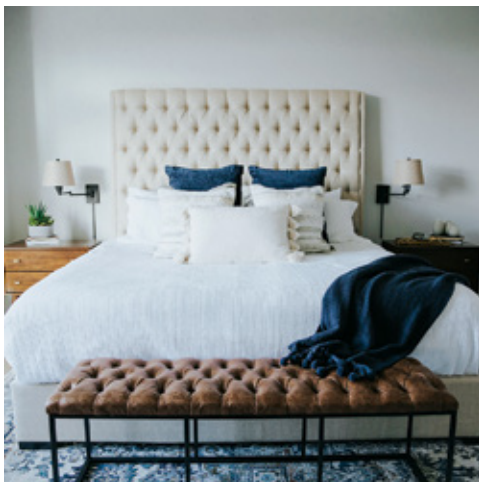


INN TOUCH

# PRODUCTS & SERVICES

2021 Directory



# Wisconsin Business Insurance



Our custom business insurance plans allow business owners to sleep confidently knowing they're getting the protection they need, at the right price with the best support.

- Business Liability
- Workers' Compensation
- Equipment Breakdown
- Building & Business Personal Property
- Additional customized coverages

 **Rural Mutual**  
Insurance Company

Contact a local agent or request a quote online.

**[www.RuralMutual.com](http://www.RuralMutual.com)**



# WATER HEATER STICKER SHOCK?



## DON'T PANIC. RENT IT!



**Our budget-friendly rentals cover:**

**100% OF COMMERCIAL EQUIPMENT COSTS**

**100% OF INSTALLATION CHARGES**

**ALL FUTURE SERVICE CALLS**

**FUTURE REPLACEMENTS**



### WHY RENT A WATER HEATER?

Save your capital for other expenses! A Reliable Rental Plan covers 100% of **equipment costs**, all **installation charges** and *includes all future 24/7 service & replacement* on that equipment, protecting your hotel from unexpected hot water outages 365 days a year.



### WHAT HAPPENS WHEN I NEED SERVICE?

Just call **1-800-356-1444** – tell us what's wrong & we'll handle the rest, including dispatching & *paying* the plumber. You'll have peace of mind knowing your equipment will get fixed fast, so you can stay focused on running your business.



### HOW IS IT DIFFERENT FROM BANK FINANCING?

Get financing approval in hours, not days! And unlike a bank, your monthly rental rate also *includes* future 24/7/365 service and replacement via certified technicians & plumbers. Plus, your rental payments may be tax deductible as an operating expense!



Call **1-800-356-1444** & ask Perry for a  
**FAST QUOTE** on your system!

Visit **ReliableWater247.com** for more info.

*Hot water. Great service. Fast.*

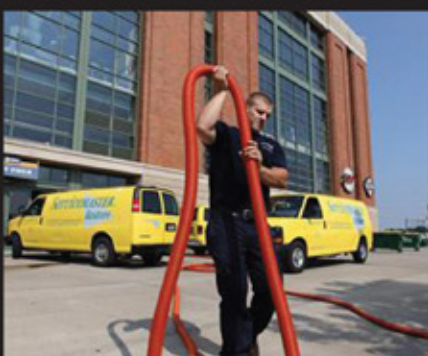


*Industry Leader in  
Commercial Water  
Heater Rentals  
Since 1966.*





# DON'T KNOW WHAT TO DO NEXT? WE DO.®



## WHEN DISASTER STRIKES, WE ARE YOUR BUSINESS RECOVERY SOLUTION.

ServiceMaster Restore® provides you with peace of mind in the event your business suffers a loss as a result of fire, water or storm-related events. With a network of experts across 600 locations and the backing of the \$3 billion ServiceMaster Company, we can respond quicker, manage more effectively and put you back in business faster.

### AS YOUR BUSINESS RECOVERY SOLUTION, WE PROVIDE:

- Pre-Loss Planning
- Priority Response to Your Loss
- Pre-Approved Pricing
- 24/7/365 Emergency Response
- Designated Account Manager
- Unparalleled Resources
- Global Large Loss Experience
- One Touch Solution

*"As a risk manager, I have come to rely on their corporate priority program. I can count on their national and international network to provide consistently excellent service."*

- Michael Curry, VP of Risk Management,  
Rexnord, Milwaukee, WI

*"Even though local resources were completely depleted, ServiceMaster had access to and provided adequate supplies and equipment to expedite the recovery process. It is without reservation and hesitation that we recommend ServiceMaster for disaster recovery services."*

- Paul W. Jones, Executive Chairman  
A.O. Smith Corporation, Milwaukee, WI

For immediate disaster cleanup or enrollment in our Preferred Response Program, contact Mark Cyganiak today.



**ServiceMaster Recovery Services**

**800.559.9070**

[www.smrecover.com](http://www.smrecover.com)

Contact WH&LA Member Mark Cyganiak  
President, ServiceMaster Recovery Services

ServiceMaster Restore services provided by independently owned and operated franchises or corporate-owned branches. Prices and services vary by location.

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# PRODUCTS & SERVICES

## 2021 Directory



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Monica Goeke

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262-782-2851  
[communication@wisconsinlodging.org](mailto:communication@wisconsinlodging.org)

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



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.

Hello fellow members!

It's hard to believe it's already springtime, which means a new edition of WH&LA's annual Products & Services Directory. This handy buyers guide lists the WH&LA Associate Vendors who have invested in our industry, and they are conveniently organized into categories such as Banking/Commercial Loans/ Financing, Construction & Renovation, Education, Equipment & Supplies, Guest Services, Human Resources, Management & Professional Consulting, Operating Supplies, Property Protection, and Technology.

As a hotelier, when one of my properties requires equipment, supplies, or services, I start with the WH&LA Associate Member list. Since our Associate Members are involved with WH&LA, they know the challenges we are facing as lodging property owners and operators. It's reassuring to know that the companies in membership with WH&LA specialize in the lodging industry and know the needs specific to hotel and lodging properties.

During this challenging time, our Associate Members have been extremely generous with their willingness to support the association and lend their professional advice to the development of special programs like the Inn it Together Virtual Learning Series and our Spring Symposium & Expo. As we look forward to the fall, we also look forward to the 2021 Wisconsin Lodging Trade Show at the Brookfield Conference Center on November 8 — part of our 125th Anniversary Wisconsin Lodging Conference from November 7–9 at the Brookfield Conference Center.

These are the businesses that support the industry, and as lodging property members, it's important to show our appreciation by supporting them. Please do not hesitate to reach out to the Associate Members listed in this publication to learn more about their products and services, and how they can be of assistance in the operation of your property.

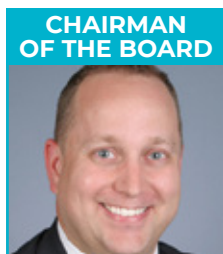
Wishing you all a busy and safe summer season!

Sincerely,

**Charlie Eggen, CHA**  
2021 WH&LA Chairman of the Board  
F & E Hospitality

# 2021 BOARD OF DIRECTORS

## OFFICERS



**CHAIRMAN  
OF THE BOARD**  
Charlie Eggen, CHA  
F&E Hospitality



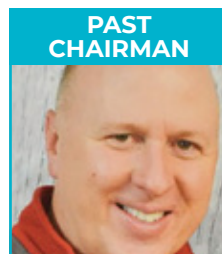
**CHAIRMAN-  
ELECT**  
Brandon McConnell, CHA  
IDM Group LLC



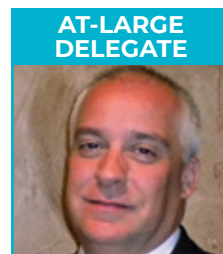
**VICE  
CHAIRMAN**  
Jon Jossart  
Ambassador Hotel &  
Ambassador Inn



**SECRETARY/  
TREASURER**  
Jay Schumerth  
Hostmark  
Hospitality Group

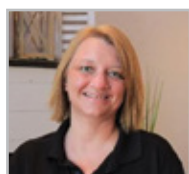


**PAST  
CHAIRMAN**  
Greg Stillman  
Foremost  
Management Services



**AT-LARGE  
DELEGATE**  
John Chastan, CMP  
Lake Delton Waterfront  
Villas & Kalahari Resorts

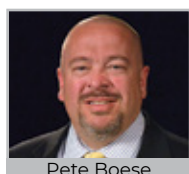
## BOARD OF DIRECTORS



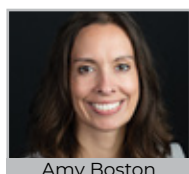
Sara Abbott  
Metropolis Resort



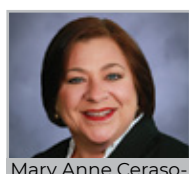
Tony Beer  
Courtyard Marriott  
Milwaukee Airport



Pete Boese  
Radisson Hotel  
La Crosse



Amy Boston  
Holiday Inn  
Convention Center



Mary Anne Ceraso-  
Alioto  
Spectrum Enterprises



Kevin Gallagher  
Marcus Hotels &  
Resorts



Jason Hager, CHA  
Tundra Lodge  
Resort & Waterpark



Deb Johnson  
CopperLeaf  
Boutique Hotel & Spa



Nick Johnson  
First Hospitality  
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



Brian Lee, APR  
Revelation PR, Advertising  
& Social Media



Rory Madsen  
Gordon Lodge



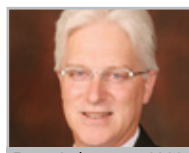
Wilson McDonald  
Ecolab



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  
Wisco Hotel Group



Aaron Wolf, CHA  
Comfort Suites  
Green Bay



Faith Loberg  
2021 Student  
Representative

## THANK YOU TO OUR 2021 STRATEGIC MARKETING PARTNERS!

### GOLD



**Ecolab**  
Wilson McDonald  
wilson.mcdonald@ecolab.com  
704-765-3470



**Rural Mutual Insurance Co.**  
Mike Lubahn  
mlubahn@ruralins.com  
608-406-0300

# PRESIDENT'S CORNER

WH&LA's Associate Members are one of the greatest resources available to lodging facilities across the state. These folks provide a tremendous amount of industry expertise, and they use their skills to help properties find the resources they need to run their properties effectively. Our Associate Members provide a tremendous amount of support to our association and the overall industry. Please consider them when making purchasing decisions for your property.

This issue of InnTouch is our annual Products & Services Directory. It showcases the work that our Associate Members are doing throughout the industry, and it gives you all of the contact information that you need to learn more about a particular company. From finding your next set of towels to buying insurance, from finding a CPA to a real estate agent, this directory covers the many lines of business that keeps our industry ticking.

This past year has been one of the most difficult that we have faced as an organization and for many of our members. The companies listed in this directory chose to stand by our side during these tough times, and we can't thank them enough for it. Be sure to thank them next time you work with them. Be sure to look out for many of them at our upcoming Wisconsin Lodging Conference and Trade Show that will take place at the Brookfield Convention Center from November 7-9, 2021.

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



**WisconsinINN Getaways**

**EMAIL NEWSLETTER**

**Feature your property today!**

**Over 10,000 subscribers**

Email [sales@wisconsinlodging.org](mailto:sales@wisconsinlodging.org)

The graphic features a background image of a person kayaking on a lake at sunset. On the right side, there is a preview of the newsletter content, including a headline "GET AWAY WITH A GREAT DEAL!" and several smaller images and text snippets.



# MEET OUR TEAM

## BILL ELLIOTT, CAE



**President & CEO**  
belliott@wisconsinlodging.org  
262-782-2851 ext. 10

Legislative | Room Tax Questions  
Legal Issues | Media Spokesperson  
Board/Committee Governance

## ADAM VANOUWERKERK



**Membership & Revenue  
Development Manager**  
adam@wisconsinlodging.org  
262-782-2851 ext. 14

Membership Sales | Marketing Program Sales  
Strategic Marketing Partnership Program  
Trade Show Manager

## MONICA GOEKE



**Director of Marketing,  
Services & Events**  
monica@wisconsinlodging.org  
262-782-2851 ext. 12

Chapter Liaison | Marketing  
Member Services | Events  
Wisconsin Lodging Conference & Trade Show

## LEXIE MALLARY



**Marketing & Communications  
Coordinator**  
lexie@wisconsinlodging.org  
262-782-2851 ext. 15

Graphic Design | Social Media | Website  
Wisconsin Lodging Directory  
InnTouch Magazine

**2021 WISCONSIN  
LODGING**  
CONFERENCE & TRADE SHOW

**SAVE THE DATE**

November 7-9, 2021 | Brookfield Conference Center

# WHAT'S IN YOUR POLICY?

- Sexual Harassment & Discrimination Coverage
- ADA Compliant ■ Intentional Acts

*"KLB Insurance is consistent and reliable as the After Midnight Group's full service insurance agent. KLB presents us with the best policies and prices possible, while always having our best interests in mind. They not only responded quickly and professionally, to an questions we may have, but were proactive in their service. They truly know the industry and are a great resource to AMC." ~ Anne Loff, The After Midnight Group*

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INSURANCE

**Protecting Hospitality Businesses With The Right Coverages For Over 25 Years**

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**Call Us Today!**

**651.730.9803 ■ kim@klbins.com ■ www.klbins.com**

National And Regional Insurers Written



# PRODUCTS & SERVICES

## 2021 Directory

The Products & Services Directory is a great resource to keep throughout the year for all of your service and supplier-related needs. You can also find all WH&LA Associate members online at [WisconsinLodging.org/members-industry-vendors/](https://WisconsinLodging.org/members-industry-vendors/).

### BANKING/COMMERCIAL LOANS/FINANCING

#### One Community Bank

733 N. Main Street  
Oregon, WI 53575  
(608) 835-6206  
[www.onecommunity.bank](https://www.onecommunity.bank)

\*Amortization up to 30 years for select borrowers.

\*Cash Out Refinance available up to 80% Loan to Value.

One Community Bank has been a leading lender to Small Businesses and Commercial Real Estate owners throughout WI for over 30 years, and we are actively lending within our market.



### CONSTRUCTION & RENOVATION

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3350 South River Road  
West Bend, WI 53095  
(262) 334-3811 | [www.teamacs.net](https://www.teamacs.net)  
Kraig Sadownikow | [kraig@teamacs.net](mailto:kraig@teamacs.net)

Together, American Companies are a full-service Commercial Design | Build | Develop | Real Estate firm which includes American Construction Services (ACS), American Architectural Group (AAG) and American Commercial Real Estate (ACRE). Since 1980, ACS and AAG have built a solid reputation through their expertise in construction management, architectural design and structural engineering. ACRE was added in 2018 to round out their portfolio by offering property sales, leasing, management and investment services.

American Companies are based in West Bend, WI and serves the northern Midwest states. They specialize in commercial and industrial buildings including hospitality, medical, retail and multi-family facilities.

At American Companies, "Our job is to allow you to do yours."

#### Architectural Design Consultants Inc. (ADCI)

30 Wisconsin Dells Parkway  
Lake Delton, WI 53940  
(608) 254-6181  
[www.adcidesign.com](https://www.adcidesign.com)  
Justin Nagel  
[j.nagel@adcidesign.com](mailto:j.nagel@adcidesign.com)

For over 30 years, ADCI has designed successful hospitality facilities regionally and nationally — from small motels and limited service hotels to mega waterpark resorts. We understand the industry and design properties with your ROI at the forefront. Our collaborative team of architects and interior designers craft holistic, cost-effective solutions for precisely the lasting impression you seek. Come to the experts at ADCI for your next build or renovation.



#### Bayland Buildings, Inc.

3323 Bay Ridge Court  
Green Bay, WI 54155  
(920) 498-9300  
[www.baylandbuildings.com](https://www.baylandbuildings.com)

Bayland Buildings provides in house services including Architecture & Engineering, Design/Build, General Contracting, Construction Manage, and Self-Performance of Concrete (footings, foundations, flatwork), Steel Fabrication and Erection, Rough & finish carpentry.

#### CertaPro Painters

785 Scheuring Road, Ste. C  
De Pere, WI 54115  
(920) 964-9295 | (866) 223-0914  
[newi.certapro.com](https://newi.certapro.com)  
Alan Phillips  
[aphillips@certapro.com](mailto:aphillips@certapro.com)

Commercial Painter-Exterior / Interior, Plaster / Sheetrock Repairs, Light Carpentry, EIFS / Dryvit / Stucco Repairs, Wallpaper Installation / Removal.

### DI, LLC

1400 E. Ash Street  
Abbotsford, WI 54405  
(800) 678-5423  
[www.decoratorindustries.com](http://www.decoratorindustries.com)  
Katie Reynolds  
[katie.reynolds@decind.com](mailto:katie.reynolds@decind.com)

DI is a manufacturer of window and bed treatments for the Hospitality and Healthcare division.

### Hydro-Flo Products, Inc.

3655 N. 124th Street  
Brookfield, WI 53005  
(262) 781-2810 | [www.hydro-flo.com](http://www.hydro-flo.com)  
Howie Heier | [hheier@hydro-flo.com](mailto:hheier@hydro-flo.com)

Representing the Plumbing, Heating and Industrial industry by providing equipment, supplies, and engineering support. Domestic hot water, hydronic heating and ventilation being our core specialties. Whether it's a new system, replacement, or an upgrade, Hydro-Flo works hard to find the best solution for you.

### JWC Building Specialties, Inc.

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Hartland, WI 53029  
(262) 522-9100  
[www.jwcwi.com](http://www.jwcwi.com)  
Jim Cogan  
[jim@jwcwi.com](mailto:jim@jwcwi.com)

Sales and Service of Folding Walls for Banquet / Meeting Facilities. Smoke and Fire Doors.

### Keller, Inc.

N216 State Hwy. 55  
Kaukauna, WI 54130  
(920) 766-5795 | (800) 236-2534  
[www.kellerbuilds.com](http://www.kellerbuilds.com)  
Katie Mangin  
[kmangin@kellerbuilds.com](mailto:kmangin@kellerbuilds.com)

At Keller we are a Design/Build Architectural & General Contracting Firm. We build from a foundation established by our on-staff Architects and Designers that work with our clients to understand all project and business related needs, expectations and goals. From the very first design meeting thru construction completion an, integrated, customer-dedicated Architect and Construction Project Manager will work for you every step of the way to ensure a successful project delivery.

### MSI General

PO Box 7  
Oconomowoc, WI 53066  
(262) 367-3661  
[www.msigeneral.com](http://www.msigeneral.com)  
Jay Craig | [jay@msigeneral.com](mailto:jay@msigeneral.com)

MSI GENERAL is the premier design-build construction firm in SE Wisconsin. Our seasoned Architects, Superintendents, Project Managers & Estimators deliver our construction and remodeling projects both on budget and on time. MSI General is a privately held, third-generation, veteran-owned firm. Visit us at [www.msigeneral.com](http://www.msigeneral.com).

### Neuman Pools Inc.

W9684 Beaverland Parkway  
Beaver Dam, WI 53916  
(920) 885-3366 | (800) 472-1214  
[www.neumanpools.com](http://www.neumanpools.com)  
Chris | [info@neumanpools.com](mailto:info@neumanpools.com)

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[beds@steinhafels.com](mailto:beds@steinhafels.com)

### Ramaker & Associates Inc.

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Sauk City, WI 53583  
(608) 643-4100 | [www.ramaker.com](http://www.ramaker.com)  
Suzanne Doody | [sdoody@ramaker.com](mailto:sdoody@ramaker.com)

Ramaker is a full service architectural/engineering firm specializing in the Hospitality, Resort and Lodging industry. As a multi-service line A/E firm, we provide the services you need to satisfy your project design requirements. We are headquartered in Sauk City, Wisconsin, and perform work in locations across the nation.

### ServiceMaster Recovery Services



2215 S. 162nd Street  
New Berlin, WI 53151  
(262) 782-3335 | (800) 559-9070  
[www.smrecover.com](http://www.smrecover.com)  
Mark Cyganiak  
[mcyganiak@smrecover.com](mailto:mcyganiak@smrecover.com)

ServiceMaster Recovery Services is a leader in emergency disaster response and professional cleaning services. With nearly 50 years of experience providing exceptional restoration and cleaning services to the hospitality sector. ServiceMaster is here to Recover, Restore, Rebuild your property 24/7/365. Call us at 262-782-3335.

### Sid Grinker Restoration

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Milwaukee, WI 53212  
(414) 264-7470 | (877) 512-3473  
[www.sidgrinker.com](http://www.sidgrinker.com)  
Shari Engstrom | [shari@sidgrinker.com](mailto:shari@sidgrinker.com)

Sid Grinker Restoration provides emergency fire and water damage mitigation and restoration. We specialize in buildings that need to keep going despite the damage and inconvenience. Our team works as quickly and discreetly as possible in occupied spaces. Think of us for fire damage (including odor and smoke), water damage (sprinklers, toilet overflows), mold, trauma clean up, vehicle vs. building and pretty much any building emergency.

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16250 W. Rogers Drive  
New Berlin, WI 53151  
(262) 751-3804 | (920) 222-6424  
[www.steinhafelsbedding.com](http://www.steinhafelsbedding.com)  
Todd Nieting | [toddn@steinhafels.com](mailto:toddn@steinhafels.com)

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### Stone Innovations Inc.

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Plover, WI 54467  
(608) 480-0342  
[www.stoneinnovations.net](http://www.stoneinnovations.net)  
Nate VanDerLoop  
[nate@stoneinnovations.net](mailto:nate@stoneinnovations.net)

Stone Innovations Inc. is a high quality stone fabricator, specializing in Granite, Quartz and Marble countertops. Our state of the art facility allows us to meet the quickest deadlines, with the highest possible quality.

### Tri-North Builders

2625 Research Park Drive  
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(608) 271-8717  
[www.tri-north.com](http://www.tri-north.com)  
Darren Noak  
[dnoak@tri-north.com](mailto:dnoak@tri-north.com)

### Wisconsin Logos

4918 Triangle Street  
McFarland, WI 53558  
(608) 579-1570 | (844) 496-9163  
[www.interstatelogos.com](http://www.interstatelogos.com)  
Joel McLean  
[jmclean@interstatelogos.com](mailto:jmclean@interstatelogos.com)

## EDUCATION

### Fox Valley Technical College



1825 N. Bluemound Drive  
Appleton, WI 54912  
(920) 735-5643 | [www.fvtc.edu](http://www.fvtc.edu)  
Chef Jeff Igel | [chefjeff@fvtc.edu](mailto:chefjeff@fvtc.edu)

Education. Hospitality Management Associates Degree, Culinary Arts Associates Degree, Food Service Technical Diploma, Advanced Baking Technical Diploma, Advanced Culinary Certificate, Event Planning Certificate.

### Gateway Technical College



1001 S. Main Street  
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(262) 619-6504  
[www.gtc.edu/programs/hospitality-management-programs](http://www.gtc.edu/programs/hospitality-management-programs)

Gateway Technical College—Hospitality Management Associate degree with concentrations in Hotels, Food & Beverage, Tourism and Events.

### Lakeshore Technical College



1290 North Avenue  
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Megan Schaalma  
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[www.madisoncollege.edu](http://www.madisoncollege.edu)  
Dr. Lynea LaVoy  
[llavoy@madisoncollege.edu](mailto:llavoy@madisoncollege.edu)

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Paul Kennedy  
[paul.kennedy@mstc.edu](mailto:paul.kennedy@mstc.edu)

Technical college with campuses in Wisconsin Rapids, Stevens Point, Adam's, and Marshfield. Students can earn the ManageFirst Professional certification as part of the program.

### Northcentral Technical College



1000 W. Campus Drive  
Wausau, WI 54401  
(715) 803-1414 | [www.ntc.edu](http://www.ntc.edu)  
Brandy Breuckman  
[breuckman@ntc.edu](mailto:breuckman@ntc.edu)

### Waukesha County Technical College



800 Main Street  
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Randy Grippe | [rgrippe@wctc.edu](mailto:rgrippe@wctc.edu)

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### Northeast Wisconsin Technical College – Green Bay



2740 W. Mason Street  
Green Bay, WI 54307  
(920) 498-5444 | (800) 422-NWTC  
[www.nwtc.edu](http://www.nwtc.edu)  
Mike Vander Heiden  
[michael.vanderheiden@nwtc.edu](mailto:michael.vanderheiden@nwtc.edu)

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415 10th Avenue E.  
Menomonie, WI 54751  
(715) 232-5464  
[www.uwstout.edu/programs/bs-hotel-restaurant-and-tourism-management](http://www.uwstout.edu/programs/bs-hotel-restaurant-and-tourism-management)  
Jay Jones | [jonesjay@uwstout.edu](mailto:jonesjay@uwstout.edu)

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[www.claundrysales.com](http://www.claundrysales.com)  
Wayne Kuhn  
[sales@claundrysales.com](mailto:sales@claundrysales.com)

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Tom Hudy | [thudy@stevensequip.com](mailto:thudy@stevensequip.com)

Stevens Equipment Supply is a wholesale distributor of Amana PTAC, GE PTAC, Amana VTAC, GE VTAC, Amana TTW, GE TTW, Amana & Verdant Energy Management Thermostats, GE Appliances (for extended stay hotels), and Danby / Microfridge Compact Refrigerators & Microwaves. We are headquartered in Eagan, MN.

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Mike Bracker  
[mbracker@telingroup.com](mailto:mbracker@telingroup.com)

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Milwaukee, WI 53202  
(414) 273-4200 | [www.BCBlaw.net](http://www.BCBlaw.net)  
Barry Chaet | [bchaet@bcblaw.net](mailto:bchaet@bcblaw.net)

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(414) 274-1654

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Brian Lee | brian@revelation.agency

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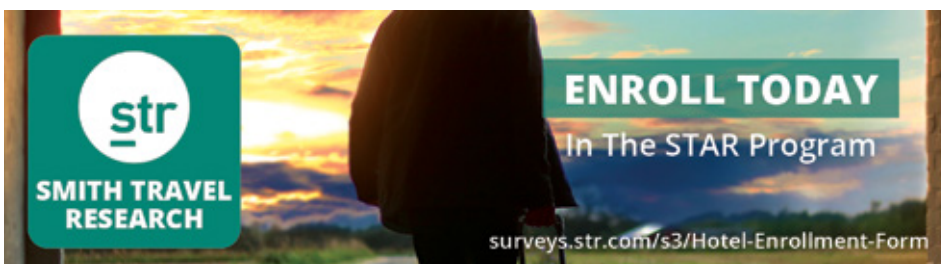
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A banner for WH&LA Official Local Chapters. It features a map of Wisconsin in the background. Three logos are displayed: GGBLA (Greater Green Bay Lodging Association) with the website GreenBayStays.com, GMH&LA (Greater Madison Hotel & Lodging Association) with the Facebook link Facebook.com/GreaterMadisonHotelLodgingAssociation/, and GMHLA (Greater Milwaukee Hotel & Lodging Association) with the website GMHLA.com. At the bottom, it says: Interested in activating a chapter in your area? Contact [monica@wisconsinlodging.org](mailto:monica@wisconsinlodging.org).

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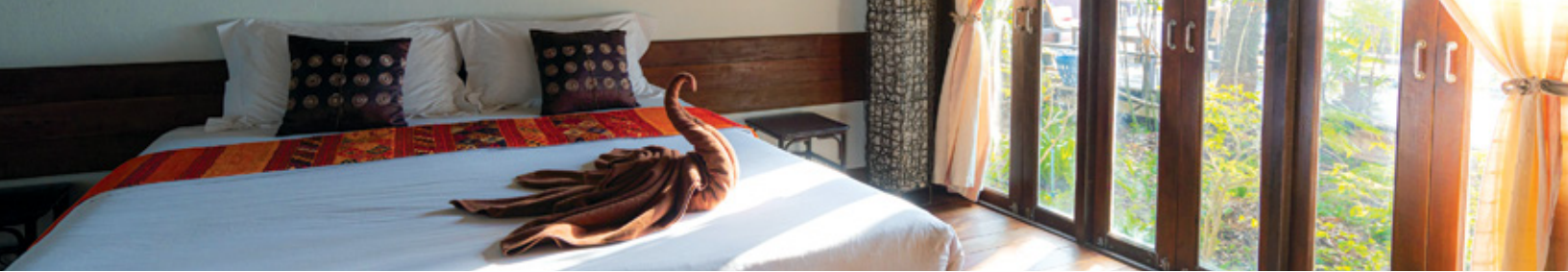
Standard Textile is a global manufacturer of sheeting and terry products. In addition to providing a comprehensive line of robes, blankets, comforters, pillows, and mattress protection; they also offer a wide variety of interior design solutions such as decorative pillows, bedscarves, bedskirts, drapery, shades, blinds, and custom wallcovering.

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Cassie Hopkins  
[cassie.hopkins@hausmann-johnson.com](mailto:cassie.hopkins@hausmann-johnson.com)

We don't stop at the purchase and placement of insurance products at HJI. We do what we'll say we'll do. We continue to be one of Wisconsin's leading agencies with significant expertise in designing risk management and employee benefits strategies for our clients. Our commitment is to improving the client's bottom line.

### HUB International

251 Progress Way  
Waukegan, WI 53597  
(608) 225-9882  
[www.hubinternational.com](http://www.hubinternational.com)  
Justin Randall  
[justin.randall@hubinternational.com](mailto:justin.randall@hubinternational.com)

HUB International is the 5th largest insurance broker in the world, bringing Fortune 500 services and resources to the mid-market. At HUB, we understand hotel and lodging companies and your need to have a risk management strategy that protects your property and business, your people and guests, and your profits.

### KLB Insurance Services



PO Box 25407  
Woodbury, MN 55125  
(651) 730-9803  
[www.klbins.com](http://www.klbins.com)  
Kim Brown  
[kim@klbins.com](mailto:kim@klbins.com)

All Insurance Products, Property, Liability, Workers Compensation, Umbrella.

### Robertson Ryan & Associates

330 E. Kilbourn Avenue, Ste. 650  
Milwaukee, WI 53020  
(414) 221-0308  
[www.robertsonryan.com](http://www.robertsonryan.com)  
Matt Frank  
[mfrank@robertsonryan.com](mailto:mfrank@robertsonryan.com)

As an Insurance Advisor, I work closely with businesses to put together a comprehensive insurance program that fits their specific needs. I represent over 45 commercial insurance companies, allowing me to find the best insurance for my clients.

Types of Insurance: Property, Liability, Workers Compensation, Auto, Cyber, Employee/Health Benefits, etc.

### Rural Mutual Insurance Company



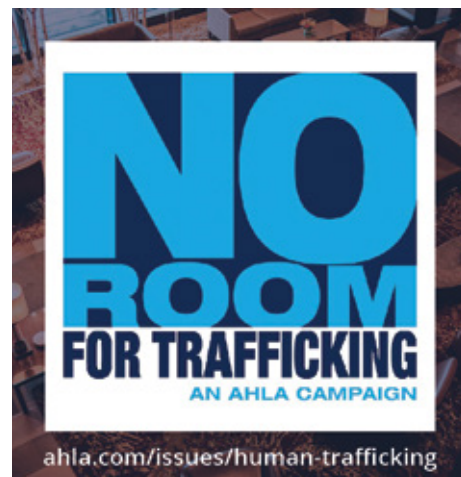
1241 John Q. Hammons Drive, Ste. 200  
Madison, WI 53717  
(608) 858-2931 | (877) 219-9550  
[www.RuralMutual.com](http://www.RuralMutual.com)  
Mike Lubahn | [mlubahn@ruralins.com](mailto:mlubahn@ruralins.com)

Rural Mutual has been protecting business in Wisconsin since 1934. Our custom business insurance plans allow business owners to feel confident that they are getting the protection they need at the right price with the best support. When something unexpected happens, you want to be protected by a local company.

### Wil-Kil Pest Control

2803 Capitol Drive  
Sun Prairie, WI 53590  
(800) 236-8735 | [www.wil-kil.com](http://www.wil-kil.com)  
Jared Woerth | [info@wil-kil.com](mailto:info@wil-kil.com)

Wil-Kil has been serving the pest control needs of Wisconsin's lodging industry since 1924. From bed bug solutions like canine scent detection and thermal remediation, to control of general pests such as mice, ants and cockroaches, and other specialty services like bird and mosquito control, we have you covered.





# 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!**

## Amplify Technologies



PO Box 1007  
Kaukauna, WI 54130  
(920) 759-9315  
Aaron Thiel  
aaron@randrtech.com

Our mission is to Amplify your experience with quality equipment, exceptional customer service and decades of hands-on experience. As a family-owned company since 2003, we lead with integrity, stand behind our work and rise to any challenge. From installation to troubleshooting and ongoing maintenance ... Amplify Technologies handles it all!

## Bay Lakes Information Systems LLC

34 West Oak Street  
Sturgeon Bay, WI 54235  
(920) 746-0606  
www.baylakesis.com  
Greg Swain  
greg.swain@baylakesis.com

Bay Lakes is an industry leader in property management software with our web-hosted software suite Lodgical Solution, including direct online booking and channel management. Founded in 1984 with its home office located in Wisconsin, Bay Lakes works closely with its properties, tailoring the software to their needs.



## Infor



500 W Madison St Ste. 2100  
Chicago, IL 60661  
(470) 381-2419  
infor.com/industries/hotels-resorts  
Coco Glickman  
coco.glickman@infor.com

Infor Hospitality offers the industry's leading software suite for hotels and resorts—fully-integrated and delivered in a multi-tenant cloud environment with solutions for PMS, RMS, Sales & Catering, POS, Restaurant Table Management, Activity Bookings, Birst Analytics, Workforce Management/ Talent Science and more.

## LodgeVision

S2634 County Road BD, Ste. 1  
Baraboo, WI 53913  
(608) 665-1909  
www.LodgeVision.com  
Justin Geitner  
mgmt@lodgevision.com

LodgeVision is a provider of HD distribution, Internet and phone systems.

## Spectrum Enterprise

1320 N. Dr. Martin Luther King Jr. Drive  
Milwaukee, WI 53212  
(920) 996-4781  
Enterprise.Spectrum.com  
Jim Laurino  
james.laurino@charter.com

Seamless connectivity delights guests, and can help boost hotel ratings and revenue. Investing in guest room technology — WiFi, high (and scalable) bandwidth, and top-quality HDTV — helps hotels gratify guests, and give a competitive edge. Products for this solution recommended in 16 different flagship include: Fiber Internet Access, Enterprise TV Services, Primary Rate Interface (PRI), Managed WiFi, Hosted Voice and Ethernet Services.

**SEARCH** WH&LA Associate  
Vendor Members by category at  
WisconsinLodging.org/members-  
industry-vendors/

**AMPLIFY**  
TECHNOLOGIES

**Commercial Audiovisual, Surveillance and  
DirecTV Solutions in Northeast Wisconsin**

*Louder, clearer, brighter ... better!*

**920-759-9315 – randrtech.com**



# TARGETED MARKETING

WH&LA membership unlocks a variety of benefits, including free and paid advertising opportunities to support and grow your business. The WH&LA Targeted Marketing Program offers a wide range of marketing and advertising opportunities that are affordable and effective. Reviewed annually by WH&LA staff and volunteer leaders, our programs are designed to deliver cost savings to help your bottom line. With print, digital, and outdoor opportunities, there is a program to meet all budget goals. If you have any questions about the marketing and advertising opportunities below, please contact [sales@wisconsinlodging.org](mailto:sales@wisconsinlodging.org) or call Adam at 262-782-2851 ext. 14.

## Meetings Market

Association Executives are planning their next in-person meetings now! Enhance your exposure to association professionals and meeting planners that are booking meetings now by participating in a WH&LA co-op advertisement in WSAE's VantagePoint magazine and MPI's Agenda magazine.

**VantagePoint** is the Wisconsin Society of Association Executives' (WSAE) premier association management magazine. The next issue will feature an article by WH&LA President & CEO Bill Elliott, CAE entitled "Back Together Again: How the Wisconsin Hotel & Lodging Association pivoted back to in-person events" which highlights the 2021 Wisconsin Lodging Spring Symposium & Expo and the benefits of holding large events in person. When readers look to book their next meeting or event, ensure your property is top of mind by participating in a co-op advertisement!

**Agenda** is a bi-monthly magazine of MPI-Wisconsin reaching their exclusive readership of members involved with meeting planning in Wisconsin and the surrounding areas. Participating in a co-op advertisement in MPI's Agenda magazine puts you in direct contact with one of the most influential buying groups in the meeting industry today.

## Traveler Market

### Highway Digital Billboards

As travelers get back on the road, make sure your property is top of mind by advertising with a Highway Digital Billboard! With prime placement in Green Bay, Appleton/Oshkosh, Wausau, Madison, Racine, and Milwaukee, you cannot afford to miss out on these great deals. Each campaign guarantees a minimum of 1,000-4,995 impressions per day. Purchase multiple campaigns in advance and to receive the lowest pricing.

### Waukesha County Fun Guide

This newspaper insert is distributed to 52,000+ readers and features information on local events, golfing, parks, and recreation, and it is a helpful resource for families making fall travel plans. Participate in a co-op advertisement to enhance your advertising efforts with the recreational market.

### Wisconsin Getaways E-newsletter

If you are looking for digital advertising geared specifically toward WH&LA's traveler base, place an advertisement in the Wisconsin Getaways e-newsletter — sent to approximately 10,000+ subscribers who have expressed interest in traveling in Wisconsin! Participating as an advertiser in Wisconsin Getaways is a great way to market special event information and promos.

### Featured Properties

Promote your property in prime location on the Homepage and within the Featured Property tab of **WisconsinLodging.org** when you purchase a Featured Property Listing. When a visitor clicks your property photo, they are directed to your WH&LA website listing. Make your choice to advertise with this direct marketing feature and ensure your property is the first thing WH&LA website visitors see.

### Lodging Directory

The Wisconsin Lodging Directory is the premier publication of WH&LA (Wisconsin Hotel and Lodging Association)! This year, over 150,000 print copies and 10,000 digital copies of the Wisconsin Lodging Directory are being distributed year-round throughout Wisconsin, Illinois, Minnesota, Michigan, Indiana, Ohio, and beyond!

The 2021 Wisconsin Lodging Directory is available at rest stops, attractions, hotels, and destinations across the Midwest. If you'd like to order additional cases to distribute to guests or display on property, please do not hesitate to reach out to [whla@wisconsinlodging.org](mailto:whla@wisconsinlodging.org) with your quantity request and shipping address. Cases of 20 and 100 copies are available.

Looking forward to 2022, all WH&LA lodging members will again receive a free property listing. There are many opportunities to upgrade your complimentary listing, so plan ahead to make your property stand out in 2022 with an enhancement option!

Feature your property in prime position on one of our nine regional spreads with a **Featured Region Page Photo**. Each regional cover page serves as a mini-cover which includes the name of the region, all applicable cities, and information on your property with listing page details. Each regional page will be accompanied by an article that paints a picture of traveling in the area. By purchasing a **Regional Article Highlight** you will collaborate with WH&LA to include a three to four sentence highlight of your property and what makes it unique.

**Premium Position** and **Display Advertisements** are available in sizes that fit all budget goals. **Listing Photos** are available to elevate your property listing and provide great exposure on the listing page. Renew your membership on time to receive \$100 off your listing photo in the 2022 Wisconsin Lodging Directory. The **Listing Photo & Description** enhancement is avail-

able to further elevate your listing. This option includes a photo and a brief 25 word description highlighting your property. As a lodging member of WH&LA, your property receives a complimentary listing in one of our nine regional categories. The **Alternate City Listing** enhancement allows you to add your listing to a second location.

Be sure to get your best property photos ready because the **2022 Wisconsin Lodging Directory Cover Contest** will be here before we know it! The Cover Contest allows properties to submit photos for judging and compete in an online quest for the most votes from a group of 12 finalist photos. Finalists are encouraged to engage with Twitter followers, Facebook fans, newsletter subscribers, and loyal guests to help get out the vote and secure the premier cover position on the 2022 Wisconsin Lodging Directory. WH&LA members and travelers will be invited to vote for their favorite cover photo—displayed at [WisconsinLodging.org/covercontest](http://WisconsinLodging.org/covercontest) and shared on WH&LA member and traveler social media pages.

Contact [sales@wisconsinlodging.org](mailto:sales@wisconsinlodging.org) for more information.

## BECOME PART OF AN INDUSTRY-DRIVEN ADVOCACY AND COMMUNICATIONS POWERHOUSE!



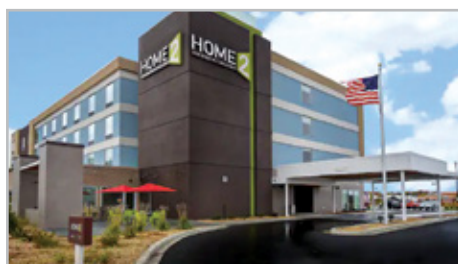
### Benefits Include:

- Access to exclusive industry research
- Engagement on important policy discussions to communicate the industry's value and importance to decision makers.
- Representation on a wide variety of high-profile media issues.
- Membership on a larger team of thousands of colleagues, industry experts, and leading hoteliers.
- A world-class team of experts on legislative and regulatory matters, industry issues, and crisis management, so that you can focus on what you do best - running your business.
- Discounts on Educational Institute products, industry conferences, and more.

AHLA is the singular voice representing every segment of the hotel industry including major chains, independent hotels, management companies, REIT's, bed and breakfasts, industry partners and more. Contact WH&LA to join the American Hotel & Lodging Association today!

# HOSPITALITY ROOM

## NEW LODGING MEMBERS



### Home2 Suites by Hilton Eau Claire South

4135 Oakwood Hill Pkwy  
Eau Claire, WI 54701  
(715) 514-3570

85 rooms



### Sand Valley

1697 Leopold Way  
Nekoosa, WI 54457  
(855) 235-1853

96 rooms



### Ye Olde Manor House Bed and Breakfast

N7622 US-12  
Elkhorn, WI 53121  
(262) 742-2450

8 rooms

## NEW ASSOCIATE MEMBERS



### CBRE Hotels

777 East Wisconsin Avenue, Suite 3150  
Milwaukee, WI 53202



### HUB International

251 Progress Way  
Waunakee, WI 53597  
[www.hubinternational.com](http://www.hubinternational.com)



### The Insurance Center

701 Sand Lake Road  
Onalaska, WI 54650  
[www.ticinsurance.com](http://www.ticinsurance.com)



### Greenworks Lending

28 Thorndal Circle #3  
Darien, CT 06820  
[www.greenworkslending.com](http://www.greenworkslending.com)



### Infor

500 W Madison St Ste. 2100  
Chicago, IL 60661  
[www.infor.com/industries/hotels-resorts](http://www.infor.com/industries/hotels-resorts)



### Northern Rental Co.

W5902 490th Avenue  
Ellsworth, WI 54011  
[www.staynorthern.com](http://www.staynorthern.com)



### Performance Foodservice-Milwaukee

9950 Reinhart Drive  
Oak Creek, WI 53154  
[www.performancefoodservice.com](http://www.performancefoodservice.com)

Want to help our team bring in **NEW MEMBERS?**  
Join WH&LA's Membership Committee by reaching out to  
Adam at 262-782-2851 ext. 14 or [adam@wisconsinlodging.org](mailto:adam@wisconsinlodging.org).

# WISCONSIN LODGING DATA

| MARCH 2021           |             |       |                 |       |        |       |
|----------------------|-------------|-------|-----------------|-------|--------|-------|
| Location             | Occupancy % |       | Avg. Daily Rate |       | RevPAR |       |
|                      | 2021        | % Chg | 2021            | % Chg | 2021   | % Chg |
| United States        | 54.6        | 40.1  | 106.08          | -4.1  | 57.87  | 34.4  |
| East North Central   | 45.0        | 34.9  | 83.16           | -6.4  | 37.43  | 26.2  |
| Wisconsin            | 39.0        | 33.8  | 86.84           | -3.2  | 33.89  | 29.5  |
| Milwaukee            | 41.6        | 26.3  | 80.32           | -12.5 | 33.41  | 10.5  |
| Madison              | 34.4        | 5.0   | 72.53           | -26.4 | 24.94  | -22.7 |
| Wisconsin North Area | 32.4        | 44.8  | 92.38           | 9.1   | 29.95  | 58.1  |
| Wisconsin South Area | 39.5        | 61.2  | 108.51          | 16.1  | 42.88  | 87.1  |
| Green Bay            | 44.3        | 44.9  | 81.87           | -3.3  | 36.29  | 40.2  |
| Appleton/Oshkosh     | 41.8        | 30.2  | 74.58           | -10.0 | 31.19  | 17.2  |
| Wausau/Stevens Point | 35.6        | 14.2  | 82.05           | -7.0  | 29.23  | 6.3   |
| Eau Claire/Menomonie | 36.5        | 22.6  | 78.39           | -3.6  | 28.58  | 18.2  |
| Janesville/Racine    | 42.2        | 43.8  | 90.78           | 2.2   | 38.34  | 46.9  |
| La Crosse            | 42.5        | 34.2  | 75.56           | -7.7  | 32.13  | 23.9  |

| YTD - MARCH 2021 |       |                 |       |        |       |
|------------------|-------|-----------------|-------|--------|-------|
| Occupancy %      |       | Avg. Daily Rate |       | RevPAR |       |
| 2021             | % Chg | 2021            | % Chg | 2021   | % Chg |
| 46.5             | -10.1 | 99.35           | -19.6 | 46.16  | -27.7 |
| 38.7             | -11.0 | 80.64           | -16.0 | 31.18  | -25.2 |
| 34.6             | -11.3 | 85.41           | -11.3 | 29.57  | -21.3 |
| 35.1             | -22.4 | 78.26           | -19.6 | 27.50  | -37.7 |
| 30.7             | -29.0 | 70.92           | -31.3 | 21.79  | -51.2 |
| 30.3             | -2.4  | 94.24           | 3.2   | 28.60  | 0.8   |
| 35.0             | 3.7   | 103.65          | 1.1   | 36.23  | 4.8   |
| 39.6             | -0.3  | 82.01           | -15.8 | 32.49  | -16.1 |
| 37.6             | -12.2 | 73.39           | -18.1 | 27.61  | -28.1 |
| 33.8             | -18.7 | 84.02           | -9.8  | 28.40  | -26.7 |
| 32.1             | -13.1 | 79.17           | -6.0  | 25.39  | -18.3 |
| 37.8             | 2.5   | 90.55           | -6.0  | 34.22  | -3.7  |
| 37.5             | -7.8  | 73.01           | -15.9 | 27.40  | -22.5 |

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.



## 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](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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## WH&LA MEMBERS

Know anyone who might  
be interested in Associate  
Membership? Call Adam at  
262-782-2851 ext. 14 or email  
[sales@wisconsinlodging.org](mailto:sales@wisconsinlodging.org).



# THE ECOLAB SCIENCE CERTIFIED™ PROGRAM

Advancing Cleaner, Safer Practices™



## What is the Ecolab Science Certified program?

A **comprehensive, science-based public health and food safety program** that helps ensure the right products, programs, procedures and training are in place through an Ecolab independent verification process and partnership. Together, we can help you meet guest and employee expectations and advance cleaner, safer practices.

## How will Ecolab Science Certified help my business?

Research shows **people feel more comfortable traveling and dining out again when hotels and restaurants utilize cleaning protocols with hospital disinfectants and independent audits\***. The Ecolab Science Certified program can help you meet consumer expectations with comprehensive cleaning solutions including hospital disinfectants, our Ecolab Science Certified verification process performed by EcoSure® and our decades of experience providing cleaning guidance to hotels and restaurants, as well as hospitals and healthcare facilities. Grounded in these capabilities and partnership, the Ecolab Science Certified program provides a **unique opportunity for us to work together to help elevate consumer confidence**.

## We Are Here to Partner with You

- ✓ to support the industry through recovery
- ✓ to help protect your brand reputation by advancing a higher level of cleanliness through science-backed products and protocols
- ✓ to reinforce the confidence of your valued employees and guests



Learn more at  
[sciencecertified.com](https://sciencecertified.com)  
or Scan Here



# TARGETED MARKETING

2021 WH&LA OPPORTUNITIES AVAILABLE

MPI-WISCONSIN CHAPTER  
**Agenda**

NOV  
DEC  
2020

Top Performing



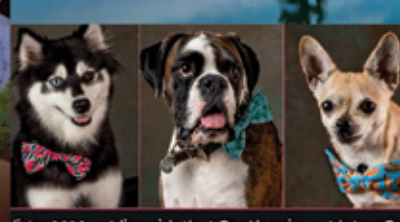
WISCONSIN  
CHAPTER

"MPI-WI Chapter is the bridge to knowledge, compelling ideas, and relationships to create a voice in the meetings and events industry."

2020 Waukesha County

## SUMMER FUN GUIDE

Published by Wisconsin Magazine, 11 Summer 2020



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

## FETCH

For Dogs & Their Humans



## A-Z: The Doglopedia

## VANTAGEPOINT

Published by WISG - Where the music scene community thrives and grows • Fall 2020

Contact [adam@wisconsinlodging.org](mailto:adam@wisconsinlodging.org) for more info.



## ASSOCIATE PLANNING

Learn more about our 2021 opportunities!

Contact [adam@wisconsinlodging.org](mailto:adam@wisconsinlodging.org) for more info.

InnTouch Magazine  
Spring Symposium & Expo  
Products & Services Directory