



Representing, Educating and Promoting the Best in the Hospitality and Tourism Industry

Myrtle Beach Area Hospitality Association Newsletter

January 2011

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U.S. Travel Outlook Brightens in 2011

According to the Ypartnership/Harrison Group Portrait of American Travelers and travelhorizons national surveys, Americans remain cautious about spending on travel services in the year ahead. More specifically, their planning and purchasing behavior reflects a "New Frugal" attitude that is likely to prevail throughout the entire year, if not well into 2012.

[Read More....](#)

Payroll Tax Cut to Boost Take-Home Pay for Most Workers

The Internal Revenue Service has released instructions to help employers implement the 2011 cut in payroll taxes, along with new income-tax withholding tables that employers

Dear Madeleine,

As the voice of the Grand Strand Hospitality Industry we are honored to represent the nearly 75,000 people employed in the industry. We look forward to representing your business and we appreciate your continued support of the Myrtle Beach Area Hospitality Association.

RENEW TODAY to take advantage of special offer

Membership invoices have been mailed to Myrtle Beach Area Hospitality Association Hospitality Services Members and are due upon receipt. Membership dues and related expenses are tax deductible as a business expense.

As an incentive to renew your membership in January, MBAHA is offering your name to be submitted for a drawing to win:

- Member-to-Member E-mail. (Winner will be responsible for ad creation and all applicable taxes.)
- Membership list on disk
- Two tickets to annual meeting - November 2010
- Two tickets to Trio Dinner - March 2010

Value

Member-to-Member E-mail \$150
Membership disk \$ 50
Two annual meeting tickets \$ 20
Two tickets to the Trio Dinner \$160
Grand Total \$380

If you have questions about MBAHA membership renewal or are interested in becoming a member, contact [Madeleine Winstead](#), manager of membership services, (843) 916-7297.

Significant Changes to Government Rules May Affect Your Hiring in Summer 2011

The U.S. Department of State released the final guidelines for J-1 student workers coming from six eastern European countries on January 24. Called the "Pilot Program", these guidelines formalize the anticipated changes. Student workers coming from Bulgaria, Russia, Romania, Ukraine, Moldova, and Belarus now require a job offer that has been

will use during 2011. Millions of workers will see their take-home pay rise during 2011 because the Tax Relief, Unemployment Insurance Reauthorization, and Job Creation Act of 2010 provides a two percentage point payroll tax cut for employees, reducing their Social Security tax withholding rate from 6.2 percent to 4.2 percent of wages paid.

[Read more....](#)

Bedbugs invade the Internet
[Bedbugregistry.com](#)

Thousands of reports of bedbug incidents, along with the names of the hotels involved, are featured on [BedBugRegistry.com](#).

Much like TripAdvisor, [BedBugRegistry.com](#) accepts anonymous reviews, which could lead to issues.

The site acknowledges it can't verify the truthfulness of the reports and says to "take things with a grain of salt."

[Read more....](#)

For more information on bed bugs from the EPA

[Click Here](#)

Save The Date!
Member to Member Business Expo

Myrtle Beach Area Hospitality Association and Myrtle Beach Area Chamber of Commerce Member-to-Member Business Expo

Tuesday, April 12, 2011
5-8 p.m.

Myrtle Beach Convention Center
Registration fee:
\$99 before March 11
\$125 after March 11

Look for registration info in upcoming e-mails!

- * Great way to market your business or organization
- * Network yourself to other business

confirmed by a J-1 Sponsor **before** their visa interview. Because students from these countries make up half the international seasonal workforce we expect that there will be far fewer J-1 student workers in the U.S. this summer.

The ramifications for the business community are potentially serious. If a sizeable number of employers take no action now, then there will be a significant shortage of seasonal staff come the summer peak. This will result in increased overtime expenditure, job hopping, and the potential for poor customer service for visitors to the area.

You can download a copy of the final [Pilot Program guidelines](#)

Do you hire international seasonal staff?

The rules governing J-1 student workers have changed. Many employers will be short staffed this summer.

Contact CIEE to learn more about the new regulations and **ensure you are fully staffed** for summer 2011.

Call 866.609.CIEE, email hire@ciee.org, or visit www.ciee.org/hire.

www.ciee.org/hire

ciee
Hiring Solutions

Payroll Tax Payments Go Up - Bills on their way

Bit by bit, South Carolina businesses are being required to repay a massive emergency federal loan that the state used to keep paying weekly jobless benefits after it ran out of money.

The borrowed money means that companies will have to pay \$21 more per employee this year in taxes for most of their staffers. Business owners already have started making those payroll tax payments, which are due by Jan. 31. [Read More...](#)

USDOL Issues new Rule Raising the Minimum Wages for H-2B Workers

The United States Department of Labor issued a new rule that as of January 2012, it will require employers to pay H-2B workers whichever is higher - the federal, state or local minimum wage; a wage determined by a collective bargaining agreement; a Davis-Bacon Act or Service Contract Act wage; the arithmetic mean of wages paid to all employees in the occupation in question.

In some sectors, this will raise H-2B wages by as much as 50 percent [Read more....](#)

2011 Hospitality Ambassadors Named

Hospitality Ambassador Program

Hospitality Ambassadors are a group of dedicated volunteers from various businesses throughout the Grand Strand's hospitality and tourism industry. Their mission is to welcome and nurture current hospitality members and recruit new MBAHA members. Hospitality Ambassadors serve as goodwill representatives at various association functions and aid in the support of members.

Hospitality Ambassadors earn points by calling and visiting other MBAHA members, attending monthly meetings, encouraging member participation in events, recruiting other ambassadors, having a suggested business become a MBAHA member, and participating in association projects. At the end of the year, these points are tallied and an Ambassador of the Year is named at the MBAHA Annual Meeting in November.

Your 2011 Hospitality Ambassadors:

- professionals
- * Make new contacts
- * Expand your customer base

Sponsorship Opportunities available contact [Shannon Haswell](#)

Welcome New Members



- [Aqua Beach Inn](#)
- [Black River Outdoors Center](#)
- [Celebration Music Theatre](#)
- [Mykonos](#)
- [Myrtle Beach Golf Insider](#)
- [Myrtle Beach Skywheel](#)
- [Sonic Drive-In](#)
- [Dick's Last Resort](#)
- [Lancaster Trailways of the Carolinas](#)
- [Myrtle Beach Golf Vacations](#)
- [Pan Fusion](#)
- [Carolina Cool](#)

Mark Your Calendars!



[Grand Strand Legislative Reception](#)
February 16, 2011
Columbia, SC

[5th Annual Trio Dinner](#)
April 4, 2011

[Member to Member Expo](#)
April 12, 2011

[Hospitality Day at the Statehouse](#)
April 13, 2011

For more information or to register visit us [online](#)

Debbie Daniels - Hampton Inn Northwood, Stephanie French - Sonic, Mark Randolph - Coastal BioDiesel, John Trudeau - Heartland Payment Systems, Chris Corcienne - Labor Ready, Ellen Calhoun - A&I Fire Restoration.

Why become a MBAHA Hospitality Ambassador?

Hospitality Ambassadors gain business exposure by being the first to meet MBAHA members and put their company's name in the forefront. By volunteering at association events and attending Hospitality Ambassador meetings, your business is always involved and kept current on what is going on within MBAHA and the Hospitality Industry.

To learn more about becoming a Hospitality Ambassador contact [Madeleine Winstead](#), Manager of Membership Services, (843) 916-7297.

Hospitality Services New Member Incentive Program

Do you know of a business that would benefit from a Myrtle Beach Area Hospitality Association membership? We are working to strengthen the voice of the hospitality industry. By increasing the membership base, the Myrtle Beach Area Hospitality Association will be able to better represent the needs of the businesses along the Grand Strand. Beginning now through March 31, 2011, any member that refers a NEW MEMBER will receive the following incentive:

One FREE Member to Member Email Blast (\$150 value)

To be eligible simply complete the information below and fax to (843) 448-8143. You will be notified when your referral has joined the Myrtle Beach Area Hospitality Partnership.

Questions? Please contact [Madeleine Winstead](#), Manager of Membership Services, (843) 916-7297.

Would You like your message to be seen by over 750 hospitality businesses advertise with MBAHA!

Newsletter - \$100 - Membership e-mail list of approximately 1,800*. E-Newsletter goes out the last day of the month.
Member-to-Member Email - \$150 - Membership e-mail list of approximately 1,800*, E-mails will go out every other Tuesday.
Membership List (Disk and/or Email) - \$50 - Includes business name, contact name, complete mailing address, telephone number and category.

For more information, contact [Madeleine Winstead](#), Manager of Membership Services, (843) 916-7297.

As your staff we are committed to your business and growing the hospitality industry here along the Grand Strand. Let us know how we may better serve your needs and we appreciate your involvement in the association.

Sincerely,

Stephen Greene

Stephen Greene, President & CEO
Myrtle Beach Area Hospitality Association

The Myrtle Beach Area Hospitality Association is the voice of the Hospitality Industry and a tourism advocate, whose role is to promote the industry's needs, ensure a healthy tourism economy, and educate our membership and the public about industry issues.

Quick Links...

[Our Website](#)

[More About Us](#)

[Forward email](#)



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