

Holiday 2020

# INN

# TOUCH

*The Management Magazine of Wisconsin's Lodging Professionals*

Join us in Green Bay at the  
**2021 WH&LA Spring  
Symposium & Expo**

**The Winner  
of the 2020  
Cover Contest is...**

Find out on page 8

**Hospitality Room**

Meet our new members!

**2020  
STARS OF THE INDUSTRY**

**BONUS!**  
**Q&A with WH&LA**

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InnTouch is published quarterly by the Wisconsin Hotel & Lodging Association (WH&LA). Through InnTouch and other programs, WH&LA provides materials designed to improve members' professionalism. WH&LA caters to the educational and professional needs of lodging professionals. A scholarship fund for students pursuing a career in the hospitality industry is sponsored by WH&LA. For more information, or to make a donation to WH&LA or its scholarship fund, email [whla@wisconsinlodging.org](mailto:whla@wisconsinlodging.org).

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# CHAIRMAN'S FORUM

## Congratulations!

The stars of the Wisconsin lodging industry were recognized during the WH&LA Online awards on December 2. The event took place for the first time ever virtually with each award winner acknowledged for their accomplishments.

The Spirit of Hospitality Award is a chance for lodging Owners and Operators to highlight key employees who have made an impact on their guests, their co-workers and the properties they represent. It is always rewarding to hear the stories and specifics on how these folks have found ways to provide the kind of legendary hospitality that makes Wisconsin so special. I challenge each of you to take the time to submit one of your key associates in the future.

The annual awarding of the scholarships is vital in assisting our future leaders as they pursue their education in the lodging industry. This year we awarded scholarships to students from three different state hospitality programs. The support and commitment from our industry leaders in continuing to earmark funds for scholarships is an investment that will continue to pay dividends in the future. This is the first year that a scholarship was established to recognize the contributions of long time Board member and past Board Chairperson Kari Zambon. Honoring her legacy with a scholarship to future deserving recipients, is something that I know she would be proud of.

The Associate of the year award is critical as an opportunity to thank our Associate Members for the ongoing support of our Association. The contributions they provide are the lifeline to the success of the organization. We appreciate everything they bring to the table and without their ongoing input

and support, our Association would be much different. We can thank them with our support.

The support of our Corporate Champion can not be underestimated. The management companies that realize the value of our organization by supporting the Association with membership of all of their properties in the state is a statement that should not be underestimated. We thank them for their support.

Recognition by your peers is one of the greatest compliments you can receive. The time-honored tradition of the Innkeeper of the Year Award provides recognition to one of our state lodging leaders for their contributions to the industry. It is our time to thank this individual for their efforts.

This year has been a year like no other. A HUGE thank you to the WH&LA staff for putting together such a memorable and special presentation. Great job. If you were not able to join us for the ceremony, the awards recording is available to view at your convenience. Once again, congratulations to all the deserving winners!

Please consider joining us at the Spring Symposium scheduled to take place in Green Bay at the Hyatt Regency and KI Convention Center on March 7-9, 2021. Now more than ever is the time to get involved, stay involved and support a unified voice for the lodging industry! Thank you once again!

## Greg Stillman

2020 Chairman of the  
WH&LA Board of Directors

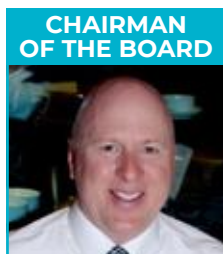
Greg has been an active member of WH&LA since 1991 and since that time has served as the Chairman on numerous committees, and served as a member of the Board of Directors and Executive Committee.

Together with his wife, Denise, the Stillmans own and operate Foremost Management Services, Inc., a hospitality operations & consulting firm specializing in Condominium Hotels.

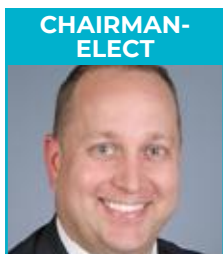


# 2020 BOARD OF DIRECTORS

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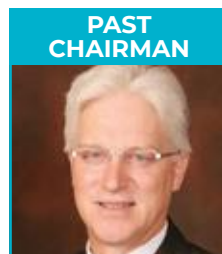
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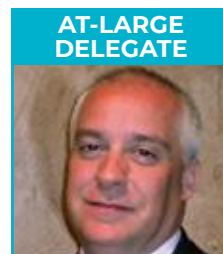
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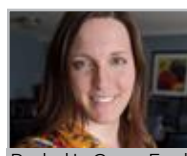
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Ambassador Hotel  
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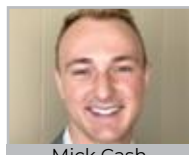
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## PRESIDENT'S CORNER

The rollercoaster year of 2020 has come to an end, and I think we're all glad to be putting it behind us. However, with the trials and tribulations came opportunities, successes, and reasons for celebration. I'd like to use my space in this issue to reflect upon some of those.

On a personal and professional level, coming back to WH&LA to serve as your President & CEO has certainly been the highlight of 2020 for me. While of course it's difficult to see our industry in so much pain, it also reminds me of why I went into the association management business in the first place—to help people succeed in their careers. Now more than ever, lodging properties are leaning on WH&LA for information and representation, and I'm honored to be a part of it.

On the operational side of the association, I'm excited to see a new culture and bond forming between the members of our reshaped staff team. When you call the WH&LA offices you will likely speak to Lexie, Monica, Adam, or me. We are all passionate about serving and assisting our members, and we have been working diligently to not only serve members today, but also about how we can strengthen your membership ROI in the future. Currently we are working behind the scenes to bring a fresh new look to WH&LA that will include a new website, a new membership management system, and a better communications platform. I could not be prouder of the team for their commitment to our organization, and I am excited to see their work pay off throughout 2021.

Another opportunity that I'm excited about is our upcoming 2021 Spring Symposium & Expo. We know that lodging leaders throughout the state are eager to have the opportunity to once again see each other in person, and also to show the public how we can safely hold meetings and events as we rise out of this pandemic. The sessions are being tooled to address the information that the hotel and lodging community needs to operate in the new world of COVID and how we can best position ourselves during the recovery. Be sure to register today at [www.WisconsinLodging.org/symposium](http://www.WisconsinLodging.org/symposium).

I look forward to hitting the road in 2021 and to meeting as many members as I can!

**Bill Elliott, CAE**  
President & CEO of WH&LA

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# MEET OUR STAFF

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Legal Issues | Media Spokesperson  
Board/Committee Governance

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Trade Show Manager

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# 2021 LODGING

Where to stay

## The Winner of the 2021 Lodging Directory Cover Contest is...

### GORDON LODGE

The votes have been tallied, and with 32.4% of the vote, the winner of the 2021 Wisconsin Lodging Directory Cover Contest is Gordon Lodge in Baileys Harbor. The cover image will be featured on approximately 150,000 printed copies to be distributed throughout the Midwest and will be displayed digitally on [WisconsinLodging.org](https://WisconsinLodging.org) for one year.

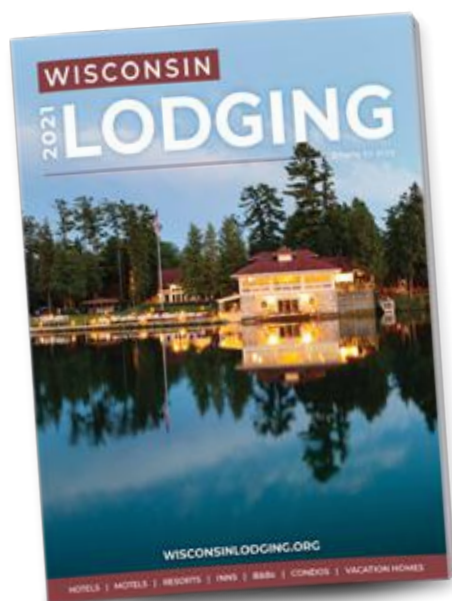
For over a century, guests have ventured to the idyllic, 130-acre Door County destination that we now know as Gordon Lodge. The beautiful, lakeside resort is a premier Wisconsin destination for weddings, family gatherings, and vacations.

The 2021 Cover Contest ran from October 19, 2020—November 16, 2020. WH&LA members and travelers were invited to vote for their favorite cover and image, which was displayed at [WisconsinLodging.org/covercontest](https://WisconsinLodging.org/covercontest). Participants were encouraged to share their cover on the property's social media channels and with their guests to get out the vote.

Thank you to all who participated this year!

Bay Shore Inn, Chula Vista Resort, Delafield Hotel, Gordon Lodge, GrandStay Hotel & Suites Mount Horeb, Holiday Inn Express & Suites—Hayward, Hotel Goodwin, Hotel Marshfield, Lake Delton Waterfront Villas, Lake Lawn Resort, Newport Resort, and Westwood Shores.

The 2021 Wisconsin Lodging Directory will be distributed in early March 2021. Contact Adam—WH&LA's Membership & Revenue Development Manager—by emailing [sales@wisconsinlodging.org](mailto:sales@wisconsinlodging.org) for information on advertising opportunities for this publication.



# SAVE THE DATE



## SPRING SYMPOSIUM WH&LA 2021 & Expo

# Join us in Green Bay at the WH&LA 2021 Spring Symposium & Expo

Reunite with the hotel and lodging community to **RETHINK, REINVENT, & RECOVER** at the WH&LA 2021 Spring Symposium & Expo! We are excited to hold the event at the Hyatt Regency Green Bay and KI Center from March 7-10, 2021.

Like many in-person events, the 2020 Wisconsin Lodging Conference and Trade Show, planned for November 7-10, 2020 was canceled earlier this year. As we have learned more about the precautions necessary for group meetings and events and look toward recovery for hotel businesses, we look forward to coming together as an industry again this spring.

We are excited to hold the event at the Hyatt Regency Green Bay and are grateful to their planning team for their flexibility and ability to plan for a safe and fun WH&LA event.

### EDUCATION

This year's "**RETHINK, REINVENT, & RECOVER**" theme will showcase lodging industry professionals, tourism executives, marketers, lawyers, advocacy experts, and more. Our event features sessions including Promoting Wisconsin Tourism During the Pandemic Recovery, Inn it Together LIVE, Financial Fitness for Wisconsin Hotels, Wisconsin Legislative Update, National COVID Relief for Lodging Businesses, and more!

### NETWORKING

Working with the team at the Hyatt Regency Green Bay, we have reimagined the event meals and networking opportunities for COVID compliance. Learn more about WH&LA safety measures on our Symposium webpage at [WisconsinLodging.org/Symposium](https://WisconsinLodging.org/Symposium), and visit [hyatt.com/en-US/info/care-and-cleanliness-america](https://hyatt.com/en-US/info/care-and-cleanliness-america) for more information on Hyatt's Care and Cleanliness Commitment.

### LODGING EXPO

WH&LA has reimaged the trade show experience to bring you the 2021 WH&LA Spring Expo. The Expo Center will be opened on Monday, March 8 from 11:00 am – 1:30 pm for a dedicated marketplace time where our vendors answer your questions, schedule follow-up meetings, and provide demonstrations of their products or services.

Visit our WH&LA Symposium webpage at [WisconsinLodging.org/Symposium](https://WisconsinLodging.org/Symposium) for event details and to register for any of our event packages.



Learn more about the Hyatt Regency's safety precautions by reading our Fall 2020 InnTouch magazine online at [WisconsinLodging.org/inntouch-archive](https://WisconsinLodging.org/inntouch-archive).

March 7-9, 2021  
Hyatt Regency Green Bay

# WH&LA STARS of the industry

## 2020 STARS OF THE INDUSTRY AWARDS

WH&LA annual Stars of the Industry Awards took on a digital approach amid the COVID-19 pandemic, but continued to celebrate an inspiring group of industry leaders this year. On December 2, we recognized some of the brightest and most dedicated individuals in our industry including WH&LA leaders, students pursuing degrees in hospitality management, key team members of lodging properties across Wisconsin. The winners of the 2020 Associate of the Year, Corporate Champion of the Year, and Innkeeper of the Year were also announced at the ceremony.

This year's winners represent our state's diverse range of individuals, properties, and locations. Award submissions were reviewed, and winners were selected by the WH&LA Awards Committee, a group comprised of past winners of WH&LA's leadership awards from the last three years. Nominations were submitted between May & September.

The online awards ceremony was lead by WH&LA Awards Chair and 2019 Innkeeper of the Year, Jon Jossart (Ambassador Hotel & Ambassador Inn), with presentations by WH&LA Chair-Elect and 2016 Innkeeper of the Year, Charlie Eggen (F&E Hospitality), WH&LA Chairman and 2018 Corporate Champion, Greg Stillman (Foremost Management Services, Inc.), WH&LA Associate Director and 2019 Associate of the Year, Dr. Lynea LaVoy (Madison College), and WH&LA Lodging Director and 2019 Corporate Champion, Mike Patel (MoveMent Hospitality).

### SPRIT OF HOSPITALITY AWARDS

The Spirit of Hospitality Awards are given annually to employees at WH&LA properties that have gone above and beyond to help their properties operate efficiently, exceed guest expectations, and stand out as extraordinary examples for their team and the lodging industry.

Awards Committee Chair, Jon Jossart noted, "This year had its own unique challenges and opportunities for our teams. We asked them to implement new cleaning standards due to the pandemic, take on additional responsibilities, and comply with ever changing restrictions & guidance from the state and local health departments. We are in awe of the reliance our team members have displayed & are thankful that they have chosen to remain committed to their properties and to our industry during this challenging time."

### The recipients of the 2020 Spirit of Hospitality Awards are:

#### Jennifer Krupenny

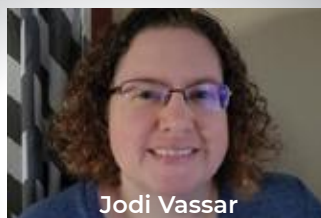
*Front Desk Lead/Head Housekeeper at the AmericInn New Richmond*

Jennifer is a key member of the AmericInn New Richmond Team. She has stepped into a role she was most scared of, Lead Front Desk; in addition to maintaining her role as Head Housekeeper. She was there to help out every day during the COVID-19 scare, as well as stepping up to help redo the lobby. She never faltered or wavered, with a positive attitude, ready and willing to help out all guests and team members.

Visit [WisconsinLodging.org/stars](https://WisconsinLodging.org/stars) to view the recording of the 2020 Online Awards Ceremony.



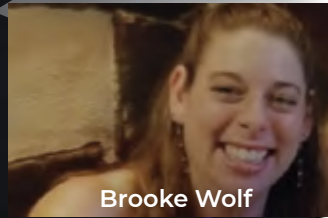
Jennifer Krupenny



Jodi Vassar



Dakota Weeks



Brooke Wolf



VV Verheyden

**Jodi Vassar**

*Guest Services Representative  
at Hampton Inn Appleton*

Jodi's heart for taking care of the guests is beyond compare. The guest comments say it all... she is "very friendly and down to earth", "a gem at the desk, so friendly & confident", "your best asset", "upbeat, has a great personality, and is flexible in helping with our reservations", and "made us feel welcome and took care of us". She is truly amazing and well deserving of this award.

**Dakota Weeks**

*Front Desk Manager  
at the Jefferson Street Inn*

Dakota has really filled a void for the team at the Jefferson Street Inn during the continued operations of the hotel during the pandemic. He is always there for his colleagues with supportive phone calls and texts, checking in on all guests and associates to make sure they are safe and happy. The whole experience of staying and working at the Jefferson Street Inn would not be the same without Dakota's contributions.

**Brooke Wolf**

*Houseperson at the Hampton Inn  
Milwaukee Brookfield*

Brooke is continuously finding ways to deliver guest experiences that exceed their expectations by making those experiences both memorable and authentic. An elderly couple was checking out, but there were no luggage carts available and Brooke quickly volunteered to go get all of their luggage and put it in their car. When the gentleman offered her a tip, Brooke refused and shared how it was her pleasure to help. Brooke is truly a great example and a wonderful team member at the Hampton Inn Milwaukee Brookfield.

**VV Verheyden**

*Front Desk at Edgewater  
Resort, Ephraim*

VV has been a stalwart at the Front Desk for over six years at the Edgewater Resort. Her thorough experience of living in Door County for over 25 years and her very welcoming attitude has helped earn the Edgewater Resort a long list of repeat guests over the years. VV understands it is not just about the dollars, but her creating a sincere experience for our guests that builds loyalty. Friendliness and helpfulness is a base line, creating the VV experience is Wisconsin Hospitality.

**ASSOCIATE OF THE YEAR**

The Associate of the Year Award is given annually to a person who services Wisconsin's lodging industry in an exemplary manner. This year, the award was presented to a leader who has gone above and beyond what it means to support WH&LA and the lodging industry in Wisconsin: Connie Barbian, Principal of Connect Hospitality Solutions.

Dr. Lynea LaVoy stated, "Yes, this year's winner does business with properties in Wisconsin—but, more than that, our winner exemplifies the commitment, innovation, industriousness, and generosity that embodies the spirit of the Associate of the Year Award."

Connie is Principal of Connect Hospitality Solutions LLC, where she provides consulting services to hotel owners, developers, and communities.

Her expertise is with independent and soft brands, as well as new emerging, tertiary markets, and downtowns. The projects she takes on are varied and interesting, ranging from identifying new markets to repositioning the hotel, replacing and selecting management companies, reservations and revenue management, sales & marketing projects, and the list goes on! Connie uses a collaborative approach and works with other consultants and WH&LA Associate Members to solve specific challenges her clients are facing.

Prior to working as a consultant, Connie was a founding partner of IDM Hospitality where she worked in Business Development, headed the

Sales, Marketing and Branding efforts for the properties, and as project manager on several significant hotel redevelopments including HotelRED in Madison; The Jefferson Street Inn Wausau, Hotel Julien Dubuque; and The Beloit Inn, now the Ironworks Hotel. While in her role with IDM, Connie was the recipient of the WH&LA Corporate Champion of the Year award in 2014.

Connie has been an active member of WH&LA since 2009—currently, Connie is an Associate Director on our board & is Chairperson of the Branding and Website Task Force; an active member of the Pandemic Task Force; and a member of the Education & Conference Committee and Programming Task Force. She served on the WH&LA Executive Committee from 2009-2015 and board Chair in 2014.



**ASSOCIATE OF THE YEAR**  
Connie Barbian



**CORPORATE CHAMPION**  
Jonathan Webster



"Her commitment to WH&LA and our industry is truly unmatched, she is always ready to assist with great ideas and new connections, for which we are so grateful," Dr. LaVoy expressed.

Connie accepted the award virtually, recognizing other leaders in the industry and looking forward to a brighter new year, "2021 is going to be new and exciting for us, and I think we have to look at it as an opportunity for our industry. The hospitality industry will never be the same. Let's start a casual healing process of the hospitality and tourism industry and grow in ways that we've never considered before."

### CORPORATE CHAMPION OF THE YEAR

The Corporate Champion of the Year Award is given annually recognizing one individual in key management of a company owning or operating multiple lodging properties in Wisconsin for their high level of achievements. This year, the award was presented to a leader who has gone above and beyond what it means to support WH&LA and the lodging industry in Wisconsin: Jonathan Webster.

Jonathan Webster is the Vice President of Lodging for Geronimo Hospitality Group. In his role, he is responsible for the operations of three properties in Wisconsin—the Delafield Hotel, the Ironworks Hotel, and Hotel Goodwin—as well as a growing number of properties in Indiana.

2019 Corporate Champion, Mike Patel stated, "Jonathan believes that hospitality is about not just serving our guests, but also serving our community. He demonstrates this

belief wholeheartedly by participating in industry organizations, local boards, and hosting & participating in special events and giving campaigns that support local non-profit organizations."

As an active member of Visit Beloit's Board of Directors and Executive Committee since 2015, Jonathan strives to represent lodging properties in matters relevant to his city's destination marketing and the allocation of room tax revenue in the municipality for tourism development and promotion. It is important to Jonathan that the lodging industry always has a seat at the table in community decision making. Additionally, he is active in the Delafield Tourism Council, Delafield Chamber of Commerce, WCTC Hospitality Advisory Board, the Downtown Beloit Association, and other related organizations.

As a Lodging Director on WH&LA's board, Jonathan is instrumental in supporting the mission to advance Wisconsin's lodging industry. He has made it a priority within his organization to onboard each of our Wisconsin-based Geronimo Hospitality Group boutique hotels as WH&LA members. Jonathan is also proud to say his team includes multiple WH&LA Stars of the Industry award winners, and his team continuously donates to WH&LA silent and online auctions. "The team at Geronimo remained committed to showcasing hospitality as a viable and rewarding career opportunity during Covid-19," Mike Patel explained.



View a recording of the 2020 Online Awards Ceremony at [WisconsinLodging.org/stars](https://WisconsinLodging.org/stars).

Jonathan and his team at Geronimo Hospitality Group are committed to the growth and retention of its associates, and Jonathan is especially proud to share that the company boasts a 100% retention rate among its hotel general managers, four of which were first-time GMs who were promoted from within to either open new properties or take on regional responsibility.

Jonathan accepted the award virtually and encouraged attendees to make the most of this unique time for our industry. "We have had to manage through lots of diversity this year, but I think that will only make us stronger. No one has been through a pandemic like this before, but what an incredible opportunity. This is a reset to our industry like we've never seen before," Jonathan

“ **Let's seize this opportunity to come out as better operators, better hoteliers, and better human beings.** ”

Through this year of challenge for the industry that he loves, Jonathan reminds his team that hospitality's dedication and bond to serving people only strengthens. In the face of hardship and challenges, Geronimo Hospitality Group is stronger than ever.

Webster said. "Let's seize this opportunity to come out as better operators, better hoteliers, and better human beings."

**- Jonathan Webster**  
**(Geronimo Hospitality Group)**



**Want to nominate  
a **STAR**  
at your property?**

Contact Monica by emailing  
[monica@wisconsinlodging.org](mailto:monica@wisconsinlodging.org)  
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## INNKEEPER OF THE YEAR

Rory Madsen

### INNKEEPER OF THE YEAR

The Innkeeper of the Year Award is a time-honored tradition that allows us to recognize an outstanding individual who exemplifies the hospitality industry in our state.

Rory Madsen is the General Manager of Gordon Lodge in Baileys Harbor. In his role, Rory operates the historic, lakeside resort, which is a favorite destination to many.

For over a century, guests have ventured to the idyllic Door County destination that we now know as Gordon Lodge. In 2005, the 130-acre property was purchased by John and Wendy Tinnon, and they recruited Rory as the General Manager in 2007. Together they worked to preserve and protect the attractions, hospitality, and spirit that had long attracted guests.

In June, on the season's opening day, John Tinnon, the owner of Gordon Lodge passed away after a three year battle with cancer. With his passing, Rory had lost his greatest supporter & cheerleader, but he knew John had spent the last 15 years preparing him to carry on in his absence. Rory used the tools that John had given him and worked tirelessly in his memory to produce record results and to keep his team healthy this season.

Through all their hard work, Rory's team set records for revenue in both lodging and in the onsite restaurant, while only having 30 to 35 percent of the staff that would have been working in a normal year. His team persevered through countless quarantines during the season, but thanks to their stringent COVID-19 safety measures, no employee contracted the coronavirus.

This summer, Rory could be spotted in housekeeping daily and in the kitchen many nights. At one point, he was even running both kitchens, executing the restaurant as well as 3 weddings while the Chef, restaurant manager, and guest service managers were all under quarantine.

Rory continued his service on the WH&LA Board of Directors as a Lodging Director, Chair of the Education/Conference Committee, and member of the Pandemic Impact Task Force. As a GM at an independent, seasonal property, Rory brings an important voice to our board.

"Rory truly has a heart for hospitality & a love for our industry which is evident through the employee programs at this property," Jon Jossart stated.

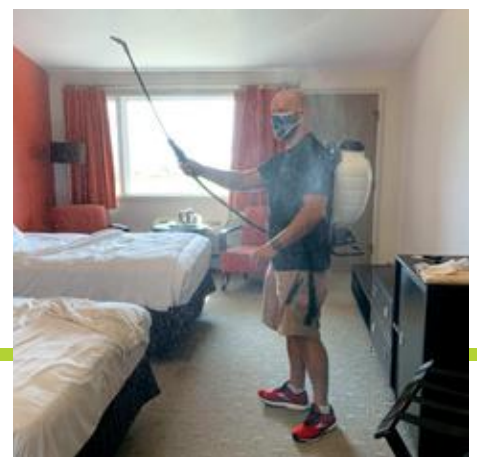
His team is truly dedicated to the "Gordon Way" which Rory describes as a commitment to doing whatever it takes to support each individual on the hospitable team.

Rory works hard to empower staff at each and every level to make decisions to help take care of guests. The team has weekly "empowerment" meetings where every member of the executive team gives an example of how they empowered an employee. These meetings were especially beneficial in 2020 when staffing was at all time lows. Since employees didn't have to go through layers of management to make decisions, it enabled them to take care of guests in a fast and efficient manner.

Coaching is Rory's other passion. He is a USA wrestling Bronze certified coach and USA wrestling "Leader" member, and currently the Wrestling Coach at Sturgeon Bay/Sevastopol Middle School and Assistant Coach for the Sturgeon Bay Soccer Club. Rory's son, Spencer, is following in his father's footsteps, receiving many accolades of his own. He is an all star wrestler and member of the 2019 league champion team at the Sturgeon Bay Soccer Club.

Jon Jossart applauded our award winner, "Rory's dedication and spirit of service in all areas of his life make him an outstanding example."

Rory accepted his award virtually, sharing the lessons he carried from John Tinnon and the accomplishments of his team during an unprecedented season, "2020 certainly pushed us to the limit of what we thought was possible as a company. We all committed to keeping our guests, staff, and each other safe during this pandemic. We erred on the side of caution and made it through without a single employee testing positive for COVID-19 during our season. I cannot be more proud of what we accomplished in 2020."





### Special thanks to the 2020 Awards Committee:

Charlie Eggen, John Chastan, Jennifer Church, Shari Engstrom, Jon Jossart, Dr. Lynea LaVoy, Becky Rogers, Amy Simchak, Greg Stillman, and Mike Patel.

## STUDENT SCHOLARSHIP RECIPIENTS

Each year WH&LA awards educational scholarships to students enrolled in lodging and hospitality programs at accredited Wisconsin colleges and universities. The winners were recognized during the 2020 Stars of the Industry awards ceremony.

### WH&LA Merit Scholarships

Funded by WH&LA Scholarship donations. The WH&LA Merit Scholarship was awarded to three exceptional Wisconsin hospitality students this year.

**Faith Loberg**, UW-Stout: Hotel, Restaurant, and Tourism Major (\$750)

**Ana Fernandez Roque**, Madison College: Hospitality Management (\$750)

**Carolyn Kosabucki**, Madison College: Hospitality Management (\$500)

### GMH&LA Cal Worrell Memorial Scholarship

Funded by the Greater Madison Hotel & Lodging Association and The Madison Concourse Hotel & Governor's Club. In remembrance and appreciation for his commitment to the lodging industry, WH&LA presents the Cal Worrell Memorial Scholarship. (\$1,000)

**Lasley Greg Wilson-Bahun**, Madison College: Hospitality Management

### GMHLA Hospitality Scholarships

Earlier this year, the Greater Milwaukee Hotel & Lodging Association awarded educational scholarships to two deserving hospitality students.

**Mick Cash**, UW-Stout: Hotel, Restaurant, and Tourism Management (\$1,000)

**Kristine Hartman**, MATC - Milwaukee: Event Management & Hospitality Management (\$1,000)



Visit [WisconsinLodging.org/stars](https://www.wisconsinlodging.org/stars) to view the recording of the 2020 Online Awards Ceremony.

# HOSPITALITY ROOM

## NEW LODGING MEMBERS



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Schofield, WI 54476  
715-359-1881

50 rooms



### Four Points by Sheraton Milwaukee North Shore

8900 N. Kildeer Court  
Brown Deer, WI 53209  
414-481-2400

149 rooms



### Motel 6 Fond du Lac

649 W. Johnson Street  
Fond du Lac, WI 54935  
920-923-2020

48 rooms

## Q&A WITH WH&LA

WH&LA's Monica Goeke, Director of Marketing, Services, & Events, sat down with our newest team member—Adam VanOuwerekerk, Membership & Revenue Development Manager—to learn more about who he is and why he loves the hospitality industry.

### **Q:** What led you to working with WH&LA?

**A:** My professional experience is in sales with hotels. Through my work in sales roles at Wisconsin hotels, I was able to get involved with trade associations including the Greater Milwaukee Hotel & Lodging Association and the Global Business Travel Association-Wisconsin Chapter. Through my work on the board of GBTA, I learned the value of industry associations, which led me to become interested in this role.

### **Q:** What is your experience in the hotel and lodging industry?

**A:** I've worked in the Milwaukee area for most of my career. I started as SMERF sales manager at the DoubleTree in Brookfield, then

moved to the Sheraton in Brookfield. After gaining experience in that role, I moved into the business travel sales while with the Sheraton. From there I moved to the downtown market working as a Sales Manager, then Sales Director at the ALOFT. My most recent role was with the Milwaukee Hotel Collection for the Westin, Marriott, and SpringHill Suites.

### **Q:** What excites you about WH&LA?

**A:** I'm excited to help our members during the pandemic. Coming from a hotel background, I understand the challenges our members are facing and believe WH&LA is a critical resource as we continue to work through the challenges related to the pandemic. I'm looking forward to getting to know our members across the state and being here as support and a resource.

### **Q:** What do you like most about Wisconsin?

**A:** I'm a big Wisconsin sports fan—especially the Bucks and the Brewers! My family and I love to explore all parts of Wisconsin, especially when we can enjoy the outdoors.

### **Q:** What do you hope to accomplish at WH&LA in 2021?

**A:** So many things—most importantly I hope to grow membership and become a reliable resource for our members. Also, I hope to have a successful Lodging Expo at the 2021 Wisconsin Lodging Spring Symposium & Expo and can't wait to meet everyone in person in Green Bay from March 7-9!



# WH&LA ASSOCIATE MEMBERS

## BANKING/COMMERCIAL LOANS/FINANCING

US Bank ..... 414-765-6927

## CONSTRUCTION & RENOVATION

American Companies ..... 262-334-3811  
Architectural Design  
Consultants Inc. .... 608-254-6181  
Cat 5 Restoration ..... 608-622-6989  
CertaPro Painters ..... 920-964-9295  
Corporate Contractors ..... 608-362-2912  
DI, LLC ..... 800-678-5423  
Focus on Energy ..... 800-762-7077  
Hydro-Flo Products ..... 262-781-2810  
JWC Building Specialties ..... 262-522-9100  
Kahler Slater Inc. .... 414-272-2000  
Keller, Inc. .... 920-766-5795  
MEI Total Elevator  
Solutions ..... 262-752-6987  
MSI General ..... 262-367-3661  
Neuman Pools Inc. .... 920-885-3366  
Ramaker & Associates ..... 608-643-4100  
Serta Simmons Bedding ..... 224-239-9938  
ServiceMaster  
Recovery Services ..... 262-782-3335  
SERVPRO ..... 608-786-0387  
Sid Grinker Restoration ..... 414-264-7470  
Steinhafels Bedding ..... 262-751-3804  
Stevens Equipment  
Supply ..... 651-452-0872  
Stone Innovations Inc. .... 608-480-0342  
Tri-North Builders ..... 608-271-8717  
Wisconsin Logos ..... 608-579-1570

## EDUCATION

Fox Valley  
Technical College ..... 920-735-5643  
Lakeland University ..... 920-565-1000  
Lakeshore Technical  
College ..... 920-693-1000  
Madison College/Madison Area  
Technical College ..... 608-243-4034  
MATC - Milwaukee  
Campus ..... 414-297-6969  
Mid-State Technical  
College ..... 715-422-5311  
Northcentral Technical  
College ..... 715-803-1414  
Northeast Wisconsin Technical  
College - Green Bay ..... 920-498-5444  
University of WI - Stout  
School of Hospitality ..... 715-232-5464  
Waukesha County  
Technical College ..... 262-691-5194

## EQUIPMENT & SUPPLIES

Guest Supply ..... 800-321-5381

## GUEST SERVICES

Circle Wisconsin ..... 414-545-1100  
CTM Media Group Inc. .... 630-936-4755  
Hoglund Bus Co., Inc ..... 763-295-5119  
Hospitality Designs ..... 877-468-3588  
Telin Transportation  
Group ..... 866-287-7278

## MANAGEMENT & PROFESSIONAL CONSULTING

Beck, Chaet, Bamberger &  
Polsky S.C. .... 414-273-4200  
Colliers Valuation ..... 414-727-9800  
Connect Hospitality  
Solutions ..... 920-723-9585  
Employ Milwaukee ..... 414-270-1700  
Johnson Block & Co ..... 608-274-2002  
Leading UP, LLC ..... 414-439-3587  
Milmark Hotel/Motel  
Investments LLC ..... 414-255-8719  
MPI-Wisconsin Chapter ..... 608-204-9816  
Nei-Turner Media Group ..... 262-729-4471  
One Community Bank ..... 608-835-3168  
OYO Hotels LLC ..... 262-269-4356  
Patek Hospitality  
Consultants Inc. .... 262-538-0445  
Revelation PR, Advertising &  
Social Media ..... 608-622-7767  
STR ..... 615-824-8664  
The Cardis Group ..... 608-239-0354  
Vector & Ink ..... 608-254-8770  
Wipfli LLP ..... 920-662-0016  
Z2 Marketing ..... 262-523-3900

## OPERATING SUPPLIES, F&B

Ambius ..... 262-901-0115  
Amish Craftsmen Guild ..... 262-618-2105  
Bay Towel ..... 920-497-2000  
Belson Company ..... 920-499-1451  
Best Craft Furniture ..... 920-427-9558  
Boelter Companies ..... 262-523-6030  
CH Coakley ..... 414-372-7000  
Chadsworth & Haig ..... 800-292-5990  
Commercial Laundry  
Sales ..... 920-437-0947  
Dometic Lodging ..... 800-542-2476  
Ecolab ..... 952-212-8715  
Edward Don & Co ..... 800-677-4366  
Furniture Industries Inc. .... 612-827-1744  
Green Up Solutions ..... 262-606-1600

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Companies ..... 920-727-4000  
Innovative Signs ..... 262-432-1330  
Johnson Commercial  
Fitness ..... 262-524-1678  
Marietta Drapery &  
Window Coverings Co. .... 773-431-5512  
MolsonCoors ..... 414-931-4930  
NaceCare Solutions ..... 262-497-4944  
Pineapple Hospitality ..... 636-922-2285  
PORT-A-STORE ..... 414-761-2300  
Procter & Gamble ..... 215-206-9260  
Reliable Water Services ..... 414-546-9299  
Southern Aluminum ..... 800-221-0407  
Standard Textile ..... 847-772-5819  
TriMark Marlinn ..... 708-496-1700  
Washburn Machinery ..... 800-245-8425  
Wisconsin Hospitality  
Linen Service ..... 414-482-0840  
World Amenities ..... 847-309-9729

## PROPERTY PROTECTION

Acuity Insurance ..... 920-458-9131  
Batzner Pest Control ..... 262-797-4160  
Giertsen Company ..... 262-522-1918  
Hausmann-Johnson  
Insurance ..... 608-257-3795  
KLB Insurance Services ..... 651-730-9803  
Robertson Ryan &  
Associates ..... 414-221-0308  
Rural Mutual Insurance  
Company ..... 608-220-6147  
Society Insurance ..... 920-922-1220  
Wil-Kil Pest Control ..... 800-236-8735

## TECHNOLOGY

ALICE ..... 262-719-1718  
Bay Lakes Information  
Systems LLC ..... 920-746-0606  
Booking.com ..... 312-279-8600  
Expedia Group ..... 608-224-9016  
Heartland Payment  
Systems ..... 888-798-3132  
JackRabbit Systems ..... 952-884-4207  
Lodge HDTV ..... 608-846-5085  
LodgeVision ..... 608-665-1909  
R&R Technologies ..... 920-759-9315  
Spectrum Enterprise ..... 920-996-4781  
Tigunia LLC ..... 414-234-5352

Know anyone who might  
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Membership? Call Adam at  
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sales@wisconsinlodging.org.

# WISCONSIN LODGING DATA

| NOVEMBER 2020        |             |       |                 |       |        |       |
|----------------------|-------------|-------|-----------------|-------|--------|-------|
| Location             | Occupancy % |       | Avg. Daily Rate |       | RevPAR |       |
|                      | 2020        | % Chg | 2020            | % Chg | 2020   | % Chg |
| United States        | 40.3        | -34.5 | 90.92           | -27.7 | 36.67  | -52.6 |
| East North Central   | 33.3        | -39.4 | 76.26           | -29.2 | 25.43  | -57.1 |
| Wisconsin            | 28.9        | -37.4 | 78.28           | -21.3 | 22.64  | -50.7 |
| Milwaukee            | 28.8        | -46.8 | 76.85           | -24.6 | 22.14  | -59.9 |
| Madison              | 26.3        | -52.2 | 70.41           | -39.5 | 18.49  | -71.0 |
| Wisconsin North Area | 27.2        | -19.4 | 84.16           | -3.2  | 22.85  | -21.9 |
| Wisconsin South Area | 27.5        | -29.4 | 88.68           | -11.2 | 24.37  | -37.3 |
| Green Bay            | 32.3        | -32.4 | 75.05           | -32.3 | 24.26  | -54.2 |
| Appleton/Oshkosh     | 31.2        | -36.0 | 69.60           | -26.7 | 21.73  | -53.1 |
| Wausau/Stevens Point | 28.6        | -37.2 | 75.36           | -13.6 | 21.53  | -45.7 |
| Eau Claire/Menomonie | 28.3        | -40.7 | 74.30           | -11.0 | 21.01  | -47.3 |
| Janesville/Racine    | 30.9        | -33.3 | 80.12           | -17.6 | 24.78  | -45.1 |
| La Crosse            | 35.7        | -18.0 | 69.26           | -18.6 | 24.75  | -33.2 |

| YTD - NOVEMBER 2020 |       |                 |       |        |       |
|---------------------|-------|-----------------|-------|--------|-------|
| Occupancy %         |       | Avg. Daily Rate |       | RevPAR |       |
| 2020                | % Chg | 2020            | % Chg | 2020   | % Chg |
| 44.7                | -33.3 | 104.10          | -20.9 | 46.57  | -47.3 |
| 39.9                | -36.1 | 87.54           | -22.9 | 34.96  | -50.7 |
| 37.0                | -36.0 | 92.72           | -16.4 | 34.31  | -46.5 |
| 37.0                | -44.2 | 87.59           | -23.4 | 32.38  | -57.2 |
| 33.7                | -46.8 | 85.49           | -31.3 | 28.79  | -63.5 |
| 38.6                | -21.8 | 99.74           | -0.5  | 38.53  | -22.2 |
| 37.0                | -29.6 | 109.73          | -8.4  | 40.58  | -35.5 |
| 37.5                | -34.7 | 81.66           | -24.4 | 30.64  | -50.6 |
| 34.9                | -41.4 | 77.93           | -24.0 | 27.19  | -55.5 |
| 35.2                | -34.0 | 82.27           | -11.4 | 28.98  | -41.5 |
| 36.0                | -34.8 | 80.35           | -11.5 | 28.95  | -42.3 |
| 38.4                | -32.8 | 98.98           | -11.9 | 37.98  | -40.7 |
| 40.8                | -30.7 | 79.23           | -17.2 | 32.34  | -42.6 |

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## SMITH TRAVEL RESEARCH

### ENROLL NOW!

The Wisconsin Hotel & Lodging Association has maintained an active partnership with STR for many years. As the leader in data benchmarking and analytics for the hotel industry, STR plays an integral role in our ability to track hotel performance here in Wisconsin and support our members in every way that we can.

Now, more than ever, we need our members to contribute their data. If your property does not currently participate in the STAR Program please click this link or visit the following web address ([surveys.str.com/s3/Hotel-Enrollment-Form](https://surveys.str.com/s3/Hotel-Enrollment-Form)) to enroll in the Hotel Survey Program. A rep from STR will reach out to you to complete the setup process and then you will start receiving complimentary monthly performance reports for your market.

We appreciate your willingness to provide data in support of WH&LA and the eventual recovery of the hotel industry in our state.

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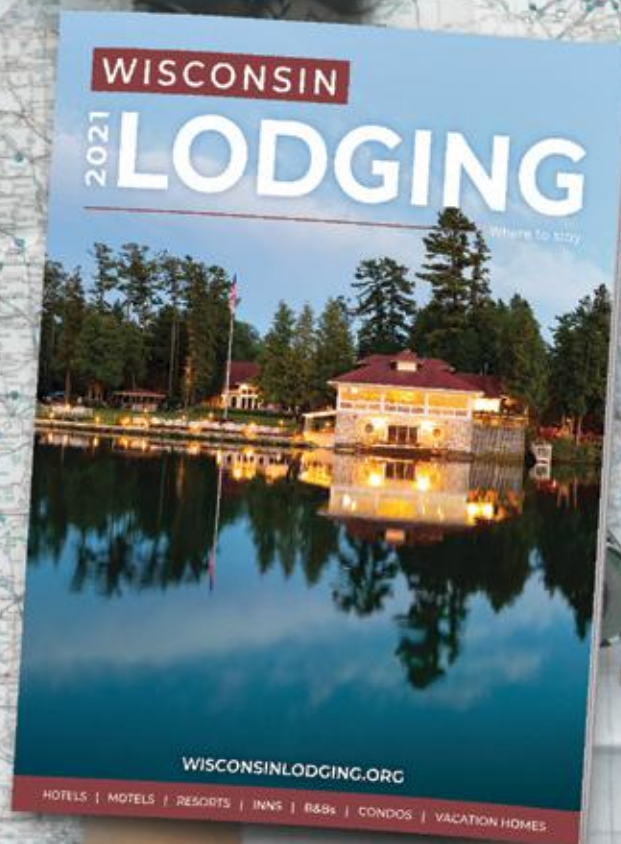
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