

Holiday 2021

INN

TOUCH

The Management Magazine of Wisconsin's Lodging Professionals

GET INVOLVED
in 2022

2021
STARS of the
INDUSTRY

**The Winner
of the 2022
Cover Contest is...**

Find out on page 9

**Wisconsin Lodging
HALL OF FAME**



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Volume 44, Issue 4

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InnTouch is published quarterly by the Wisconsin Hotel & Lodging Association (WHLA). Through InnTouch and other programs, WHLA provides materials designed to improve members' professionalism. WHLA 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 WHLA. For more information, or to make a donation to WHLA or its scholarship fund, email whla@wisconsinlodging.org.

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CHAIRMAN'S FORUM



Charlie Eggen has been active on WHLA's Board of Directors since 2016, serving as Chairman-Elect in 2020. He was awarded the WHLA Innkeeper of the Year Award in 2016. In addition to his service with WHLA, Eggen is active in many regional advisory boards and served as President of the Greater Madison Hotel & Lodging Association from 2014 – 2020.

As the Vice President of F&E Hospitality, Charlie oversees all aspects of sales and operations for the Holiday Inn Express Madison – Verona and the Fairfield Inn & Suites Madison Verona.

Dear WHLA Members,

As my term comes to a close, I would like to share a few thoughts. It's been an honor to serve as 2021 Chairman of the Wisconsin Hotel & Lodging Association.

There is no doubt that since the onset of the pandemic, our association and our businesses have faced unprecedented challenges. The unforeseen challenges have altered every component on how we deliver the highest level of hospitality to our guests while supporting our staff members. We are lucky to have a strong state lodging association to support our properties and advocate on behalf of our industry during the toughest of times.

Now more than ever, we need to stick together to not only promote tourism across Wisconsin, but also to make sure that our industry's voice is being heard in Madison. Through this united front of lodging property owners and operators around the state, we have had success on our key legislative priorities thanks to the leadership of our President & CEO Bill Elliott, CAE and our contract-lobbyist Kathi Kilgore, and input from the Legislative/Tourism Committee and you, our members. As we move into the new year, we look forward to continuing our active legislative efforts and making our voices heard in Madison.

There is much work and many exciting opportunities ahead of us, and I know we are up to the challenge. WHLA is committed — through its 125 years of service — to continue to support the Wisconsin lodging industry through advocacy and education. I look forward to continuing to work together as WHLA strives to accomplish our goals and aid in the recovery of Wisconsin's tourism economy.

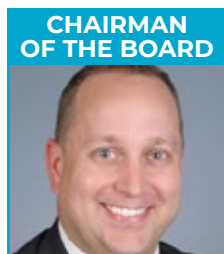
I want to thank every member for their commitment to our industry and association. The WHLA board of directors and staff team will always continue to work for you and the hotel and lodging industry in our state. We're facing this uncertainty together. As always, the WHLA staff team is available to answer any questions and provide any assistance that you require.

Sincerely,

Charlie Eggen
2021 WHLA Chairman of the Board
F & E Hospitality

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OF THE BOARD**

Charlie Eggen
F&E Hospitality



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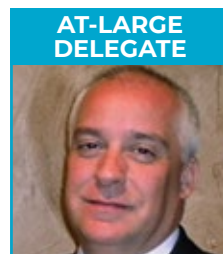
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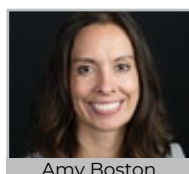
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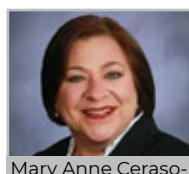
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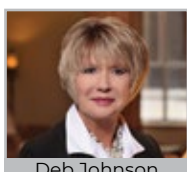
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Randy Kliment
Hampton Inn



Cory Latourell, CHA
Hotel Marshfield



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PRESIDENT'S CORNER

You'll often hear WHLA (or just about any other association) point out that one of our key member benefits is that we serve as the voice of our industry in the state capitol. While oftentimes that is true, I tend to think about it a little bit differently. In my mind, WHLA provides the platform for our collective voice to be heard and considered when we are working with elected officials and policymakers. It's a team approach allowing us to leverage our members and partners to share our stories, struggles, and issues with government officials so that they understand what is happening in our industry, especially in their districts. When a legislator knows that voters in their district care about an issue, they are much more likely to be receptive to WHLA's lobbying when we stop in to meet on that particular topic.

We've known the great impact that grassroots action has on our advocacy programs for many years — it's the reason we have our annual Action Day. This year is no different and we need everyone to band together and join us in Madison on Wednesday, January 19, 2021 at 10:30am. We'll assemble as industry leaders and review some of the key legislative issues that are affecting our business with the people that have the ability to address them. We'll hear from guest speakers covering current hot topics in Wisconsin and we'll set the stage for a lodging-friendly legislative agenda. If you've never participated before, I'm happy to report that you won't be flying solo (unless you want to). We do our best to partner you with other lodging leaders from your community and, in some cases, our Contract Lobbyist, Kathi Kilgore, or I will join you. Again, it's a great way for you to engage with legislators and to open doors when we do follow-up visits on issues that are important to WHLA. You can register at www.wisconsinlodging.org/action-day. Depending on mail service, you may be receiving this magazine right before or after Action Day. However, there are still plenty of opportunities to connect with your legislators. We are happy to arrange meetings at anytime of year, in their office or online, as issues pop up.

Another great way to make sure that legislators are thinking about the lodging industry when they cast their votes is by contacting them outside of Action Day to discuss the issues that are important to you. How do we do that? With WHLA's new online Action Center, we make it easy for you to send an email to your elected officials when the need arises. In recent meetings we've had with legislators to discuss the state employee per diem issue, we've been told by many of them that they've been hearing from our members — and that's great! We need engagement like that when challenging legislation and/or when impactful legislation comes up. It reminds our elected officials that there are people in their districts who care about these issues and whose livelihoods depend on some of this legislation. In order to get an email alert when these issues come up, be sure your profile information is all up to date on the www.wisconsinlodging.org webpage.

By taking part in Action Day and utilizing our Action Center, you are using your individual voice to contribute toward a collective industry chorus as we unite to strengthen Wisconsin's lodging industry. Thank you for being a part of it!

Bill Elliott, CAE
WHLA President & CEO



MEET OUR TEAM

BILL ELLIOTT, CAE



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**2022 WISCONSIN
LODGING**
CONFERENCE & TRADE SHOW

SAVE THE DATE

November 6-8, 2022 | The Osthoff Resort | Elkhart Lake, WI

The graphic features a large, multi-story resort building with white siding and dark roofs, surrounded by lush green lawns, trees, and a winding lake. The text is overlaid on the top left and bottom of the image.

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The Winner of the 2022 Website & Lodging Directory Cover Contest is...



PITLIK'S SAND BEACH RESORT



The votes have been tallied and with 23.2% of the vote, the winner of the 2022 Website & Wisconsin Lodging Directory Cover Contest is Pitlik's Sand Beach Resort in Eagle River. 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 for one year.

Pitlik's Sand Beach Resort is located on Sand Lake, nine miles southwest of Eagle River, Wisconsin. Sand Lake is one of five lakes connected on the Sugar Camp Chain of Lakes. The twelve cabins and rustic main lodge stand on a grassy slope overlooking the lake's south shore. Acres of heavy forest — Norway pine, birch, oak, and maple — envelope the resort providing a rich habitat for the area's wildlife population.

The 2022 Cover Contest ran from October 11, 2021 – November 8, 2021. WHLA members and travelers were invited to vote for their favorite cover photo, displayed at WisconsinLodging.org/cover-contest. Participants were encouraged to share their cover on social media and with their guests as well.

Thank you to all of the 2022 Website & LD Cover Contest participants! The Brewhouse Inn & Suites, Grand Geneva Resort & Spa, Harbor Hill Inn, Heidel House Hotel & Conference Center, Hotel Goodwin, Hotel Marshfield, Jefferson Street Inn, Lake Lawn Resort, Parkwood Lodge, Saint Kate - The Arts Hotel, and Westwood Shores Waterfront Resort.

The 2022 Wisconsin Lodging Directory will be distributed in early March 2021. Contact Adam at WHLA by emailing sales@wisconsinlodging.org for information on advertising opportunities for this publication.

Learn how to be featured on the cover at WisconsinLodging.org/call-for-entries.

2021 STARS of the INDUSTRY

Each year WHLA celebrates the outstanding accomplishments of our members through the Stars of the Industry Awards. After holding the ceremony virtually in 2020, we were thrilled to recognize this year's winners in person on November 8, 2021 at the 125th Anniversary Wisconsin Lodging Conference and Trade Show at the Brookfield Conference Center.

In a time of so much stress and strain, the event provided an opportunity to celebrate the outstanding achievements of our members. Attendees had the opportunity to learn about the great work being done by current WHLA members at the Recognition Luncheon where awards were presented to the Chairman of the Board, Spirit of Hospitality recipients, and the 2021 Associate, Corporate Champion and Innkeeper of the Year awards.

SPRIT OF HOSPITALITY AWARDS

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

During the awards presentation, MC, Brandon McConnell said, "We are fortunate enough to have a group of employees who stand out amongst their peers, because they demonstrate the true spirit of hospitality in everything they do." He continued, "These team members should be an inspiration to everyone working in Wisconsin's hospitality industry."

2021 Spirit of Hospitality Award Recipients:

Jessica Colson

Dual Executive Housekeeper, Holiday Inn Convention Center and Holiday Inn Express Stevens Point

Prior to, during and following the pandemic Jessica has not let short staffing issues stop her from providing exceptional service to the guests at the Holiday Inn and Holiday Inn Express. General Manager Amy Boston said, "Jessica's commitment to her role at these hotels has shined through during the good times & bad all while keeping a positive attitude to her staff. She works side by side with housekeepers displaying the team mentality that is one of her core beliefs."

Lucy Dennis

Operations Manager at the Home2Suites at Alliant Energy Center

During COVID, Lucy was faced with one of the most difficult decisions that, as a manager, one would ever think they would have to make. At the beginning of the pandemic, Lucy was given the task of telling 95% of our team that overnight their position was no longer needed and they would have to go on furlough. Lucy was heartbroken but as a great leader took on the responsibility to communicate with the team and assist them through this transition as much as possible. Her manager, Coni Duhr said, "Throughout everything that our industry and hotel have gone through the past 15 months, Lucy has always put her team first and has always done it with a great attitude."

Learn more about this year's winners and our award criteria at WisconsinLodging.org/stars.

Jared Dove

Maintenance Assistant, Hampton Inn Milwaukee/Brookfield

Jared has basically kept our hotel running in all departments through COVID and while we've been extremely short-staffed. In addition to his maintenance duties, Jared has spent more time helping in laundry and housekeeping than ever before. Jared spent numerous days helping fold laundry, strip rooms, inspect rooms, and then would stay late to help drive our shuttle van for weddings. Area General Manager Randy Kliment said, "Jared is a high-energy and high-production team member that has shined bright during this challenging year."

Jackie Elmer

Front Desk Attendant, Chalet Landhaus Inn

Jackie started working at the Chalet Landhaus Inn in 1990. Jackie has done almost everything in her 31 years, from housekeeping, to laundry, to the front desk. She is always there to give the guests a warm greeting and a plethora of suggestions of things to do in town. Her wealth of knowledge of festivals is unrivaled by any employee or local. Not only has she done it all, but at 89 years old, she is eager to jump in and help with anything. Her manager, Michael Bell, said "Many of our long-time guests ask for Jackie by name from the friendships that have fostered with her throughout the many years."



Jessica Colson



Lucy Dennis



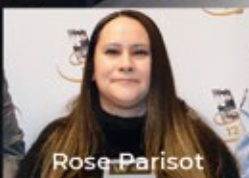
Jared Dove



Jackie Elmer



Landon Leith



Rose Parisot



Kristy Randall



Ike Rosenthal



Jen Stough



Margarita Teco

Landon Leith

Front Desk Associate, Parkwood Lodge

Landon has a fantastic disposition, and is an absolute pleasure to have at the Front Desk. He's wonderful with our Guests, and is always willing to go the extra mile to make sure they have the best experience. He is also willing to help in any department! He has helped out in Housekeeping, and to no one's surprise at all, he excels out there as well. To round out the trifecta, he has helped out in Maintenance. His fellow employees love to work with him. His General Manager, Jason Porter said, "We have been very fortunate that Landon has joined our Parkwood Family, and we look forward to seeing him grow with us."

Rose Parisot

Guest Service Representative, Courtyard Milwaukee Airport

In addition to receiving several comments from guests, many stop the managers to share their positive experiences with Rose. She is very passionate and kind. Even when dealing with a challenging situation, she can have the guest singing praises about her and the hotel. This last year certainly

had its challenges, but Rose would come in early before her normal shift & help housekeeping clean rooms. Her general manager, Tony Beer said, "Rose is one of the top Guest Service Representatives that I have worked with for 30 years. I can't thank her enough for all of her efforts on the property."

Kristy Randall

Breakfast Hostess, Hampton Inn Appleton

Kristy transitioned over from housekeeping to breakfast when our long time breakfast hostess retired during COVID. Area General Manager Randy Kliment said, "Kristy loves to take care of our guests and has received numerous compliments about her food and service. Kristy will also stay late or come back in the evenings to help clean rooms, and has even gone on short notice to our sister hotel in Milwaukee to help clean rooms."

Ike Rosenthal

Ambassador Hotel

It is hard to put all that makes him a "Milwaukee Service Industry legend" into words. When Ike is in his element you can feel the joy that he emanates

as he delivers his signature style of legendary service. Ike has been a fixture in Milwaukee's service industry for over 50 years. He joined the Ambassador family in 2006, nearly 16 years ago. His managers Amy Schnieder and Jon Jossart said "At 70 years old he is going strong and continues to be an example of the true spirit of hospitality."

Jen Stough

Assistant GM/Group Sales Manager, The Pointe Hotel & Suites

Jen began her career with the resort as a Front Desk Team Member and over the years has proven her dedication and admirable work ethic to the resort and industry achieving the Assistant General Manager position which she has occupied for the last three years. She strives to make sure guests have an enjoyable experience and that the resort team finds fulfillment and feels valued in their jobs. General Manager Buck Drossart said, "Simply put, she gives her all every day with full competence, accuracy and timeliness. Most of all, she's a pleasant person for everyone to interact with and really cares about others."

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Margarita Teco

Lead Housekeeper, Edgewater Resort

Margarita has been here at the Edgewater Resort for over 8 years providing her Margarita Experience to all our guests all the time and also with our seasoned staff members as well as all newcomers. Our guests know Margarita by name with her big warm welcoming smile for every guest and staff person, as well as her contagious positive and cheerful personality. General Manager Patrick Perkins said "Margarita is the essence of the spirit of 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. 2020 Associate of the Year recipient Connie Barbian presented the 2021 Associate of the Year award to **Jay Jones**.

Jones is an Assistant Professor for the School of Hospitality and the HSMIA Faculty Advisor at UW-Stout. He has over 25 years of experience in the hospitality industry working in hotel management and multi-site operations for major hotel groups including Hilton Worldwide.

An active member of WHLA, Jones serves on the Board of Directors and the Education/Conference Committee. He is also involved in the Boy Scouts of America, where he is the National Service Territories Membership Lead and Vice President of Administration for the Chippewa Valley Council, Eau Claire, WI.

"WHLA's Associate of the Year award is meant to honor individuals who show a high degree of industry dedication



ASSOCIATE OF THE YEAR

Jay Jones



CORPORATE CHAMPION

Brandon McConnell

& knowledge, which makes Jay the perfect recipient for this year's recognition," said WHLA President & CEO Bill Elliott. He continued, "Jay's service to WHLA, his commitment to hospitality education, & his broad experience as a hotel operator and executive make him a truly remarkable & respected member of Wisconsin's lodging industry."

CORPORATE CHAMPION OF THE YEAR

The Corporate Champion of the Year Award is given annually to a person who serves within 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 WHLA and the lodging industry in Wisconsin: **Brandon M. McConnell**.

McConnell is the President of IDM Group LLC. As the company's senior executive leader, McConnell develops and manages twelve award-winning, independent, boutique, and soft branded hotels in Wisconsin, Illinois, Iowa, Minnesota, and Missouri. His responsibilities include determining dynamic portfolio growth strategy, developing and delivering strategic planning for the company, reimagining associate recognition efforts, maintaining oversight on uniformity of process, leading IDM's executive committee/corporate teams and much more.

An active member of WHLA, McConnell currently serves as the Chairman Elect

on the Executive Committee and will serve as Chairman of the Board in 2022. Prior to 2021, he served as Committee Chair for the Legislative Committee and twice as Chair of the Education/Conference group. Brandon has been instrumental in recruiting industry professionals that have served or currently serve in board, committee, and chapter leadership roles.

"Brandon McConnell is a true leader in Wisconsin's lodging industry, and we were happy to honor him with the WHLA Corporate Champion of the Year Award," WHLA President & CEO Bill Elliott said. He continued, "In a time of hardship and turmoil for our industry, Brandon took the reins at IDM Group and began to make an immediate impact. Within his first 72 hours as President, the company eliminated all gender pay discrepancies across all divisions of his company. He's also credited with creating an online leadership certification program for his employees. He's doing great things for Wisconsin's lodging community, and we're lucky to have him as a part of WHLA's leadership team."

Beyond Wisconsin, Brandon is a member of the Illinois Hotel & Lodging Association as well as the American Hotel & Lodging Association's Government Affairs group. Currently a sitting member on six Board of Director positions at some of the nation's top universities and colleges, he remains committed to giving back to the next generation of hoteliers, business leaders and public policy influencers.



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: **Cory Latourell**.

As the General Manager of Hotel Marshfield, Latourell leads a team of 85 employees in operating the 99 room property. Since stepping into the role in 2013, she has quickly made her mark on the community and area lodging industry. The property has received numerous accolades including being voted "Best Hotel in Marshfield" for the past 8 years in Visit Marshfield's National Tourism Week competition.

As an active member of WHLA, Latourell currently serves as a lodging director on the board and was elected to serve as chair of the Education/Conference Committee in 2022. Locally, she has served on the Marshfield Area

Chamber of Commerce and Industry board of directors and continues to serve on the board of directors for Visit Marshfield, and the Midstate Technical College Advisory Committee for Hospitality Studies. She is also a member of the Marshfield Area Human Resources Association.

"Cory's dedication and commitment to Wisconsin's lodging industry and to her local community make her a very deserving recipient of the WHLA Innkeeper of the Year Award," WHLA President & CEO Bill Elliott said. He continued, "She has a solid track record of building a great team culture where employees are eager to jump in and help one another. She learned how to do this through a lifetime of working in the hospitality industry, including in the bars, bowling alleys, restaurants, and hotels that her parents ran when she was growing up. Today, that translates into a strong employee retention rate."



INNKEEPER OF THE YEAR
Cory Latourell

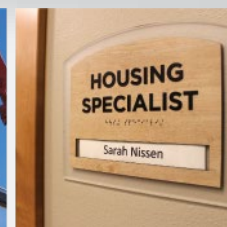
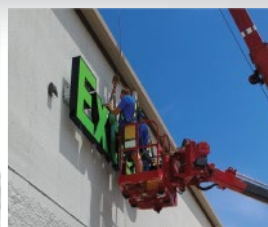
Special thank you to our 2021 Awards Committee

2021 Committee Chair
John Chastan (Kalahari Resorts)

2021 Committee Members
Connie Barbian (Connect Hospitality Solutions), Jonathan Webster (Geronimo Hospitality), Rory Madsen (Gordon Lodge), Lynea LaVoy (Madison College), Mike Patel (MoveMent Hospitality), Shari Engstrom (Sid Grinker Restoration), Greg Stillman (Foremost Management Services, Inc.), Jon Jossart (Ambassador Hotel & Ambassador Inn)



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Wisconsin Lodging Hall of Fame

The Wisconsin Lodging Hall of Fame was established in 2021 to recognize industry leaders and pioneers who have contributed significantly to Wisconsin's lodging industry and the Wisconsin Hotel & Lodging Association.

The group was officially welcomed to the Wisconsin Lodging Hall of Fame with a ceremony and celebration on November 8, 2021 as part of the 125th Anniversary Wisconsin Lodging Conference at the Brookfield Conference Center. Inductees were nominated by WHLA members and industry peers, and selected by a judging panel of WHLA Awards Committee members. The Wisconsin Lodging Hall of Fame was established by the WHLA Awards Committee earlier this year. The program's criteria and procedures were approved by the WHLA Board of Directors.

WHLA President & CEO Bill Elliott said, "The six leaders who make up our inaugural class are a prestigious group, who have each made significant, lasting contributions to our industry and organization," He continued, "They are true trailblazers and we are thrilled and honored to recognize them in this special way."

The inaugural class of the Wisconsin Lodging Hall of Fame was inducted during a dinner ceremony on Monday evening. Hall of Fame inductees Steven H. Marcus and Trisha Pugal, CAE accepted their awards in person and shared stories about their experience with WHLA during their acceptance speeches. Family members of Howard L. Ashworth and Kari Zambon were in attendance to accept the award on behalf of the inductees.

Inaugural class of Wisconsin Hotel & Lodging Hall of Fame



Howard L. Ashworth (1886 – 1966)

First Executive Secretary of the Association

Howard L Ashworth was the first staff member of the Association, serving as Executive Secretary from 1927 – 1965. He began his career as a newspaper reporter for the Dayton Journal, and in 1912 he and his family moved to Milwaukee for his new position as a city hall reporter for the Milwaukee Journal. In 1925 he started his own secretarial service for trade associations, which he continued through the years.

In his role as Executive Secretary for the Wisconsin Hotel Association, Ashworth faithfully wrote all minutes, published the Hotel Association Bulletin, and maintained an office at 125 E. Wells Street in Milwaukee. Ashworth was active with the Chamber of Commerce, the National Hotel Association, the State Tourist and Vacation Committee, and a member of the Milwaukee Rotary.

Augie Faulkner (1931 – 1995/1996)

Dedicated member, The Edgewater's owner for over 50 years

Austin "Augie" Faulkner was The Edgewater's first General Manager in 1948. Prior to assuming the position at The Edgewater, he had worked at the Drake, Edgewater Beach, and Morrison Hotels in Chicago. He was 23 when he became the General Manager of The Edgewater, making him the youngest in the position known to the industry at the time.

In 1987, in appreciation of his long term dedication to the Association and the lodging industry, Augie was named as WIA's First Honorary Director. Former WIA President Bev McCord called Faulkner "the Godfather of the hotel people in Madison... He has been such an inspiration to everyone."





Alvin P. Kletzsch (1861 – 1941)

First President of the Association, Proprietor of the Republican House

Alvin P. Kletzsch was born in Newburg, WI, on Aug. 21, 1861. After working as an engineer after college, he returned to Milwaukee in 1885 to become associated with his father in the management of the Republican House. Upon his father's retirement in 1889, he and a brother, Herman O., assumed the management of the property. He was elected as the first President of the Association at the first meeting of the organization in 1896 and served in the position for two terms.

Mr. Kletzsch was active in Wisconsin politics and served as the President of the Milwaukee Auditorium Company, and the President of the board of governors of the Auditorium. He was an active member of the Milwaukee Park Commission from 1907 – 1941, and Kletzsch Park was named in his honor.

Stephen H. Marcus

Past Board Chair, Chairman of The Marcus Corporation

Stephen H. Marcus is Chairman of the Board of The Marcus Corporation, a Milwaukee-based, publicly traded company comprising two divisions — Marcus Hotels and Resorts, and Marcus Theatres. Its portfolio includes 20 hotels and resorts nationwide, including the Pfister Hotel, Hilton Milwaukee City Center, Saint Kate, Grand Geneva Resort & Spa, and Timber Ridge Lodge in Wisconsin. Since joining the organization in 1962, Mr. Marcus has developed the business into a national leader in the lodging & entertainment industries.

Mr. Marcus served as the Association's Chairman of the Board from 1972 - 1974. He was a key member of a committee that merged the Wisconsin Innkeepers Association and the Wisconsin Motel Association in April 1974. In appreciation of his long term dedication to the Association and the lodging industry he was named Honorary Board Director in 1996.



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Trisha Pugal, CAE

Past President, CEO of the Association

Trisha Pugal, CAE served as President, CEO of the Wisconsin Hotel & Lodging Association for 25 years until retirement. She was called back to serve as Interim CEO for 4 months from February – June 2020 during a vacancy in the CEO position, helping guide the Association through the onset of the COVID-19 pandemic. Her proven track record of success providing expert guidance and steady association leadership has been key in the stability of the association since she stepped into her role in 1994.

Under her leadership, WHLA became a major voice on legislative issues impacting lodging properties. An expert on issues that affect the lodging industry today, Trisha masterfully navigated the legislative process, bringing representatives together with owners, operators and related associations to move important issues forward. She

has been an invaluable resource to WHLA with her wealth of knowledge on all issues affecting our industry as well as experience in effectively guiding and managing an association.

Trisha served as President of the Tourism Federation of Wisconsin for three different terms, President of the International Society of Hotel Association Executives (ISHAE), and President of the Wisconsin Society of Association Executives (WSAE). In 2019, she received the Governor's Tourism Legacy Award for her long-lasting and permanent contribution to the industry over the years.

Kari Zambon (1953 – 2020)

Past Board Chair and Northwoods innkeeper

Kari was instrumental in helping to promote the Rhinelander Area and the Northwoods of Wisconsin as a premier tourism destination. She devoted many hours to tourism, serving on the Chamber Board of Directors, Rhinelander Tourism & Marketing Committee, and the Oneida County Tourism Council among many other organizations and initiatives.

Kari was an active member of the Wisconsin Hotel & Lodging Association, serving on many terms on the board of directors from 1990 until 2019. She served as WHLA Board Chair in 1995 and the Innkeeper of the Year in 1997 and 2008. Over the years, Kari remained actively engaged in many committees and important task forces. Kari brought an important perspective and voice to our organization, and we feel lucky that she chose to donate her time, resources, and talents to WHLA.



Special Thank You: 2021 Awards Committee

We'd like to take this chance to recognize the 2021 Awards Committee. The WHLA awards committee is comprised of winners of WHLA's leadership awards from the last three years and is responsible for determining the award criteria, evaluating award submissions, planning the annual awards ceremony, and recommending new awards categories to the board of directors.



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GET INVOLVED

in 2022

Put your energy and skills to work for WHLA in 2022! Get involved to grow your professional network, develop new skills, and get the most out of your company's membership. Volunteer perspectives, knowledge, and ideas to strengthen the association and the industry. Engagement opportunities require as little as one hour of time each quarter and support WHLA's strategic efforts. Service on a committee can be a pathway to additional leadership opportunities, such as being elected to serve on the Board of Directors.

WHLA operates through a well-established and effective organizational structure. An elected Board of Directors, supported by a dedicated team of professional staff, provides versatile and strategic planning. However, much of the work of the organization is accomplished by dedicated volunteers who serve on committees or task forces.

WHLA committees and task forces are chaired by an elected volunteer leader, and meetings are coordinated with the help of a dedicated WHLA staff liaison through an ongoing schedule of conference calls and electronic communications. Typically, committees meet once per quarter, in-person or online. WHLA committees utilize a consensus decision-making process when possible.

Individuals employed at a WHLA member property, organization, or company are invited to get involved by joining one of our open committees in 2022. Having a hard time deciding where to put your energy? Fill out our online Volunteer Form at [WisconsinLodging.org/Committees](https://www.wisconsinlodging.org/Committees) & WHLA will help you find a great fit!

COMMITTEES & TASK FORCES

Education/Conference Committee

This committee is tasked with planning the annual Wisconsin Lodging Conference & Trade Show. Duties also include monitoring WHLA's educational offerings and providing recommendations on scholarships, partnerships with hospitality programs, student support, and more.

2022 Chair: Cory Latourell

Legislative/Tourism Committee

This committee monitors new and pending legislation in collaboration with WHLA staff and the contract lobbyist. Duties of the WHLA Legislative/Tourism Committee include reviewing legislation and providing position recommendation on relevant bills & issues to the Board of Directors. Additional duties may include advocacy assistance and the planning of WHLA Action Day.

2022 Chair: Dave Sekeres

Membership Committee

The purpose of this committee is to ensure an active and engaged membership base. Duties of the WHLA Membership Committee include membership recruitment initiatives, development of board level recruitment & retention plans, and new member outreach strategies.

2022 Chair: Greg Stillman

Programming Task Force

Chaired by the current Chair of the Education/Conference Committee. The primary duty of this task force is to select the educational sessions and sequence of programming for the 2022 Conference.

2022 Chair: Cory Latourell

Publications Committee

This committee provides leadership and direction to the association's publication program. It identifies goals and strategies for WHLA publications including the *Wisconsin Lodging Directory*, *InnTouch* magazine, *WI Lodging Insider*, *Capitol Insider*, and *Wisconsin Getaways* emails.

2022 Chair: Sheryl Tharman

Wisconsin Women in Lodging (WWIL) Steering Committee

This committee oversees events, content, and any other benefits for WWIL's members. It assists in planning WWIL events and recruiting attendees.

2022 Chair: Amy Simchak

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 interested in Associate Membership?
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WISCONSIN LODGING DATA

NOVEMBER 2021						
Location	Occupancy %		Avg. Daily Rate		RevPAR	
	2021	% Chg	2021	% Chg	2021	% Chg
United States	57.6	42.9	128.50	41.0	74.03	101.5
East North Central	51.2	54.2	106.25	38.9	54.40	114.2
Wisconsin	45.2	56.5	104.78	33.9	47.32	109.4
Milwaukee	47.0	56.9	104.82	40.1	49.25	119.8
Madison	44.1	72.7	111.12	59.3	49.03	175.0
Wisconsin North Area	37.9	41.1	92.94	10.5	35.24	55.9
Wisconsin South Area	40.5	54.0	114.23	24.9	46.30	92.3
Green Bay	48.1	48.9	114.95	93.1	69.68	187.4
Appleton/Oshkosh	49.5	57.7	100.60	45.5	49.84	129.4
Wausau/Stevens Point	40.2	41.2	86.12	14.2	34.63	61.2
Eau Claire/Menomonie	49.9	71.9	90.33	20.5	45.07	107.2
Janesville/Racine	46.1	49.2	101.47	25.8	46.74	87.8
La Crosse	68.1	90.0	90.19	31.0	61.42	148.9

YTD - NOVEMBER 2021					
Occupancy %		Avg. Daily Rate		RevPAR	
2021	% Chg	2021	% Chg	2021	% Chg
58.1	29.9	123.73	18.8	71.84	54.3
53.1	33.0	105.30	19.7	55.88	59.2
50.1	36.4	112.74	20.9	56.48	64.9
49.6	32.6	108.93	25.5	54.07	66.3
46.6	39.0	105.31	23.3	49.12	71.4
50.0	30.6	111.21	11.6	55.60	45.7
50.6	42.8	141.76	24.8	71.71	78.1
51.2	37.1	107.67	31.8	55.15	80.7
50.2	43.6	96.42	24.3	48.39	78.5
43.9	25.0	86.85	5.6	38.09	32.0
49.4	37.2	93.02	16.0	45.92	59.2
52.5	36.7	113.52	14.5	59.60	56.6
58.6	43.7	95.74	21.7	56.07	74.9

SOURCE: SMITH TRAVEL RESEARCH INC. REPUBLICATIONS OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED. Provided by STR. For detailed lodging performance data for your area, contact STR at (615) 824-8664 ext 3504 or info@str.com.



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

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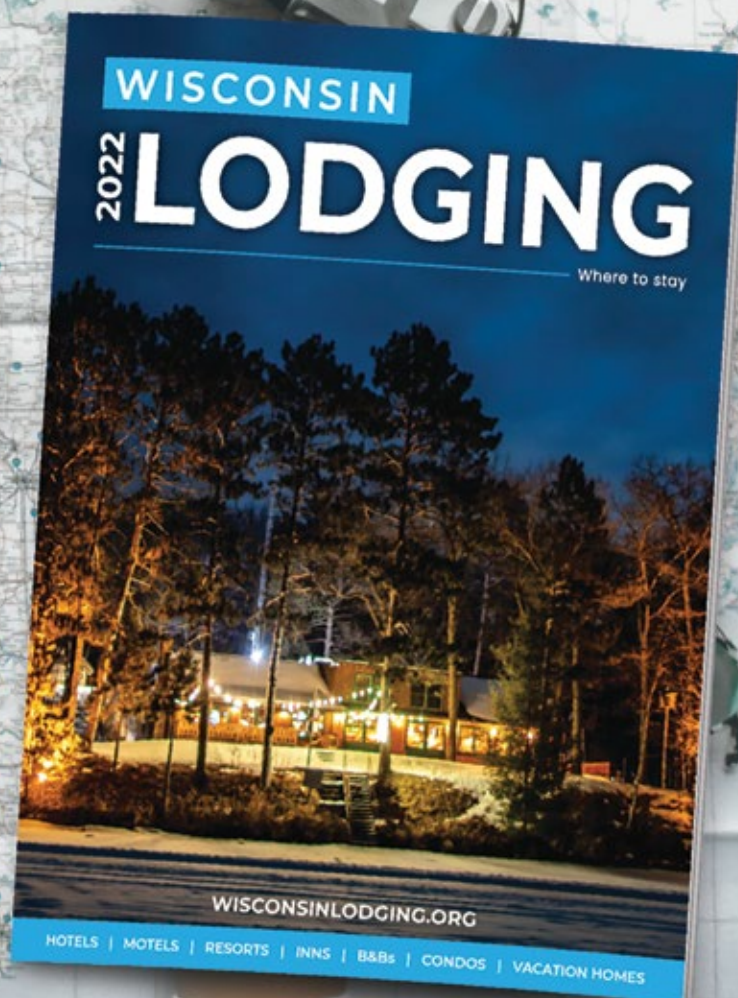


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A top-down collage of travel-related items: a silver laptop, a white mug of coffee, a vintage-style camera, a teal Instax camera, a passport, and a map of Wisconsin, all resting on a larger map of the United States.

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2022 Wisconsin Lodging Directory



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