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JANUARY 2011 E-BULLETIN



LEGISLATIVE UPDATE



Governor's Proposed Budget Provides \$1 Million For AOT

On Friday, January 14th Governor Brewer issued her fiscal 2012 budget recommendations. The \$1.0 million appropriation for the Arizona Office of Tourism (AOT) against a private sector match sends a very disappointing message to the tourism and visitor industry. The proposed budget also continues to re-direct half of the Prop 302 funds for AOT

operations while maintaining Prop 202 funds (Indian Gaming) for AOT's marketing initiatives. That would be a total budget of approximately \$8 million - only a drop in the bucket compared to the tens of millions spent by our competitors. [Read More...](#)

Help Us in Becoming a SUPER PAC

When it comes to influencing legislation, the simple fact is: those who contribute most to candidates tend to have the most leverage in shaping policy. AzHLA does this through our Political Action Committee (PAC) fund. We have recently learned the parameters of becoming a SUPER PAC and we feel strongly that this is achievable and would significantly raise our industry's legislative influence as there are currently only 24 SUPER PACs in Arizona. In short, becoming a SUPER PAC simply requires a minimum \$10 donation from 500 people. This is an industry goal and includes participation and involvement from all of our partner organizations to ensure that it is easily achievable. If we want to have our voices heard at the Legislature, then we need to show that we're a power to be reckoned with and becoming a Super PAC goes a long way in that process. Please fill out this [FORM](#) today if you are able to assist us in meeting this important goal.

MONTHLY LUNCHEONS

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January Luncheon Featured Jerry Colangelo at The Wigwam Resort

VH&RA's January luncheon featured an insightful presentation by local sports guru and respected business leader, Jerry Colangelo. Mr. Colangelo updated the audience on the recent renovations and continued future progress of the Wigwam and provided great tips for the audience on motivating a team. He referenced several resources for staying focused including the "7 C's of Success":

1. We need a clear conception of what we want, a vivid vision, a goal or set of goals powerfully imagined.
2. We need a strong confidence that we can attain our goals.
3. We need a focused concentration on what it takes to reach our goal.
4. We need a stubborn consistency in pursuing our vision, a determined persistence in thought and action.
5. We need an emotional commitment to the importance of what we're doing, and to the people with whom we're doing it.
6. We need a good character to guide us and keep us on a proper cause.
7. We need a capacity to enjoy the process along the way.

VH&RA February Luncheon

February 9, 2011

11:30 a.m. - 1:30 p.m.

Hyatt Regency Phoenix

The Arizona Medical Marijuana Act creates many new challenges and obligations for employers. The law's prohibition on discrimination against cardholders creates a new protected classification of employees. Significantly, Arizona law now conflicts with federal law, which prohibits the use or possession of marijuana. We will discuss these and other issues created by the Act, as well as steps to prepare for the law's implementation this spring. We will also cover other significant developments, including recent changes to the Americans with Disabilities Act and developing importance of social media law. Register at www.VHRA.net.

MARK YOUR CALENDARS



ATA Unity Dinner

March 31, 2011 at the Westin Kierland Resort & Spa

Join the Arizona Tourism Alliance for the 7th Annual Unity Dinner honoring Arizona's Golf Industry. This special tribute to the positive impact the sport of golf has on our state will recognize The Thunderbirds, The Southwest PGA and the Tucson Conquistadores for their efforts to elevate Arizona's image as a premier golf destination. Visit www.AzTourismAlliance.com for more information.

VH&RA Annual Golf Tournament

May 10, 2011 at the Westin Kierland Golf Club

The VH&RA asks for your support and participation in the efforts to build a strong foundation so that we may create resources to fight the issues that lie ahead for the hotel industry, along with continuing our strong support of hospitality education and scholarships. To [sponsor](#) or participate, contact [Whitney Clark](#).



The 2011 Governor's Conference on Tourism

Planning is already underway for the 2011 Governor's Conference on Tourism being held July 13-15 at the Doubletree Paradise Valley Resort in Scottsdale. This annual event brings together the entire tourism and hospitality industry for the latest information on trends and best practices for success and also provides the perfect off-site setting for networking and idea-sharing with peers. Stay tuned for registration and additional content information.

Annual VH&RA Media Reception

October 20, 2011 at the Arizona Biltmore

Save the date for this highly anticipated annual event, which features 15 of the Valley's top resorts and attracts more than 150 of the Valley's top print, broadcast, radio and online media. Set in a fun and relaxing atmosphere this popular evening is ideal for networking and building relationships with media, elected officials and industry peers.

Sponsorship Opportunity

Be the featured sponsor for this e-newsletter! For only \$150, your business receives exclusive sponsorship and a direct link to your company or event. Opportunities for the quarterly printed newsletter are also available. Sign up today as these spaces fill quickly! For information or to reserve space, contact [Kristen Jarnagin](#).

MEMBER NEWS



DHS Offers AH&LA Members Free Webinar February 16, 2011, Noon

The Department of Homeland Security (DHS) is co-hosting a [free webinar](#) for AH&LA members: Protecting People & Property: Safeguarding Hotels from the Threat of Terrorism. A distinguished group of panelists will provide vital, up-to-date information on key terrorism topics with specific reference to recent events, as well as a high-level briefing on the current threat climate for the hotel industry; and specific, protective measures focusing on observing and reporting suspicious activity and items. This Webinar information will be crucial to assisting hotels in protecting their employees and guests.

Give Back to Tucson's First Responders

We are all proud and humbled by the amazing skill and dedication shown by Tucson's first responders during the recent tragedy targeting Congresswoman Gabrielle Giffords. Tucson Originals is requesting your help to give back to those brave first responders. Please consider donating a hotel, dining, spa, golf or other gift certificate to show our gratitude to these local heroes. Email Colette at TucsonOriginals@gmail.com to learn more.

WELCOME NEW MEMBERS

Delta Ultraviolet Corporation

Dean Sheppard
Email: dean@getwacd.com
Phone: 602-327-4237
Web: www.deltav.com

Resolute Commercial Services

Fred Pratt
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Phone: 480-529-5187
Web: www.resolutecommercial.com

VALLEY HOTEL & RESORT ASSOCIATION
1240 E. Missouri Avenue, Phoenix, AZ 85014
Phone: (602) 375-2996 • Fax: (602) 604-0769
www.vhra.net

