

HEADS 'N BEDS



A Publication of the Missouri Hotel & Lodging Association

December 2018



PRESIDENT'S MESSAGE

Trey Propes
Director of Operations
Ehrhardt Hotels

Well it's been several weeks since the mid-term elections and a couple of the results will have impact on the Lodging world in Missouri. First and foremost is the minimum wage increase to \$12 by the end of 2023 voted on by the citizens of Missouri. The increase is staggered for the next 5 years in the following increments by January 1st of each year:

2019 - \$ 8.60; 2020 - \$ 9.45; 2021 - \$10.30; 2022 - \$11.15; 2023 - \$12.00

The other vote that will most certainly impact our industry is that of Medical Marijuana. As hoteliers we have to wait until the dust clears to sort everything out but we will have to decide as employers how we will treat Medical Marijuana as it pertains to our employees. Possession of Medically prescribed Marijuana on work property by employees and employees under the influence while on the clock are both issues that will have to be addressed in our individual Policy Manuals and Employee Handbooks. The smoking of any product in our Non Smoking rooms is prohibited by the use of our "No Smoking" signs as long as they do not singularly pick out tobacco as the product not to be used. The simple "No Smoking" signs are the best and should allow for us to charge those who smoke anything in our rooms.

December and January are MHLA's **Get to Know Your Legislators Months!!**

This Legislative session MHLA will propose new legislation concerning Short Term Rentals that will bring about a more level playing field for rooms within our state, a 100 room hotel or 100 individual rooms sold has the same potential economic impact for our state and local community. The November 6th election also brought Missouri more new freshmen legislators than ever before and I can't encourage each of you enough to get acquainted with your legislators BEFORE they leave in January for Jefferson City. We must build our relationships today so that tomorrow when each of us needs to discuss the Short Term Rental bill with our own legislators it will not be the first time they set eyes upon us. If we want this bill to go through we must do the work before, during and after its passage.

(Continued on page 4)

Missouri Hotel and Lodging Association exists to serve and unite representatives of the lodging and tourism industry in Missouri for the promotion and protection of our common interest.

In This Issue

- President's Message
- From the Capitol
- Member News
- Certified Green
- Advertising Information
- Board of Directors
- Calendar of Events



Missouri State Capitol

The Missouri Hotel & Lodging Association exists to serve and unite representatives of the lodging industry in Missouri for the promotion and protection of their common interest. S. MHLA's mission is to establish member properties as the preferred lodging properties of choice in Missouri through enhanced marketing efforts and the highest standards of professionalism.

FROM THE CAPITOL

Jorgen Schlemeier, Governmental Consultant

Did you see the wave?

The wave in Missouri was...wait what??? Red again?! Yup, in fact, had I known Missouri elections were going to be such a non-event, I would have been in bed by my normal 8:00 pm, 8:30 at the absolute latest. Yes Hawley beat McCaskill for the US Senate, and that was a big deal, but has little effect on Jefferson City day to day operations, which is the space in which I operate on your behalf. The democrats had opportunities, but the republicans held the line in the State House and Senate too. The early predictions were that the republicans may lose another senate seat (lost one - Clay Co - during a special election in the spring), and a few house seats, but neither occurred, and neither scenario would have eliminated the republicans respective super majority anyway. While the elections did not bring big change to Missouri, the sequel to the sequel of term limits did. Over a third of the 163 House members are new, and 10 of the 34 Senators will vote as a Senator for the first time. That is a major change.

Highlights of the election include Missouri Attorney General Josh Hawley defeating U.S. Senator Claire McCaskill, no change in Congressional seats, State Auditor Nicole Galloway narrowly squeaks by for another term, and no number of seat changes in the State House nor Senate.

Ballot measures of interest included Medical Marijuana, lower contribution limits to candidates, revamping redistricting methodology, \$5 limit on lobbyist gifts to legislators, and a the higher minimum wage measure all were approved by the voters. The gas tax and two of the three medical marijuana proposals failed.

Many in the "Jefferson City" immediately turned their attention to the Senate leadership races which were highly contested.

Pro Tem of the Senate had four strong candidates. Senator Dave Schatz, from Franklin County, beat Senators Bob Onder, Mike Cunningham and Ed Emery. This office appoints committee chairman, assigns bills to committee and determines when a bill is eligible for floor debate. Due to term limits, several key spots are open including the Senate Appropriations Chairman.

Majority Floor Leader - Caleb Rowden was chosen by his caucus to run the day to day operations on the Senate floor including how much time each piece of legislation is allowed for debate.

The House Leadership will remain with Rep Elijah Haahr (Speaker) and Rob Vescovo as Majority Floor Leader.

(Continued on page 3)

FROM THE CAPITOL

Jorgen Schlemeier, Governmental Consultant

Missouri Congressional Incumbents Retain Seats

All eight of Missouri's U.S. representatives - Jason Smith, Vicky Hartzler, Blaine Luetkemeyer, Billy Long, Emanuel Cleaver, Lacy Clay, Ann Wagner and Sam Graves - won re-election.

State House

As expected, Republicans in both the Senate and House continue to hold supermajorities.

In the Missouri House of Representatives, Republicans and Democrats swapped 3 seats, leaving the republican majority with 116 and 47 democrats. Of the 163 members, 60 will be new to the building in January when the 2019 session begins. Three incumbents lost their seat, Mike Revis D-Jefferson County; Kevin Corlew, R-Clay County and Mark Mattiesen R-St. Louis County.

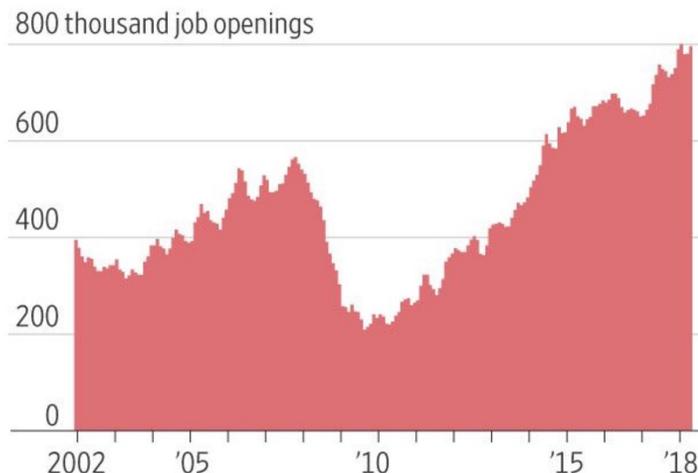
State Senate

The Missouri Senate had no additional changes last night, however Senator Lauren Arthur D-Clay County, was sworn in during veto session replacing republican Ryan Silvey, who resigned when appointed to the

Now Hiring

Job openings in hospitality, including restaurants, have increased since 2010 and account for more available positions than retail or manufacturing firms.

Job openings in hospitality



PSC. Republicans hold 24 seats and Democrats with 10 seats – 23 seat is needed for a supermajority. With Sen Arthur, there will be 10 new senators in January 2019 legislative session. No incumbents lost their seat.

Statewide Ballot Issues

After several years of debate surrounding **Missouri's minimum wage**, Missourians voted to pass Proposition B which will increase the minimum wage beginning in January 1, 2019. The measure increases the state minimum wage to \$8.60 per hour with 85 cents per hour increase each year until 2023, when the state minimum wage would be \$12.00 per hour; exempts government employers from the above increase; and increases the penalty for paying employees less than the minimum wage. There are exemptions to this law. The current law exempts from the minimum wage law, *Any individual employed by a retail or service business whose annual gross volume sales made or business done is less than five hundred thousand dollars;* « and Government employer. This measure passed with 62% voting yes. A bill was just filed to clarify that tipped employees retain their pay differential from non-tipped employees.

Missouri voters passed a measure known as **Clean Missouri** with 61% voting yes. The measure changes the process and criteria for redrawing state legislative districts during reapportionment; changes limits on campaign contributions that candidates for state legislature can accept from individuals or entities; establishes a limit on gifts that state legislators, and their employees, can accept from paid lobbyists; prohibited state legislators, and their employees, from serving as paid lobbyists for a period of time; prohibits political fundraising by candidates for or members of the state legislature on State property; and requires legislative records and proceedings to be open to the public.

Missouri's gas tax proposal, also known as Proposition D, failed to pass with only 46% voting yes.

(Continued on page 5)

STATE SENATOR WASSON RESIGNS TO JOIN MISSOURI TOURISM COMMISSION

A southwest Missouri state senator has resigned to accept a position on the Missouri Tourism Commission.

Republican Jay Wasson, of Nixa, was appointed Friday to the tourism panel by Gov. Mike Parson. Wasson said he resigned late Thursday night in order to take the unpaid position.

Wasson's eight-year tenure in the Senate would have ended in January because he was barred by term limits from seeking re-election. He previously served in the House.



The Gateway Arch and St. Louis, Missouri Skyline

Parson also appointed retired Anheuser-Busch InBev marketing manager Kurt Witzel to the Tourism Commission.

The governor also appointed two people to the Missouri Ethics Commission — attorney Cheryl Walker, of St. Louis, and retired financial analyst Bill Birkes, of Joplin. Birkes was originally appointed in April by former Gov. Eric Greitens but wasn't confirmed at that time.

PRESIDENT'S MESSAGE CONTINUED

The proposed short term rental bill created by MHLA will be voted on by the board and then out to our city association leaders before Christmas. We will need to have any feedback from the bill back to the MHLA board by month's end so that if necessary we can make adjustments and revote. Please understand that the statewide bill is there not to solve local problems but to provide a framework so that you can create the local rules and regulations that you want. The statewide bill was drafted to protect hotels statewide and to create a more level playing field whether the lodging establishment is 1 room, 50 rooms or more. We will need everyone's assistance and everyone's voice in each possible voting district to move this legislation forward because we will be opposed by those who want to keep the huge advantage that they currently thrive upon.

Finally I hope that everyone has a wonderful holiday season and whether it's "Happy Kwanza", "Merry Christmas", "Happy Hanukah" or anything else, I hope that you spend the time with your family and loved ones. It seems that no matter what we call this holiday itself spending time with the special people in our life and helping others this time of year seem to be the constant sentiments throughout. So no matter what you say in passing on your well wishes to others share it with a genuine smile and hope it is returned in some fashion in kind.

As for me and my family we all wish everyone a Very Merry Christmas and a Happy New Year!!!

Sincerely,

Trey Propes

Trey Propes, President
Missouri Hotel & Lodging Association

FROM THE CAPITOL

If passed, proposition D would have increased the motor fuel tax by two and one half cents per gallon annually for four years beginning July 1, 2019, exempt Special Olympic, Paralympic, and Olympic prizes from state taxes, and established the Emergency State Freight Bottleneck Fund. The new Governor and Lt. Governor worked very hard on this measure, however it still came up short.

Missouri became the 32nd state to legalize **medical marijuana** after 65% of Missourians voted yes on Amendment 2. The measure allows the use of marijuana for medical purposes, and creates regulations and licensing/certification procedures for marijuana and marijuana facilities; imposes a 4 percent tax on the retail sale of marijuana; and uses funds from these taxes for health and care services for military veterans by the Missouri Veterans Commission and to administer the program to license/certify and regulate marijuana and marijuana facilities. The Department of Health has been busy attempting to set a process for applications to be submitted, reviewed and scored.

Session begins in a few short weeks, two weeks after Christmas to be exact. You have this short amount of time to get to know your new or returning legislator.

Several bills were pre-filed on December first, and will however we cannot yet see the language , and will begin sending updates as we review legislation affecting you.

BRANSON LAKES AREA LODGING ASSOCIATION

Branson Hotel Company Receives “Best of the Best” From
the American Bus Association

Myer Hotels was recently awarded “Best of the Best” according to the American Bus Association.

The American Bus Association was founded in 1926 and serves a thriving industry that provides more than 600 million passenger trips annually on charters, tours, scheduled service and shuttles. Membership in ABA includes motorcoach operators, tour operators, tourism-related organizations, and products and service suppliers.

The “Best of the Best” competition honors outstanding travel industry members who go above and beyond for the group tour industry. Categories include Adventure, Culture, Entertainment, Festivals & Events, Food & Beverage, Lodging, and Shopping. The ABA Media editorial staff and ABA staff conduct evaluations and selections in May, and winners are notified in the summer. Winners will be showcased in the September/October issue of Destinations magazine. The Best of the Best competition is open to all ABA travel and tourism members.

Chris Myer, VP of Marketing for Myer Hotels said, “Our company is honored to have received this special award. Each of our hotels offers great amenities for groups. The hotels were designed and built with group travel in mind. From concrete construction that enables quieter rooms to the room layout with amenities such as connecting rooms and two-sink vanities, there are many features that are perfect for group travel.”

TRI COUNTY LODGING ASSOCIATION

Central Missouri's Lake of the Ozarks Voted Second Best Destination for Fall Foliage in US

It was announced on Friday, Oct. 12 that the **"Best Recreational Lake" in the Nation, Central Missouri's Lake of the Ozarks**, was voted the second-best **"Destination for Fall Foliage"** in America, according to a recent USA Today readers poll.

The survey, conducted by USA Today and www.10Best.com, asked readers from across the country to choose their top spot for viewing the stunning colors of fall. Central Missouri's Lake of the Ozarks finished in the polling behind Michigan's Upper Peninsula, but beat out eight other destinations, including the Pocono Mountains, Door County in Wisconsin, the White Mountains in New Hampshire and others.



A beautiful autumn sunset over the Lake of the Ozarks at Bridal Cave in Camdenton. There are multiple scenic overlooks around the Lake area that provide ideal viewing locations for checking out the autumnal colors along the wooded shore lines and rolling hills.



Three 150-passenger luxury yachts, that dock in Lake Ozark and Osage Beach, respectively, offer scenic cruises at the Lake of the Ozarks. These leisurely cruises offer a great opportunity to see the colorful fall foliage from the water.

"Every autumn, we have many visitors return to the Lake of the Ozarks area for the changing of the seasons," says Tim Jacobsen, executive director of the Lake of the Ozarks Convention and Visitor Bureau.

"The majority of our fall visitors come from Missouri, but we get a lot from all over the Midwest and the west coast, as well, because they don't get to experience fall like we do here in Central Missouri. They plan their entire vacations around it. Perhaps with this recognition, we'll see more visitors from around the country traveling to our beautiful destination to enjoy our stunning scenery. We would certainly welcome them."

Traditionally, the peak of the fall color at the Lake of the Ozarks occurs in mid- to late-October, when the maples, ashes, oaks and hickories - which abound around the area -are at the height of their fall display. The peak season varies from year to year depending on the weather and can last until early November.

The Lake of the Ozarks features 1,150 miles of shoreline, much of it lined with pristine stretches of hardwood forests that turn vibrant hues of red, orange and yellow. The Lake stretches across four counties, running 92 miles from end to end, so this expansive area makes for prime "leaf-peeping" action every year.

There are many excellent ways to experience the splendor of the season at the Lake of the Ozarks. On land, visitors can take self-guided scenic driving tours, hike in the area's two state parks, play a round at one of 14 championships golf courses or enjoy the scenery from a delicious lakeside restaurant. On the water, "leaf-peepers" can take in the sights on a leisurely cruise on the Lake of the Ozarks or by fighting fish in a colorful cove.

However visitors decide to spend their time at the Lake, they will want to bring their cameras because they'll be in for a treat during one of the most visually stunning times of the year in the Ozarks.

ARE YOU READY FOR THE COMING RECESSION?

Robert Haupt, CHA

Only once in American history has the American economy gone this long without being in an economic recession—you know: inflation, higher interest rates, tighter state and private business budgets, contracting spending, increased costs...Bank boards and regulatory agencies are now regularly discussing not if, but when, the next economic recession is going to arrive. It is coming. Are you ready?

Before practicing law full-time in which I primarily represent hotels and hospitality related companies, I owned and operated more than 100 hotel and hospitality properties throughout the U.S. If I had known then what I do now, I might have better weathered the inevitable ups and downs common to the hospitality industry. By example, prior to the 2002 Salt Lake City Olympics, I owned 2 hotels in Salt Lake City—we were doing well enough—that is until the City changed the traffic access to downtown. Overnight, my partner and I went from significant positive cash flow to losing our butts. I did not see it coming. We were unprepared.

As the hotel cash flow plummeted, our friendly bank became less so; our franchisor became increasingly demanding and refused to assist in restructuring the franchise terms. Overnight, it seems like I had become an idiot—although I was doing nothing differently. There is an old saying that during tough times, your lender becomes like the guy who loans you his umbrella...until it starts to rain.

Questions for must ask yourself:

- Have you done everything possible to give you the most negotiating leverage to use when you find yourself needing to reach out to your lender, to your franchisor and to your other creditors?
- Do you have an alternative to simply surrendering your property(ies)?
- Do you have investors who may shift from being your allies to becoming your adversaries?
- Have you prepared yourself to best protect your and your family's personal assets?
- Is bankruptcy relief even an option?
- Can the lender and other creditors go after your home?

- Are all of your assets vulnerable to each of your creditors?
- Are your spouse's assets vulnerable?
- Have you considered what is unique (both positive and negative) within the laws of the state where you live?
- What can you do that will not get you into more trouble later?
- If money is tightening, what bills are more important for you to pay? Does it matter?

I learned that it is not as important how much money you make as it is how much you keep. Had I known earlier in my career what I know now, I would have filed for bankruptcy relief in the early 1980's and then probably again in the mid-1990's and certainly in the early 2000's. By pure luck, I managed to get lucky and avoided the disaster of 2008-2010. Is that your business strategy: luck?

Like with most things, the more planning and preparation you do, the greater the chance of success becomes.

No one wants to file bankruptcy, nor should we. However, it is a tool that you should not ignore and moreover, you should reserve in the event it becomes needed. Bankruptcy is available to the debtor with clean hands. It is designed to give you or your business a fresh start—an opportunity to work through the temporary stress and reorganize your business in a way that makes sense to your creditors, to your employees and yes, to you. The more advance planning that you do, the more likely you are to succeed and frankly, the less likely it is that you will need the bankruptcy relief. Bankruptcy is designed to put all parties on a level playing field. I have heard it said that “it doesn't matter how tall is the basketball goal, but rather, that the goals are the same height on both ends of the court.” That is the leveling that bankruptcy is designed to provide. Now, the question remains: Are you ready?

*Robert Haupt, CHA (since 1987) is a bankruptcy and commercial litigation partner at Lathrop Gage LLP, with offices in Kansas City, Overland Park, Jefferson City, St. Louis, Chicago, , Denver, Boulder, Boston and Las Angeles. He speaks, writes and testifies frequently on bankruptcy and hospitality legal issues throughout the United States.



Industry Snapshot in Missouri

HOTEL GUEST SPENDING IN MO
\$7 billion

PROPERTIES IN MO (NUMBER OF HOTEL)
1,115

HOTEL GUESTROOMS IN MO (NUMBER OF ROOMS)
101,635

SHARE OF TOTAL JOBS SUPPORTED BY HOTEL INDUSTRY IN MO
3.4%

TOTAL TAXES PER HOUSEHOLD IN MO (\$ PER HOUSEHOLD)
\$1033.2

STATE AND LOCAL TAXES PER HOUSEHOLD IN MO (\$ PER HOUSEHOLD)
\$552

Total Hotel Industry Impact in Missouri

BUSINESS SALES IN MO (OUTPUT)
\$17 billion

WAGES AND SALARIES IN MO
\$5 billion

EMPLOYMENT IN MO (NUMBER OF JOBS)
125,922

GROSS DOMESTIC PRODUCT IN MO
\$8 billion

TOTAL TAXES IN MO
\$2 billion

MO STATE AND LOCAL TAXES
\$1 billion

TAXES ON LODGING IN MO
\$263 million

FEDERAL TAXES IN MO
\$1 billion

Includes direct and indirect impacts.

Direct Hotel Industry Impact in Missouri

BUSINESS SALES IN MO (OUTPUT)
\$8 billion

WAGES AND SALARIES IN MO
\$2 billion

EMPLOYMENT IN MO (NUMBER OF JOBS)
70,979

GROSS DOMESTIC PRODUCT IN MO
\$3 billion

TOTAL TAXES IN MO
\$1 billion

MO STATE AND LOCAL TAXES
\$960 million

FEDERAL TAXES IN MO
\$504 million

Direct spending and revenues.



2018 Legislative Action Summit

Promoting International Travel

Travel and tourism are critical drivers of the U.S. economy, generating \$2.3 trillion in economic output and supporting one in nine American jobs. The hotel industry has been a bright spot in job growth, leading the nation's economic resurgence and improving the employment landscape. While global travel is growing, the U.S. share of the international travel market has declined since 2015, costing a potential 100,000 new jobs and an additional \$32 billion in spending by international visitors. The U.S. can facilitate and encourage international visitors while keeping a strong commitment to security. The lodging industry supports a welcoming message to the world and policies that strike the appropriate balance between security and travel.

Call to Action: Support Brand USA

Congress recognized the importance of international visitors to the U.S. when it created Brand USA, a public-private partnership that promotes America as the best destination for international visitors. It's been an unqualified success—welcoming international travelers, generating American jobs and enhancing America's image abroad—at **NO expense to American taxpayers.**

But the future of Brand USA is in jeopardy as it needs to be reauthorized by 2020. To complicate matters, in the recent budget deal passed by Congress, the visa fees levied on visitors that help fund Brand USA were diverted. As a result, under Congressional budget rules, reauthorizing Brand USA would be deemed as increasing the national deficit unless Congress offsets its cost with a revenue increase or a spending cut elsewhere. **Congress must reauthorize this vital program and provide a stable funding stream to ensure it can keep fighting for America's share of global travel dollars.**

Call to Action: Cosponsor the JOLT Act (H.R. 6618)

Please cosponsor the Jobs Originating through Launching Travel (JOLT) Act sponsored by Representatives Quigley (IL-5) and Rice (SC-7). The JOLT Act is designed to enhance America's global economic competitiveness and strengthen national security by modernizing the Visa Waiver Program (VWP). The VWP facilitates streamlined travel into the United States for pre-approved travelers from member countries. Expanding the VWP will support the U.S. hotel industry, create American jobs, and bring more international tourism dollars to the U.S., while simultaneously bolstering homeland security and counterterrorism efforts.

\$13.6B → \$29.5B

GENERATING TOURISM DOLLARS:

From 2013 to 2016, Brand USA generated \$13.6 billion in international visitor spending, with a total economic impact of \$29.5 billion.

\$1 → \$29

RETURN ON INVESTMENT:

For every \$1 spent on marketing, it returns an average of \$29 to the U.S. economy—and it doesn't cost taxpayers a dime.

Oxford Economics analysis on behalf of U.S. Travel Association



2018 Legislative Action Summit

Protect Consumers from Online Booking Scams

Most consumers in the United States search at least seven to ten websites before booking a hotel reservation. As a result of this elevated volume of traffic to hotel and travel websites, it has become common for third-party online booking sites to piggy-back on legitimate hotels and try to mislead and scam consumers. These rogue sites trick guests by mirroring the look and feel of the genuine hotel website – using copyrighted images, trademarked logos and many times, even similar URLs – to deceive consumers. **Last year, there were an estimated 55 million fraudulent and misleading online hotel bookings.**

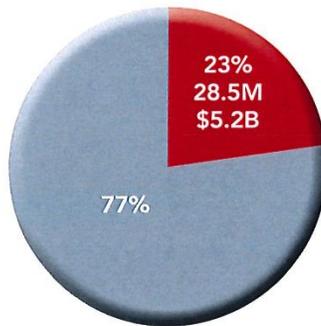
From desktop computers, to mobile phones, to smartwatches, evolving technologies impact how guests book hotel rooms. The lodging industry works hard to ensure choice, transparency, and confidence for consumers

during the reservation process. As more channels and new players enter the digital marketplace, the industry proactively educates customers on how to protect their reservations and ensure their experiences meet their expectations.

Call to Action: Cosponsor the Stop Online Booking Scams Act (S. 1164 and H.R. 2495)

Senators Daines (R-MT), Nelson (D-FL), Fischer (R-NE), and Klobuchar (D-MN), and Representatives Frankel (FL-21), Ros-Lehtinen (FL-27), and Welch (VT) sponsored this bipartisan legislation. It is designed to protect consumers from online hotel booking scams by prohibiting websites from misleading customers into believing they are affiliated with the actual hotel property. The bill also requires a website to prominently display its true identity on its homepage.

ONLINE BOOKING SCAMS: CONSUMER IMPACT



Nearly **one in four consumers (23%)** reported that they were misled by third-party travel resellers online or over the phone in 2017. In total, these fraudulent and misleading practices affected **28.5 million hotel stays** and **\$5.2 billion in hotel booking transactions.**

Of travelers who reported being misled:



Morning Consult (2018)



2018 Legislative Action Summit

Tax Reform Boosts Job Creation and Business Development

The Tax Cuts and Jobs Act sparked business development in the lodging industry by lowering individual and corporate tax rates, creating a twenty percent deduction for pass-throughs, preserving like-kind exchanges, and creating more discretionary income for families and businesses enabling more Americans to travel. Hoteliers across America have welcomed the changes to the tax code and are capitalizing on their savings by increasing employee wages, enhancing benefits, creating new jobs, making capital improvements, and developing new properties. Unfortunately, many of the provisions that are helping America's small businesses contribute to record economic growth are set to expire in 2025.

Call to Action: Make the Tax Cuts Permanent

Consumer and business confidence and optimism are breaking records in part because of the tax reform legislation Congress passed in 2017. Unemployment rates are reaching record lows, and GDP growth is exceeding most expectations. In the lodging industry, occupancy rates are at their highest point in thirty years, hotel revenues and average daily rates¹ continue to rise, and domestic travel has expanded for 102 consecutive months.² For America's hoteliers, tax reform has been an important catalyst for positive economic development. To continue to grow their businesses, create jobs, and invest in their local communities, lodging leaders need certainty. **Congress must permanently extend the deductions for small businesses and the lower rates for individuals to capitalize on the current economic momentum in the industry.**

Create More Career Opportunities in Hospitality

As the economy continues to blossom, hoteliers are eager to expand their businesses, create new jobs, and reinvest in their companies. However, it is becoming increasingly difficult to find qualified and available employees. In June, the Department of Labor announced that for the first time on record, job openings exceeded the number of job seekers. A recent survey of hoteliers found that nearly 90% of employers reported job openings at their hotels. While they may have the capital and opportunity to grow and expand their businesses, the increasingly tight labor market is hindering growth potential.

Fortunately, Congress and the Administration have taken actions to address this problem. In 2017, the President signed an Executive Order designed to reduce the regulatory burden on apprenticeship programs and increase the prominence and availability of apprenticeship programs in non-traditional industries such as hospitality. In July 2018, Senator Alexander (R-TN) and Representatives Thompson (PA-05) and Krishnamoorthi (IL-08) led the efforts to pass the Strengthening Career and Technical Education Act for the 21st Century. This law provides critical funding for career and technical education, encourages young workers to pursue in-demand jobs, and establishes performance benchmarks to ensure the program meets its intended goals.

Call to Action: Support Innovative Career Development and Apprenticeship Programs

The lodging industry provides opportunities not simply for jobs, but lifelong careers. We urge you to support proposals to increase technical education opportunities, apprenticeships, tax incentives, financial assistance for worker education and training, and other ideas that demonstrate considerable potential to address the qualified workforce shortage.

1. <http://www.marcusmillichap.com/research/researchreports/reports/2018/06/26/national-hospitality-research-report>

2. https://www.ustravel.org/system/files/media_root/document/Research_Travel-Trends-Index.pdf



Achieve **GREATER PROFITS** by **REDUCING** utility and telecommunication **EXPENSES**

Welcome To Eric Ryan Corporation

The Eric Ryan Corporation was founded in 1990 with the knowledge that businesses, both large and small, were overpaying on their utility and telecommunications billings. The intent of the newly found corporation was recovering overspent dollars on utility and telecommunications billings and providing the service on a contingency or shared savings basis. The startup was fueled as a result of the founder and CEO's experience with past employers and with managing fortune 500 firms utility and telecommunications spend. As the business grew, ERC evolved into a full service utility and telecommunications consulting firm and is one of the largest providers in the country. ERC has established itself as a leader in both industries and has become one of the most respected and sought after consulting firms in the country.



Keith Venezia

The reason why Eric Ryan Corporation is so unique and highly successful is that our corporation created a combination of services specializing in the utility and telecommunications sectors of the business market that are all aimed at improving the bottom line of your business. This blend of services, combined with business professionals who are experts in their field, have made Eric Ryan Corporation a leader in both the utility and telecommunications consulting industries. Eric Ryan Corporation provides a flexible fee schedule for our clients that is designed to meet their business needs and financial model. We offer a shared savings option for those that prefer incentive driven audits as well as monthly or one-time fee audit arrangement for those clients who prefer outsourcing services whose fees are predictable and can be budgeted.



Services We Specialize In:

- Utility Bill Auditing
- Utility Bill Management
- Energy Procurement
- EnergyCAP® Software Management
- Energy Services
- Telecommunications Bill Auditing
- Telecommunications Bill Management
- Telecommunications Pricing
- Telecommunications Help Desk
- Telecommunications New Construction

Let Us Help You Save Money



Call: 800-837-6406
Info@ericryan.com
www.EricRyan.com





Achieve **GREATER PROFITS** by **REDUCING**
utility and telecommunication **EXPENSES**

Eric Ryan Corporation FAQ

How Much Does an Audit Cost?

In most cases the audit itself is a no cost service. Once the audit process is complete, Eric Ryan Corporation is compensated with a percentage of the savings achieved through the implementation of the opportunities identified.

If the audit fails to yield any cost reductions, there is no charge to the client. We also offer flat rate or an upfront cost per meter or per location. We do all the work for a simple upfront fee based on the size of the audit and in this scenario the client keeps all the savings and refunds.

What Is My Organization's Obligation To Implement Eric Ryan Corporation's Recommendations?

There is no obligation at all. You have the right to choose any or all of Eric Ryan Corporation's recommendations. We only share in the savings on the recommendations implemented.

How Much Of Our Organization's Time Is Required To Complete An Audit?

Very little time is required on the client side. Eric Ryan Corporation will need telecom bills from two months (i.e. local, long distance, Internet, data, wireless) and utility bills for the past twelve months (i.e. natural gas, electric, water, sewer) for analysis. Eric Ryan's team of billing experts will handle the rest.

How Long Does A Typical Audit Take?

The time it takes to complete an audit depends on the size and scope of the audit. Once we receive all the paper work necessary from the client to perform the audit—bills for each account being audited, signed letter of authorization, copies of existing contracts, any relevant tax exemption forms, and a completed single page client

info form—we can complete a typical audit in about 30-120 days.

Couldn't We Do This On Our Own?

We often encourage our prospective clients who have the time and human resources available, to complete an internal audit on their own to do so before starting the audit process with us.

However our experience and professional relationships with the utility and telecom service providers enable us to identify more saving opportunities than most financial professionals. In fact, we often find saving opportunities other professional auditing firms miss.

Is There Any Risk In Having A Utility And Or Telecom Audit?

No. The risk is in not doing an audit with Eric Ryan Corporation. With a 75% percent success rate in identifying savings opportunities for our clients.

Our clients have full control of what savings opportunities they wish to implement and our shared savings "contingency-fee" clients only pay for the savings opportunities they choose to implement.

Do I Have To Buy Any Equipment Or Software To Have An Audit?

No, There is no new equipment or software to buy. The only change for you is that you will pay less and still get the same water, gas, electricity, phone, Internet, wireless, and cable services your organization depends on.

However our value added services like energy efficiency site surveys, benchmarking, power factor correction, telecom site surveys, network design, expense management software, and other services may include recommended equipment to help your organization capture the best ROI on any capital improvements and allow your organization to better plan for the future.

CERTIFIED GREEN LODGING PROGRAM

Become a Missouri Hotel and Lodging Association “Certified Green” Hotel and receive these benefits:

- MH&LA’s Certified Green Certificate to display at your property or a plaque with yearly applique for an additional cost.
- Knowing that your business is doing what it can to be more environmentally sustainable in your community.
- Allowing the MH&LA and its associates to let your guests know that you are committed to protecting the environment.
- Listed on the MH&LA website under Certified Green Hotels.
- Approved use of our yearly logo on your website, printed material, email or digital documents and other media forms.
- Preferred status with companies looking for Corporate Responsibility and Green Hotels.

How the program works:

1. Complete the Certified Green Self-Certification Workbook by checking off all of the initiatives that your facility is currently undertaking. If you need assistance filling out the workbook, please call the Missouri Hotel and Lodging Association at 573-636-2107 or Sandra@lodgingmissouri.com. Also, please visit the MHLA’s webpage at www.lodgingmissouri.com and click on the Certified Green Logo for more information and resources. (Please understand that it is not necessary to complete all of the items in the workbook to become a Certified Green Hotel; the workbook is a comprehensive list of the many different ways to generate points. Employing all of the initiatives in this workbook is unrealistic, so please use the ones that you have not yet implemented as recommendations.)
2. Calculate your estimated score by adding up all of the checked boxes.
3. Submit completed cover sheet and workbook to MHLA as instructed on the following page.
4. Your workbook will be reviewed and receive a final score by the Executive Director of MH&L. You need to include a check or Credit Card information to cover the following schedule of fees.
5. A Certified Green independent inspector may randomly select businesses for verification appointments

| | |
|----------------------------------------------------------------------------|-----------------|
| Initial Certification | \$150.00 |
| Optional customized Certified Green Plaque | \$100.00 |
| Yearly recertification (Includes yearly faceplate for Plaque) | \$100.00 |

(Listing on the MHLA website to confirm your hotels status and access to the Yearly digital logo for your hotel use.)

throughout the year. These visits will be scheduled and not “unannounced”. Visits may require the independent inspector to spend the night to review management and staff activities. Participating businesses agree as part of the program to provide one night’s lodging in a standard non smoking room for this purpose at no cost to the inspector or MHLA. A Reservation confirmation number should be provided at the time the visit is scheduled. Inspectors will not visit the business more than once during a certification

period, unless requested by the business or to certify a hotel that did not qualify on the first inspection.

6. Upon final scoring of the workbook, you will receive an official letter detailing your point total. If your business scores 100 points, your business qualifies for the certification of “Certified Green” from MH&LA. In addition, you will receive a certificate suitable for public display of your designation as a Certified Green Lodging Participant.



LA PASSES SHORT-TERM RENTAL BILL, CAPPING YEAR OF REGULATIONS IN MAJOR CITIES

A Message from Katherine Lugar, President & CEO, AHLA

Marking a year of strict regulations enacted in major markets from coast to coast, today we are excited to report a long-sought victory in our short-term rental campaign. Moments ago, the Los Angeles City Council voted 15-0 to pass a comprehensive short-term rental ordinance to rein in companies like Airbnb. The passage of this strong bill caps off a multi-year partnership with the California Hotel & Lodging Association (CHLA) and a broad-based coalition of labor, neighborhood groups, affordable housing and community leaders, and AHLA. Together these groups have urged the City Council to address the proliferation of illegal hotel activity in residential areas that has been exacerbating the city's affordable housing crisis and causing major safety issues and disruptions for residents. The final bill, which now goes to Mayor Eric Garcetti for his consideration, limits home-sharing to a host's primary residence, prohibits any rentals in rent-controlled units, institutes a 120-day cap for whole home rentals in the host's primary residence, and includes strong platform accountability measures. The item will be effective July 1, 2019.

More broadly, today's victory marks an extremely significant win for our efforts nationally as LA follows a series of other major cities to take action in reining in short-term rentals in residential areas. Just this year, our collective efforts have resulted in comprehensive legislation passed in San Diego, Boston, New York City and Washington, DC, to name a few. As we've dedicated ourselves in each of our priority markets over the past few years, we have worked in close partnership with partner state associations and an ever-expanding coalition of labor, affordable housing advocates, community leaders, child safety advocates, law enforcement, business leaders, all of which represent diverse communities that shared a common goal to protect their neighborhoods.

One notable example, the "It's Time" coalition was launched in San Diego, Los Angeles and Washington, D.C. this year to provide a platform for residents to

share their testimonials about the negative impacts of short-term rentals in their communities, including a lack of affordable housing and neighborhood safety concerns. In Los Angeles, the strength of our broad-based coalition was on full display, with coalition members including labor, affordable housing advocates and residents urging the City Council to finally complete their task. Today's victory in America's second largest city has far-reaching implications beyond the long-sought relief for residents of Los Angeles who have been struggling with the negative impacts of illegal short-term rentals. The LA City Council vote completes legislative action in all the top US markets to close out 2018, and sends a clear message to Airbnb that the tide is turning toward commonsense regulations to protect neighborhoods.

Thank you for your ongoing engagement and support, It has and will continue to make a real difference!

**AT McMAHON BERGER,
WE'VE BEEN DEDICATED
TO REPRESENTING
MISSOURI'S HOSPITALITY INDUSTRY
IN LABOR AND EMPLOYMENT
MATTERS FOR OVER
60 YEARS.**

TRAINING • ADVICE • REPRESENTATION

MB **McMAHON • BERGER**
ATTORNEYS AT LAW
A Professional Corporation

2730 N. Ballas Rd., Suite 200
St. Louis, Missouri 63131
314-567-7350
mcmahonberger.com

BOARD OF DIRECTORS

PRESIDENT

Trey Propes, Director of Operations
Ehrhardt Hotels
3514 Amazonas Drive
Jefferson City, MO 65109
treypopes@gmail.com
573.230.3825 ~ Cell: 573-230-3825

PRESIDENT-ELECT

Erik Uberroth
Drury Hotels
906 Wilderness Way Drive
Eureka, MO 63025
Erik.uberroth@druryhotels.com
314-459-0947 ~ Cell: 314-459-0947

TREASURER

Pete Hall, General Manager
John Q. Hammons Hotels-Joplin
3128 E. Hammons Blvd.
Joplin, MO 64804
pete.hall@jqh.com
417.782.0908 ~ Fax: 417.782.0995

IMMEDIATE PAST PRESIDENT

Greg Walker, Owner
La Quinta Inn South
2535 S Campbell Avenue
Springfield, MO 65807
gwalker@walkerhg.com
417.890.6060 ~ Fax: 418.881.2397

BOARD MEMBERS

Steve Ehrhardt, Owner
Ehrhardt Properties
103 St. Robert Blvd.
St. Robert, MO 65584
steve@fortwoodhotels.com
417.353.0694 ~ 573.336.2939

Marcy Camburako,
Midwest Regional Director of Operations
Hulsing Hotels
4011 Blue Ridge Cutoff
Kansas City, MO 64136
mcamburako@hulsinghotels.com
816-353-5300

Gail Myer, Vice President of Operations
Myer Hotels
203 A. South Wildwood Drive
Branson, MO 65616
gail@myerhotels.com
417-339-4024 ~ Fax: 417-339-2997

Cynthia Pistilli Savage, Vice President
Raphael Hotel Group
200 West 12th Street
Kansas City, MO 64105
csavage@raphaelgrp.com
816.421.6100

BOARD MEMBERS CONTINUED

Nicole Kever Torres, Director of Sales
Camden on the Lake Resort
2359 Bittersweet Road
Lake Ozark, MO 65049
Nicole@camdenonthelake.com
573-365-5620

Susan Bell
Hampton Inn and Suites
1225 Fellows Place
Columbia, MO 65201
573-214-2222
susan.bell@hilton.com

ALLIED BOARD MEMBERS

Diane Gillespie, Executive Director
Jefferson City CVB
700 E. Capitol Avenue
Jefferson City, MO 65101
diane@visitjeffersoncity.com
573.632.2820 ~ Fax: 573.638.4892

M. Tyler Morgan, President
Tilton Thomas & Morgan, Inc
1802 Union
St. Joseph, MO 64501
tmorgan@ttminsurance.com
816.233.0266 ~ Fax: 816.233.9582

Anthony Tindall
ServiceMaster Restoration
1226 E. Division
Springfield, MO 65803
sales@smclean.com
417.888.8111

STAFF

Sandra Boeckman, Executive Director
Missouri Hotel & Lodging Association
722 E Capitol Avenue
Jefferson City, MO 65101
Sandra@lodgingmissouri.com
573.636.2107 ~ Fax: 573.635.7823

Jorgen Schlemeier,
Governmental Consultant
Gamble & Schlemeier
PO Box 1865
Jefferson City, MO 65102
jorgen@molobby.com
573.634.4876 ~ Fax: 573.635.6258

CONTACT US

MHLA
722 E. Capitol Avenue
Jefferson City, MO 65101
573.636-2107
Fax: 573-635-7823
sandra@lodgingmissouri.com
www.lodgingmissouri.com

CALENDAR OF EVENTS

February 20, 2019
Capitol Day for Tourism

April 3, 2019
MRA Legislative Day

August 5, 2019
Annual Meeting
Old Kinderhook, Camdenton

October 8-10, 2019
Missouri Governor's Conference on
Tourism
Holiday Inn Executive Center
Columbia, MO

MISSION STATEMENT

The Missouri Hotel & Lodging Association exists to serve and unite representatives of the lodging industry in Missouri for the promotion and protection of their common interests. MHLA's mission is to establish member properties as the preferred lodging properties of choice in Missouri through enhanced marketing efforts and the highest standards of professionalism.

NEWSLETTER

SUBMISSIONS

Send all newsletter submissions to sandra@lodgingmissouri.com