



UPDATE

Leading & Serving the Hospitality Industry

Spring 2011

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NEXT EVENT

Elected Officials Luncheon

June 2, 2011
11:30am-1:30pm

JW Marriott Starr Pass
3800 W. Starr Pass Boulevard

Cost: \$25 per person

To R.S.V.P
visit www.salara.org
or call 1-877-374-5101



Sponsored By:

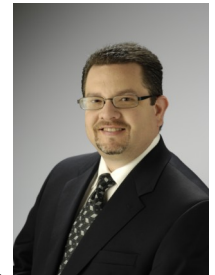


Dear SALARA Members,

With my term as SALARA Chair at an end, I wanted to express my gratitude to you for allowing me to serve at the helm of this organization, which is so important to Southern Arizona. During my term as Chair, our industry faced many challenges on a city, county and state level. Many of these challenges we have overcome, many are in the process of being dealt with and many still need our attention and dedication. I believe strongly in SALARA's ability to be the voice of Southern Arizona Tourism as well as its ability to be the driving force behind issues related to our industry. However, this potential can only be reached with a strong and engaged membership base that works together for the common goal of tourism prosperity.

Southern Arizona is one of the most beautiful destinations in the world and, if we can stand united in overcoming political obstacles, our opportunities for development, job creation and economic growth are endless. I have thoroughly enjoyed my time as a SALARA member and as the GM of the Westward Look Resort. My departure from both roles is bittersweet as I leave behind friends and colleagues, and embark on a new challenge as the GM of the Joie de Vivre property in Scottsdale. However, I know I leave you in good hands with your new Chair, David Miller and the capable Association management team at AzHLA. Thank you again for all of your support.

Sincerely,
Alan Klein



Welcome Our New SALARA Chair - David Miller

Dear SALARA Members,

Let me start by thanking Alan for all of his efforts on behalf of this organization and wishing him all the best going forward. For those of you who don't know me, I am the GM of the Esplendor Resort and Country Club in Rio Rico, a post which I have held for the past five years. Prior to that, I owned and managed a number of hotels and resorts in the Lake Tahoe and Reno area, as well as being the Chairman of the Reno Sparks Convention and Visitors Authority for a number of years. So that brings me here.

While we all like to lament on the good old years and those we wish to forget, I choose to look ahead. So with that in mind, we will begin a new chapter in SALARA and I welcome your input as to what strategies and opportunities we can bring forth as an organization to improve our businesses and our bottom lines. That is very simply, my focus.

I look forward to seeing you throughout the upcoming year.

Very truly yours,

David Miller

Did you miss April's Industry Update Luncheon?
For Warnick & Company's full powerpoint, email info@salara.org or call Ashley at 877-374-5101

SALARA Golf Tournament



The 2011 SALARA John Daily Memorial Golf Tournament was a Hole-in-One! **The Westin La Paloma Country Club** did a great job assuring that our 100 golfers had an amazing experience. Thanks to our sponsors and all of the incredible donations. Thank you all for your hard work and dedication on this year's tournament!

Congratulations to **JW Marriott Starr Pass Resort & Spa** for placing 1st in this year's tournament. Esplendor Resort came in a close 2nd!

Thank you to all of our fantastic sponsors

Allied Sponsor



Hole-in-One Sponsor



Eagle Sponsors

Coca-Cola
Embassy Suites Tucson - Paloma Village
Elite Audio Visual Solutions
Grace Hospitality
Hilton Tucson El Conquistador Golf & Tennis Resort
JW Marriott Starr Pass Resort & Spa
MTCVB
Shamrock Food Company
The Westin La Paloma
Westward Look Resort

Team Sponsors

Doubletree Hotel Tucson at Reid Park
Esplendor Resort
Hillyard
Indevco Construction
Madden Media
Marriott University Park
Miraval Resort
Omni Tucson National
Pima County Attractions
Radisson Suites Tucson
Swank Audio Visuals
The Lodging Company

Birdie Sponsors

HSS Staffing Solutions

Hole Sponsors

Finley Distributing
Lodge at Ventana Canyon
Loews Ventana Canyon

And to all of those who donated auction & raffle...

American Valet
Arizona Hotel & Lodging Association
Caruso's Restaurant
Casino Del Sol
Doubletree Hotel at Reid Park
Embassy Suites Hotel Flagstaff
Embassy Suites Paloma Village
Embassy Suites Paradise Valley
Esplendor Resort & Country Club
Golf Channel

Hacienda del Sol Guest Ranch
Resort
Harvest Restaurant
Haven Golf Course
Heritage Hotels & Resorts
Hilton Tucson El Conquistador
JW Marriott Starr Pass
Kino Springs Golf Course
Letson Loft Hotel
Loews Ventana Canyon Resort

Miraval
Omni Tucson National
Pima County Attractions
Priceline.com
Quail Creek Country Club
Radisson Suites Tucson
Shamrock
The Lodge at Ventana Canyon
Tubac Golf
The Westin La Paloma

The Westin Riverwalk
USA Today
Westward Look Resort

Allied Members - Would you like to sponsor our next event?



Luncheon Sponsorship Opportunities

Our monthly luncheon sponsorships offer the opportunity to promote your company, products, and services to influential lodging industry professionals in Southern Arizona.

Sponsorship Benefits

*Pre/ Post Event Promotional Table Top in Registration Area
Inclusion of company logo on event signage
Permission to place promotional material on chairs or tables*

2011 Event Calendar

- October 6th, 2011 - Tucson Airport Authority Update (\$250)
only 1 sponsorship available
- November 3rd - MTCVB Update (\$250)
only 1 sponsorship available
- December - Holiday Mixer (\$350)

For more information please contact Ashley Weed at 877-374-5101 or info@salara.org.

Sponsorship Confirmation

Company: _____ Contact Name: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Contact Phone: _____ E-mail: _____

We will sponsor the _____ event.
(month)

_____ My check in the amount of \$ _____ is enclosed.

_____ Please charge my credit card as indicated below.

_____ Master Card _____ Visa _____ AMEX Amount: \$ _____

Card Number: _____ Exp. _____

Signature of Cardholder: _____

To maximize sponsorship benefits, confirmation must be received no later than two weeks prior to the luncheon.



2011 Arizona Governor's Conference on Tourism

JULY 13-15, 2011

Doubletree Paradise Valley Resort - Scottsdale, AZ

The tourism industry is a thriving source of Arizona's economy. Each year travel professionals come together to learn from tourism experts and take advantage of the latest information, products and services which enhance travel in Arizona.



The 2011 Arizona Governor's Conference on Tourism will take place July 13-15 at the Doubletree Paradise Valley Resort in Scottsdale. The conference begins Wednesday, July 13 with the annual Taste of Arizona reception. We continue with many valuable breakout sessions, the Arizona Governor's Awards Luncheon on Thursday and an outstanding lineup of keynote speakers to conclude the Conference on Friday, July 15.



The Arizona Governor's Conference on Tourism provides valuable networking opportunities, professional development sessions, nationally recognized speakers, a dedicated sponsor exhibit area and the Governor's Tourism Awards Luncheon. The conference, consistently attended by 600, is the opportunity for our visitor industry to gather information on the latest trends affecting tourism. We offer an environment that promotes networking and the exchange of ideas for the benefit of our commerce. The success and growth of our conference is reflective of a unified industry that wants to continually be successful at what we do.

For a full agenda and list of speakers, visit www.aztourismconference.com.
 Questions? Please contact us at 602-265-2252 or info@arizonatourismalliance.org.

Upcoming Events

June 2nd – Elected Officials

Registration 11:30 / Brunch 12:30

July – No Luncheon

Governor's Conference on Tourism

August – No Luncheon

Board Retreat

October 6th – Tucson Airport Authority

Registration 11:30 / Luncheon 12:00

November 3rd – MTCVB Update

Registration 11:30 / Luncheon 12:00

November 22nd – No Luncheon

SALARA Career Day

December – No Luncheon

SALARA Holiday Mixer

Southern Arizona Lodging & Resort Association

SALARA