

# MMHLA

April 2017

## Metropolitan Memphis Hotel & Lodging Association

MMH&LA - the source for information and education, and the advocacy voice for the hotel and lodging industry in the metropolitan Memphis area.

### Stars of the Industry at



Join us on April 19, 2017 at the Peabody Memphis and celebrate these deserving employees at one of our favorite events!

**When:** Wednesday, April 19, 2017 - 11:30 AM - 2:00 PM

**Where:** Peabody Hotel, 149 Union Ave.

**RSVP:** Email [admin@mmhla.com](mailto:admin@mmhla.com), call 901-581-5618, or [click here](#)

## June 21st MMHLA Golf Tournament Info Inside!

### SOUTHERN LODGING SUMMIT

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AUGUST 29-30, 2017

# SAVE THE DATE

#### MMHLA OFFICERS & BOARD

**MMHLA Office:**

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Deanna Ross  
Administrative Assistant

**MMHLA Officers:**

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Wayne Tabor.....President  
Tricia Weatherford.....Vice President  
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# TENNESSEE HOSPITALITY & TOURISM ASSOCIATION: DAY ON THE HILL



Tennessee Governor Bill Haslam giving a speech and the Day on the Hill



All of the folks in attendance at the Day on the Hill conference



Greg Atkins CEO of TnTHA speaking



John Rucker (Key Magazine), Mark White (House Representative) and Wayne Tabor (Holiday Inn Downtown)

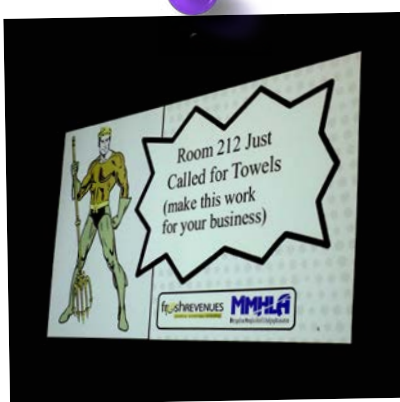
## MMHLA LUNCHEON AT THE HILTON MEMPHIS



Michael Higginbotham (Staybridge Suites) and Craig Marshall (Hampton Inn & Suites Beale Street) have a chat before eating



Harold Grater (Liberty Bowl) passes the Liberty Bowl football to Wayne Tabor while Doug Owings is backing him up



Room 212 "towel call" scenario given by speaker Don Farrell to show how customer service can be improved by making a memorable experience for hotel guests



Speaker Don Farrell calls on folks at random to help act out the "towel call" scenario



Don Farrell (Founder & Chief Cultivating Officer of Fresh Revenues) drew the audience in with humor and creativity to show how small changes in management can have a large impact



Pierre Landaiche (Memphis Cook Convention Center), Tricia Weatherford (Residence Inn Downtown), Jimmy Kiser (US Foods)



Patrick Jordan (Westin), Shawn Danko (Kooky Canuck)



Jordan Atamaniuk (Trojan Labor), Jolene Dressel (Trojan Labor)



Welcome first time luncheon attendees Rishi Chopra (Inspire Hotel Staffing) and Eduardo Sanchez (Inspire Hotel Staffing)!



Tom Hobson (Hilton General Manager), Doug Owings (Owings Properties), Wayne Tabor (Holiday Inn Downtown), Irene Jones (Sheraton Memphis Downtown)

## Golf Tournament



### Sponsorship Opportunities:

Levels of \$2500, \$2000, \$1500, \$1000, \$275. All sponsors receive: Mulligans, Putting Contest, Hole Sign and are listed on all printed material.

### Golf Packages:

Team Package \$900: hole sign, mulligans and putting contest  
Team Only \$750: mulligans & putting contest  
Individual \$200: we will place you with a team

**When:**  
June 21st  
12-7pm

**Where:**  
North Creek Golf Course  
8770 North Creek Blvd.

Hole Sign Only \$275

Additional Non-Playing Attendees \$25/person

Be looking for the...

# 2017 MMHLA BUYERS GUIDE

...Coming Soon!

# PRESIDENT'S APRIL 2017 LETTER



**Wayne Tabor**  
**President MMHLA**

Thanks to Don Farrell, founder of Fresh Revenues, for the positive and motivating presentation at our luncheon last month. It was definitely a full house, and it was good to see a large number of sales managers and sales directors at the meeting.

This month is the annual Stars of the Industry event at the Peabody Hotel on April 19th. It is

one of my favorite meetings that we present. Watching many of our industry associates get recognized and receive awards for their services and achievements is exciting and rewarding. Please come join us for this great event.

I had hoped to give you an update on the progress of the Convention Center renovation in this month's newsletter. However, the final details of the renovation are not yet complete. The Convention Center Board must approve the plan and approve several contracts that are not yet ready. The City will need to approve the plan as well and all that is underway. Many of us hoteliers, who are on the board, as well as Kevin Kane and Pierre Landaishe, can't wait to let you know what's going to take place at the center over the next few years. Hopefully, I will have more to share with you in the coming months.

On the state legislative front, Greg Adkins reports very good news in the Senate Commerce

Committee. The Airbnb / VRBO bill that we have been opposing was one of the last bills to be proposed in Committee. The sponsor of the bill Sen. Stevens did a 180 degree turn today as he agreed to take out all the local government zoning / land use provisions that were harmful to local governments and to also only pass a bill to set up a structure for Airbnb / VRBO to remit and pay taxes on behalf of the short term property rental. The sponsor agreed that if the bill changed in any way, they would send it back to the Senate Commerce Committee. Greg Adkins, President & CEO of the TnHTA, believes this would take away all the negative parts of the bill that we have opposed. This would also help local governments and the State Dept. of Revenue collect tax that could be used for tourism.

The City of Memphis introduced a Local Bed Tax ordinance SB 875 and HB 589 to control our two City bed taxes. Currently the original 1.7% tax is funding the bonds on the FedEx Forum, and the new tax of 1.8% goes to pay for future renovations to the convention center. After several meetings with city officials to express

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**Heartland**

our position on not increasing our local bed tax and to clarify what the bills would do, it is our understanding that the change would save the city approximately one million dollars in interest that would be directed to the convention center renovation. The bill would prevent any of the 1.8% bed tax from being moved to the FedEx Forum bond payments or any capital expenses. The bill has nothing

to do with increasing the city bed tax. We would have the same protection from bed tax increase that we have now. The city administration has no plans for the foreseeable future in asking for a bed tax increase. Based on this understanding from our meetings with the city administration, the Memphis Hotel and Lodging Association will not oppose SB 875 or HB 589.

Well, that it for this month. See you around town and send me your over flow.

*Wayne D. Tabor*  
President/CEO  
MMHLA

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**WWW.MMHLA.COM**

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# 2017 CALENDAR

Dates & locations subject to change. (\*Indicates change from normal 3rd Wed. of month)

*If you would like to volunteer a venue or present a luncheon program please contact Deanna Ross. Her number is in the MMHLA Officers & Board box on the cover under MMHLA Office.*

**Apr. 19 - Stars of the Industry**

11:30am - 2:00pm - Peabody Memphis

**May 1-2 - TnHTA BOD Meeting**

Kingsport, TN

**May 2 - BOD Meeting**

8:30am-10:00am - Hilton Memphis

**May 17 - MMHLA Reception**

4:30pm-6:30pm - Madison Hotel

**May 17-18 - AHLA Legislative Action Summit**

Washington, DC - Capital Hilton

**June 21 - MMHLA Golf Tournament**

12-7pm - North Creek Golf

**August 29-30 - Southern Lodging Summit**

Memphis



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