



Montana Innkeepers Association  
 P.O. Box 1272  
 Helena, MT 59624



Phone: 406-449-8408

Fax: 406-442-8018

www.montanainnkeepers.com

## MIKA Endorses Jackrabbit BookDirect As On-Line Reservation System (Members encouraged to sign-up for this new benefit by June 1st)

The Montana Innkeepers Board of Directors is pleased to announce that our organization has endorsed JackRabbit Systems BookDirect™, as our new on-line reservation system.

This is an exciting new feature that allows visitors of Travel Montana’s web-site to immediately view lodging availability, amenities and check room rates as matched with the visitor’s desired travel dates and then book a room reservation directly on your lodging facility’s reservation website.

### Here is a brief list of the features and benefits of BookDirect™:

- Combines the visitor (user experience) functionality of a booking engine while aligning with consumer preferences to book direct with your facility.
- Increased and higher traffic from our website to our lodging facilities websites.
- Increased booking conversions from our website realizing in increased room reservations – data from BookDirect™ supports increased conversions and room nights compared to other 3rd party booking engines, reservation system engines and our current hotel directory.
- BookDirect™ charges lodging facilities 33-72 percent less on room reservations than other popular 3rd party booking engines.
- No additional inventory management - because BookDirect™ facilitates a direct booking to your property, there is no need to manage or feed additional inventory into the BookDirect™ engine.

### How does this affect me?

For those hotels that are with the following chains, you need not sign up – corporate agreements have been established with these companies with JackRabbit and you will automatically be participating.

- IHG
- La Quinta
- Hilton Hotels
- Carlson Hotels Worldwide
- Starwood Hotels & Resort
- Drury
- Best Western
- Motel 6



For all other lodging, we strongly encourage you to sign up on or before June 1, 2009 at the link below

[http://www.jackrabbitsystems.com/signup/montana\\_signup.php](http://www.jackrabbitsystems.com/signup/montana_signup.php)

If you have any questions, please visit <http://support.jackrabbitsystems.com/>, or contact Matt Michand at (866) 982-2521.

## CONTENTS — Spring 2009

<b>MIKA Endorses JackRabbit BookDirect.....</b>	<b>1</b>	<b>MIKA Helps Launch Travelers for Open Land.....</b>	<b>6-7</b>
<b>MIKA 2008-2009 Board of Directors .....</b>	<b>2</b>	<b>Annual Convention/Trade Show Agenda .....</b>	<b>8</b>
<b>Smith Research Travel Numbers .....</b>	<b>3</b>	<b>Sandra Johnson-Thares Receives MWV Award .....</b>	<b>9</b>
<b>Hidden Card Processing Fees .....</b>	<b>4-5</b>	<b>National Groundhog Job Shadow Day.....</b>	<b>10</b>
<b>Department of Justice Suspends New ADA Rules.....</b>	<b>5</b>	<b>AH&amp;LA Launches Green Guidelines Challenge .....</b>	<b>11</b>
<b>Welcome new MIKA Members .....</b>	<b>5</b>	<b>Calendar of Events .....</b>	<b>12</b>

### Officers

- **Lara Lubinski, Chairman** – Term expires 2009  
Holiday Inn Express Butte, Great Falls, Msla – PO Box 1078, Wheat Ridge, CO 80234  
Email: lara@caprinc.com  
Ph: 303-888-0826 Fx: 520-219-1956
- **Lucy Weeder, CHA – Vice-Chairman** – Term expires 2009  
B/W Grant Creek Inn – 5280 Grant Creek Rd, Missoula, 59801  
Email: grantcreek@montana.com  
Ph: 406-543-0700 Fx: 406-543-0777
- **Sandra Johnson-Thares, CHA – Treasurer** – Term expires 2009  
O'Haire Motor Inn – PO Box 1667, Great Falls, MT 59401  
Email: omi@mcn.net  
Ph: 406-454-2141 Fx: 406-454-0211
- **Fred Sterhan, Past Chairman** – Term expires 2009  
Marina Cay Resort – 180 Vista Lane, Bigfork, 59911  
Email: fsterhan@hotmail.com  
Ph: 406-837-5861 Fx: 406-837-1118

### Directors

- **Rob Brunelle** – Term expires 2009  
Cottonwood Inn, PO Box 1240, Glasgow, 59230  
Email: robert@cwimt.net  
Ph: 406-228-8213 Fx: 406-228-8248
- **Kris Hauck** – Term expires 2009  
El Western Cabins & Lodges, PO Box 487, Ennis, MT 59729  
Email: kris@elwestern.com  
Ph: 406-682-4217 Fx: 406-682-5207
- **Larry Lambert** – Term expires 2010  
4965 Jaiden Lane, Missoula, MT 59803  
Email: larry@lambberthotels.com  
Ph: 406-370-5987 Fx: NA
- **Maria Pochervina** – Term expires 2010  
Holiday Inn Express Butte – 1 Holiday Park Drive, Butte, 59701  
Email: gmanager@bresnan.net  
Ph: 406-494-6999 Fx: 406-494-1300
- **Paula Ruark** – Term expires 2009  
TownHouse Inns of Montana – 600 S Main Street, Butte, 59701  
Email: paular@townpump.com  
Ph: 406-497-6952 Fx: 406-496-6070
- **Kim Sawyer** – Term expires 2010  
Wingate by Wyndham, 5252 Airway Blvd., Missoula, 59808  
Email: kim@wingatemissoula.com  
Ph: 406-541-8000 Fx: 406-541-8008
- **Steve Wahrlich** – Term expires 2009  
B/W Clock Tower Inn – 2511 1st Avenue North, Billings 59101  
Email: sw@bwclocktowerinn.com  
Ph: 406-259-5511 Fx: 406-238-1797
- **Dustan Williams** – Term expires 2009  
Hampton Inn, 5110 Southgate Dr, Billings, 59101  
Email: dustan.williams@erckhotels.com  
Ph: 406-248-4949 Fx: 406-248-1011
- **Katrina Wright** – Term expires 2010  
Falls Motel, PO Box 415, Thompson Falls, 59873  
Email: manager@thompsonfallslodging.com  
Ph: 406-827-3559 Fx: NA

### Sales & Marketing Council

- **Mary Kay Minor** – Term expires 2009  
BW GranTree Inn, 1325 7th Avenue North, Bozeman, MT 59715  
Email: mkminor@montana.com  
Ph: 406-556-6213 Fx: 406-587-5356

### Allied Directors

- **Doug Jensen** – Term expires 2009  
Payne Financial Group – 2323 2nd Avenue North, Billings, 59101  
Email: djensen@pfgworld.com  
Ph: 406-238-1900 Fx: 406-245-9887
- **Betsy Pahut (Alternate Allied)** – Term expires 2009  
NorthWestern Energy, 40 East Broadway, Butte, 59701  
Email: betsy.pahut@northwestern.com  
Ph: 406-497-2609 Fx: 406-497-4033

### Others

- **Betsy Baumgart** – Travel Director  
Travel Montana / Promotion Division – PO Box 200533, Helena, 59620-0533  
Email: bbaumgart@mt.gov  
Ph: 406-841-2872 Fx: 406-841-2871
- **Mike Scholz** – Past TAC Chair  
2927 Annie Street, Bozeman, 59715  
Email: mikeinbigsky@gmail.com  
Ph: 406-539-1882 Fx: NA
- **Stuart Doggett** – Executive Director  
MIKA – PO Box 1272, Helena, 59624  
Email: stuart@montana.com  
Ph: 406-449-8408 Fx: 406-442-8018
- **Gail Brockbank** – Executive Assistant  
MIKA – PO Box 1272, Helena, 59624  
Email: gailb@mt.net  
Ph: 406-449-8408 Fx: 406-442-8018



# MONTANA INNKEEPERS

## Source: Smith Travel Research

The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is in no way to be construed as a recommendation by Smith Travel Research of any industry standard and is intended solely for the internal purposes of your company and should not be published in any manner unless authorized by Smith Travel Research. Copyright 2006 Smith Travel Research.

### MONTH OF MARCH 2009 VS. MONTH OF MARCH 2008

#### OCCUPANCY PERCENT

<u>SEGMENT</u>	<u>2009</u>	<u>2008</u>	<u>% CHG</u>
United States .....	55.2	62.5	-11.6
Mountain .....	57.4	67.0	-14.3
Montana.....	46.4	49.6	-6.6
Billings, MT Area.....	53.8	53.5	0.6
Bozeman/Yellowstone Area.....	42.0	47.8	-12.2
Missoula/Butte .....	46.5	51.3	-9.4
Helena/Great Falls .....	59.2	59.2	-0.1

#### AVERAGE ROOM RATE

<u>SEGMENT</u>	<u>2009</u>	<u>2008</u>	<u>% CHG</u>
United States .....	99.42	109.97	-9.6
Mountain .....	100.50	118.54	-15.2
Montana.....	71.34	70.63	1.0
Billings, MT Area.....	68.24	69.01	-1.1
Bozeman/Yellowstone Area.....	73.08	74.27	-1.6
Missoula/Butte .....	75.65	72.02	5.0
Helena/Great Falls .....	75.33	74.84	0.6

#### RevPAR

<u>SEGMENT</u>	<u>2009</u>	<u>2008</u>	<u>% CHG</u>
United States .....	54.93	68.69	-20.0
Mountain .....	57.72	79.46	-27.4
Montana.....	33.07	35.05	-5.6
Billings, MT Area.....	36.74	36.95	-0.6
Bozeman/Yellowstone Area.....	30.68	35.53	-13.6
Missoula/Butte .....	35.15	36.92	-4.8
Helena/Great Falls .....	44.56	44.34	0.5

#### REVENUE SUPPLY DEMAND

<u>SEGMENT</u>	<u>% CHG</u>	<u>% CHG</u>	<u>% CHG</u>
United States .....	-17.5	3.2	-8.7
Mountain .....	-24.9	3.3	-11.5
Montana.....	-4.8	0.9	-5.7
Billings, MT Area.....	0.7	1.3	1.9
Bozeman/Yellowstone Area.....	-13.6	0.0	-12.2
Missoula/Butte .....	-3.6	1.2	-8.3
Helena/Great Falls .....	4.1	3.6	3.4

### YEAR-TO-DATE MARCH 2009 VS. YEAR-TO-DATE MARCH 2008

#### OCCUPANCY PERCENT

<u>SEGMENT</u>	<u>2009</u>	<u>2008</u>	<u>% CHG</u>
United States .....	51.4	57.7	-10.9
Mountain .....	52.6	62.0	-15.1
Montana.....	42.5	46.2	-8.0
Billings, MT Area.....	49.8	52.0	-4.3
Bozeman/Yellowstone Area.....	40.4	46.3	-12.7
Missoula/Butte .....	39.7	44.4	-10.6
Helena/Great Falls .....	53.4	54.0	-1.2

#### AVERAGE ROOM RATE

<u>SEGMENT</u>	<u>2009</u>	<u>2008</u>	<u>% CHG</u>
United States .....	100.13	108.46	-7.7
Mountain .....	104.47	119.75	-12.8
Montana.....	70.54	69.60	1.4
Billings, MT Area.....	69.05	68.26	1.2
Bozeman/Yellowstone Area.....	72.02	73.99	-2.7
Missoula/Butte .....	74.05	70.67	4.8
Helena/Great Falls .....	74.45	72.40	2.8

#### RevPAR

<u>SEGMENT</u>	<u>2009</u>	<u>2008</u>	<u>% CHG</u>
United States .....	51.44	62.54	-17.7
Mountain .....	54.98	74.20	-25.9
Montana.....	30.00	32.18	-6.8
Billings, MT Area.....	34.41	35.53	-3.1
Bozeman/Yellowstone Area.....	29.11	34.25	-15.0
Missoula/Butte .....	29.36	31.34	-5.9
Helena/Great Falls .....	39.74	39.13	5.2

#### REVENUE SUPPLY DEMAND

<u>SEGMENT</u>	<u>% CHG</u>	<u>% CHG</u>	<u>% CHG</u>
United States .....	-15.1	3.2	-8.0
Mountain .....	-23.4	3.3	-12.2
Montana.....	-6.0	0.8	-7.3
Billings, MT Area.....	-1.9	1.3	-3.0
Bozeman/Yellowstone Area.....	-15.0	0.0	-12.7
Missoula/Butte .....	-5.9	0.5	-10.2
Helena/Great Falls .....	5.2	3.6	2.3

## Are Hidden Card Processing Fees Eating Into Your Profits?

By Dennis Carpenter

Director of Association Alliances — Heartland Payment Systems

What if you order a burger and the price on the menu is \$5.99 — but when the check comes, you owe \$10.99 — all because your server didn't tell you about the added fees for the ketchup, lettuce and more? You might think this is ridiculous. Yet, card processing fees are often hidden in a similar fashion.

You may have been promised a great rate — let's say 1.64%. But when you take a closer look, you are likely paying much more. Many processors quote a low rate to make the sale and fail to point out that only a small percentage of your transactions qualify for that rate. They don't tell you the remainder will be charged at a fee that could be as much as double or triple that low rate.

### Determine What You're Really Paying for Each Transaction

To figure out what you're really paying:

1. Add up your Visa® and MasterCard® fees\*.
2. Divide that number by your total Visa and MasterCard sales volume.\*
3. Multiply that number by 100.

The resultant percentage is your true — or “effective” — rate. It includes the fees you pay card companies such as Visa and MasterCard — known as “interchange” rates — as well as the fees you pay your payments processor. Odds are your effective rate is higher — perhaps a lot higher — than you think.

Why? Because many card processors hide fees behind cryptic codes, indecipherable jargon and fine print in offers and contracts. Then, their monthly statements are so hard to read, you have no idea what you're really paying.

Control Your Costs by Understanding Your Statement

Don't get fried on the fees you pay. Start controlling them by understanding your statement and what you're really being charged.

Processing statements are often confusing and hard to understand. Look for these common deceptions that can increase your per-sale cost with no added value to you:

1. **Non-specified card type** — Many processors list Visa or MasterCard in the card type column — designating the card company — but not the card type. By not identifying the card type, many processors charge you more for lower-cost transactions. Debit card transactions, for example, usually cost less than credit card transactions. Without the identification of card type, it's hard to ensure you are being charged less.
2. **Not all card transactions are created equal** — The card companies charge more than 250 interchange rates depending on the type of business, card and transaction. To make it even more confusing, many processors create their own categories — like “qualified,” “non-qualified” and “mid-qualified” — as a way to mark up the rate card companies charge without full disclosure.
3. **“Total card fees” don't represent the real total** — Don't rely only on the “total card fees” line item. If your statement lists this amount, you'll have to do a little math to find out the total you're really paying. Add the “less discount paid” (the fee you pay your processor) to the “total card fees” (the interchange you pay) to arrive at your real bottom-line.
4. **“Discount rates” are misleading** — “Discount rate” is an industry-accepted term for the fee your processor charges. However, many processors quote you a low in-the-door discount rate without disclosing that most of your transactions won't qualify for it. Look at your statement carefully, and you'll likely see many transactions charged at much higher rates.
5. **Beware of bill-backs and other surcharges** — Many processors hide arbitrary fees — often classified as “bill-backs” and “surcharges” — without disclosing them to you. They charge a low discount rate on all your transactions, then add extra surcharges to them. Some are billed the month the transaction occurs and others the following month — making reconciling charges and figuring out your total monthly costs even more difficult.



6. **Take note of additional fees** — Additional fees may include per-transaction, batching, authorization, annual charges and more. Understand what they are and why you're paying them. It's possible some are just randomly included.
7. **Address verification should lower costs** — The Address Verification Service (AVS) compares a customer's address with the billing address linked to the credit card. When you use AVS, transactions qualify for a lower rate because you're reducing the risk of fraud. Some processors don't pass this savings on to you. In fact, some actually charge you more.

It pays to understand your statements. Understanding them can help you slice hidden fees from your card processing costs ... and reduce your out-of-pocket expense on every sale.

For more information, visit [CostOfABurger.com](http://CostOfABurger.com).

*\*American Express®, Discover® and PIN-based card transactions are not included in these calculations as they may be billed separately*

## Department of Justice Suspends New ADA Rules, While Stepping Up Enforcement of Existing Rules

By Justin R. Bragiel

On February 12th, the U.S. Department of Justice (DOJ) withdrew its proposed Americans with Disabilities (ADA) rule changes, originally announced this past summer. If enacted, these rules would have required most lodging properties to substantially modify their facilities. Some of the most troubling aspects of the proposed rules would have required lodging properties to increase the number of ADA-accessible rooms; disperse ADA-accessible rooms across the property to account for factors such as floor number, view, and room type; make pools and spas ADA-accessible; force condo-hotels to comply with the ADA; change bathroom designs; and more.

In response to these proposed rules, TH&LA worked with our national association to create an extensive set of comments to explain to the DOJ why their proposals for the lodging industry were unreasonably burdensome. DOJ officials indicated that they intended to implement the new ADA rules before President Bush left office in January, but the DOJ was unable to finalize the proposed rules by their deadline. The Obama Administration froze all pending regulations, and the DOJ has since officially withdrawn the proposed rules. At this time, the DOJ has not provided any further guidance on what their next steps will be.

You should also be aware that while new ADA rules do not appear to be in the immediate future, the DOJ has stepped up enforcement of the existing ADA rules by filing law suits against hotels across the county for ADA violations. It is advisable to review your property now to ensure compliance.

## WELCOME NEW MIKA MEMBERS

### Lodging:

Best Resting, Great Falls  
Eddy's Motel, Butte  
Hampton Inn & Suites, Billings  
Hilton Garden Inn, Great Falls  
Sanders House Bed & Breakfast, Helena  
Wingate by Wyndham, Billings  
Yellowstone Park Travelodge, Gardiner

### Sales & Marketing Council:

Holiday Inn Express, Butte  
Wingate by Wyndham, Missoula  
Wingate by Wyndham, Helena

### Allied:

Cairncross & Hempelman  
City Brew Coffee  
Food Service of America  
Glacier Country Regional Tourism Commission  
NorthWestern Energy  
Parallel Enterprises  
Peak Hospitality  
PKF Consulting  
Proctor and Gamble  
Restonic Mattress  
Rocky Mountain Solutions  
Shaw Industries

## MIKA Helps Launch Travelers for Open Land at State Capitol



On April 15, representatives of the Montana Innkeepers participated in a special kick-off of the new Travelers for Open Land Program at the State Capitol Building in Helena. Travelers for Open Land is the first state-wide program of its kind to seek voluntary contributions from travelers for private land conservation. Travelers for Open Land is a unique partnership between the Montana Innkeepers Association, the Montana Association of Land Trusts, the Montana Community Foundation, Travel Montana, and the traveling public. To date over 90 charter members have signed up for the program.

Research by the University of Montana Institute for Tourism and Recreation Research has shown that the primary reasons people visit Montana are the vast open landscapes, river corridors, ranchlands, wildlife habitat, and tremendous outdoor recreation.

“I had been looking at research that clearly shows Montana’s top assets are our natural horizons and I asked myself who is protecting these assets,” said Mike Scholz, founder of the program. “Montanans have been getting behind land trust efforts and our program gives visitors the opportunity to add their support. We created Travelers for Open Land specifically based on the research we were seeing and created the voluntary program to protect Montana’s open lands.”



The purpose of Travelers for Open Land is to give visitors an opportunity to help preserve the core reasons Montana is a compelling place to visit and live. Funds will be collected either as an add-on to the room charge or with a special envelope available in each room.

“This program not only supports the Montana tourism and recreation strategic plan, but also complements the Montana brand, specifically the primary reason people come to Montana, which is to experience our spectacular unspoiled nature,” said Betsy Baumgart, administrator of Travel Montana Promotions Division. “We’ve supported Travelers from the start and we salute the individuals and organizations that have taken a unique idea and developed it into a national model of land protection and tourism promotion.”

When visitors stay at a participating property, lodging owners will seek a small \$1 or \$2 donation in support of the program. Member properties for the voluntary program include hotels, dude ranches, bed and breakfasts, outfitters with lodging, and other tourism-related properties and businesses.

“This is a progressive and forward-looking initiative that complements the vision of the lodging professionals who want to do their part in protecting open spaces for future generations,” said Stuart Doggett, executive director for the Montana Innkeepers Association. “Leaders in our industry understand the need to plan ahead and foster the unique features that lure visitors to our state, and that is why we find such strong support for the Travelers for Open Land program.”

“The Montana experience is invariably an outdoor experience tied to open lands,” said Glenn Marx, executive director of the Montana Association of Land Trusts. “Travelers for Open Lands will be a huge asset in our ability to obtain voluntary conservation easements that can help maintain working farms and ranches, protect water quality, wildlife habitat, preserve open lands, and



retain the values that make Montana such an attractive place to live, work and recreate.”

“We’re on the verge of creating something extraordinary and it’s a completely voluntary program—from the landowner, to the hotel, to the guest,” added Scholz. “The small donations will all add up over time from travelers wanting to preserve Montana’s natural horizons.” For more information, visit the MIKA website at [www.montanainnkeepers.com](http://www.montanainnkeepers.com) or go directly to, [www.TravelersForOpenLand.org](http://www.TravelersForOpenLand.org)

## Frequently Asked Questions

### **Q. Why was Travelers for Open Land created?**

a. The program was created by the Montana Innkeepers Association and the Montana Association of Land Trusts, with assistance from Travel Montana, to provide a way for Montana residents and guests to make a voluntary contribution to protect Montana’s open lands.

### **Q. Who can participate in Travelers for Open Land?**

a. From a donation perspective, everyone. People can either donate on the website or through a stay at a participating lodging property. From a lodging property perspective, all hotels, dude ranches, B&B’s, and outfitters with lodging are welcome to participate, as are other tourism-related industries.

### **Q. How is the donation money used?**

a. The funds will be specifically used by non-profit land trusts to obtain voluntary conservation agreements called conservation easements from private landowners. Together, land trusts and landowners have been protecting private lands in Montana for over 30 years. Conservation easements protect working farms and ranches, protect water quality and wildlife habitat, conserve open lands and retain the values that make Montana such an attractive place to live, work and recreate.

### **Q. How will Montana visitors benefit from this program?**

a. Virtually every public opinion survey conducted about Montana tourism indicates there are three main reasons why people come to Montana: Open lands, wildlife and outdoor recreation. Travelers for open lands directly and specifically protects open lands, wildlife habitat and helps maintain opportunities for outdoor recreation. These natural assets keep travelers coming back year after year and with the help of participating Travelers properties and thousands of small donations, Travelers for Open Land will help keep these natural assets intact over the years to come for everyone to experience.

### **Q. How will Montana residents benefit from this program?**

a. Montanans have created, cultivated and maintained this special place, and treasure the state’s mystique and majesty. Montanans are proud of our farm and ranch heritage, and value the state’s working farms, ranches and forests. These open lands are essential not just to our way of life and our quality of life, but they are also essential to our economy and our future.

### **Q. Who manages the program and decides who receives grants?**

a. The Travelers Grant Review Panel, which includes two board members and the Executive Director from the Montana Innkeepers Association, two board members and the Executive Director from the Montana Association of Land Trusts and one MIKA-approved Montana resident, reviews grant applications and awards funding based on a competitive grant application process. Grant application criteria explicitly requires a strong matching grant component, community support, cooperative partners and requires that projects must protect open lands, wildlife habitat, working farms/ranches, outdoor recreation, historic preservation or other important values held by Montana residents and guests.

### **Q. How much of the grant funds are spent on administration?**

a. A very small portion—less than five percent—is spent on maintaining the fund and administering the program. There is a small cost associated with collecting the contributions, maintaining information in the participating hotels and motels and administering the funds. The funds are managed by the Montana Community Foundation to ensure transparency and accountability for every dollar contributed to the program.

# MONTANA INNKEEPERS

## Plan To Attend This Year's Annual Convention/Trade Show

The MIKA Convention Committee has been working hard to organize a first rate educational program for this year's 2009 Annual Convention and Trade Show to be held October 26-28 at the Crowne Plaza in Billings, Montana. We urge all members and staff to mark your calendars now and plan to join us. Below is outline of our annual program so far.

### 2009 MIKA Convention/Trade Show – October 26 – 28 Crowne Plaza -- Billings Tentative Agenda

#### Monday, October 26

9:00 am – 12:00 pm	MIKA Board of Directors Meeting
12:30 pm – 2:00 pm	Sales & Marketing Council Meeting
2:15 pm – 3:00 pm	First-time Attendee Orientation
3:00 pm – 5:00 pm	Welcome / Opening Keynote Speaker – Dan Wiley, Lone Wolf PR
5:00 pm – 7:30 pm	Trade Show Opening / Welcoming Reception
7:30 pm – 10:00 pm	Networking Event

#### Tuesday, October 27

7:30 am – 8:30 am	Breakfast with our Trade Show Friends
8:30 am – 10:30 am	Green Initiatives: Eco-Friendly Meets Eco-Nomic  <i>Sponsored by AHLA and American Express</i>  
10:30 am – 11:00 am	Break and Trade Show
11:00 am – 12:00 noon	Travel Montana
12 noon – 1:30 pm	Luncheon with Presentation and Allied Award
1:30 pm – 3:30 pm	Concurrent Professional Development Sessions • Employment Law and the Special Challenges Facing the Hospitality Industry  <i>A program of AHLA and American Express</i>  
3:30 pm – 4:00 pm	Break / Best Booth Award / Trade Show Closes
4:00 pm – 5:00 pm	Educational Seminar
6:30 p.m.	Reception and Banquet / Awards / Entertainment Formal Attire

#### Wednesday, October 29

8:30 am	Breakfast Buffet
9:00 am	MIKA General Membership Meeting
10:00 am	Break
10:15 am	2010 Convention Bids
11:30 am	Meeting Adjourns



## Sandra Johnson-Thares Receives MVV Award at AH&LA Legislative Summit (Joins with Fred Sterhan to talk to Congressional Delegation)



Fred Sterhan and Sandra Johnson-Thares visit Congressman Dennis Rehberg.

Sandra Johnson-Thares, General Manager of the O'Haire Motor Inn in Great Falls recently attended the American Hotel and Lodging Association Legislative Action Summit in Washington DC where she received a special award for being selected as Montana's "Most Valuable Volunteer in 2008." Sandra has an extensive record of achievements and successes in the Montana lodging industry and is very active in both her local area lodging association and the state association.

At the award ceremony Sandra was commended by AH&LA for successfully spear heading many cutting edge policy issues all while running her successful family owned inn. They noted that Sandra is an active of the Montana Innkeepers Board of Directors and is the current Secretary/Treasurer. Sandra is also a member of the Montana Innkeepers Executive and Legislative Committees and she is very active in the Great Falls Lodging Association and the Great Falls Area Chamber of Commerce.

While attending the AH&LA Legislative Summit Sandra also joined together with Fred Sterhan of Marina Cay Resort in Bigfork to visit with members of the Montana's Congressional Delegation. Fred is Montana's voting delegate on the AH&LA Board of Directors and he continues to carry the MIKA flag on the national front in speaking out for issues that impact our members. Some of the national Legislative Priorities that Sandra and Fred spoke to our Congressional Delegation about included the following:

### **Card Check**

This is a key issue for MIKA & AH&LA who are fighting to protect employee's rights, including the right to join unions and approve their labor contracts through a fair and secret private ballot election.

### **H-2B Program**

Under this program AH&LA is working hard to reform the process that allows members to supplement their seasonal labor needs with international temporary workers.

### **Travel and Tourism Promotion**

This initiative supported by MIKA & AH&LA will insure America's travel process is the most secure in the world—and make American tourism and travel more efficient, effective, and traveler-friendly.

## White Sulphur Springs MIKA Member Participates In National Groundhog Job Shadow Day

All Seasons Inn & Suites and four students from White Sulphur Springs High School participated in the 2009 National Groundhog Job Shadow Day (NGJSD) on February 24, 2009.

The purpose of NGJSD is to enrich the lives of students by acquainting them with the world of work through on-the-job experiences and a carefully crafted curriculum that ties academics to the workplace. Students are provided with the unique opportunity to experience the world of work through a one day hands-on learning experience as they “shadow” a workplace mentor to get a close-up look at how the skills that they are learning in school apply to the workplace. The effort helps high school students understand how what they learn in the classroom leads to success in the workplace. The program provided by All Seasons Inn & Suites has been developed in alignment with the Montana Standards for Career and Vocational Technical Education and Montana Standards for Workplace Competencies.



The photo is courtesy of the Meagher County Newspaper, photographer: Jason Phillips. In photo (left to right) Deborah Eby, Bekha Green, Andrew Glick, Jed Sanford, and Danielle Polizzi.

This is the second year that the All Seasons Inn & Suites has been identified by the American Hotel and Lodging Association and the Montana Inn Keepers Association as the only hotel in Montana that participates in this program. Other hoteliers throughout Montana are being encouraged by All Seasons Inn & Suites to participate in this national program to provide job shadowing opportunities in the hospitality industry.

The NGJSD yearlong program is a coordinated effort sponsored by Junior Achievement Worldwide, America’s Promise-the Alliance for Youth, the U.S. Department of Education, and the U.S. Department of Labor. National partners include the American Hotel and Lodging Association and their state affiliates, Society for Human Resource Management (SHRM), Cisco Systems, and the Association for Career and Technical Education (ACTE).

MIKA commends All-Seasons Inn & Suites for their efforts to participate in National Groundhog Job Shadow Day.

### 2009 ADDITIONAL RESOURCE & INFORMATION

<b>Job Shadow</b>	<a href="http://www.jobshadow.org/">http://www.jobshadow.org/</a>
<b>Junior Achievement</b>	<a href="http://www.ja.org/">http://www.ja.org/</a>
<b>America’s Promise</b>	<a href="http://www.americaspromise.org/APA.aspx">http://www.americaspromise.org/APA.aspx</a>
<b>U.S. Department of Education</b>	<a href="http://www.ed.gov/index.jhtml">http://www.ed.gov/index.jhtml</a>
<b>U.S. Department of Labor</b>	<a href="http://www.dol.gov/">http://www.dol.gov/</a>
<b>American Hotel &amp; Lodging Association</b>	<a href="http://www.ahla.com/products_gjsd.asp">http://www.ahla.com/products_gjsd.asp</a>
<b>Montana Inn Keepers Association</b>	<a href="http://www.montanainnkeepers.com/">http://www.montanainnkeepers.com/</a>

## AH&LA Launches Green Guidelines Challenge For Hotels

Hoteliers Challenged to Use Association Guidelines to Benchmark Eco-friendly Operations and ROI, Win Green Products

On April 22nd the American Hotel & Lodging Association (AH&LA) challenged hoteliers across the country to track and improve their green business operations by taking the AH&LA Green Guidelines Challenge. Participants completing the challenge will be able to identify themselves as eco-friendly establishments based on benchmarking their operation procedures against AH&LA's 11 minimum green guidelines, released in November 2008 by the association's Green Task Force. The winner of the six-month challenge will also receive a green prize package from an allied AH&LA member.

The challenge begins when AH&LA members receive a tracking tool to aid their measurement of occupancy statistics, monetary and energy expenditures, and return on investment (ROI) from specific green practices. To enter the challenge, participants must complete the online Green Guidelines Challenge survey by October 1, 2009. AH&LA members who successfully implement practices in line with any of the 11 guidelines are also encouraged to write in their success stories and best practices to be considered for the green prize package and featured on the association's Green Resource Center Website. Throughout the challenge, members can ask operations questions directly to AH&LA's Green Guru. Properties who are not AH&LA members are also encouraged to take the challenge to augment their eco-friendly practices, though they will not be eligible for the challenge prize or space on AH&LA's Website.

Based on existing environmental certification programs, including Green Seal, Green Globe, Green Key, and LEED, along with various state certification programs, the 11 minimum green guidelines define ways to give hotel owners and operators opportunities to reduce operating costs and environmental impacts through reduced utility consumption, recycling programs, employee training, and supply chain management. The guidelines also allow hotels to improve their fiscal performance by tracking ROI against their general statistics. Some examples of estimated savings properties\* can achieve include:

- \$35,478 / 298,961 kilowatt-hours (kwh) by installing digital thermostats in guestrooms and throughout a hotel;
- \$17,029 / 141,912 kwh by replacing existing incandescent lamps with compact fluorescent lamps (CFLs);
- \$35,478 / 1,182,600 gallons of water as a result of installing 2.5-gallons per minute (or less) showerheads in all guest-room baths and any employee shower areas.

Procedural details for implementing each green guideline are available on the AH&LA Green Resource Center Website, and detailed explanations of each will be sent to AH&LA members throughout the initial 11 weeks of the challenge.

Selected success stories from the Green Guidelines Challenge will be featured on AH&LA's Website as new Green Best Practices, part of a growing list of actionable strategies, case studies, and timely green news from AH&LA members leading the way to a more eco-friendly hospitality community.

To take the Green Guidelines Challenge and for more information on AH&LA's green initiatives, please visit the Green Resource Center Website. Contact Jessica Soklow, manager of media relations, at (202) 289-3153 or [jsoklow@ahla.com](mailto:jsoklow@ahla.com) with any questions.

*\*Estimates based on a 300-room hotel.*



# Calendar of Events

May 31- June 2, 2009	MIKA Sales & Marketing Council Retreat, Fairmont Hot Springs Resort
June 1-3, 2009	Tourism Advisory Council (TAC), Best Western KwaTaq Nuk, Polson
June 23-24, 2009	AH&LA Summer Summit, Hilton Chicago
October 26-28, 2009	Montana Innkeepers Association Annual Convention and Trade Show, Crowne Plaza, Billings, Montana
November 6-10, 2009	AH&LA Fall Conference held in conjunction with the International Hotel/Motel & Restaurant Show, New York

## MIKA Fares Well During 2009 Legislative Session – Final Bill Tracking List Enclosed

MIKA  
P.O. Box 1272  
Helena, MT 59624  
[www.montanainnkeepers.com](http://www.montanainnkeepers.com)

