

Winter 2021

INN

TOUCH

The Management Magazine of Wisconsin's Lodging Professionals

WH&LA
**BOARD
LEADERSHIP**

A Look at WH&LA's
2021 Legislative Priorities &
Advocacy Activity

Wisconsin
Women
In Lodging

INN IT TOGETHER

Virtual Learning Series

Countdown to
125 YEARS





STANDING UP FOR YOUR BUSINESS WHERE IT MATTERS MOST.

ADVOCATING FOR YOU IN 2020, AND GETTING RESULTS

- Securing face-to-face meeting with President & Cabinet
- Passing & expanding PPP to cover thousands more hotels
- Extending PPP coverage & repayment period
- Inclusion of Employee Retention Tax Credit (ERTC) in CARES Act
- Countless meetings with Congressional leadership
- Freezing per-diem rates for 2021
- Passing vital end-of-year relief package with second PPP loan, extended debt relief, increased Employee Tax Credit and more
- Advocating state/local leaders – mayors, legislators, AGs & governors
- Co-founding the COVID RELIEF NOW Coalition comprised of over 300 leading trade associations
- Introducing and growing support for HOPE Act
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- A record 260,000 Hoteliers demanded relief through AHLA's HotelsACT grassroots initiative
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CHAIRMAN'S FORUM



Charlie Eggen has been active on WH&LA's Board of Directors since 2016, serving as Chairman-Elect in 2020. He was awarded the WH&LA Innkeeper of the Year Award in 2016. In addition to his service with WH&LA, 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.

A happy new year to all our members and supporters.

I'm honored to serve as WH&LA's Chairman of the Board for such a pivotal and historic event for our association. As we enter a pivotal year, it is more important than ever that our industry comes together as we move forward through the impacts of the pandemic. I look forward to working collaboratively with our new board members and the returning board as we celebrate WH&LA's 125th Anniversary in 2021.

There is no doubt that this year has been unlike any other that we've experienced as hoteliers. For WH&LA, the past year has accelerated the growing focus on both the purpose of the corporation and the role of the board in overseeing and leading our organization in ways that protect our members, industry, and organization.

As we continue to navigate through the global pandemic and the impact on our industry and members, our board continues to focus where it matters the most: ensuring long-term organizational sustainability, so that we may continue to provide resources, services, and industry advocacy. While this has been a troubling time for all, we look ahead to the opportunities to embrace our calling; to strengthen and support the hotel and lodging industry in Wisconsin.

For our industry, the investment in WH&LA has never been more important. As a hotelier, I value the WH&LA information, resources, and advocacy work. In this challenging time, it's critical that we retain a strong membership base to deliver the educational, marketing, and legislative services that our members have come to depend on. Now is a great time to reach out to your industry contacts and reinforce the importance of WH&LA membership.

I invite all members to take advantage of the many resources and educational opportunities WH&LA offers including:

- Inn it Together Virtual Learning Series
- 2021 Spring Symposium & Expo: Rethink, Reinvent, Recover

I'm very proud to be in the privileged position to lead WH&LA in this important work and in continuing the excellent work of previous leaders. The path to industry recovery may be rough, but together, as an organization, we look forward to rebuilding together. I hope you will all join me in looking forward to the coming year.

Charlie Eggen
2021 Chairman of the
WH&LA Board of Directors

2021 BOARD OF DIRECTORS

OFFICERS

CHAIRMAN OF THE BOARD



Charlie Eggen, CHA
F&E Hospitality

CHAIRMAN- ELECT



Brandon McConnell, CHA
IDM Group LLC

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Jon Jossart
Ambassador Hotel &
Ambassador Inn

SECRETARY/ TREASURER



Jay Schumerth
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PAST CHAIRMAN



Greg Stillman
Foremost
Management Services

AT-LARGE DELEGATE



John Chastan, CMP
Lake Delton Waterfront
Villas & Kalahari Resorts

BOARD OF DIRECTORS



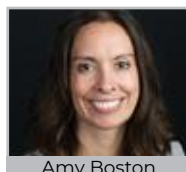
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Holiday Inn
Convention Center



Mary Anne Ceraso-
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Marcus Hotels &
Resorts



Jason Hager, CHA
Tundra Lodge
Resort & Waterpark



Deb Johnson
CopperLeaf
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Group



Jay Jones, MS
HRTM Program,
UW Stout



Randy Kliment
Hampton Inn



Missy LeBelle
High Point Inn



Rachel LaCasse-Ford
GrandStay Hotel &
Suites



Dr. Lynea LaVoy, CHE
Madison College



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Rory Madsen
Gordon Lodge



Wilson McDonald
Ecolab



Bob Patel
Quality Inn



Mike Patel
Country Inn &
Suites Madison SW



Dan Schetter, CHA
Best Western Premier
Waterfront Hotel &
Convention Center



Dave Sekeres
Lake Lawn Resort



Amy Simchak, CHA
North Central Group



Randee Talwar
Best Western West
Towne Suites



Sheryl Tharman
Red Crown Lodge



Jonathan Webster
Geronimo
Hospitality Group



Todd Winkler
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Aaron Wolf, CHA
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PRESIDENT'S CORNER

It's been nearly a year since COVID-19 caused widespread havoc on our industry and beyond, and I think it's fair to say that the pandemic has been more painful and devastating than any of us had first imagined. With the rollout of new vaccines and rise of the term "Zoom Fatigue" used to describe our professional and social lives, it's certainly my hope that we are now digging our way out of this mess. We're proud of WH&LA's ability to advocate for our industry during these trying times through legislative efforts as well as through our membership education and engagement programs, and we'll continue to fight for the interests of the lodging industry as we move forward.

Early in the pandemic, WH&LA played a key role in communicating with members about the impact it was having on our industry. From publishing information on legislative orders to educating our members on how to access the first round of PPP funds to sharing data from our impact surveys, we retooled our focus to industry survival. Over the summer we started our Virtual Town Hall series, which helped connect members with state and national legislative leaders to communicate about our needs. Later, we rolled out the Inn it Together virtual learning series that is helping to keep our industry up to date on topics like marketing in the pandemic, guestroom disinfection, website accessibility and hotel revenue management. We'll continue to offer these opportunities as a tool to keep Wisconsin's lodging community informed and educated on the ever-changing needs and concerns of our industry.

After working tirelessly to get the state lodging grant program approved in the latter part of 2020, our legislative focus now turns to our three legislative priorities. These include ensuring liability protection from COVID-19 lawsuits, passing legislation on room tax & marketplace collection/remittance and properly funding the state's tourism promotion budget. These are all issues that we hope to see action on this year, and our work as an industry will be imperative in getting the job done. We'll be asking you to write more letters and make more phone calls to your state representatives and senators, inviting you to attend our Action Day in Madison and we'll keep you informed on developments around all of these issues. Of course we know it doesn't stop with these three priorities—we're monitoring a whole host of other issues as they pop up, and we'll continue to serve as the voice for our industry in the Capitol.

More programming on our legislative priorities issues facing the industry will be provided at WH&LA's first in-person event since the pandemic hit—the WH&LA 2021 Spring Symposium & Expo from March 7-9, 2021. Designed to be a more intimate event that will be focusing on many of the issues we are facing due to COVID-19, this event will certainly show how our industry is prepared to safely welcome groups back as they begin to meet again.

Please be sure to watch your email and "whitelist" us to make sure that you are getting the important information that we are sending out on a regular basis.

As always, thank you for your membership with WH&LA and for supporting our industry.

Bill Elliott, CAE
President & CEO of WH&LA



MEET OUR TEAM

BILL ELLIOTT, CAE



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Legal Issues | Media Spokesperson
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WOMEN *in* Lodging

The tumultuous year of 2020 may be over, but the coronavirus pandemic and the significant job stress, financial insecurity, and family responsibilities facing many women in the hotel and lodging industry are not. In this time of various obstacles and opportunities, it is more important now than ever for women to come together and learn from one another, empowering each other through both their shared and altered experiences.

Following the Spring Symposium & Expo, join the Wisconsin Women in Lodging at the Spring Luncheon for an open discussion on the issues impacting the industry including job security, work/life balance, flexibility, resilience, burnout, and more.

This socially distanced luncheon will provide an opportunity to share stories,

find support, and discover solutions to issues in the workplace and beyond. Open to everyone, this event is a highly participatory and thought-provoking conversation moderated by Amy Simchak, CHA, VP of Organizational Development and Belonging with the North Central Group.

About WWIL:

The Wisconsin Women in Lodging (WWIL) Chapter gives female hoteliers, and their allies, the opportunity to connect with industry leaders, gain career momentum, and be inspired to continue contributing to the Wisconsin Lodging Industry. The WWIL Steering Committee is Chaired by WIL Founding Member Amy Simchak, CHA. This committee oversees events, content, and any other benefits for WWIL's members including recruiting attendees.

WWIL holds two events each year to give members the opportunity to connect and network with industry peers. These events typically occur in the Spring and late fall in conjunction with WH&LA events. WWIL is also proud to be presenting the Kari Zambon Memorial Scholarship for the first time in 2021.

Membership is free to any and all women employed at WH&LA member organizations, regardless of their job position within the company. Men are also encouraged to support Wisconsin's Women in Lodging as well, by attending and/or sponsoring events.

If are interested in becoming more involved with WWIL please contact Monica Goeke by emailing her at monica@wisconsinlodging.org or calling our WH&LA offices at (262) 782-2851 ext. 12.

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Wisconsin Hotel & Lodging Association
Wisconsin Women in Lodging
Chapter of the American Hotel & Lodging Association Women in Lodging

GET INVOLVED



Countdown to 125 YEARS

By Monica Goeke

2021

2021 is a very exciting year for the Wisconsin Hotel & Lodging Association as it marks WH&LA's 125th Anniversary! WH&LA is proud to be celebrating 125 years of protecting the rights and interests of owners and operators across our state.

Since our organization was formed, we have grown exponentially from a small social group to the sixth largest state lodging association in the country. This great accomplishment could not have happened without the ongoing commitment and dedication of our members, staff, and former and current board volunteers.

The birth of our organization

In response to a call issued by the Milwaukee Hotel Association, "Hotel Men of the State of Wisconsin" met at the Plankinton House Club Rooms in

the City of Milwaukee on September 24, 1896 at 8:00 pm for the purpose of effecting a state organization of hotel keepers in Wisconsin. At this first meeting, hoteliers from across the state joined together to form a hotel and lodging association. During the same meeting, a committee was adopted to draft the Constitution and By-Laws—adopted later in the meeting—and formed the basis for the present Articles of Incorporation and By-Laws of the association.

Section 2 of the original Constitution reads:

"The objects of the Association shall be —

FIRST, To bring a better acquaintance among the men of our profession throughout the State;

SECOND, To protect our business from unjust legislation;

THIRD, To guard ourselves against fraud by property reporting the same; and

FOURTH, To promulgate matters of interest to those engaged in hotel keeping."

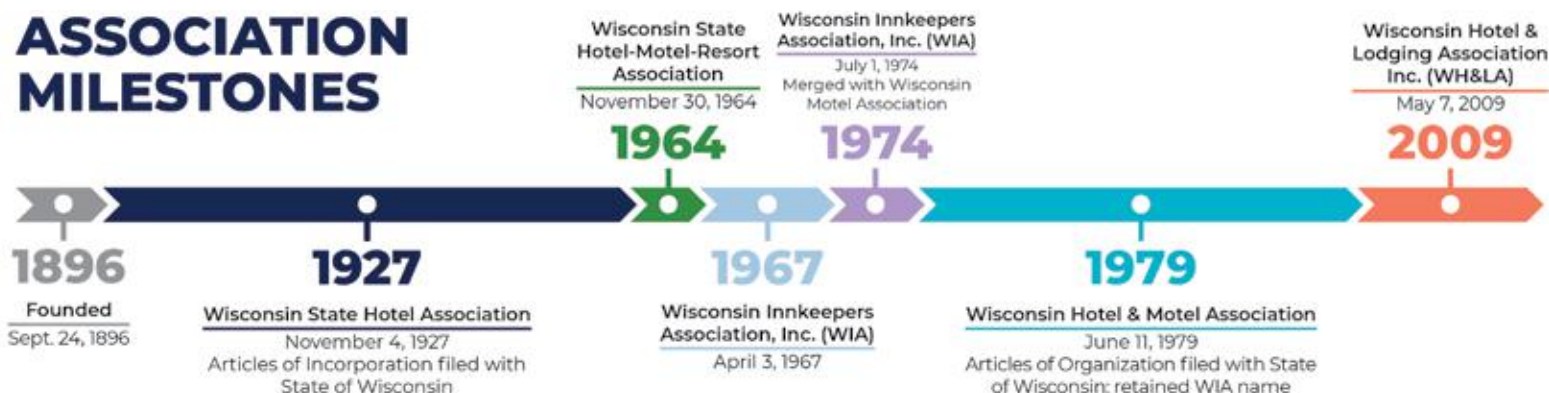
By building on the goals and objectives planted in 1896 and cultivated since its inception, WH&LA has fulfilled its mission to protect the rights & interests of the Wisconsin lodging industry for the past 125 years. We look forward to continuing to evolve so that WH&LA continues to be a strong voice of representation for our industry.

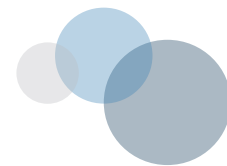
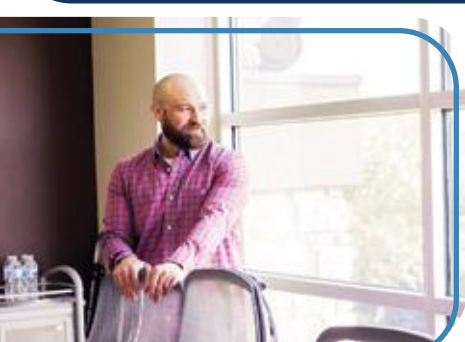
Follow each issue for more intriguing WH&LA history to be released throughout 2021!

What's in a name?

The name and structure of the association has evolved five times since the Articles of Incorporation were filed with the state in 1927. Each name change symbolized a historical milestone for the association as it has adapted over time and the importance of an accurate representation of the industry and its members.

ASSOCIATION MILESTONES





INN IT TOGETHER

Social distancing became the new normal in 2020 and brought with it the need to adapt and find opportunities to provide valuable educational information to help support our members. Traditionally, WH&LA education took place at the annual Wisconsin Lodging Conference and Trade Show each November, but with pandemic restrictions, we were unable to have the event, so we decided to take a new approach.

The Inn it Together Virtual Learning Series kicked off in November to provide educational content in a convenient way to our members. Working with our volunteer leaders and tapping into our network of industry experts, we have continued to hold these online sessions on marketing, finance, compliance, human resources, and more.

Each Inn it Together webinar has brought our members a wealth of new opportunities and ideas to implement in their everyday hospitality strategies. If you would like to learn more about any of the following sessions, recordings and supplemental materials are available on WisconsinLodging.org/innittogether.

Hotel Marketing During COVID-19 and Beyond with B&Co

The pandemic has brought many challenges for hotels, but opportunities have been plentiful as well. On Nov. 24, B&Co's President Brigette Breitenbach explained why it is the perfect time to take a hard look inward at your marketing efforts to achieve success now and in the future. Session attendees learned the steps of an internal marketing assessment and tips on how to implement one successfully. Brigette also shared actionable, incremental, and long-term changes for course correction, while making the most of the opportunities to elevate your marketing efforts.

🌐 WisconsinLodging.org/brigettebreitenbach

Guest Room Disinfection 101 with Blue Canary Solutions

Today, more than ever, hotels need to be safe, clean environments for guests and team members. On January 7, Blue Canary Solution's Ashley Sainski shared actionable solutions in safety and cleanliness for lodging properties. Using Blue Canary Solution's science-backed system, Ashley explained why creating a culture of safety is critical to your operations and what systems and tools should be in place to ensure cleanliness and safety for employees and guests.

🌐 WisconsinLodging.org/bluecanary

Redefining Hospitality in 2021 with ESG Architecture & Design

On January 24, Ann Fritz (Director of Interiors and Partner), Lisa VanDerPol (Senior Associate, Interior Designer), and Bridget Hale (Associate, Interior Designer) from ESG Architecture, joined our virtual learning series to share their expertise in creating unique and elevated design experiences. The presenters discussed solutions, new technologies, and expectations for hotel design in a post-COVID world, and actionable steps that can be taken now to freshen up the interior of your property while under budget restrictions.

🌐 WisconsinLodging.org/esg

Preparing for PPP Round 2 with Johnson Block and Company

With the second round of the federal Payment Protection Program underway, we asked our Associate Member, Johnson Block to provide an overview for our series. On January 21, Johnson Block's Jake Riniker, CPA provided a summary of the relaunched PPP program. During the session, Jake shared information on who qualifies, what is covered, and which previous recipients are entitled to a "second draw" loan, as well as other important details and requirements. He also provided information on loan forgiveness and tax benefits associated with PPP.

🌐 WisconsinLodging.org/johnsonblock

Website Accessibility & ADA Compliance for 2021 with eSSENTIAL Accessibility

Over the past six months, a growing number of hotel and lodging properties have been sued over alleged violations of the Americans with Disabilities Act (ADA) related to website accessibility. In taking calls from members and talking with colleagues from other state associations, it became evident that education on this topic was an important addition to our educational offerings. On January 28, lawyer and author Kris Rivenburgh, the Chief Accessibility & Legal Officer at eSSENTIAL Accessibility, joined our series to explain the current legal landscape of ADA Accessibility, the importance of website accessibility, and resources for making your hotel site accessible.

🌐 WisconsinLodging.org/ADAwebinar

The Hotelier's Guide to ADA Compliant Websites with Blue Magnet Interactive

To provide additional information on website accessibility and actionable tips for website updates, we invited Blue Magnet Interactive Co-Founder and CEO Matt Bitzer to join our series. On February 4, Matt joined us to discuss this challenging topic and provided guidelines pertaining to the hotel and lodging industry and your website. During this session, Matt explained what accessibility means for hotel websites and the necessary steps to make your website compliant. He also provided a number of valuable resources to help with website accessibility and compliance efforts. Be sure to check out the recording of this highly rated and informative session.

🌐 WisconsinLodging.org/bluemagnet

To learn more about any of these topics, feel free to visit our website at WisconsinLodging.org/innittogether. WH&LA is always open to hearing and implementing new ideas! If you have any suggestions or intriguing topics you would like to learn about in an Inn It Together Virtual Learning Session, please contact Monica Goeke by calling 262-782-2851 ext. 12 or email monica@wisconsinlodging.org.



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WH&LA

BOARD LEADERSHIP

The WH&LA Board of Directors is essential to the continued operation of our organization. We are fortunate to have dedicated, hard working, and enthusiastic board members to help carry out the mission to advance Wisconsin's lodging industry through advocacy and the delivery of valued services. We are grateful to our volunteer leaders for donating their time and talent to WH&LA.

The team at WH&LA consistently looks forward to the multitude of ideas and opportunities our Board of Directors can provide to the association. "We are excited for the depth of experience that our board brings to the table. As we enter a pivotal year, it is more important than ever that our industry comes together, as we move forward through the impact of the pandemic," Bill Elliott, President & CEO of WH&LA noted. "We look forward to working collaboratively with our new board members and the returning board as we celebrate WH&LA's 125th Anniversary in 2021."

Read on to learn more about the leadership structure and benefits of the WH&LA Board of Directors.

Board Member Qualifications

Individuals representing hotel and lodging properties and management or ownership groups must be a general manager, owner, or senior manager. The property or company must also be a member of the Wisconsin Hotel & Lodging Association. Board directors representing ownership and manage-

ment groups must have all properties in the state in membership to maintain their position. Likewise, Associate Directors must maintain employment with a company or organization in membership with WH&LA.

Benefits of Board Service

Most members of the WH&LA Board of Directors find their service rewarding both personally and professionally for their business. It is a unique opportunity to expand their professional network, learn more about the issues impacting the lodging industry in Wisconsin, and understand what others are doing to be successful in the industry. Some people join the Board because they are passionate about government affairs, while others join as a way to give back to the industry. Board service gives our members the opportunity to have a seat at the table and participate in critical decision making that impacts policy positions and organizational effectiveness.

Being a part of the WH&LA Board of Directors is a beneficial experience for many, and they look forward to being able to contribute to the association. When talking about benefits of being on the Board, 2021 WH&LA Chair-Elect and President of IDM Hospitality Management, Brandon McConnell expressed, "As an owner/operator with multiple properties throughout the country and especially here in all areas of the great state of Wisconsin, I am honored that all of us at WH&LA remain committed to ensuring that opportunities for guests from around the world

can safely and responsibly visit our lodging properties and create unforgettable lifelong memories!"

Composition of the Board

The Board is comprised of 36 directors, including 5 Officers, 25 Lodging Directors, 5 Associate Directors, & 1 student representative. In accordance with the WH&LA bylaws, Lodging Directors on the board embody properties of various types and sizes to ensure adequate representation of all hotel & lodging properties across the state. Lodging Directors may serve up to two consecutive three-year terms, while Associate Directors may serve up to 2 consecutive-two year terms. Officers are elected annually and include the Chairman, Chair-Elect, Vice Chairman, Secretary/Treasurer, Past Chair, and At-Large Delegate.

The Role of the Board

The WH&LA Board of Directors is responsible for setting policies and determining the strategic direction of the organization, including approval of their organization's strategic plan. They work to ensure the organization has the resources necessary to pursue the strategic plan and supports the CEO in his or her efforts to accomplish WH&LA goals. In addition to participating in board meetings, the board lends support by promoting events and services, supporting the PAC/Conduit funds, participating in WH&LA events, communicating with legislators on issues, and assisting with membership retention efforts.

The COVID-19 pandemic has exemplified the necessity for strong Board direction as we continue to serve as the unified voice of Wisconsin's lodging industry. Greg Stillman, 2021 WH&LA Past-Chair and President of Foremost Management Services, Inc. notes, "As we continue to navigate through the global pandemic and the impact on our industry and members, our board has placed our focus on where it matters the most; ensuring long-term organizational sustainability, so that we may continue to provide resources, services, and industry advocacy."

Board meetings

In the absence of special circumstances, the Board meets four times a year with the last meeting taking place at the annual Wisconsin Lodging Conference. In-person meetings are held throughout the year at different WH&LA hotel & lodging properties across the state with Committee Meetings, an evening reception, and a meal the night before the morning Board of Directors Meeting. Board members are expected to attend each Board meeting and participate in at least one committee. Leadership positions—including committee chairs and elected officers—involve additional time commitments.

Other Events

Involvement in other events and activities during the year is expected of Board members, including attendance at the annual Wisconsin Lodging Conference & Trade Show, along with WH&LA Action Day.



Financial Commitment

Directors assume the financial responsibility for lodging, meal, and travel expenses associated with Board and Committee meetings, as well as other association activities.

Board Recruitment

Board Members are recruited by current WH&LA leaders. The election of Directors is held at the WH&LA Annual Meeting and as needed throughout the year if vacancies arise. The WH&LA Nominations Committee—comprised of the Chairman and Chair-Elect recommend candidates to the Board for approval. In general, the Nominations Committee looks for director candidates with a combination of industry experience and demonstrated commitment to WH&LA. For many directors, the first step to demonstrating this commitment is by joining WH&LA Committees or Task Forces.

If you are interested in increasing your participation or commitment to the association, please do not hesitate to reach out to WH&LA staff or one of our board members listed on page five for more information.



2021 COMMITTEES & TASK FORCES

- **Executive Committee**
Chairman: Charlie Eggen, President of F&E Hospitality
Closed Committee
- **Nominating Committee**
Chair: Brandon McConnell, President of IDM Hospitality Management
Closed Committee
- **Room Tax Task Force**
Chair: Kevin Gallagher, VP of Project Management at Marcus Hotels & Resorts
Closed Committee
- **Membership Committee**
Chair: Dave Sekeres, GM of Lake Lawn Resort
Open Committee
- **Legislative Tourism Committee**
Chair: Jon Jossart, GM of Ambassador Hotel & Ambassador Inn
Open Committee
- **Legislative Action Task Force**
Chair: Jon Jossart, GM of Ambassador Hotel & Ambassador Inn
Closed Task Force
- **Education/Conference Committee**
Chair: Rory Madsen, GM of Gordon Lodge
Open Committee
- **Scholarship Selection Task Force**
Chair-Designee: Brandon McConnell, President of IDM Hospitality Management
Closed Task Force
- **Programming Task Force**
Chair: Rory Madsen, GM of Gordon Lodge
Open Task Force
- **Awards Committee**
Chair: John Chastan, GM of Lake Delton Waterfront Villas & Kalahari Resort
Closed Committee
- **Publications Committee**
Chair-Designee: Sheryl Tharman, Red Crown Lodge
Open Committee
- **Wisconsin Women In Lodging (WWIL) Steering Committee**
Chair: Amy Simchak, VP of Organizational Development and Belonging at North Central Group
Open Committee

Individuals employed at a WH&LA member property, organization, or company are invited to get involved by joining one of our open committees listed above. If you have questions about the WH&LA board or would like to volunteer for a committee, please email Bill Elliott at belliott@wisconsinlodging.org.

A LOOK AT WH&LA'S 2021 LEGISLATIVE PRIORITIES & ADVOCACY ACTIVITY



Advocacy is a pillar of the work of the Wisconsin Hotel & Lodging Association (WH&LA). Serving as a unified voice of Wisconsin's hotel and lodging industry, WH&LA works to advocate for legislation, regulations, and resources that will promote a strong lodging and tourism industry in the state of Wisconsin. Our advocacy efforts take place at the local, state, and national levels and cover a wide range of policy items that impact the business operations of our members.

Legislative priorities are set each year by the WH&LA Board of Directors, based on recommendations from the WH&LA Legislative/Tourism Committee. These priorities are implemented by WH&LA's President & CEO, Legislative/Tourism Committee, and Room Tax Task Force in conjunction with WH&LA's contract lobbyist. The 2021 Legislative Priorities were approved by the WH&LA Board of Directors on December 1, 2020.

1) Tourism Promotion Funding (State Budget): The tourism industry plays a vital role in Wisconsin's economy. As we work to recover from the economic destruction of COVID-19, the marketing and promotion of our state has never been more important.

2) Liability Protection from COVID-19: The threat of legal liability for claims related to COVID-19 looms large over hotel and lodging properties struggling to survive. It is critical to protect businesses in Wisconsin by enacting liability protections, including safe harbors, immunity, and indemnification from frivolous COVID-19 lawsuits.

3) Room Tax & Marketplace Collection/Remittance: WH&LA monitors the proper use of room tax dollars, and advocates for policies that aim to level the playing field between traditional lodging properties and short-term rentals.

As our industry strives to continue operating during the pandemic, we are also focused on educating elected officials and policy makers on issues of key importance to our industry, including the need for additional relief and liability protection. Since the start of the new legislative session, WH&LA staff and board leaders have met with several new legislators to introduce them to WH&LA and discuss issues and industry relief.

In addition to these legislative priorities, WH&LA works with our contract-lobbyist, Kathi Kilgore, to monitor other key issues including: State Lodging Per Diem, school start date, tolling, human trafficking, property assessment, and the alcohol/three tier system.

Kathi Kilgore works in Madison to monitor and lobby on behalf of the association. We are very fortunate to have Kathi's deep experience and extensive networks at the state-level to advocate on behalf of our members. This connection at the state Capitol ensures our voice is being heard by state and regulatory decision makers.

In addition to our own lobbying efforts, we are proud to engage with groups and coalitions that are working on behalf of the industry's interests. WH&LA is a member of the Tourism Federation

of Wisconsin, where WH&LA President & CEO Bill Elliott, CAE and Kathi Kilgore represent WH&LA. Since 1979, the TFW has been working to improve Wisconsin's tourism industry through supportive legislation and policies.

At the national level, we are proud to partner with the American Hotel & Lodging Association (AHLA) to ensure that the Wisconsin lodging industry is represented in Washington D.C. Throughout the past year, AHLA has conducted countless meetings with Congressional leadership, co-founded the COVID RELIEF NOW Coalition comprised of over 300 leading trade associations, increased hotelier's advocacy engagement 2,300% through HotelsACT, and so much more.

As a WH&LA member, you can stay informed on our advocacy work and regulations impacting your property by reading our *Capitol Insider* emails. *Capitol Insider* is sent as needed to communicate government, legislative, and regulatory updates.

If you have questions about WH&LA's legislative work, or are interested in joining WH&LA's Legislative/Tourism Committee, please contact Bill Elliott at bellott@wisconsinlodging.org.



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WH&LA 2021 & Expo**

March 7-9, 2021 | Hyatt Regency Green Bay

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Pond Cabin

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Q&A WITH WH&LA

WH&LA's Monica Goeke, Director of Marketing, Services, & Events, sat down with Lexie Mallary—our Marketing & Communications Coordinator—to learn more about her role at WH&LA and what she loves about Wisconsin.

Q: How long have you worked at WH&LA and what are your responsibilities?

A: I started at WH&LA just under a year and a half ago in October 2019. My primary responsibilities consist of all graphic design projects for the association, *InnTouch* production & design, and all things *Wisconsin Lodging Directory*. Additionally, I am also in charge of maintaining our website, membership database, and technology needs & oversight in the office.

Q: What are your favorite parts of your job?

A: I truly enjoy the wide variety of work there is to do at WH&LA. Every day in the office is different than the last, and that is surely something to be excited about. One of my favorite experiences, however, is talking with our members and hearing how passionate they are about their role in the hospitality industry. Their joy is truly unmatched.

Q: What keeps you excited about WH&LA?

A: The opportunity to work with some of the industry's most experienced professionals is something I always look forward to. I have a lot to learn, and it is very exciting to hear their ideas and learn about the opportunities they bring to the table.

Q: What do you like most about Wisconsin?

A: I am not originally from here—I decided to move to Wisconsin after graduating from Carthage College in Kenosha for quite a few different reasons, but mainly because of how much I love it here. One of the things I admire most about the state is that each region seems to be so unique, but yet they are all connected by the people and their common love for their area and the state. I am looking forward to traveling to many inspiring destinations.



Tamarack Country House Bed & Breakfast and Event Center

2981 Tamarack Lane
Birchwood, WI 54817
715-914-9233

4 rooms

Q: What are you most excited for at WH&LA in 2021?

A: For 2021 I am most excited to start having events again and to see how our members have evolved and adapted through the pandemic. The industry has a plethora of talented leaders that have developed many interesting ideas, and I am looking forward to seeing that momentum continue into a new year.

Lexie Mallary



WH&LA ASSOCIATE MEMBERS

CONSTRUCTION & RENOVATION

American Companies262-334-3811
Architectural Design
Consultants Inc.....608-254-6181
Bayland Buildings.....920-498-9300
Cat 5 Restoration.....608-622-6989
CertaPro Painters.....920-964-9295
DI, LLC.....800-678-5423
Focus on Energy.....800-762-7077
Hydro-Flo Products.....262-781-2810
Inpro.....262-679-9010
JWC Building Specialties...262-522-9100
Keller, Inc.....920-766-5795
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
Sid Grinker Restoration...414-264-7470
Steinhafels Bedding.....262-751-3804
Stevens Equipment
Supply.....651-452-0872
Stone Innovations.....608-480-0342
Tri-North Builders.....608-271-8717
Wisconsin Logos.....608-579-1570

EDUCATION

Madison College/Madison Area
Technical College.....608-243-4034
Mid-State Technical
College.....715-422-5311

GUEST SERVICES

Circle Wisconsin.....414-545-1100
Telin Transportation
Group.....866-287-7278

MANAGEMENT & PROFESSIONAL CONSULTING

Beck, Chaet, Bamberger &
Polsky S.C.....414-273-4200
Connect Hospitality
Solutions.....920-723-9585
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
One Community Bank...608-835-6206
Patek Hospitality
Consultants Inc.....262-538-0445
Revelation PR, Advertising &
Social Media.....608-622-7767
STR.....615-824-8664
Vector & Ink.....608-254-8770
Wipfli LLP.....920-662-0016
Z2 Marketing.....262-523-3900

OPERATING SUPPLIES, F&B

Amish Craftsmen Guild262-618-2105
Bay Towel.....920-497-2000
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
Ecolab.....952-212-8715
Edward Don & Co.....800-677-4366
Furniture Industries.....612-827-1744
Green Up Solutions.....262-606-1600
Gunderson Family
Companies.....920-727-4000
Innovative Signs.....262-432-1330

Johnson Commercial
Fitness.....262-524-1678
MolsonCoors.....414-931-4930
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
Washburn Machinery.....800-245-8425

PROPERTY PROTECTION

Acuity Insurance.....920-458-9131
Batzner Pest Control.....262-797-4160
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
LodgeVision.....608-665-1909
R&R Technologies.....920-759-9315
Spectrum Enterprise.....920-996-4781



**Know anyone who might be
interested in Associate Membership?
Call Adam at 262-782-2851 ext. 14 or
email sales@wisconsinlodging.org.**

WISCONSIN LODGING DATA

JANUARY 2021						
Location	Occupancy %		Avg. Daily Rate		RevPAR	
	2021	% Chg	2021	% Chg	2021	% Chg
United States	39.3	-28.3	90.79	-27.8	35.72	-48.2
East North Central	33.0	-27.0	76.80	-20.2	25.32	-41.7
Wisconsin	30.5	-25.1	83.10	-14.7	25.36	-36.1
Milwaukee	29.5	-38.7	76.50	-22.7	22.56	-52.6
Madison	27.4	-38.2	68.94	-32.4	18.88	-58.2
Wisconsin North Area	27.3	-15.5	93.66	3.3	25.56	-12.8
Wisconsin South Area	30.3	-14.1	97.54	-5.1	29.57	-18.5
Green Bay	35.9	-14.0	85.83	-23.3	30.84	-34.1
Appleton/Oshkosh	33.5	-25.3	71.24	-22.6	23.85	-42.2
Wausau/Stevens Point	31.8	-27.7	84.12	-9.2	26.79	-34.3
Eau Claire/Menomonie	29.3	-26.2	79.98	-5.6	23.41	-30.3
Janesville/Racine	33.8	-9.1	86.46	-11.0	29.19	-19.1
La Crosse	32.9	-20.1	69.39	-18.1	22.81	-34.5

YTD - JANUARY 2021						
Location	Occupancy %		Avg. Daily Rate		RevPAR	
	2021	% Chg	2021	% Chg	2021	% Chg
United States	39.3	-28.3	90.79	-27.8	35.72	-48.2
East North Central	33.0	-27.0	76.80	-20.2	25.32	-41.7
Wisconsin	30.5	-25.1	83.10	-14.7	25.36	-36.1
Milwaukee	29.5	-38.7	76.50	-22.7	22.56	-52.6
Madison	27.4	-38.2	68.94	-32.4	18.88	-58.2
Wisconsin North Area	27.3	-15.5	93.66	3.3	25.56	-12.8
Wisconsin South Area	30.3	-14.1	97.54	-5.1	29.57	-18.5
Green Bay	35.9	-14.0	85.83	-23.3	30.84	-34.1
Appleton/Oshkosh	33.5	-25.3	71.24	-22.6	23.85	-42.2
Wausau/Stevens Point	31.8	-27.7	84.12	-9.2	26.79	-34.3
Eau Claire/Menomonie	29.3	-26.2	79.98	-5.6	23.41	-30.3
Janesville/Racine	33.8	-9.1	86.46	-11.0	29.19	-19.1
La Crosse	32.9	-20.1	69.39	-18.1	22.81	-34.5

SOURCE: SMITH TRAVEL RESEARCH INC. REPRODUCTIONS 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.



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 follow this link or visit the following web address (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.



MEMBERSHIP BENEFITS

Get the Most Out of AHLA. Become a Member!

Whether it's access to resources for navigating Covid-19 or receiving breaking updates from the Hill, our members get inside access to the latest news and resources that can help their business.



BENEFITS INCLUDE:



Up-to the minute advocacy updates



Opportunity to share advocacy concerns with our team



Full access to all *Safe Stay* enhanced cleaning resources including:

- The latest guidelines and checklist
- Online training
- Safe Stay logo and posters to display at your property to reassure guests and staff



Access to member discounts on CHA certifications, HCareers listings, music licensing and more



Access to the 'Members Only' portal of AHLA.com which includes:

- Webinars on the most important issues affecting hotels
- Expert 'Talking Points' to help with media requests and guests
- Turnkey toolkits on countless topics and issues
- Full access to industry data to provide you with business insights



Subscription to *Lodging* magazine & daily briefs to keep you in the loop on new trends



FAQs to address all your questions



Networking opportunities with other members at events and online



AND MORE!

**YOUR BUSINESS AND YOUR VOICE MATTERS.
JOIN AHLA TODAY!**



TARGETED MARKETING

2021 WH&LA OPPORTUNITIES AVAILABLE

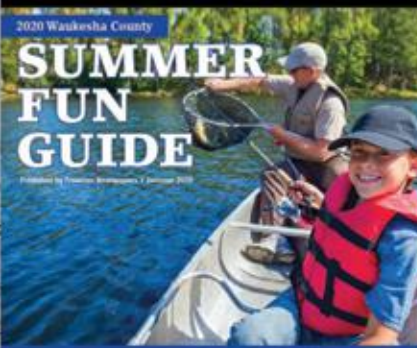
Agenda

NOV
DEC
2020



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"Let the Chapter be the bridge to knowledge, connecting ideas, and relationships to create a vision for the meetings and events industry."



2020 Waukesha County

SUMMER FUN GUIDE

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Winter 2020 • Wisconsin's No. 1 Dog Magazine • We Love Dogs

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For Dogs & Their Humans



VANTAGEPOINT

Published by W&L - Where the association continues to thrive and grow. • Fall 2020

Contact adam@wisconsinlodging.org for more info.



ASSOCIATE PLANNING

Learn more about our 2021 opportunities!

Contact adam@wisconsinlodging.org for more info.

InnTouch Magazine
Spring Symposium & Expo
Products & Services Directory