

# Optima Public Relations

Anchorage ■ Mat-Su

**phone:** 907-440-9661 **email:** Tom@OptimaPublicRelations.com

**web:** www.optimapublicrelations.com

## **MEDIA ALERT: Anchorage CHARR separates from Alaska CHARR and forms the Alaska Hospitality Retailers to represent industry statewide**

Anchorage, Alaska - August 25, 2014 – The new non-profit trade association Alaska Hospitality Retailers (AHR) has formed to represent Alaskan businesses and employees in hospitality and food-service sectors.

“There is a diverse and broad range of business in Alaska, within the hospitality sectors, and they deserve effective representation across the state of Alaska,” noted Silvia Villamides, Executive Director of Anchorage Cabaret, Hotel, Restaurant & Retailers (CHARR) Association. “Alaska CHARR has not accomplished its mission, nor represented our members adequately, particularly in Anchorage - so Anchorage CHARR has opted to terminate its affiliation with CHARR and form Alaska Hospitality Retailers.”

Alaska Hospitality Retailers is collaborative with organizational partners such as Anchorage CHARR, Anchorage Responsible Beverage Retailers Association (ARBRA) and the Anchorage Hospitality Foundation. Villamides will serve as the executive director. Nine categories within the hospitality and food-serve industry will be represented: restaurants, on and off-premise establishments like veterans and fraternal clubs and liquor stores, sports facilities and convention centers, hotels and lodging, breweries, coffee shops and food wagons, groceries and delicatessens, tourism-related businesses and grab-and-go stores like Holiday and Tesoro offer.

AHR will offer Servsafe foodservice and food worker certification at discounted rates, as well as TIPS Alcohol Server certification. The new association will promote and facilitate the “Off the Road” Program (providing a safe ride via taxi for individuals and separately for their vehicles at expense of taxi company and establishment). Also on its menu of services are bar and nightclub security training certification at discounted rates, Civil Penalty Law for Minors collection services, In-House compliance checks, and Worker’s Compensation Profit Sharing programs and benefits.

The intent of Alaska Hospitality Retailers is to consolidate missions and advocacy, connecting local communities, and enveloping as many affected businesses and employees as possible.

“The Alaska Hospitality Retailers will represent a wide spectrum of hospitality businesses. Alaska CHARR didn’t take care of our local Anchorage establishments adequately, nor work with the ABC Division in partnership but rather in controversy. We welcome the incoming director, former prosecutor Cynthia Franklin, and applaud Governor Parnell for his selection. Our new board will be more professional, representative of the industry and utilizing the most modern messaging and communication resources. Our dues will be less, benefits and services broader, and the new organization will lead advocacy in promoting and defending Alaska’s second largest employment sector, our thriving hospitality industry,” said Villamides.

---

---

**Contact:** Silvia Villamides  
Anchorage CHARR  
AnchorageCHARR@gci.net  
907 274-2212