

HEADS 'N BEDS



A Publication of the Missouri Hotel & Lodging Association

August 2016



PRESIDENT'S MESSAGE

Greg E. Walker
Owner, La Quinta Inn South

What a great year it has been; I'm looking forward to finishing the year strong. Look for our new website to be launched by the end of the year! This will be a great new look and feel for our organization.

The start of the new year also brings the start of new legislation. Once again we will be keeping a close eye out for proposed unwanted taxes to be levied on hotels. We will also help keep the Division of Tourism Funding whole.

I recently had the pleasure of traveling to Washington DC to represent the MHLA and provide input on how states can craft bills to protect hotels from competing on un-level playing fields with short term rentals. Please check out www.airbnbwatch.org for the truths and myths about short term rentals. I am confident that an AIRBNB bill will be introduced and passed with our input.

We are still awaiting the Missouri Supreme Court decision on the minimum wage increase. You'll recall that MHLA along with other associations collectively filed a lawsuit against the measure to raise minimum wage.

If you, or someone you know, is interested in sitting on our board, please reach out to me. The board will be filling three vacancies. A couple of our board members resigned since they are no longer in the travel industry, and another member was not able to make the time commitment for quarterly meetings.

Our efforts to collaborate with AHLA and AAHOA are moving forward. We have committed to join AHLA as a State Member. This will allow us to share all of their member resources with our members. We will also be joining AAHOA as an Allied member next year and will also be able to share this information. We recognize the significance of forming a partnership with these two associations and definitely look forward to aligning ourselves with them. Although between the two, we will need to raise close to \$10,000.00. This is an expensive commitment, but the board is looking at ways to cover this cost. Our most successful collaboration so far is with the Missouri Restaurant Association. We will again share an annual outing, and we are continuously looking for ways to join forces. Please consider joining the MRA, if you have food service at your hotel. You can find more information at www.morerestaurants.org.

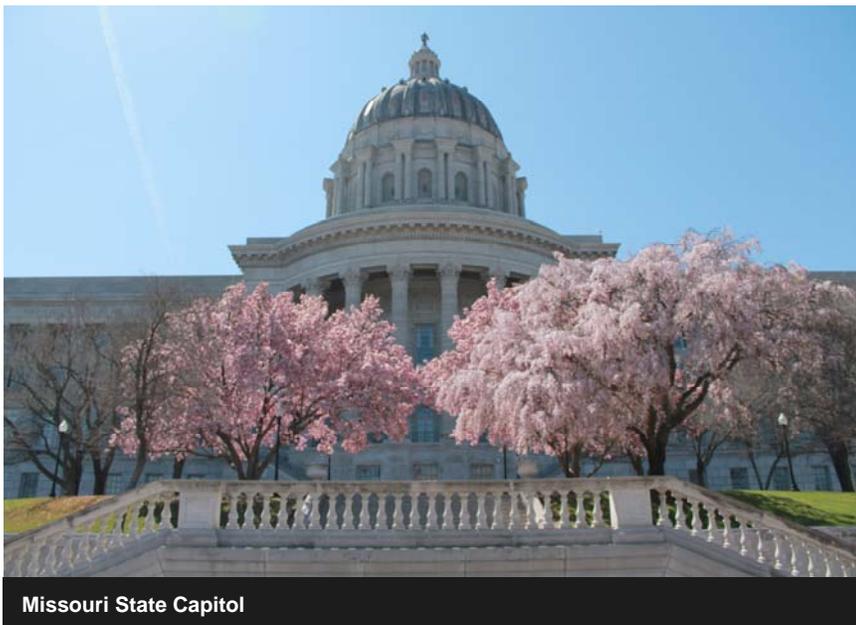
Please have safe travels with the upcoming holidays and have a wonderful New Year!

Greg E. Walker

*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.*

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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

Corruption and Career Politicians – How Bad Can They Be?

The election ads are becoming more entertaining than the super bowl ads, at least to me. A super bowl ad showed a Cheetah eating Cheetos riding a Harley (sorry Honda). Campaign ads show nearly every incumbent politician as corrupt with as a career. If six or four years is a career, then I have been lobbying for generations.

One of my favorite ads portrays one Gubernatorial candidate claiming the other used \$3.2M of taxpayer money to “remodel his office”. I have got to get by to see that office; its just down the street from me. \$3.2M? Surely he must have some gift for visitors with that kind of money! I checked on that before I walked over there, and in fact, he does have something quite unique to give those who want to gawk at his new digs. You get to go home with; a sack full of asbestos that had to be removed from the Supreme Court Building, a canister of black mold that was making employees ill and a crate of your favorite rotted leaking window (all of which I am going to donate to our next conference for the silent auction to raise money for PAC), that no one would take the blame for spending that kind of money to “remodel their office”, until the current office holder. How dumb was he? Didn't he know that you don't make good policy decisions when they can be distorted politically. Talk about a rookie mistake!

The Cheetah and the “remodeled office” are as fictitious as the “rampant” corruption in Jefferson City. It is a great talking point for challengers, and why not, the voters don't discount those ads, nor insist on position papers from those seeking their vote.

I have yet, in the 26 years of lobbying, to be asked for a donation for a vote. Nearly no legislators allow me to purchase their meals. Golf trips? Well lets assume anyone would want to play with me, because (and this is true) I golf so infrequently that when I do, I use my wife's clubs.

Each year you pay dues to the Association, and one of the cornerstones of our legislative agenda is to increase Tourism spending. So who can best increase spending and get “heads in our beds”. The “career politician” with some experience on how to affect change in the office they hold, or a new person, who may not have ever visited the capitol, and understand how to read the state budget? If we learn that a legislator has staked out a stance opposing tourism money, then vote them out on a policy position.

If we continue to be mad at our incumbents for serving a whopping 8 years in any one office, since we have term limits, even for Governor, and brand them as “career politicians”, then lets be satisfied with novices in the General Assembly and the Governor/CEO of the state and not expect magical results that can only come from a person who understands the issues facing the state.

I had a Senator call me and ask me where I thought he could find \$20M in the budget for Job training programs to help people get a job. Ten years ago polling told us that Abortion and Guns were the most important issues to voters. They stood on strong principal, and these two issues were non negotiable. In 2008, polling told us that negotiation was back in style as those two slipped to number 8 and 13, and the first three were jobs, jobs and jobs. Today they remain jobs, jobs

(Continued on page 3)

FROM THE CAPITOL

Jorgen Schlemeier, Governmental Consultant

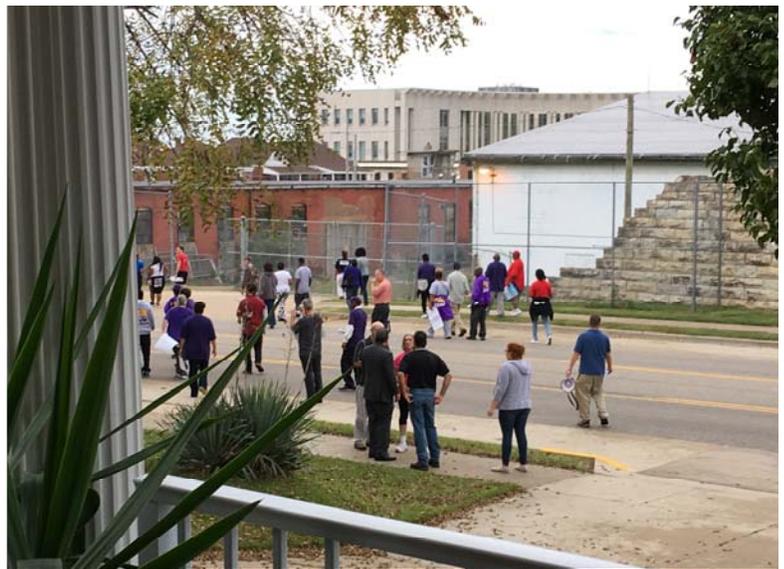
and jobs. I think Tourism creates jobs, and we have worked to educate all of our legislators the benefits of increasing that Departments budget for advertising. Why do we want to toss them out? Because their opponent claimed they are corrupt?

How many unemployed people sleep in your beds each night?

When the hint of corruption occurs, you will see it for days in the media, and rightfully so. There are 197 legislators in the Missouri General Assembly, and I know personally about 180 of them. I have lobbied for 26 years, and with

term limits have gotten to know well nearly 500 legislators. Some have made bad decisions in their personal lives, which many of you have heard, and some have chosen words poorly when speaking to the public, but corruption...less than 5 did I suspect; and have first hand knowledge of zero.

Go vote, but go vote on what you know, not what my daughter believes is the great validator of all information.....the TV and internet.



Protestors from 'Jobs with Justice' bombarded the MHLA office just to find that no hoteliers were present and pretty quickly left to find a larger audience.

AIRBNB, HOTELIERS SAY ROOM EXISTS FOR MUTUAL GROWTH

Sean McCracken, Hotel News Now



Jennifer Yacenda of Starwood Hotels & Resorts Worldwide, Peter Coles of Airbnb, and Benjamin Habel of Voyat, discuss how the sharing economy is affecting the hotel industry during the Hotel Data Conference. (Picture reprinted from Kerry Woo Photography)

“Our industry has been growing very, very well these last seven years even with the emergence of Airbnb,” he said.

A different experience

Yacenda leveraged the Starwood Preferred Guest's online community to conduct an informal survey of approximately 150 members, conducted expressly for the purpose of the panel discussion. It revealed roughly a third of respondents had stayed at an Airbnb, the majority of which were leisure travelers seeking a different experience than what they'd likely get at a traditional hotel.

Yacenda said some respondents to the informal survey who stayed at Airbnbs said they typically were looking for a more home-like experience that differs from that of a traditional hotel. Many sought features like full kitchens and neighborhood locations that hotels in some markets don't offer.*

Yacenda said respondents were far more likely to have used Airbnb if they were under 36 years old and unlikely to have used it if they are age 50 or older, and the user base skews more toward males.

Coles said one reason he is confident both hotels and Airbnb can thrive is the additional demand generated by Airbnb, and surveys of that company's guests seem to back up that belief.

“We surveyed our hosts and guests, and we asked, ‘Would you have taken this trip without Airbnb?’” he said. “A third say no. Another third said they stayed longer because of Airbnb. So more travelers are taking trips and staying longer.”

He said 17% of the company's bookings come from guests with lengths of stay over 30 days.

“That doesn't sound like usual hotel-type guests,” Coles said. “And 60% are having seven-plus-night stays. The type of stay at an Airbnb is very, very different.”

Collazo said these data points should be reassuring to hoteliers.

“Guests travel for all sorts of reasons with all kinds of needs and wants,” he said. “It's not new. We've had home rentals in the past. That's how people have historically stayed at Hilton Head or the Outer Banks. The difference today is it's a more urban setting and more experiential.”

Panelists noted that, given the smaller and fragmented nature of Airbnb's supply, it's never going to make a play for the

Despite the persistent hand-wringing about what effect the sharing economy will have on the hotel industry going forward, an official with Airbnb who spoke at the Hotel Data Conference insisted the company views itself as just a piece of the pie.

Speaking during the “Hotels in the sharing economy” panel, Peter Coles, head economist for Airbnb, said he is confident his company can peacefully coexist with an intact hotel industry.

“Airbnb is not interested in destroying the hotel industry,” Coles said. “We think of ourselves as a complement. Airbnb thinks about offering a local experience, but there are times that it's better to stay at a hotel. If I didn't have to stay at an Airbnb for work, I'd love to stay 20 floors up at this hotel (the Omni Nashville Hotel).”

Coles rejected comparisons to other prominent disruptors in other industries, like Amazon and Uber, which Jennifer Yacenda, director of channel intelligence and digital analytics for Starwood Hotels & Resorts Worldwide, said were similar due to a shared “core competency with big data.”

But Coles said those two businesses have a penchant for being more predatory than Airbnb.

“Amazon is unabashedly interested in putting local businesses out of business,” he said.

Isaac Collazo, VP of performance strategy and planning for InterContinental Hotels Group, said the industry's performance during the period that saw Airbnb's rise is proof of their ability to coexist.

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AIRBNB, HOTELIERS SAY ROOM EXISTS FOR MUTUAL GROWTH

Sean McCracken, Hotel News Now

types of group and meetings business seen at many hotels.

“It goes back to targeting what’s the purpose of your product,” Collazo said.

Seeking an even playing field

One of the most common refrains from hoteliers complaining about the presence of sharing-economy platforms like Airbnb is the fact that many hosts may not abide by the same rules and regulations that hotels do.

Coles said it’s incorrect to assume that means Airbnb is wantonly disregarding the rules.

“Let me dispel some myths; we want to pay taxes,” he said. “We’re doing everything we can to pay taxes at the same rate as hotels in every market in the world. So far, we have 200 individual tax agreements signed and have remitted over \$110 million, and we’re actively trying to generate more.”

He said logistical concerns get in the way of complete regulatory compliance.

“The only thing slowing us down is municipalities are set up to collect from hospitality companies with large in-house accounting departments and not from people collecting \$100 checks. Airbnb is committed to creating that infrastructure, but it’s been a huge tech challenge. We also want a level playing field.”

Coles said the company also is working on cracking down on deceptive listings, including one an audience member complained about where a host in a branded condo was incorrectly representing his space as a room at a hotel on the same property.

He said the company has made safety and cooperation with neighbors a priority, in part by launching a “neighbors” tool that simplifies the process of reporting issues with a host, but safety regulations designed for hotels and larger businesses don’t always make sense for small Airbnb units.

“Copying and pasting the regulatory requirements for hotels and applying them to Airbnb is something that often doesn’t make sense,” Coles said. “Nobody would say there should be a security guard on notice at every listing. However, clear mechanisms need to be in place to make sure hosts are property reviewed and vetted. And the same thing should be true for things like fire extinguishers, smoke detectors and so forth.”

Opportunities for cooperation?

Benjamin Habel, founder and VP of global business development for Voyat, said Airbnb has an opportunity to step in and compete with the traditional online travel agencies by letting hotel brands list their product on the platform, which already happens with some individual properties.

He said Airbnb’s relatively low commission structure—which Coles said is just 3% of the list price—could be attractive.

“If Airbnb presents a solution with an economic model that’s more attractive than the traditional OTAs, it’d be hugely attractive and disruptive,” Habel said.

But Coles said Airbnb isn’t interested in playing in that space because much of the hotel supply that comes online doesn’t fit the type of experiential stay the company wants to target.

“The idea of Marriott and Starwood being on our site isn’t anywhere in the realm of conversation,” he said. “But bed and breakfasts and boutique hotels use it because of the reach we have.”

During the panel, an audience member questioned whether the presence of Airbnb hosts near his properties could represent possible new revenue streams and if the company would be interested in partnering for things like selling laundry and housekeeping services or selling guests access to amenities like pools and fitness centers.

Coles said the company is always attracted to “interesting local experiences,” which it often curates for guests via host-generated guidebooks, but also said his company would be willing to partner with hotels to offer those kind of experiences where available.

“The more the merrier,” he said. “I love that idea.”

- *Clarification, 14 September 2016: An earlier version of this story did not fully explain the informal survey of Starwood Preferred Guests.*

Reprinted from Hotel News Now, September 13, 2016

TRI-COUNTY LODGING ASSOCIATION

Missouri Invitational Fish and Golf Championship Returns to Old Kinderhook
November 16-18



Dion Hibdon (left) and his amateur partner, David Ludwikasi, showed off the bass they caught in last year's Missouri Invitational Fish and Golf tournament at Lake of the Ozarks.

Dion Hibdon feels comfortable with a fishing rod in his hands. But a golf club? Well, that's a different story.

When Hibdon, a legendary pro bass fisherman, entered the Missouri Invitational Fish and Golf Championship pro-am tournament last fall, he wasn't sure what to expect when it came time to tee off at the Old Kinderhook course on Lake of the Ozarks.

"I had never golfed before," said Hibdon, one of few pro fishermen to win championship tournaments on both the BASS and FLW circuits, "so I wasn't sure where my ball was going to go.

"But I surprised myself. I mean, I don't think I'm ready for the (golf) tour, but I didn't embarrass myself."

The fishing Hibdon boys - Dion, his sons Payden and Lawson, and possibly even his famous dad, Guido - will be back November 16-18 for the unique tournament at Lake of the Ozarks that attracted national attention in its inaugural year.

Other nationally known professional fishermen such as Casey Scanlon, Stacey King, Kevin Short, Mike McClelland, Jeremy Lawyer and James Watson will be paired with amateurs to chase bass and birdies.

Here's how the event, based at the Old Kinderhook Golf Course and Resort, will work.

- The event will get underway with a banquet and auction Nov. 15, in which amateurs will bid for the pro fisherman they want to team with.
- The fishing will begin Nov. 16 with a full day on Lake of the Ozarks.
- On Nov. 17, fishermen and their amateur partners will be joined by a local golf pro and they will play 18 holes of scramble-type golf. The teams will receive the equivalent of 2 pounds of bass for an eagle, 1 pound for a birdie and one-half pound for a par.
- The tournament will conclude Nov. 18 with a full day of fishing. Weigh-ins will start at 3 p.m., with the awards

ceremony to follow.

- This event isn't all fun and games. The winning team will take home \$15,000.

ON WATER AND LAND

That format is fitting at Lake of the Ozarks, according to Bob Renken, one of the founders of the tournament.

"We wanted to come up with something to showcase two of Lake of the Ozarks's major draws - fishing and golf," said Renken, who is executive director of Old Kinderhook. "This is the perfect way.

"Some of these fishermen get out and golf quite a bit, but others tried it for the first time last year. Everyone seemed to have a lot of fun with it."

Mark Wiese Jr., of High Ridge, Mo., certainly did. He and his amateur partner, Jared Williams of O'Fallon, Mo., won the first Missouri Invitational, performing well on water and land.

"I and a few of the other fishermen who golf had been pushing for something like this," said Wiese, a top regional bass fisherman and a veteran golfer. "It was a great time. When you can fish and golf in the same tournament, that's ideal for me."

The tournament combines two of Renken's passions. He is an accomplished tournament bass fisherman at Lake of the Ozarks, and he also is an avid golfer and oversees one of the most highly acclaimed public courses in Missouri.



James Dill (left) and his amateur partner, Dana Zander, fished in last year's Missouri Invitational Fish and Golf Pro-Am tournament.

The event also showcases the Old Kinderhook complex, which includes the award-winning golf course, a luxury lodge, fine dining, a spa, an ice-skating rink and even a boat ramp for fishermen.

Bob Bueltmann, who runs the www.BassingBob.com website, is co-founder of the Missouri Invitational and he too is excited about the reception the tournament has received.

(Continued on page 7)

TRI-COUNTY LODGING ASSOCIATION

Missouri Invitational Fish and Golf Championship Returns to Old Kinderhook
November 16-18

"This year, we moved the entry fee to \$1,000," Bueltmann said. "Two weeks after we opened the entry period, we were sold out."

SPECTATORS WELCOME

The public can be a part of the event by following their favorite fishermen on water and land.

The fishermen will launch at 8 a.m. Nov. 16 and 18 at the Old Kinderhook ramp. Weigh-ins will begin at 3 p.m. each day at the Old Kinderhook stage by the ice-skating rink. Golf will start at 11 a.m. Nov. 17 at the Old Kinderhook course, and Renken encourages galleries to follow their favorite teams while they are on the course. There will be no charge to spectators.

The public is welcome to join in the festivities of the opening night, November 16, from 6 to 9 p.m. for a sit-down dinner, rub elbows and talk with the pros and enjoy the auction. Cost per person is \$40. Buy your tickets at <http://store.bassingbob.com/product/tournaments/missouri-invitational-fishinggolf-championship-at-old-kinderhook->

additional-dinner-ticket-for-wednesday/.

Seating is limited. Old Kinderhook is located at 20 Eagle Drive outside of Camdenton, Mo.

For more information on the Missouri Invitational Fish and Golf Championship, visit www.OldKinderhook.com or www.BassingBob.com.

For more information on the "Best Recreational Lake in the Nation" - Central Missouri's Lake of the Ozarks - visit the Convention and Visitor Bureau's award-winning website at www.FunLake.com.



Marcus Sykora (putting), one of the top pro fishermen at Lake of the Ozarks, proved that he also is at home on the golf course last fall when he competed in the Missouri Invitational Fish and Golf Pro-Am.

MYER HOTELS TO SERVE LOCAL BRANSON AND HOLLISTER COMMUNITY LEADERS WITH A SYRUPY EXPRESSION OF GRATITUDE

The Comfort Inn & Suites Branson Meadows and The Comfort Inn at Thousand Hills, both owned by Myer Hotels, an award-winning Branson hotel company and franchised by Choice Hotels International, Inc. (NYSE: CHH), one of the world's leading hotel companies are honored to take part in honoring their local community leaders by providing them with breakfast. The hotel properties have invited Branson Police and Fire Departments, Hollister Police, Taney County Ambulance District, Western Taney County Fire, and the Taney County Sheriff's Department to enjoy the Comfort brand's free signature waffles.

The invitation is in honor of the Comfort brand's special annual National Waffle Day theme, "Say Thank You with Waffles." During August 17, 2016 through National Waffle Day on August 24, 2016, participating Comfort Inn and Comfort Suites hotels around the United States will serve waffles to various groups that make a difference in local communities as a way of showing gratitude with their griddles.

The "Say Thank You with Waffles" event to honor area first responders at the Comfort Inn & Suites Branson Meadows

located at 5150 Gretna Rd. and at The Comfort Inn at Thousand Hills located at 203 Wildwood Dr. S will take place on Aug 22nd between the hours of 7:00 am to 12:00 pm.

"This is just a small token of our appreciate for what each of these groups do in our community," said Chris Myer, VP of Marketing. "This is the third year that Myer Hotels has participated in this event and we are excited to expand this to two hotels this year."

The Comfort Inn & Suites Branson Meadows and The Comfort Inn at Thousand Hills are both award-winning hotels. The Comfort Inn & Suites Branson Meadows has won "Comfort Hotel of the Year" five times and has been a Platinum-award winning hotel in the Comfort brand numerous times. The Comfort Inn at Thousand Hills has also won the Choice Platinum award several times and the Comfort Inn of the Year once.

Both hotels look forward to expressing their gratitude to their local community leaders through this event.

CAMDEN ON THE LAKE RESORT AWARDED TRIPADVISOR CERTIFICATE OF EXCELLENCE

Resort is highest-rated hotel at the Lake of the Ozarks

The guests have spoken! Camden on the Lake Resort has again earned the 2016 TripAdvisor® Certificate of Excellence, officials announced today. This is the Resort's 5th TripAdvisor Certificate of Excellence in a row. The achievement celebrates hospitality businesses that consistently deliver quality customer service, evident in exceptional ratings and visitor reviews.

"Simply the best." "Heaven." "Beautiful place to stay!" Real reviews from visitors rate Camden Resort highest of any hotel at the Lake of the Ozarks, calling it the perfect venue for a vacation getaway, group event, or business trip.

"We thoroughly enjoyed our suite!" said Camden Resort visitor Vanessa H. "It was spacious, fully stocked with a comfy bed and amazing view! The lakeside balcony offered a perfect place for early morning quiet reflection. The staff was very accommodating and polite. Would go back in a heartbeat!"

"Since we took over management last year, we've worked hard to continue elevating Camden on the Lake into the premiere Resort experience," said Chris Heinz, President of Lodging One Hospitality, which manages day-to-day operations at Camden on the Lake. "Our team always aims to deliver top-notch service to our guests, and the proof of our hard work is in the reviews. We are delighted to win this Certificate of Excellence."

This award adds to the Resort's accolades. This year, the Resort's entertainment complex was voted Best Entertainment at the Lake, and H. Toads Chef Chris Messinio won the Silver Cup Chef's Challenge.

Camden Resort features 117 luxurious condo suites and overlooks the marina and H. Toads entertainment complex on the seven-mile mark of the Lake. Guests rave about the fully furnished kitchens, spacious living rooms, and large bathrooms in each suite, along with dual showerheads and optional Jacuzzi tubs, in-suite laundry units, and private balconies overlooking the lake or scenic woods.

Amenities include casual dining, retail shops, fitness center, full service AVEDA salon and spa, multi-media theatre, marina and boat charters, hot tubs and an outdoor swimming pool with swim-up bar. The Resort is also ideal for conferences and special events, with more than 19,000 square feet of meeting space, full service catering, and convention services.

"With the Certificate of Excellence, TripAdvisor honors hospitality businesses that have consistently received strong praise and ratings from travelers," said Heather Leisman, Vice President of Industry Marketing at TripAdvisor. "This recognition helps travelers identify and book properties that regularly deliver great service. TripAdvisor is proud to play this integral role in helping travelers feel more confident in their booking decisions."

The Certificate of Excellence accounts for the quality, quantity and recency of reviews submitted by travelers on TripAdvisor over a 12-month period. To qualify, a business must maintain an overall TripAdvisor bubble rating of at least four out of five, have a minimum number of reviews and must have been listed on TripAdvisor for at least 12 months.

WEBSITE ON THE MEND

www.lodgingmissouri.com

The Missouri Hotel & Lodging Association is dedicated to serving and strengthening the state's lodging industry through education, political action, and membership discount programs. Headquartered in Jefferson City, the state capitol, MHLA promotes the interests of Missouri's hospitality industry at local, state and national levels.

One of the many benefits of being a member of MHLA is access to the association website. Everyone interested in making new contacts and having better access to their customers is involved in online marketing. Allied members merit a free listing describing their product/service on MHLA's website. Also, a link from the MHLA website to the allied member website is available.

In an effort to maximize exposure, MHLA has revamped their website. Still located at www.lodgingmissouri.com you will now find not only member listings, but member resource links that will connect you to all seven city associations, government and legislation links for both Senate and House members, a calendar of events for all upcoming events that us as industry leaders are interested in and as a member you will be able to post classifieds to the website.

Stay tuned, as MHLA has some exciting new things happening!

BRANSON HAS TWO COMFORT "HOTEL OF THE YEAR" FINALISTS

The Comfort Inn & Suites Branson Meadows and The Comfort Inn at Thousand Hills have both been selected as two of three finalists for Choice Hotel's International 2016 "Hotel of the Year" for the Comfort Inn brand. Both hotels were "Hotel of the Year" finalists in 2015 with the Comfort Inn & Suites Branson Meadows winning the award for the year. Out of the last seven years, the hotels combined have won the "Hotel of the Year Award" six times.

To be considered as a finalist, The Comfort Inn & Suites Branson Meadows and The Comfort Inn at Thousand Hills both received the 2016 Choice Hotels Platinum Awards, awarded to just 2% of the brand. The Choice Hotels Platinum Award showcases exceptional service, facilities, and hospitality. Steve Joyce, CEO of Choice Hotels, states, "The contenders for this prestigious award demonstrate excellence in guest service and operations and are among the very top-ranked Platinum Award-winning properties within each brand. Demonstrating excellence in hospitality, service and quality, the Hotel of the Year Award winners set the standards for our entire system."

"We are blessed to have such a great team providing exceptional service on a daily basis, said Chris Myer, VP of Marketing. "It's a hard thing to continually stay at the top of a brand and our team has continued to do that. This is an amazing accomplishment."

The Comfort Inn & Suites Branson Meadows and The Comfort Inn at Thousand Hills represent two of the top Comfort Inn brand hotels among over 1,400 Comfort Inn's worldwide. The 2016 award will be given at Choice Hotels' International convention in May in Las Vegas. Several staff members from Myer Hotels will be attending this event.

The Comfort Inn & Suites Branson Meadows and Comfort Inn at Thousand Hills are owned by Myer Hotels of Branson. In the lodging business for over 48 years, the Myer family has actively contributed to Branson's hospitality market for over 33 years and received numerous national awards. Myer Hotels also includes the Best Western Center Pointe Inn, Best Western Music Capital Inn, Quality Inn West, and the Holiday Inn Express Green Mtn. Drive. For more information about these hotels please visit www.myerhotels.com.

Missouri Hotel Lodging Association Membership Report

October 10, 2016

| MEMBER TYPE | YTD 2016 | Unpaid | Unpaid \$ |
|--------------------------|------------|-------------|-------------------|
| Allied Members | 22 | Prospective | \$0.00 |
| Associate CVB Members | 14 | 6 | \$2,245.00 |
| City Association Members | 7 | 0 | \$0.00 |
| Regular (Hotels) Members | 47 | 13 | \$6,958.60 |
| Prospective Members | 50 | 0 | \$0.00 |
| Educational Members | 0 | 0 | \$0.00 |
| Student Members | 0 | 0 | \$0.00 |
| Friend Members | 0 | 0 | \$0.00 |
| Total | 140 | 19 | \$9,203.60 |

| City Association Members | # of Rooms | # of Properties | Dues Amount |
|---|--------------|-----------------|--------------------|
| St. Louis Area Hotel Association | 10,000+ | 45 | \$7,000.00 |
| Tri County Lodging Association | 4324 | 243 | \$3,026.80 |
| Southwest Missouri Lodging Association | 1295 | 13 | \$906.50 |
| Branson Lakes Area Lodging Association | 8484 | 69 | \$5,938.80 |
| Hotel & Lodging Assn of Greater Kansas City | 10,000+ | 113 | \$7,000.00 |
| Springfield Hotel & Motel Association | 3842 | 37 | \$2,689.40 |
| Columbia Hospitality Association | 1905 | 19 | \$1,333.50 |
| Total | 19850 | 539 | \$27,895.00 |

BOARD OF DIRECTORS

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CALENDAR OF EVENTS

February 22, 2017
MHLA Board Meeting

February 23, 2017
Capital Days/Pancake
Breakfast

May 18, 2017
MHLA Board Meeting

July 2017
Annual Meeting

August 10, 2017
MHLA Board Meeting

October 2017
Governor's Conference on
Tourism

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