

HOSPITALITY CONVENTION

2019

www.wahospitalityconvention.com



November 3-5
Westin Bellevue



Washington
Hospitality
Association



CEO WELCOME LETTER

HOSPITALITY CONVENTION 2019

Anthony Anton, president and CEO

Welcome to the second-annual Washington Hospitality Convention!

When the Washington Restaurant Association and Washington Lodging Association merged in 2016, our vision for this event was to create an opportunity for Washington state hospitality professionals to network, learn and gather tips and tricks that can immediately be implemented.

We hoped you would bring your toughest business challenges and an open mind, so we could help you find solutions, or at least get you started on the right path.

It's not easy running a hospitality business, which is why we have prepared the knowledgeable, impactful lineup of speakers to present over the next few days. Sit with your peers, exchange notes and make sure you ask the speakers your tough questions – they can handle it.

Beyond networking with peers, this convention is your opportunity to learn about and investigate the innovations in our industry with our sponsors and exhibitors. Our vendors are prepared to meet with businesses of all sizes. So, small businesses, please don't be shy. They have solutions for you, too.

At the Stars of Hospitality Awards dinner, the hospitality community can recognize the incredible professionals, the rock stars of our industry, who make hospitality what it is today. Our members have spent countless hours writing glowing letters of recommendation for their staff members to be considered as some of our Stars. The judges said the examples of servant leadership and dedication to our industry and their businesses made this the toughest year to pick the standouts—we even have co-winners in one category. Please join us at this special dinner to cheer on our winners.

The Education Foundation's Pathways Dinner and Silent Auction Monday evening shines a light on the work the team is doing to invest in our workforce. In the past year, the foundation, our nonprofit arm, trained hundreds of hospitality employees, helped hire new employees into the industry and worked to support our workforce. Please join us in supporting this worthy cause that is an investment in your current and future employees.

Thank you for choosing to spend your time with us. We hope the takeaways will be of profound value.

SCHEDULE OF EVENTS*

November 3 SUNDAY

Sunday, Nov 3

3:30pm // VIP Express Registration Foyer - THE WESTIN

4:00pm // Registration Foyer - THE WESTIN

4:30pm // VIP Experience: Hotel tour THE LIBRARY - THE W

5:30pm // Reception PREFUNCTION & LOUNGE

6:30pm // Stars of Hospitality Awards GREAT ROOM

The Stars of Hospitality awards celebrate the truly exceptional professionals and properties that exemplify the very best of Washington hospitality.

Sponsored by:  **Sysco**
At the heart of
food and service



**HOSPITALITY
CONVENTION** 2019

SCHEDULE OF EVENTS*

November 4 MONDAY

7:30 am // Registration FOYER – THE WESTIN

8:00am // Breakfast GRAND BALLROOM AB

8:45am // Keynote GRAND BALLROOM AB



Building a workforce and strong communities through the lens of equity, diversity and inclusion - Marilyn Strickland, president & CEO of the Seattle Metropolitan Chamber of Commerce

As the CEO of the Seattle Metropolitan Chamber of Commerce, Marilyn Strickland is helping businesses across the region share their story. Learn how you can use the lenses of equity, diversity and inclusion to help make your workforce, your community and your business stronger and more resilient.

Sponsored by: **USbank**.

9:45am // Break

Sponsored by: **TRI-TEC**
Communications, Inc.

10:00am // Breakouts



Ways to Enhance Accessibility—Damen Wandke and Kyann Flint, AbiliTrek

GRAND BALLROOM AB

With over 56 million people living with a disability in the United States, this provides for a greatly underrepresented minority. Making your place of business more welcoming through a better understanding could prove to be not only beneficial to the disability community, but you as well. Gain a better knowledge and understanding for businesses to enhance accessibility and increase your market base.



Restaurant Technology—Gabe Winslow, Restaurant Technology

LAKE CHELAN

Knowing your customers' habits and journey through their digital ecosystem can ensure the success of your restaurant. Your customers are engaging with multiple platforms to make their lives easier such as delivery apps, online business programs and so much more. Learn about their loyalty patterns and the most popular trends.



Destination Stewardship—Dan Moore, Pandion Consulting & Facilitation

LAKE COEUR D'ALENE

Design and implement a tourism strategy that will enhance and improve the lives of visitors and locals alike who visit your business. Receive guidance to harness tourism potential while addressing the needs of your local community.

Sponsored by: **Fisher Phillips**



Recruitment, Training & Retention—Thomas Tomasevic, T2 Team

LAKE SAMMAMISH

Learn how to understand, attract, hire and keep the best people for your business. Walk through the process of defining and modifying job requirements to entice the right people for the role. Explore the fundamentals of employee analytics by engaging in quick tests that align business and employee needs.

SCHEDULE OF EVENTS*

November 4 MONDAY

10:45am // Break



11:00am // Morning Session

Unconscious Bias in the Workforce—Gerry A. Fernandez, founder and president of the Multicultural Foodservice & Hospitality Alliance (MFHA)

What is unconscious bias? It refers to a bias that happens automatically, is outside of our control and is triggered by our brain making quick judgments and assessments of people and situations, influenced by our background, cultural environment and personal experiences. Understanding what unconscious bias is in order to overcome our actions, reactions and behavior is paramount to sustaining positive multicultural relationships.

Sponsored by: 

GRAND BALLROOM AB

12:30pm // Lunch & Trade Show

Trade Show Sponsored by: 

2:30pm // Breakouts



Expert Resources for You

Moderated by: Rick Braa, AMP Services, LLC

Panelists: Sandip Soli, Real Property Law Group & Catharine Morriset, Fisher Phillips

Get direct access to a panel of experts as they discuss the most common questions about tip pooling, commissions, services charges, healthcare, monitoring paid family and medical leave and more. The Washington Hospitality Association Advisory Network is dedicated to solving the biggest challenges hospitality businesses face.

GRAND BALLROOM AB



Sustainability in the Workplace—Troy Alstead, Ocean5

Sustainability and environmental awareness is becoming a key topic in the industry. Learn best practices, the impact your business may be having and how to increase your profits by reducing your carbon footprint.

LAKE SAMMAMISH



Lodging Trends—Chase Oeser, STR

The trends and demographics in Washington state are ever changing year to year. Education on statistics, competition and rates are key to the success of your hotel. Find detailed information on how you can launch yourself to success by learning key details of the lodging industry.

LAKE COEUR D'ALENE

Sponsored by: 



Beverage & Spirit Trends—Justin Stiefel, Heritage Distilling Co. and Paul Asikainen, Ste. Michelle Wine Estates

How can you better your business through the drinks you serve? Learn the latest trends when it comes to the finest wines and spirits. Cheers!

LAKE CHELAN

**HOSPITALITY
CONVENTION** 

SCHEDULE OF EVENTS*

November 4 MONDAY

3:15pm // Break

3:30pm // Afternoon Session



Unique Ways to Source and Retain Employees—Panel Moderated by David Faro, Washington Hospitality Education Foundation. Panelists include Angela Chen, Farestart, Sue Mason, What's Next Washington and Nikki Davidson, Big Table

GRAND BALLROOM AB

Finding, hiring and retaining good employees can be difficult. There are more options available than most know when sourcing your staff. Gain the tools, training and support services you need to find the right employees for your business.

4:30pm // Break

5:00pm // Reception in Trade Show

Trade Show Sponsored by: **GNSA**

6:00pm // Pathways Dinner & Silent Auction

LAKE WASHINGTON

Join the Washington Hospitality Association Education Foundation for our annual “Pathways” gala dinner and silent auction. This special event is the industry’s chance to connect with and support a new generation of hospitality professionals, educators, and mentors. The event will highlight the work that the Education Foundation is doing, not only in schools across the state, but also as the industry’s premiere training hub. Come celebrate your pathway and your story, explore all of the avenues the foundation is providing for your employees to train and advance. We are excited to see you at our gala event and to introduce you to all the ways you can support the Washington Hospitality Association Education Foundation and the professionals of the future!

Sponsored by:  **H.I.H.I.T.**
HOSPITALITY INDUSTRY HEALTH INSURANCE TRUST



SCHEDULE OF EVENTS*

November 5 TUESDAY

7:30am // Breakfast

8:00am // Morning Session



**Workplace Violence Prevention— Jonathan Richeson,
Department of Homeland Security**

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Preventive measures and training help ensure your staff and guests are protected in a potentially lethal scenario. Join the Department of Homeland Security to learn more about how to protect your business and employees through strategic methods of self-protection using the Run-Hide-Fight method and more.

9:00am // Breakout Sessions



**Share Your Story (Government Affairs Regional Meeting)
—Julia Gorton and John Lane, Washington Hospitality Association**

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Join the Washington Hospitality Association's Government Affairs team to prepare and plan for the upcoming legislative session. Participants will have the opportunity to assist in prioritization of the issues that are most important to them.



**Allied Opportunities—Stephanie Conway,
Washington Hospitality Association**

LAKE COEUR D'ALENE

Join Allied Relations Manager, Stephanie Conway, for an informative session on the benefits of being an Allied Member at the Washington Hospitality Association. This exclusive session is for vendors only, both members and non-members are welcome.



**Women Who Lead Roundtable—Teran Haase,
Washington Hospitality Association**

LAKE SAMMAMISH

Join industry leaders for this interactive round table. Discuss key issues such as diversity, overcoming challenges and building a network of support and inclusion. Talk with others about building your value and becoming the leader that you desire.

11:00am // Goodbye

*Agenda is subject to change

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