



# Member Update

Brought to you by **YOUR LOGO**

By Tony Burton • Oct 21, 2024

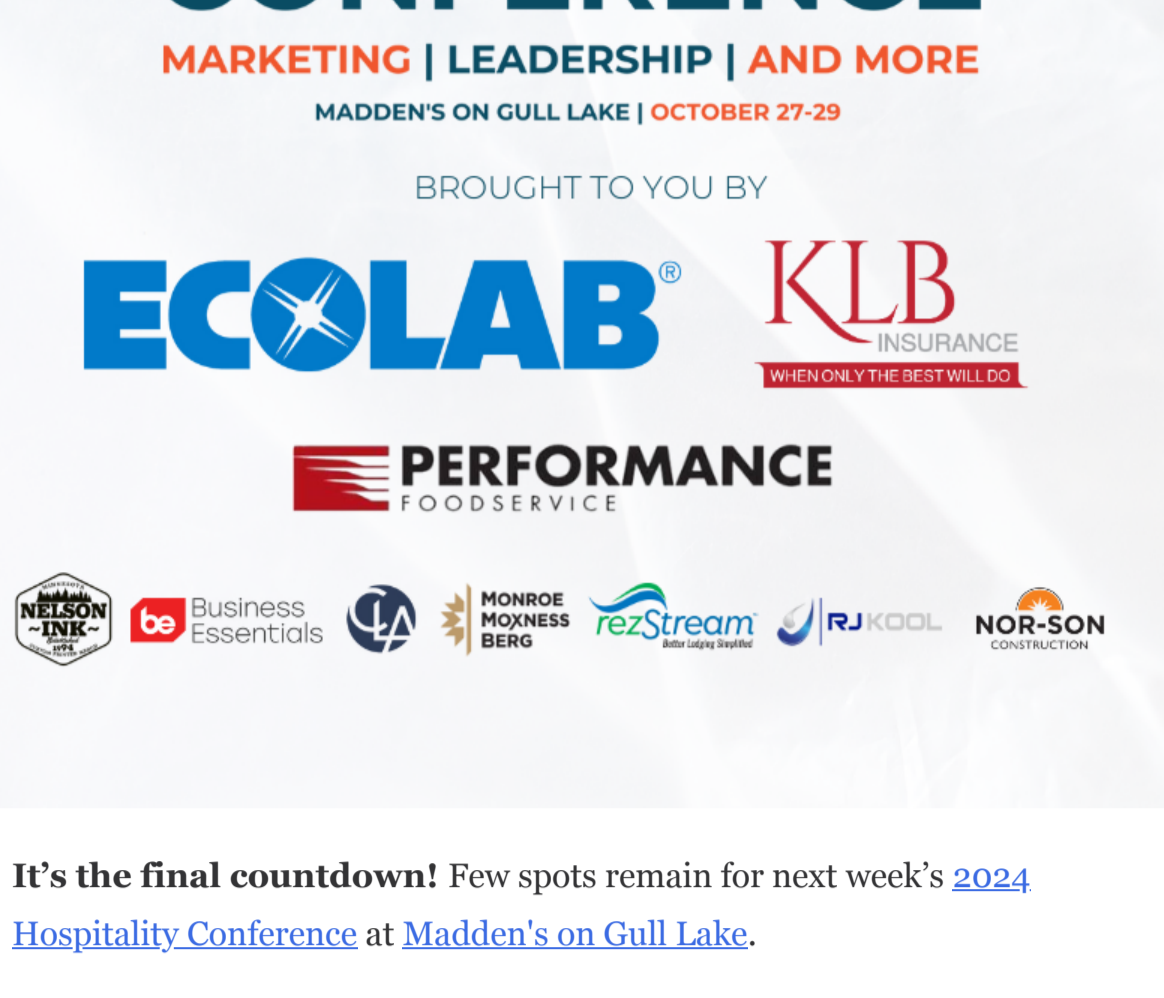
Smart Brevity® count: 3 mins...859 words

## In today's October 21, 2024, Update:

- Few Spots Remain for 2024 Hospitality Conference - Register Now
- From AHLA: Take Action on H-2B Visas!
- Looking for Future Visibility Options? Check Out Our 2025 Media Kit
- Get ServSafe Certified this Winter in Saint Louis Park!
- In the News

Is your organization interested in sponsorship? [Email Kate](#) to learn more.

## Few Spots Remain for 2024 Hospitality Conference - Register Now



It's the final countdown! Few spots remain for next week's [2024 Hospitality Conference](#) at [Madden's on Gull Lake](#).

- **The bottom line:** With countless take aways for hospitality operators, this is not a conference you'll want to miss!

**What attendees can expect:** At this conference, attendees will witness multiple key note speeches from industry experts, [an election preview from one of the most prominent and respected lobbyists in Minnesota](#), and three panels featuring multiple hospitality leaders that when combined have over a century's worth of hospitality experience.

**Yes, and:** Individuals who register 3 or more people next week's are able to receive major discounts.

**By the numbers:** Both future members and members alike can take advantage of these new discounts, which include:

- **For Members:** \$300 per registration for groups of 3 or more for a total savings starting at \$225
- **For Future Members:** \$425 per registration for groups of 3 or more a total savings starting at \$150

[Register Here!](#)

## From AHLA: Take Action on H-2B Visas!



**With massive workforce shortages** facing our industry throughout the country, seasonal workforce visas are increasingly crucial to many hotels throughout the country.

- **Did you know:** The hospitality industry is the second largest user of the H-2B visa program and the ongoing availability of the maximum amount of H-2Bs is vital to mitigate workforce shortages, especially in seasonal locations.

**Share your voice:** Tell your members of Congress to urge the Department of Homeland Security (DHS), in alignment with the Department of Labor (DOL), to release the maximum amount of supplemental H-2B visas as soon as possible.

**Some background:** The H-2B cap for the first half (October 1 filers) of the fiscal year was hit on September 18.

- The new fiscal year started October 1, and the Biden Administration now can use the discretionary authority authorized by Congress under a temporary spending bill or Continuing Resolution that runs through December 20.
- Our champions in the House and Senate have drafted letters that will be sent to the Department of Homeland Security and Department of Labor urging the prompt release of the maximum number of supplemental visas.

**What you can do:** [Use this action alert](#) to send a letter to your Members of Congress urging them to sign onto the House and Senate letters.

- Call your Senators and Representatives and ask them to sign onto either the House letter to DHS and DOL or the Senate letter being circulated asking the Administration to promptly release the maximum allowed number of supplemental visas for FY 2025.

[Take Action Now!](#)

## Looking for Future Visibility Options? Check Out Our 2025 Media Kit



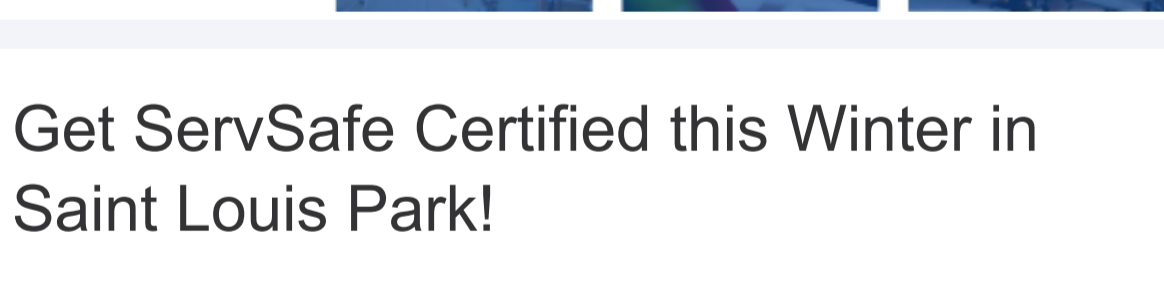
**Maximize Your Visibility:** If you're interested in advertising with us or sponsoring one of our newsletters in 2025, we suggest you [reach out to Tony](#) as soon as possible indicating your interest. Q1 and Q2 advertisement options are already filling up FAST!

**By the numbers:** In 2024, Hospitality Minnesota advertisers and publication sponsors enjoyed:

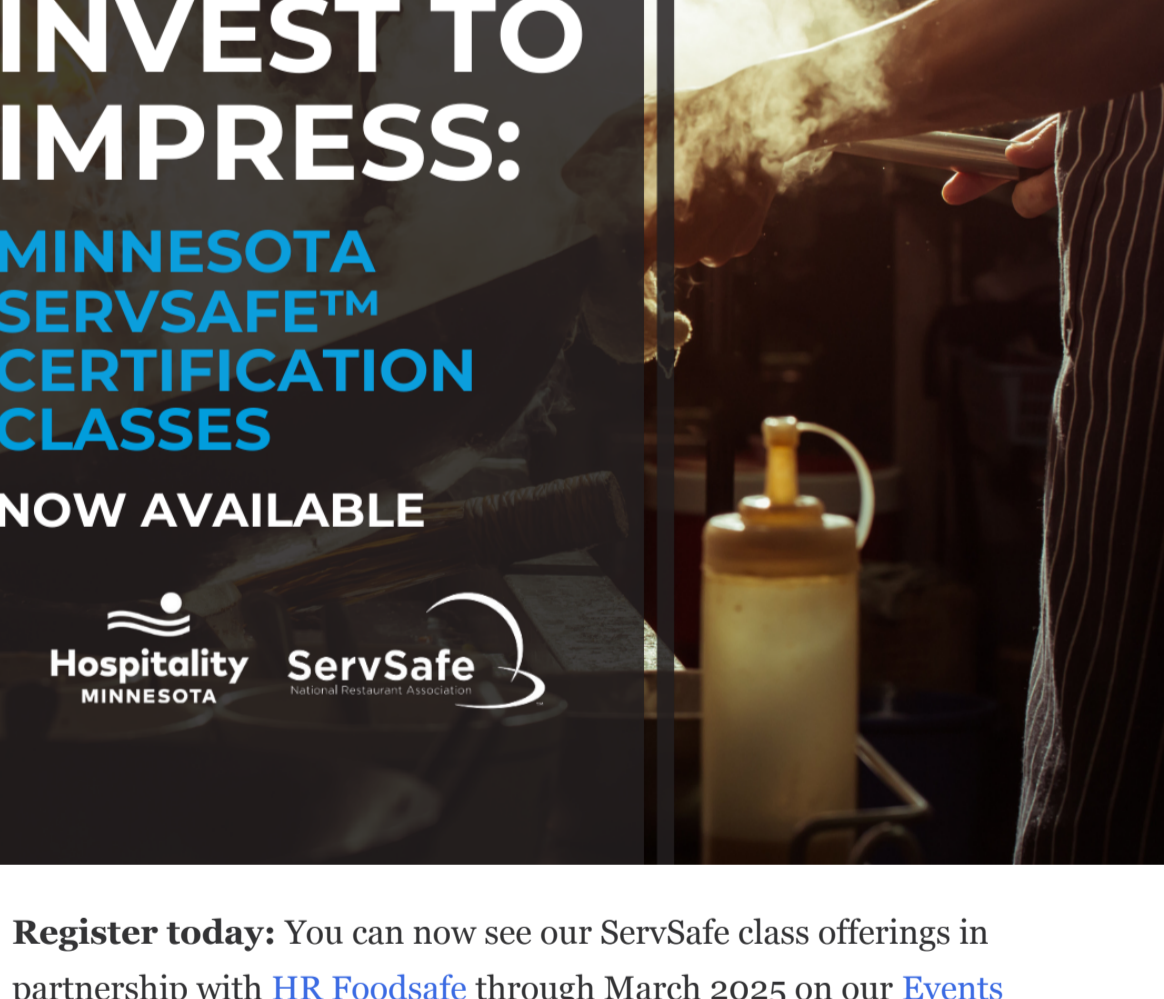
- **a 83.75% average engagement rate** for webpages with ads, which is 17.75% higher than the average nonprofit engagement rate.
- **a 44% email open rate**, which is 21.5% higher than the industry average email open rate.
- and more!

**Go deeper:** Learn more about our available ad and publication sponsorship options in our [2025 Media Kit](#) and [reach out to Tony](#) to indicate any interest you may have!

- **What's next:** Stay tuned for more 2025 visibility options in future Member Updates!



## Get ServSafe Certified this Winter in Saint Louis Park!



**Register today:** You can now see our ServSafe class offerings in partnership with [HR Foodsafe](#) through March 2025 on our [Events Calendar!](#)

**Why it matters:** Except for satellite or catered feeding sites, all food enterprises in Minnesota are required to have at least one full-time employee who has completed a Food Manager Certification program like ServSafe™.

**Classes Available:** All future classes are available at the [Doubletree Hotel Minneapolis Park Place St Louis Park](#). The dates for upcoming classes are:

- [January 7, 2025 | 8 AM - 2 PM](#)
- [February 4, 2025 | 8 AM - 2 PM](#)
- [March 4, 2025 | 8 AM - 2 PM](#)



## In the News

- [Angie Whitcomb, IOM, Named Chair of National Board of Trustees of Institute for Organization Management](#) | Hospitality Minnesota
- [StepChld and 5 other Twin Cities restaurants to be featured on Guy Fieri's 'Diners, Drive-Ins and Dives'](#) | Bring Me The News
- [The Best Steakhouse in Every State](#) | Taste of Home
- [Toastique To Make Its Minnesota Debut With First Twin Cities Location To Open Fall 2024](#) | Restaurant News Release
- [Hotel Ivy in Minneapolis adds spa membership option for locals](#) | Bring Me The News
- [Kenneth Allen Boyles Obituary](#) | Pioneer Press

## See you back here next week!

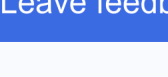
To learn more about us, visit our website: [hospitalityminnesota.com](#)

[Members can log into the member portal here.](#)

### Feedback

Please share your thoughts on this edition.

Was this edition useful?



[Leave feedback](#)

Your responses are anonymous

[Unsubscribe](#)

Powered by

