic impacts of their decisions going forward. However, as an industry, we must also learn from our past mistakes. Remembering the aftermath of 9/11 and the time it took to regain stability and industry growth, it's important to recognize the dangerous precedent of panic selling and understand how that will continue to impede our market's ability to recover at the pace of other major markets across the country. Bottom line is we have essentially trained our customers to expect more while paying less.

Waiting for increased demand to solve the problem through compression is not the solution. While building demand is clearly important, reestablishing industry profitability will not happen without a concerted, unified effort by the industry itself to address rate integrity. Even with a unified effort, regaining stability and profitability will take time, without such effort it may never happen. If nothing else, the recent challenges have forced us to take stock in how we operate our business and how we market our properties and this destination as a whole. There is a saying that with adversity comes opportunity. All the tools are in place to come out of this even stronger. After all, our destination appeal, product offering and service standards have never been better. Unification is the key to our recovery. How is that for a goal in 2011?

Finally, it has been my pleasure to serve as chairman of VH&RA over the past year and you can be confident that as we enter 2011, the Board of Directors and staff of VH&RA will be here on your behalf to keep you informed and to assist you in dealing with new industry issues/challenges as they arise. We faced a trying year in 2010 and I would like to personally thank Debbie Johnson, and her entire staff at VH&RA and AzHLA. We can all be proud of their efforts.

Wishing all of you a happy and safe holiday season.

Sincerely,
 Robert Hayward
 Chair, Valley Hotel & Resort Association

14th Annual Media Reception Was Record-Breaking!

Thursday, October 21st at the Arizona Biltmore

This year's Media Reception broke attendance records and received glowing praise from both media and VH&RA members. With the Valley's highest caliber media in the room to experience our industry's best cuisine and network with tourism professionals, there is no better opportunity to build peer and media relationships. Special thanks to the Events Committee who volunteered time and sweat equity for this stellar evening. The event was at peak capacity for both culinary participants and members, so be sure to sign up early next year!



The "Frontdoors" media team bonded with Chef Lee Hillson of Royal Palms.



We were at maximum capacity . We need a bigger room!



Fox 10's Linda Williams and Ch. 3's Britany Shipp networked with Joseph Valdez from Lavidge PR.



Dazzling displays of culinary artistry were abundant.



All of our participating chefs were feeling the love.

Special Thanks to our 2010 Media Reception Culinary Participants

Frank & Albert's ~ Arizona Biltmore
Arizona Grand Resort
The Buttes, A Marriott Resort
Doubletree Paradise Valley Resort
Bourbon Steak/La Hacienda ~ Fairmont Scottsdale
Talavera ~ Four Seasons Resort Scottsdale at Troon North
LON's ~ The Hermosa Inn
Compass Room ~ Hyatt Regency Phoenix

Prado ~ Intercontinental Montelucia Resort & Spa
Different Pointe of View ~ Pointe Hilton Tapatio Cliffs
Cook's ~ Royal Palms Resort and Spa
District ~ Sheraton Phoenix Downtown Hotel
Kai ~ Sheraton Wild Horse Pass Resort & Spa
Cholla/Orange Sky ~ Talking Stick Resort & Spa
Westin Kierland Resort & Spa
Wigwam Resort & Spa

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Thanks To Our 2010 Media Reception Sponsors and Events Committee Members!

■ *Sponsors:*

- Phoenix Sky Harbor Airport
- American Valet
- Rainforest Plumbing

■ *Events Committee*

- Kathy Griffiths
 - Markie Rhodes
 - Jim Champlin
 - Kim King
 - Linda Zamora
-

November Luncheon Wrap-Up

November 17, 2010
Tempe Mission Palms



Jobing.Com staff with featured speaker Arte Nathan.

The November luncheon at Tempe Mission Palms was the annual partner event with VH&RA and the Hotel Human Resources Association (HHRA) and featured a special speaker thanks to the sponsorship of Jobing.com.

Arte Nathan, Former Chief Human Resource Officer at Wynn Resorts, shared personal successes and failures with the room and provided tips on “getting back to the basics” of managing associates. His fun-filled presentation received rave reviews from attendees for the heartfelt message of “Momisms” that translate across cultural boundaries to hilarious hospitality management tales that had the room in stitches.

Thanks to Jobing.com for sponsoring this engaging and enlightening event and to the Tempe Mission Palms for the hosting the delicious lunch.

Be sure to mark your calendars for the 2011 lunch series, available at www.VHRA.net and we look forward to seeing you at the Wigwam Resort on January 12th where Jerry Colangelo is the featured speaker. To register, contact Whitney Clark at: WClark@vhra.net.



STUDENTS & TEACHERS LOVE CAREER DAY!

More than 200 junior and senior Maricopa County high school students embarked on the Doubletree Paradise Valley Resort for educational seminars about the many career opportunities in the hospitality and lodging industry.



A special thanks to our volunteers in the many different fields of our industry including Culinary, Human Resources, Sales & Marketing, Housekeeping, etc., who donated their valuable time to speak to the students and provide a glimpse of the day in a life of a hospitality professional.

Special thanks to Doug Heaton and his team at the Doubletree Paradise Valley Resort for hosting and showcasing our industry to these future employees.


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DON'T FORGET YOUR VH&RA DUES.

We hope that you value your membership in VH&RA and realize the benefits that the Association offers, but just in case, here are a few key reasons to renew:

- Stay up to date with Industry news and alerts.
- Monthly networking opportunities.
- Have your voice heard on political issues facing our industry.

For membership questions, please contact David Nance at: dnance@vhra.net or give him a call.

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