

# MMHLA

March 2020

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.

## MMHLA Luncheon - March 18th - 11:30am

WITH PRESENTATION BY  
**MEMPHIS IN MAY**

Marriott Memphis East  
5795 Poplar Ave, Memphis, TN 38119



## Stars of the Industry 2020

Rules and applications will be available on our website, [mmhla.com](http://mmhla.com)

Join us on April 22, 2020 at the Peabody Hotel Skyway Room and celebrate these deserving employees at one of our favorite events!

**When:** Wednesday, April 22, 2020 - 11:30 AM - 2:00 PM

**Where:** Peabody Hotel Skyway, 118 S 2nd St.



# 22ND ANNUAL LODGING INDUSTRY UPDATE AT THE GUEST HOUSE AT GRACELAND



Brandon Birkhead (President/CEO Wright Investments) and Wayne Tabor (President & CEO of MMHLA)



Katie Ligon (Memphis Tourism) & J. J. Greer (Memphis Tourism)



Mark Ezell (Director of Tourism State of Tennessee), Henry Turley (Henry Turley Company), Kevin Kane (President & CEO Memphis Tourism) and Chance Carlisle (Carlisle LLC)



Nail Task (Big Cypress Lodge at Bass Pro) and Jeff Emmett (Holiday Inn Express Midtown)



Lori Huffstutler (Guest House at Graceland) and Shirley Conner (Graceland, Home of Elvis Presley)



Tom Goodwin (Hilton Memphis) and Glen Vuilleumier (Hilton Memphis)



Chuck Pinkowski (Pinkowski & Company)



Doug Browne (Peabody Hotel)



Kevin Kane (President and CEO of Memphis Tourism)



Jennifer Foster (Destinations, STR)

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**WHERE**  
 Plantation Golf Club  
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**WHEN**  
 June 17, 2020  
 11:30am

**SOUTHERN LODGING SUMMIT**  
 MEMPHIS  
 AUGUST 25-26, 2020

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**SAVE THE DATE**

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AT THE PEABODY HOTEL

# MOXY MEMPHIS GRAND OPENING!



Trendy and hip, the MOXY Memphis is a fun addition to Downtown Memphis. Welcome to the MMHLA, MOXY!

Left to Right: Tim Sponsler (Vice President of Lodging and Development at Marriott International, Inc.) and Greg Averbuch (President of Summit Management Corporation)

# PRESIDENT'S MARCH 2020 LETTER



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

As the month of March gets underway, the hospitality industry finds itself in the middle of another flu-like epidemic: the coronavirus. The World Health Organization and the US Government announced that the coronavirus is a public health emergency. The MMHLA is sharing the most updated facts and resources with you to inform both your employees and guests.

We know our members already

follow strict guidelines and protocols designed to help prevent the spread of diseases such as the flu to less common illnesses. We will continue to monitor the latest developments of this virus issued by the government and health officials. In these kinds of evolving cases, it is imperative that we encourage our members to get the latest information from the Center for Disease Control (CDC) on their webpage [www.cdc.gov/coronavirus/2019-ncov/index.html](http://www.cdc.gov/coronavirus/2019-ncov/index.html)

Here are a few facts from the CDC. An estimated 80% of all infections are transmitted by hands. Wash hands frequently with soap and water or use alcohol-based hand sanitizer. Hand washing can reduce the risk of respiratory infections by 21%. Avoid close contact with anyone with cold or flu-like symptoms. 97% of people don't wash their hands adequately. Consult with local health authorities on all necessary procedures and up-to-date information. Clean and disinfect surfaces and high-touch objects with approved disinfectants. It's my understanding that Doug Browne

and Kevin Kane met with the Mayor and local CDC officials to talk about how we can help prevent the spread of the virus. Make sure you follow all of our local health department rules and regulations. As we get updated from the CDC and our government, we will keep you informed on what we know about the coronavirus.

We had 120 people attend the 22nd Annual Lodging Industry Update at the Guest House at Graceland on February 21st. It was an information packed meeting with a lot of positive reports about both the Memphis and national markets. Chuck Pinkowski's local market powerpoint and Jennifer Foster's national market STR powerpoint is available at [www.mmhla.com](http://www.mmhla.com). It's in the members only section, so you will need a password to gain access.

In March at our monthly luncheon, we will be at the Marriott Memphis East. Our program will be an update on The Memphis In May Festival from Robert Griffin, Vice President of Marketing for Memphis in May. Robert will fill us in on the 2020 event by telling us what to expect this year. He will also talk about plans for 2021, which is when Tom Lee Park will be under renovations. I hope you plan to come on out and join us in support for Memphis in May.

On April 22nd in the Peabody Hotel's Skyway Room, we will be having our annual Stars of the Industry Awards luncheon. WMC-TV Action News 5 anchor Joe Birch will be back as our master of ceremonies again this year. Look for the Stars of the Industry Awards applications coming out soon so you can nominate candidates. Well that's about it for this month. See you around town and send each other your overflow.

**Wayne D. Tabor, CHA**  
President and CEO,  
Metropolitan Memphis Hotel  
& Lodging Association

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# 2020 CALENDAR

If you would like to volunteer a venue or present a luncheon program please contact Wayne Tabor at [wayne@mmhla.com](mailto:wayne@mmhla.com) or (901) 581-5618.

**Mar. 10 - MMHLA BOD Meeting**

8:00 AM - 10:00 AM - Cannon Center

**Mar. 11 - MMHLA Golf Committee Meeting**

Memphis Tourism Union Board Room

**Mar. 15 & 16 - Pro Start**

Knoxville, TN

**Mar. 18 - MMHLA March Memphis in May Luncheon**

11:30 AM - 1:00 PM - Marriott Memphis East

**Apr. 14 - MMHLA BOD Meeting**

8:00 AM - 10:00 AM - Location TBA

**Apr. 22 - Stars of the Industry**

The Peabody Hotel Skyway Room

**May 6 - MMHLA BOD Meeting**

8:00 AM - 10:00 AM - Location TBA

**May 27 - Wednesday Membership Mixer**

4:30 PM - 6:30 PM - Location TBA

**Jun. 17 - Annual MMHLA Golf Tournament**

11:30 AM - Plantation Golf Club

**Aug. 25 & 26 - 2020 Southern Lodging Summit**

The Peabody Hotel

## MMHLA OFFICERS & BOARD

**MMHLA Office:**

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