

SHMA

SPRINGFIELD HOTEL & MOTEL ASSOCIATION

INN-SIDER

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Dear SHMA Members,

Greetings to all!

I would like to thank all of you for your continued support of our organization.

As a native of this area, I started my hotel career in Springfield back in 1987, and have had ties to this organization ever since.

Having been actively involved on the board in various positions for the past several years, it was quite an honor and privilege to be elected president for 2008.

I have also been involved in hotel associations in Indiana and Georgia, and our association is by far the most active and influential. We have a real impact on our community and a unified voice in matters concerning our industry.

This year promises to be a year of challenges in our industry.

With the economic impact of higher fuel prices, stock market fluctuations, etc. there is no time more important than now for our organization to

work together to continue making Springfield an inviting area for guests to stay overnight.

On behalf of our organization, the board is working on several projects this year:

SHMA will continue to work closely with the CVB to promote Springfield and attract overnight visitors.

This newsletter is new and improved to better communicate pertinent information.

We are pursuing new upgraded Web site options to better attract inquiries about our member properties.

**"THIS YEAR
PROMISES TO BE
A YEAR OF
CHALLENGES IN
OUR INDUSTRY."**

We are working on our annual Golf Tournament fundraiser, of which part of the funds are given to OTC and MSU hospitality students who we hope will reinvest their skills in our industry locally.



Darren Harralson, SHMA President and Courtyard by Marriott General Manager

We will also host educational and entertaining events for the team members of our properties so they benefit from our industry as well.

By working together, we can continue to make Springfield a community that thrives on hospitality!

Proudly Serving You!

Darren Harralson,
SHMA President

Inn-Sider Information...

Don't Miss the Mixer!

Don't miss this networking opportunity! The SHMA Membership Mixer begins at 5 p.m. April 10 at Hickok's Steakhouse & Brewery, 314 S. Patton Ave. RSVP to Nicole O'Donnell at nodonnell@springfieldoasis.com.

New Look, New Name

The Holiday Inn North officially changed its name to Holiday Inn & Suites. The hotel is renovating all its public areas and all sleeping rooms were renovated in 2007. Upon completion of the current project, the Holiday Inn Hotel & Suites will be a new hotel to be showcased.

Remodeling at Carrie's

Carrie's Cafe, the HRA-student operated restaurant at MSU, is undergoing renovations. The new paint job put a warm, inviting color palate in the café and the transformation is amazing. The process is being carried out by students operating Carrie's this semester. Other renovations include new artwork and lighting features and a translucent glass wall partition to create a separation in floor space.

Spring Rally at Courtyard

The Courtyard had a Spring Rally for associates March 20, complete with Easter Egg Bingo, raffle prizes, and goodies. It was a fun break for all!

Seminar in Columbia

A seminar titled "Workplace Violence: Awareness, Prevention and Response" will be presented May 8 in Columbia. The seminar will offer a variety of information about keeping guests, staff and hotel safe; common crimes in the industry; proper documentation; what to do during a violent confrontation; handling media inquiries and much more. Cost is free for members of the American Hotel & Lodging Association or \$39 for non-members. The registration deadline is May 1. For more information, contact Kellie at 720-530-7863 or kmoser@ahla.com or visit www.ahla.com.

Courtyard Staff Serve CMN

Courtyard employees Nancy Johnson and Cassie Shurtz volunteered to answer telephones for the Children's Miracle Network in February. Marriott is very involved with CMN throughout the year.

Ahh, Romance!

Donnella Vess, Human Resource Manager at Holiday Inn Hotel & Suites, recently eloped to the "haunted" Crescent Hotel in Eureka Springs, returning as Mrs. Jaeger. Congratulations to the newlyweds!

A Thank You

Susan Wade, Public Relations Manager for the CVB extends a thank you to all the hotels that provide lodging for travel journalists visiting Springfield, and for providing information for media inquiries. Your assistance helps spread the word about Springfield as a travel and convention destination through stories in a variety of media.

Safety Alert!
Springfield Police recommend all hotels inspect peepholes in guest room doors. Report tampering immediately at 864-1810.

Golf Tourney Planned

The Missouri Hotel & Lodging Association 2nd Annual Golf Tournament is May 5 at Osage Beach. Call Ramona at 573-636-2107 for information.

Anniversaries

Half a Century & Counting

Jim D. Morris, owner of the Clarion Hotel, celebrated the 50th anniversary of Morris Oil Company March 1. Morris' story can be found in the book "Missouri-Crossroads of the Nation" available at Barnes & Noble.



Morris

Baum's Marks 5th Year

Baum's Promotional Products and More celebrates its fifth anniversary in April. For employee incentives, sales appreciation gifts, trade show giveaways, customer acquisition, customer retention programs, etc., Baum's provides name-recognition tools on time and on budget!

8, 7, 5, 4, 3, 2, 1...

The Courtyard recently celebrated several employment anniversaries:

- 8 Years—Danielle Sleeth, Bartender
- 7 Years—Tyler Hart, Restaurant Supervisor
- 5 years—Heather Cross-Roberts, Accounting/Human Resources Manager
- 4 Years—Kristen Garrison, Server
- 3 Years—Tara Riley, Hostess
- 2 Years—Eric Dye, Lead Line Cook
- 1 Year—Theodore Petersen, Kitchen Steward; Shaaban Abdulmanan, Line Cook; and Richard Barnes, Restaurant Manager



Petersen

Awards & Achievements

SHMA Scholarships: SHMA recently presented scholarships to OTC students Kim Waddell and Emily Spiller and MSU students Lacy Coibion and Megan Reed. Congratulations to all!



Waddell Spiller



Coibion Reed

Days Inn: The Days Inn Battlefield was recognized with a “Chairman’s Award for Quality.” Says Owner Craig Chandler: “This is an important accomplishment in our mission to reposition the Days Inn to be an upper-economy product that can be trusted for cleanliness and a high degree of care about quality for our guests.”

Oasis Hotel: Congratulations to the staff at the Oasis Hotel, recipient of the CVB’s Hospitality Award at the 2008 Travel & Tourism Awards Banquet. Other awards presented by the CVB were the Ambassador Award to The Greater Ozarks Bowling Tournament, the Diplomat Award to Springfield City Manager Bob Cumley, the Spotlight Award to Urban Districts Alliance and the Pinnacle Award to David Leong, inventor of Springfield-style cashew chicken and father of Wing Yee Leong, Executive Chef at Fire & Ice at the Oasis Hotel.

La Quinta-South: La Quinta Inn-South received the “2007 Superior Results Achievement” award, given to select La Quinta’s that outperform the entire brand in guest and accommodation quality.

SHMA Awards: The Hotel Member of the Year award presented by SHMA went to the Oasis Hotel and the Allied Member of the Year to Carrie Parks. Congratulations to both!

Courtyard: Courtyard associates of the month for December were Rachel Roberts and Shaaban Abdulmanan. For January, they were Lori Schultz and Steve Heidrich, and in

February Raeshel Askren and Jeremy Jones. In January, the hotel elected Associates of the Year: Eric Dye, Lead Line Cook at The Café, and Cassie Shurtz, Courtyard Sales Assistant. Anyone who was an associate of the month in 2007 and an employee at the end of the year was eligible. The winners each received an engraved plaque, an employee of the year pin, a cash prize, and the chance to be awarded John Q. Hammons Hotels associate of the year.



Dye



Shurtz

Rolling Oaks Hospitality: Rolling Oaks Hospitality, Inc. recently honored Associates of the Year. Each received a beautiful certificate and cash awards. The Comfort Suites Associate of the Year was Brandy VanBoening, Assistant Head Housekeeper.

Promotions & New Employees

Clarion Hotel: Chef John Blansit was promoted to Assistant General Manager/Food & Beverage Director. Blansit has an extensive background in food and beverage and has worked in the hospitality industry more than 15 years. The Clarion also welcomes Chef Aaron Gregory, who was recently with JQH and Hemingway’s.

Courtyard & The Café: Richard Barnes was promoted to Restaurant Manager, Cassie Shurtz to Sales Assistant, Ashlyn Vermillion to Restaurant Supervisor, Mollie Crawford to Lead Guest Service Representative and Krystal Ferguson to Lead Night Auditor.



Barnes

Holiday Inn: Rick Valesh was promoted to Assistant General Manager of Rooms. The Holiday Inn Hotel & Suites also welcomes Darin Beedle, Manager of Food & Beverage.

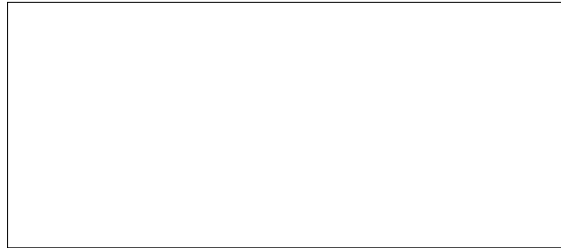
Springfield Hotel-Motel Association

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WE'RE ON THE WEB!

[SPRINGFIELDHOTELMOTEL.COM](http://springfieldhotelmotel.com)



Meetings

April 16
Comfort Suites-Medical District

May 21
University Plaza

June 18
Sleep Inn

July 16
Doubletree Hotel

August 20
Holiday Inn & Suites

September 17
Clarion Hotel

October 16
OTC
(Note: This is the third Thursday)

November 19
MSU-HRA Department

December 17
Elliott Lodging
Location to be determined

Join SHMA

To apply for SHMA membership, visit
www.springfieldhotelmotel.com.
Click "About SHMA" at the bottom of the
page, then "Membership Application."

SHMA Mission

The mission of the Springfield Hotel & Motel Association's members is to pledge to provide all guests a comfortable stay in friendly, clean surroundings. If any part of that stay does not meet customer expectations the member property will do their best to resolve the situation.

Submit Your News

The SHMA Inn-Sider has been redesigned to give you more information and let you share more news with other SHMA members.

Tell others about your employees' accomplishments, staff changes, construction projects, awards, events, etc.

A news submission form is available at www.springfieldhotelmotel.com/submit-news.doc. Just download or print the form, fill it out and e-mail to WordsPerSwade@aol.com or fax to 417-863-8471.

The SHMA Inn-Sider is published quarterly and available online at www.springfieldhotelmotel.com.

Comments, suggestions and questions about the newsletter are encouraged.