



GENERAL MANAGERS NEWSLETTER (January 2016)

"In reading the lives of great men, I found that the first victory they won was over themselves. Self-discipline with all of them came first."...Harry Truman, 33rd US President

Charlotte Independence Needs Hotel Rooms for Visiting Teams

Our local professional soccer team needs rooms for visiting teams this season. These are not large numbers of rooms and are for specific dates. By contributing, the hotel participating becomes the "Official Team Hotel of the Charlotte Independence" and visiting teams often purchase additional rooms or nights at the going rate. If interested, time is short. They're trying to wrap up their room blocks for specific dates by February 1st. For more information, contact Wade Leaphart at 704-206-1516 or wleaphart@charlotteindependence.com.

Joint CAHA & Green Team Meeting Successful

Over 20 people braved the threat of inclement weather and the challenges of the Panthers playing at home for the NFC Championship just 72 hours later, to come hear a great presentation on how to get certified at the State level as being a "Green Destination" and how to self-audit your energy costs. By getting on the North Carolina government website, you get publicized as being a green destination on both the State and national level.

In just two hours, this seminar covered a myriad of subjects, from energy billings, benchmarking energy usage, top areas to save energy, to conducting self-audits; as well as water costs, water balancing, benchmarking and how to save water. Tools from all kinds of different resources were shared and we're posting all of this information on our website at <http://charlotteareahotels.org> under "Going Green." Over coming months, we're going to "summarize" some of this material and put it in this newsletter.

One of the key "take aways" was the free auditing services for all kinds of businesses provided by the State of North Carolina with volunteer consultants located all across the State. For more information, contact CMeyer@wrpnc.org and/or tom.rhodes@ncdentr.gov.

CAHA HR & Security Committee Meetings Rescheduled

The week before the NFC Championship Game was so hectic for everyone, we pushed back both the CAHA HR and Security meetings into February. The **HR Committee will meet 9:00-10:30 am, February 4th** at Hilton Center City; and the **Security Committee will meet February 17** (place to be determined).

CAHA Golf Tournament – Registration is OPEN – Get Your Teams Together

It may be chilly these days, but come **April 27th** it should be warm and beautiful...that's the date of the **CAHA Charity Golf Tournament** this year, to raise money for our scholarship fund for culinary, hospitality and housekeeping students at Central Piedmont Community College (CPCC). Graduates from these programs are from this area, and therefore remain and work in this area after graduation. The hotels and other entities in the hospitality industry hire them...they are our future employees. So we want to help those that need it, to complete their schooling and come to work for all of us.

The registration form with complete information (including sponsorship opportunities) is on the website under <http://charlotteareahotels.org/cpccscholarship.html>. Go ahead and start planning your team and get the word out to friends, neighbors, other businesses and church groups. You do not have to be a member of CAHA to play.

Friend Needs Comp Nights for a Local Charity

One of our former GMs' here (Ed Burke, OMNI) contacted us about a local friend, the wife of Jeremy Blevins who passed away two years ago from oral cancer leaving her and two small children. She's sponsoring a 5K run to promote awareness and needs raffle items. Can you help? If so, go to the website for the event by this Friday, January 27th: <http://donate.oralcancer.org/index.cfm?fuseaction=cms.page&id=1221&eventID=673>.

NLRB Rule Prohibiting Recordings in the Workplace Found to be Unlawful

The National Labor Relations Board (NLRB) has invalidated rules prohibiting recording in the workplace without prior management approval. Whole Foods' "General Information Guide" contains two rules that prohibit recording in the workplace. One policy prohibits audio and video recordings of company meetings. The second rule prohibits recording conversations in the workplace unless prior approval is obtained from store leadership. The NLRB determined that photography and audio or video recording in the workplace, as well as the posting of those photographs and recordings on social media, is protected activity when no overriding employer interest is present. The NLRB noted that the rules prohibit all workplace recording. In light of the broad and unqualified language of the rules, the Board found that employees would reasonably read the rules as prohibiting protected recording activity.

The Future Workforce

Independent contract and freelance work is expanding more rapidly than many people think; currently an estimated 53 million Americans freelance, approximately 34% of the total workforce. Experts predict that this number will balloon to 50% by 2020, just four years from now.

One key area in this trend is the need for staffing for digital needs by businesses. So many of these tasks are not "full-time" needs, but require a certain degree of ability and skill.

Many businesses are already using independent contractors for this type of work and paying the “going rate.”

Well, here’s another source that could save you money. Virtually all young people today are extremely well versed in social media. Many of them are going to college or looking for work; so interns can be an excellent resource for short-term and medium-term social media support at a much lower price, and often for free. The internship can become a resume item for them under “Work Experience” and they’re often very happy to get it.

Economists Say Retail Sales for 2016 Will Grow Slowly

Retail sales in 2016 are expected to mirror 2015, and continue the current pattern of slow, steady, but not very exciting growth, according to economists and industry experts who spoke at the National Retail Federation (NRF) convention this month.

The nation's merchants likely will see "sluggish growth for a long time, unless there is something on a global level that shocks the economy," said Paula Campbell Roberts, executive director, research, at Morgan Stanley, who participated in a panel discussion for press at the annual retail gathering in New York City.

In 2015, total retail sales rose 2.1 % over 2014, according to U.S. Department of Commerce. The retail panelists said Tuesday that they expect to see similar growth this year. The NRF reported on Friday that holiday sales - excluding automobiles, gasoline and restaurant meals - rose 3 % in 2015, missing the federation's forecast of 3.7 % sales growth in November and December. Softness in retail sales extended to the luxury sector, which had been insulated from the overall retail downturn.

Jack Kleinhenz, chief economist for the NRF, said that missing the forecast made 2015 "from some perspectives a disappointing year." However, he said, people should realize that 3 % growth "ain't all that bad."

Hotel Industry News

- January 25: **Hilton Worldwide** unveiled a new midscale brand, Tru by Hilton.
- January 25: **Marriott** makes a change for owners of branded properties and renames its management company to Managed by Marriott (MxM)
- January 25: According to the latest United States **Construction Pipeline Trend Report** from Lodging Econometrics (LE), the total U.S. hotel construction pipeline ended 2015 with 4,413 projects with 546,135 rooms. This is the highest year-end total since 2008, but still below the 2007 cyclical high of 5,438 projects and 718,387 rooms. There are 1,312 projects currently Under Construction, up 226 projects or 21% Year-Over-Year (YOY). Projects scheduled to start in the next 12 months, which stands at 1,926 projects, have shown significant increases, adding 575 projects and are up 43% YOY. Projects in early planning, with 1,175 projects, decreased by 33 projects and are down 3% YOY.

Future CAHA Events

CAHA Annual Charity Golf Tournament for CPCC Scholarships: *April 17, Pine Island Country Club (go to our website at www.charlotteareahotels.org for registration information)*

CAHA General Membership Meetings: *2016 Meeting Dates: February 18, March 17, April, no meeting (April 27 is the CAHA Golf Tournament), May 19, June 16, July 21, August 18, September 15, October 20, November 17, December 15 (Third Thursday of each month, 3 pm, subject to change.)*

CAHA HR Committee Meetings: *2016 Meeting Dates: February 4-date change (Hilton Center City); March 10; (April 27, CAHA Golf Tournament); May 12; July 14; September 15; November 10 (Second Thursday of even-numbered months, 9 AM, subject to change.)*

CAHA Security Committee Meetings: *2016 Meeting Dates: February 17-date change; March 16; May 18; July 20; September 21; November 16 (Third Wednesday of even-numbered months, 10 AM, subject to change.)*

Support Our Supplier Members:

Afterdisaster-Metrolina; Charlotte Paint/Pro-Tec Finishes; Ipswich Shellfish Group; Konica Minolta Business Solutions; Moneysworth Linen Services; MSS Solutions; PIVOTek; Regency DKI; Show Pros Event Staffing Services; Tarheel Linen Service; The Charlotte Destination Group; TruGuard Construction Group; U.S. Foodservice; Visit Charlotte; and Where Charlotte Magazine

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