



Home of four  
Past District Governors  
**Jim Squire**  
**Frank Bentley,**  
**Ralph Thurmond,**  
**and Barry Smith**

## Meetings

May is Youth Service Month

## Our Rotary Family BIRTHDAYS

5/7 Jane Barwick  
5/12 Gene Jordan  
5/16 Frank Bentley, Jr.

## WEDDING ANNIVERSARIES

5/14 Ralph Thurmond (37)

## Rotary Online

<https://sandyspringsrotary.org>  
<https://rotary6900.org/>  
<https://rotary.org/>

## ROTARY CLUB OF SANDY SPRINGS

Mondays, 12:15 pm  
Sandy Springs, Georgia  
Hilton Perimeter Suites  
6120 Peachtree Dunwoody  
Road, NE  
Sandy Springs, GA 30328



## LEADERSHIP

President Nancy  
Schroeder

## PRESIDENT'S CORNER

### President Nancy Schroeder's Welcome Message



On behalf of the Rotary Club of Sandy Springs, I welcome you to visit our club and experience the Rotary Club of Sandy Springs' hospitality and energy. We meet on Monday for lunch at 12:15 p.m. to 1:15 p.m. at the Hilton Perimeter Suites, 6120 Peachtree Dunwoody Road, Sandy Springs, GA 30328. You can reserve a spot by going to our website at [www.sandyspringsrotary.org](http://www.sandyspringsrotary.org). Join your fellow professionals, and community and business leaders, and learn how Rotary can fit in your future. Enjoy Rotary and Serve to Change Lives!



**SERVE TO CHANGE LIVES**

President-Elect Scott Einfeldt  
Treasurer John Neill  
Secretary Scott Einfeldt  
Membership Bill Snellings  
Foundation Will MacArthur  
Public Image Jay Brackman

### Past Program

## Jennifer Cruce - Executive Director of Hospitality and Tourism

May 9th, 2022 The Rotary Club of Sandy Springs was honored to have Jennifer Cruce, the Executive Director of Sandy Springs Hospitality and Tourism, speak about the latest developments in the Sandy Springs travel sector.



Cruce and her Hospitality and Tourism team preside over more than 2,800 rooms across 20 hotels in the city of Sandy Springs. "The biggest driver of "heads in beds" in Sandy Springs Hotels, is business travel", Cruce notes.

Prior to the pandemic Sandy Springs hotels were operating at 74% occupancy. As the Pandemic hit, hotel reservations in the Sandy Springs area plummeted. Cruce explained that leisure travel has made a decent comeback since the early days of the Pandemic. However, with the slow return to the office place and more companies allowing the work from home lifestyle, business travel has been slow to rebound. April

occupancy in Sandy Springs hotels was 59%, or in other words; 1% short of the 60% occupancy rate that hotels need to meet to break even.

The Hospitality and Tourism team provide marketing and advertising for the City of Sandy Springs through many outlets. They have been gaining good traction through their social media campaigns on Facebook, Twitter, Instagram, and most recently, Tik Tok.

Thank you for everything your team does to help promote and grow Hospitality and Tourism in Sandy Springs, Jennifer!

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Visit <https://www.sandyspringsga.gov/> to learn more about the beautiful city our Club calls home!

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### Next Meeting

## Teacher's awards

Join us on Monday, May 16th as we show our appreciation for the great educators of Sandy Springs! We will be hosting 25 Teachers and Staff of schools across Sandy Springs to recognize all they do for our community.



## A GLIMPSE AHEAD

	Regular Meeting	Board of Directors	Family of Rotary
May 16			
May 23			
May 30			
June 6			
June 13			
June 20	<b>NO MEETING</b>		
June 27			

[read more]