ILA Strategic Plan

ILA board members met in January to outline an aggressive plan to move the association forward in the years ahead. As with any strategic plan you review the value of the association and why it is relevant in today’s world.

Wes Ehrecke, who lead the discussion stated, “If you’re doing the same thing this year that you did last year, you’re one year out of date.” This quote helped drive board members to work on ILA’s strengths and develop new opportunities.

Several of the new areas the board is developing include; expanded communications, website, social media, online booking options, partner with tourism organizations, expanded social and business networking, educational opportunities for members, outreach to members and non-members outside of central Iowa.

As always, ILA will continue to work on its legislative strength at the State Capitol. Promoting and protecting ILA members is first on the list of objectives for the board.

Implementation of the strategic plan is underway with the development of a new and vibrant website. Plus, additional support is being added to improve and enhance communications and marketing.

Watch for new updates by ILA in the weeks ahead and please feel free to contact your association with input.

Join The Iowa Lodging Association Online!
ILA is now on Facebook and Twitter! Please follow us online for the latest legislative updates, networking opportunities, and the industry best practices.

**Join ILA online using the following keywords:**
- Follow us on Twitter: IowaLodging
- Like Us on Facebook: Iowa Lodging Association

Additionally, links to friend the ILA page can be found in the email containing this newsletter.

For the Email:

**Join the Iowa Lodging Association Online!**
Follow us on Twitter: [http://twitter.com/IowaLodging](http://twitter.com/IowaLodging)
## IOWA LODGING ASSOCIATION
### OFFICERS, DIRECTORS & STAFF
#### 2010 – 2011

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Company</th>
<th>City</th>
<th>Phone</th>
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</thead>
<tbody>
<tr>
<td>President</td>
<td>Kristen Amfahr</td>
<td>Residence Inn</td>
<td>West Des Moines</td>
<td>515-267-0338</td>
<td><a href="mailto:Kristen.Amfahr@pillarhotels.com">Kristen.Amfahr@pillarhotels.com</a></td>
</tr>
<tr>
<td>Vice President</td>
<td>Curt Miller</td>
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<td>Center - Ames</td>
<td>515-268-2207</td>
<td><a href="mailto:curtin@GatewayAmes.com">curtin@GatewayAmes.com</a></td>
</tr>
<tr>
<td>Secretary/Treasurer</td>
<td>Lisa Tuller</td>
<td>Marriott</td>
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<td>515-267-1500</td>
<td><a href="mailto:l.tuller@concordhotels.com">l.tuller@concordhotels.com</a></td>
</tr>
<tr>
<td>Chairman</td>
<td>Tom Murray</td>
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<td>Clive</td>
<td>515-223-9254</td>
<td><a href="mailto:tmurray@csmcorp.net">tmurray@csmcorp.net</a></td>
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### DIRECTORS

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<th>Company</th>
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<tbody>
<tr>
<td>Mark Baltushis</td>
<td>Holiday Inn Express Sioux City</td>
<td>Sioux City</td>
<td>712-274-1400</td>
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<tr>
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<tr>
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<td>Terry Moore</td>
<td>The Brass Lantern B&amp;B</td>
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<td>641-743-2031</td>
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<tr>
<td>Jeff Peller</td>
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<td>Coralville</td>
<td>319-688-4000</td>
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<tr>
<td>Phil Ropp</td>
<td>Pull’r Inn Motel</td>
<td>Kalona</td>
<td>319-656-3611</td>
<td><a href="mailto:propp@kctc.net">propp@kctc.net</a></td>
</tr>
<tr>
<td>Jenny Seinfeld</td>
<td>Country Inn &amp; Suites Waterlo</td>
<td>Waterlo</td>
<td>319-233-2336</td>
<td><a href="mailto:cx_cdrf@countryinns.com">cx_cdrf@countryinns.com</a></td>
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<tr>
<td>Abid Talic</td>
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<tr>
<td>Kori Teeter</td>
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<tr>
<td>Dan Withrow</td>
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<td>515-223-1800</td>
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<tr>
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<tr>
<td>Iowa Lodging Association</td>
<td>9001 Hickman Road, Suite 220</td>
<td>800-743-IOWA (4692)</td>
<td>Fax: 515-278-0245</td>
<td><a href="mailto:ilaa@netins.net">ilaa@netins.net</a></td>
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<td>2010 – 2011</td>
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<td><a href="http://www.iowalodgingassociation.org">www.iowalodgingassociation.org</a></td>
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### ILA Takes the Hill

ILA Members, led by Kristen Amfahr (Residence Inn, GM), visited the Iowa State Capitol in February. This yearly event allows lodging members the chance to meet with their elected officials.

Attendees had special meetings with Senate Majority Leader Mike Gronstal, Senate Minority Leader Paul McKinley and House Speaker Kraig Paulsen and Majority Leader Linda Upmeyer. This forum afforded the opportunity to express ILA’s position on several different issues ranging from hotel/motel tax to commercial property taxes.

This outstanding yearly event is extremely important in order that the association’s issue can be directly heard from the people impacted.

### Save the Dates!

**Monday, April 18, 2011**
**ILA and American Cancer Society Kick-Off**
Everyone is invited to join us at this event announcing our joint undertaking. The event will be held at the Hilton Garden Inn in Johnston, Iowa at 4:00 – 5:30 p.m. Refreshments will be served.

**Sunday, November 6, 2011**
**Annual Star Awards Event**
Join hoteliers from across the state at this annual event honoring outstanding employees throughout the state. This year’s host hotel is the Embassy Suites on the River, Des Moines.
ILA and the American Cancer Society
Working together to overcome this dreaded disease. Below is a new release which was sent to news outlets in the state announcing our efforts

Area Hotels to Offer Lodging for Cancer Patients

DES MOINES, IOWA – The American Cancer Society and the Iowa Lodging Association have combined resources to provide free lodging for cancer patients and their caregivers who must travel for outpatient treatment.

Craig Walter, Executive Vice President of the Iowa Lodging Association, was excited about the possibilities the program offers. “We’re always looking for ways to give back to the community,” he said. “For us to be able to lend a hand when guests are at a difficult point in life is very gratifying. In the coming months we hope to bring even more hotel partners on board. We look forward to helping a great number of people.”

It is estimated that more than 17,000 Iowans were diagnosed with cancer last year “Having cancer often brings a difficult set of challenges,” said Michelle Hansen, Senior Program Specialist, Transportation and Lodging for the American Cancer Society’s Midwest Division. “When your best option for treatment means having to travel, it can be a burden.

The Iowa Lodging Association has graciously agreed to help reduce that burden for cancer patients being treated in the area.”

The Patient Lodging Program is available to patients needing accommodations Sunday through Thursday nights. Room requests will be filled on a space-available basis, and may not be available on occasion because of seasonal demand.

The Iowa Lodging Association will host a kickoff event for both participating and prospective hotels on Monday, April 18 from 4:00 to 5:30 p.m. at the Hilton Garden Inn, 8600 Northpark Drive in Johnston. Hotel operators can learn more about the partnership at that event.

For more information about the lodging program or to check on availability, call your American Cancer Society at 1-800-ACS-2345.

Special “thank you” goes out to our current participating partners. As of the time of this publication the following hotels have agreed to be a program partner.

Residence Inn-West Des Moines
Country Inn & Suites-Clive
Marriott Downtown-Des Moines
Country Inn & Suites-Northwood
Fairfield Inn & Suites-West Des Moines
Marriott-West Des Moines
TownePlace Suites-Johnston
Howard Johnson-Waterloo
Gateway Hotel-Ames
Hyatt Place-Des Moines
Hilton Garden Inn-Johnston
Hotel at Kirkwood Center-Cedar Rapids
Holiday Inn Express-Sioux City
Comfort Inn South-Cedar Rapids
Fairfield Inn-Davenport
Fairfield Inn-Coralville
Embassy Suites-Des Moines
Sheraton-Iowa City
Fairfield Inn-Waterloo
1099 Repeal

The U.S. Senate this week passed HR 4 by 87-12 vote to repeal the expanded 1099 reporting contained in last year’s health care law. The legislature requires the signature of the President to become law.

The repeal of the 1099 requirement was a top priority by the association to have changed in congress this session.

Thanks to all members that made contacts with their legislators.

Understanding Bed Bugs: Essentials for Property & Facility Managers

May 13, 2011 in Omaha
Traveling Bed Bug Workshop Series to Stop in Omaha on May 13, 2011 and you’re invited to participate. To learn more details go to the National Pest Management Association’s website, or copy and paste the address in your internet browser: http://www.npmapestworld.org/events/documents/BegBugWorkshopWebPage_Omaha.pdf.

ILA Referral Program

ILA is now offering a membership benefit to Allied members who bring in a new Allied member.

Allied members are always visiting hotel/motel properties and can be a positive force in promoting new members.

Please contact the association office if you would like additional information.

ILA Member Benefit

Tired of big natural gas bills? If you are then do like a number of ILA members have already done and check out what Seminole Energy Services can do for your property.

Seminole Energy partners with ILA to help manage your natural gas costs and save you money.

Seminole Energy offers:
- Equal Reliability
- Superior Service
- Natural Gas Savings
- Pricing Options

To find out more information, before the snow flies again, contact our Iowa representative today!

David Stokes
515-278-2254 office
515-306-4946 cell
Email: dstokes@seminoleenergy.com

Smith Travel Research Report

To view the latest STR Report be sure to open the attachment in Excel provided with this newsletter.

A Few Quotes from Ben Franklin

- Silence is a true friend who never betrays
- There is always room at the top
- The moment may be temporary, but the memory is forever
- It’s not whether you get knocked down. It’s whether you get up again

Join Us!

ILA is now on Facebook (IowaLodging) and Twitter (Iowa Lodging Association). Share your stories and updates of happenings at your property.
Wake Up to Savings with Holmes Murphy Lodging Risk Solutions

Primary sponsors and official representatives of the Iowa Lodging Association, Collin Forst and Chris Fischer head Holmes Murphy’s innovative Lodging Risk Solutions division. These experts are dedicated to serving the unique risk management and loss control needs of hotels, motels, and resorts. As your partner, Collin, Chris, and their team work with you to understand your business and find the best insurance solutions to fit your needs. Holmes Murphy’s proven approach involves measuring your risk, predicting its effects, and influencing its outcome. The result: A customized insurance program at an affordable price.

Insuring nearly 40,000 rooms, Holmes Murphy Lodging Risk Solutions’ client list includes some of today’s best-known hosts including Comfort Suites, Days Inn, Holiday Inn, Hilton Inn, Hampton Inn, Heartland Hotel Corporation, & Super 8. It is this extensive field experience and expertise in lodging that has allowed Holmes Murphy to become the “preferred agency” with more than 35 of the leading carriers in the industry, resulting in lower premiums for you.

Some of the value-added benefits you’ll enjoy with Holmes Murphy Lodging Risk Solutions include:

- Competitively Priced Coverage
- Overall Cost Reduction
- Dedicated Client Service Team
- Claims Management Program
- Potential Dividend Payment Program
- Loss Exposure Analysis
- Loss Control and Safety Programs
- Cost Benchmarking
- Property Safety Audits
- Online Portal to Manage Human Resources and Safety
- Customized Hospitality Coverage Enhancements
- Employee Benefits Services

With Holmes Murphy Lodging Risk Solutions, you can rest assured your guests, your staff, your property, and your business investments are covered. To learn more about what Lodging Risk Solutions can do for you, contact Collin Forst or Chris Fischer today by calling 1-800-300-0325.

Collin Forst, CISR
Account Executive
CForst@holmesmurphy.com

Chris Fischer
Account Executive
SFisher@holmesmurphy.com
Hotel Revenue Management

If you operate a hotel, one of your substantial costs is the processing of your credit cards. Heartland Payment Systems can help reduce your costs and make sense out of “hard to read” statements. Heartland Payment Systems processes credits cards for over 6,000 hotels in the U.S., as well as payrolls and gift marketing in many of those hotels. Heartland is only a 14 year old company, but we have come from being the nation’s 55th largest processor to the 5th largest, and one of a few who have a direct processing relationship with the Interchanges. What does that mean for you? Nobody buys it lower than Heartland, and we price it over true Interchange cost, which is not normal for other processors. We don’t raise our rates, and we don’t charge any “junk fees” in addition to our agreed upon cost plus charges. Processors like to add price increases in a variety of ways which we call “junk fees”. I have listed a number of them below to be looking for on your statement. You’ll never see these from Heartland.

- Administrative fees
- AVS fees
- Bad ACI/auth CPS disqualified fee
- Batch fees
- Batch header fees
- Capture fees
- Data breach service plus fees
- Debit monthly fees
- GAA monthly fees
- Global ATL fees
- Membership fees
- Mid-qualified interchange surcharge fees
- Missing tran ID IN settlement fees
- Non-qualified credit card fees
- Non-qualified interchange surcharge fees
- Non-verification of PCI compliance fees
- PCI compliance fees
- PCI non-compliance fees
- Peak season fees
- Profit sharing merchant account fees
- Retrieval 12B fees
- Returns/refund fees
- Re-underwriting fees
- Security scanning fees
- Settlement fees
- Trans does not qualify
- Underwriting fees
- Warranty fees

Heartland can utilize most all POS systems and terminal applications. You are not tied to only one credit card processor.

We’ll be glad to give you a guaranteed cost % quote – it’s free! Heartland is the preferred vendor for the Iowa Lodging Association and we can compete with your current processor if you have one or hundreds of hotels. Just give me a call at 515-419-2363 for a quote on your credit card processing, payroll or gift marketing.

Vince Kopacek, CMHS has been with Heartland Payment Systems for five years. Previously, he owned and operated the Best Western Bavarian Inn for 24 years and the Best Western Airport Inn for 11 years.

Vince served as President/Chair of the Iowa Lodging Association for several years as well as 10 years on the Des Moines Convention & Visitors Bureau.

Call Vince for a quote today!
515-419-2363

2011 Star Award Nominations

It is not too early to think about your outstanding employees and the recognition they deserve. Following is this year’s listing of possible awards that will be presented at the ILA event on November 6, 2011.
The Iowa Lodging STAR Awards Program recognizes individuals who exemplify the spirit of the Iowa lodging industry through exceptional professionalism and service in a management or non-management position.

Seven categories available for nominations:

- Front of the House
- Sales & Marketing Employee of the Year
- Heart of the House
- Property of the Year
- Community Service Award
- Hotelier of the Year
- Department Manager of the Year

Criteria... to qualify for a STAR Award, the candidate:
1. Must exhibit service above and beyond their normal job responsibilities through outstanding leadership qualities, performing heroic deeds, &/or consistently adding to the general well being of the guests.
2. Must be employed by an active ILA member.
3. Must have been employed at his/her hotel for a minimum of two (2) years.

Description of Qualifications... A description of the nominee’s qualifications for a STAR Award must accompany the Official Nomination form. This narrative should not exceed four (4) typed, double spaced pages. Entries submitted without a description will not be judged.

Property of the Year... This award is presented to an ILA property that demonstrates outstanding performance. Examples might include occupancy increase, renovations and remodeling, increase in repeat business, special events offered, awards received and customer comments. This is a category for the property and all the people associated with it to shine.

Optional Documentation... Additional materials may be submitted for the judges’ consideration, but are not required. These may include photos, letters of commendation, guest comment cards or news clippings. All submitted material becomes the property of ILA and will not be returned unless a special request is made.

Awards Presentation... STAR Awards will be presented at the ILA 2011 Annual Conference on Sunday, November 6, at the Embassy Suites on the River, in Des Moines, during the evening social event.

See Official Nomination Form

Deadline for Nominations
Nominations must be submitted to the ILA Awards Committee by **October 14, 2011**. Mail or email to ILA at: 1LA, 9001 Hickman Rd, Ste 220, Des Moines, Iowa 50322 or email: ila@netins.net. Questions: call Shellie at 1-800-743-IOWA (4692).
Official Nomination form

This form can be duplicated for additional nominations.
Deadline to submit: October 14, 2011

I am pleased to nominate the following employee for the following Iowa Lodging STAR Award:

- [ ] Front of the House
- [ ] Heart of the House
- [ ] Community Service Award
- [ ] Sales & Marketing Employee of the Year
- [ ] Property of the Year
- [ ] Hotelier of the Year
- [ ] Department Manager of the Year

Name of Nominee/Property

Position

Hotel/Motel

Address

City/State/Zip

What makes the nominee a STAR?
Please email (or mail) a description of the nominee’s/property’s qualifications to be named Iowa Lodging’s STAR Award Winner of the Year. Please provide a picture of your nominee (preferable a bust shot) that we can show during the reception at our event on October 14th.

Name of Person Submitting Nomination

Phone

Date

Iowa Lodging Association
9001 Hickman Road, Suite 220
Des Moines IA 50322
Email: ila@netins.net