

SHMA SPRINGFIELD HOTEL & MOTEL ASSOCIATION INN-SIDER

APRIL-JUNE 2009

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9th Annual SHMA Golf Tourney Sept. 14

The 9th Annual SHMA Golf Tournament begins with a shotgun start at 12:30 p.m. Sept. 14 at Springfield Golf & Country Club.

The tournament includes chances to win \$20,000 for a hole-in-one and a New Honda Civic Hybrid. Prizes also will be awarded for closest to the pin longest drive and several other prizes can be won.

Proceeds from the golf tournament go to SHMA scholarship programs for hospitality students at Ozarks Technical Community College and Missouri State University.

Be a Sponsor!

Sponsorship opportunities are available for the SHMA Golf Tournament:

Hole Sponsor
\$250

Team Sponsor
\$380

Hole & Team Sponsor
\$590

Donations of cash, items for goodie bags and door prizes also are appreciated.

**Register Your Team By
September 7!**



For More Info, Call...

John Ford
877-0404

Tracy Kimberlin
881-5300, Ext. 103

Greg Walker
890-6060

Comfort Suites Medical District Top in Nation

Comfort Suites Medical District recently was awarded "Comfort Suites Inn of the Year" at the Choice Hotels International Annual Convention in Washington, DC.

There are over 500 Comfort Suites in the nation and five were nominated for the award. Of those five, three were selected as finalists.

The award is presented

and selected by the Choice Hotels Owners Council. Criteria is based on property rankings, QA scores, guest surveys and a property inspection by a Choice Hotels Owners Council official.

The hotel also recognized as having the highest average score for "Likely to Recommend" out of all 6,000 hotels in the Choice system.



Lonnie Funk and Pam Prentice accept award in Washington, DC.

Inn-Sider Information

Linda's Flowers Moves to New Location

After 33 years in the same location, Linda's Flowers has moved to a new location—1255 W. Battlefield Road.

Karl's Tuxedos and Bridal will soon move to the same location.

Get more info about Linda's Flowers at www.theflowerweb.com.



La Quinta Inn-South Joins Ranks of Hotels in Nation Adopting Non-Smoking Policies

The La Quinta Inn—South is now 100 percent non-smoking.

“We know that we may lose a few of our regular customers due to the new policy but we are confident that we will gain many more,” says owner Greg Walker. “We currently have guests that stay in non-smoking rooms but smoke outdoors. This is becoming somewhat the norm.”

The hotel will construct outdoor shelter for smoking guests to use, Walker added.



Send News for the next issue of *The SHMA Inn-Sider* to newsletter editor Susan Wade at wordsperswade@aol.com

CVB Earns Accreditation

The Convention & Visitors Bureau has earned accreditation from the Destination Marketing Accreditation Program.

The only other destination marketing organization in Missouri that has earned accreditation is the Kansas City Convention & Visitors Association. Internationally, about 90 DMOs are accredited.



DMAP is an international accreditation program developed by Destination Marketing Association International based in Washington, D.C. In earning DMAP accreditation, destination marketing organizations communicate to their constituents and potential visitors that their organization has attained a significant measure of excellence.

The CVB serves as the primary marketing organization responsible for implementing programs that increase travel and tourism in the Springfield metropolitan area. The bureau is a nonprofit organization.

Are You Reaching Out to Visitors with the Division of Tourism's Web Site?

Is your hotel or tourism-related business on the Missouri Division of Tourism's Web site?

Go to <http://industry.vistomo.com> to sign up for an account and enter your **FREE** listing on the site.

Be sure to follow instructions carefully to be sure your listings is accepted for the site. Listings need to be updated annually.

Courtyard by Marriott Adds Room Service

The Courtyard by Marriott is now offering room service to guests Monday through Saturday.

Discover Springfield! Program Offered by CVB

The Convention & Visitors Bureau offers a free training program for frontline staff to help them learn more about Springfield.

The goal of the program is to educate staff so they can provide better information and travel experiences to visitors. The more they enjoy the city, the more likely they are to extend their stay and tell friends and family about the city's amenities and attractions.

For more information about Discover Springfield!, call Amy Michels at 881-5300, Ext. 120, or send e-mail to amichels@springfieldmo.org.

Meetings

August 19

Clarion Hotel

September 16

Courtyard by Marriott

October 15

OTC (Note: This is the third Thursday – not the normal Wednesday)

November 18

MSU Hospitality Department

December 16

Holiday Inn Hotel and Suites