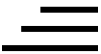




# 2007 COLLEGIATE CHAPTER HANDBOOK

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## INTRODUCTION

By Carl McEntire, former President of the HSMAI Cornell Student Organization

Congratulations on joining HSMAI, Hospitality Sales & Marketing Association International. This handbook is here as a reference guide to help you begin creating the strongest organization on campus. Believe me, HSMAI has the potential to become a leader and an inspiration for other groups and clubs. Often I was asked why HSMAI was so special. It's simple; everything is about sales and marketing. From getting the job, to getting time off, to obtaining business, to getting the raise, it's all about sales and marketing. If you can absorb that simple truth and if you take pride in this organization, you can do anything with it you want to. Forget everything else this book has to say, but remember this; if you have the fire of belief within you, others will follow it and eventually they will have the same fire as you.

## COLLEGIATE CHAPTER DEVELOPMENT

In order to become a recognized Collegiate Chapter and have the ability to utilize the benefits, there are certain criteria that need to be met:

- 15 paid Collegiate Members
- At least 1 Faculty Advisor
- Communication Quarterly with HSMIAI Collegiate Chapter Liaison
- Designated Collegiate Chapter Board with a minimum of 4 Board Members (Board Positions listed under Board Structure)

The benefits of being a recognized Collegiate Chapter are:

- Recognition on HSMIAI website ([www.hsmiai.org](http://www.hsmiai.org))
- Listing in the Leadership Directory
- Access to Community Tools (coming soon)
- Use of HSMIAI trademarked logo

Any group using the HSMIAI name or logo without being a recognized HSMIAI Collegiate Chapter is subject to legal action!!

## HSMIAI AT A GLANCE



----- is the largest international association of hospitality sales and marketing professionals.

- Over 7,000 members
- 44 chapters in North America, Caribbean, Asia and Europe
- Members in more than 20 countries worldwide

## MISSION STATEMENT

To be the leading source for sales and marketing information, knowledge, business development, and networking for professionals in tourism, travel and hospitality.

## HOW DO WE EXECUTE?

- Business exchange, cooperative marketing efforts, partnerships and networking via chapter infrastructure.
- Resources and tools on our website - [www.hsmiai.org](http://www.hsmiai.org)
- Trends about the sales and marketing discipline through our Foundation Research.
- Delivery of leads for group business through our Affordable Meetings
- Education and trend communication via our *Marketing Review* Magazine and Webinars
- Discounts on common sales and marketing products and services via our Affinity Partners



**JOIN TODAY!  
GET A HEAD START ON YOUR CAREER IN THE  
TRAVEL AND HOSPITALITY INDUSTRY!**

The Hospitality Sales & Marketing Association International (HSMIA) is pleased to announce that collegiate memberships are once again available for students worldwide attending a college or university with a hospitality administration program!

HSMIA can provide students with up-to-date "real life" experiences in today's competitive hospitality and sales environment. Membership can provide students with the same education and networking opportunities already being enjoyed by regular HSMIA members around the world.

**HSMIA Collegiate Membership benefits include:**

- Networking with HSMIA members worldwide
- HSMIA's new eConnect -One stop on-line shopping resource for travel and marketing information, research, contacts and best practices for "members only"
- Summer Internships
- *HSMIA Marketing Review* (quarterly magazine)
- *HSMIA Member Update* (quarterly newsletter)
- *HSMIA Industry Update* (monthly via email)
- *HSMIA Student/Faculty Update* (twice a year)
- Employment Opportunities
- HSMIA Scholarships
- Sales Blitzes
- Introduction to local HSMIA Chapters (when available)
- Mentoring Program - access to HSMIA staff and leadership for help and advice
- Opportunities at collegiate meetings

**FOR MORE INFORMATION** on the association or how to become a member go to the website [www.hsmia.org](http://www.hsmia.org) or contact:

HSMIA International  
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Suite 300  
McLean, VA 22102  
Phone: 703-610-9024  
Fax: 703-610-9005

HSMIA Collegiate Chapter Office  
2266 N. Parke Street  
Lake Station, IN 46405  
Julie Parent, Collegiate Chapter Liaison  
Toll-free: 877-643-3511  
Fax: 219-962-7832

## Past-Present-Future

The first thing you should do before anything else is to find out everything you can about HSMIAI. Reading this booklet is a good first step. Continue this learning by digging into the website. Read the *Update*, the *Marketing Review*, the application brochure, call HSMIAI International, pay a visit to your local chapter president (check the website for information) and then do a hundred other things that we haven't thought of. Knowledge is power and this power will gain you respect and influence over your classmates. The students will have many questions and, if you have the right answers, then they too will join HSMIAI.

### PAST

HSMIAI has been around since 1927, and for long period of time they had a strong student presence. Around fifteen years ago a legal liability matter came up and all student memberships were discontinued for a period of around ten years. Many of the student organizations went underground, but after a while even these organizations fell apart. In 1996 HSMIAI reinstated collegiate memberships. Because of the liability issue mentioned above HSMIAI no longer "charters" Collegiate Chapters. You will be assigned to a chapter located closest to you if there is one in your area. Your student association is called a Collegiate Chapter.

### PRESENT

HSMIAI has a number of Collegiate Chapters, most with a chapter affiliation. We also have many students who belong without the benefit of a formalized club. It's up to you to create most of the benefits that will draw in students. The website now has a student section and a *Student/Faculty Update* newsletter. There is a committee established to discuss how more benefits can be given to the students. This booklet is another benefit that the committee discussed and then implemented. HSMIAI does provide a lot of tools to work with, but the major effort (as it should be) is on your shoulders.

### FUTURE

This portion is for you to write. HSMIAI is what you make of it. As mentioned above, this is still a time with a lot of gray areas in the Collegiate Chapters. You have no defined role or clear goals that are given to you. You determine where you will go with HSMIAI. International will be coming up with new ideas, and perhaps you can help them. They are always receptive to suggestions, and, if it's a good idea, they will implement it. If you want to make a difference on a national level then begin working on it now. Don't doubt that you have the power to change something for the better.

## RESOURCES

Your biggest resource will be your own organization. HSMIAI will help you out as it can, but remember that your main strength will come from within. It's up to you to motivate and benefit the students, not the local chapter or international office. You have tools at your disposal:

- HSMIAI's new eConnect - One stop on-line shopping resource for travel and marketing information, research, contacts and best practices for "members only"
- *HSMIAI Marketing Review* (quarterly magazine)
- *HSMIAI Member Update* (quarterly newsletter)
- *HSMIAI Industry Update* (monthly via email)
- *HSMIAI Student/Faculty Update* (twice a year)
- Employment Opportunities - Check out the Career Center on the Website
- HSMIAI Scholarship Program - on website
- Local HSMIAI Chapters (where available)
- Mentoring Program through HSMIAI leadership and staff
- Guest speakers from HSMIAI leadership and staff

Other helpful suggestions:

- The Local Chapter also has events that students can go to. Many times they will allow you to participate at a reduced rate. Forming a close relationship with your chapter will enable you to create many benefits such as mentorship programs, shadow days, and guest speakers.
- Your Career Services office has a listing of all companies coming in to recruit. Call the recruiting directors for the companies and ask that a sales & marketing recruiter be sent along to serve as a guest speaker in addition to his/her recruiting duties. It doesn't cost the company anything. Many companies are even willing to shoulder the cost of flying in a guest speaker.
- Take advantage of the sales & marketing professors. They are a great source of information for the industry. They have contacts in the field, and their studies sometimes need assistance.
- Look at local businesses to obtain more resources. You never know what they might have to offer you. HSMIAI Collegiate Chapters used to participate in sales blitzes. Many hotels will shoulder the cost of putting up the students, if they get some volunteer work out of the deal.
- Find charitable events where you can help out in the marketing side of things. If you can form a relationship with an annual event you will have started the process of creating an identity for your HSMIAI Collegiate Chapter.
- Your school itself has many resources for you to tap into. If they are the ones providing you with a budget, find ways to increase the budget for the next year. The more money you have, the more you can do. Find ways to fundraise, and make sure you get to keep the money you make. Sometimes the school will just take back any money left over at the end of the year, even if it's money made through fundraisers.
- Look to the press for ways to gain recognition. Send press releases to International, so you can be included in the *Member* and *Student/Faculty Updates*. Send press releases to the papers on campus, so an article can be written about your club. The biggest problem you will face is lack of recognition. These types of resources are keys to getting the name out there.
- Create a relationship with another HSMIAI Collegiate Chapter, they are listed on the website. Work together to create a joint event. Maybe a conference, a sales blitz, or just a social event. This happened in the past, but it has fallen away with time. The other club can be a valuable source of information. Their successes and failures will guide you better than any booklet ever could.

<b>BOARD STRUCTURE</b>
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You have energy and enthusiasm, but it will take more than you alone can give. It will take a lot of work to make HSMAI into the leader you want it to be, and you will need help. When the Cornell Collegiate Chapter Board sat down together and created a board structure they divided the primary responsibilities as shown below. Please bear in mind that they are only a suggestion. It is up to you and your board to decide the best way to structure the leadership of your organization.

<b>President</b>		
<b>Director of Communications</b>	<b>President Elect (Vice President)</b>	<b>Director of Finance</b>
Public Relations Chair	Community Service Chair	Fundraising Chair
Technology Chair	Special Events Chair	

The bolded positions are the main Board and they met once or twice a month to make the decisions on what to do. You should keep the number small to make the meetings and decisions flow more smoothly. The chair positions are of great help in getting the actual work done. They also provide a chance for students to really participate in the Club. You'll find that many students will lose interest in an organization if they are not given some responsibility to tie them in. The chair positions also provide a great chance for younger students to have a leadership position, so that they are better prepared to run for a main Board position the next year.

## EVENTS

You always have to balance what you want to accomplish with the time and energy you and your members have. You may have the time to do a particular project, but the members may not have the time, or they may not be willing to sacrifice what time they have. Set a few realistic goals and then see how far you can go beyond them.

- Have a fundraising event every semester to raise \$'s.
- Have a community service event every semester that gets publicized in the school paper.
- Plan something big, like a shadow day or a sales blitz, every semester.

## FUNDRAISING

Don't ever think that you won't need money, because you will. The strength of an organization rests on its resources. You are the most important resource, but don't discount the power of money and what it can buy. You'll want pizza for meetings, gas money for trips, money for stamps, airplane fares for industry events. Fundraising will get you money and recognition all at the same time. If you have an idea that works well, then do it every year so everyone will start to associate this event with your club.

- Ask a local hotel for a donation of a dinner and a hotel night. They get some publicity; you get a great raffle prize. Sell tickets like mad and then rake in the money.
- Buy a bunch of miniature pumpkins before thanksgiving, carve them and then sell them for a profit. Most students don't have room for a big pumpkin, but a cute carved one doesn't take up much space and it makes a great gift. (It might seem like it's hard to carve them, but it's not)
- Sell Valentines Day gift packages filled with candy. They are not hard to make, and they last a lot longer than flowers do. If you have some sort of mail-folder system at your school you can also agree to put the gifts in the mail-folders on Valentines Day.

## COMMUNITY SERVICE

You may ask, "What does sales and marketing have to do with community service?" There are a number of benefits to getting your HSMAI Collegiate Chapter involved with service activities. Community service will draw in those members who like to help others and want to be part of an organization that makes a difference. It is also a great way for some publicity for the organization. Many schools also use community service activities as a consideration when they divide up the money among the various student organizations. Besides, whatever you end up doing will probably have some sales and marketing involved.

- Collect together thanksgiving gift baskets for the poor. Arrange to have all the contents donated and then take them to the families. Not to detract from the noble cause, but it wouldn't hurt to have a newspaper photographer come along when you deliver them.
- Take over the sales and marketing for a local community service event like "Taste of the Nation." Many of these events would be happy to turn over the advertising to a student organization. At the very least, students are usually more knowledgeable about making web pages so that challenge can be undertaken easily.

### SPECIAL EVENTS

Almost every student organization has fundraising and community service. The way to distinguish yourself from your competitors is to have many unique special events. Throw a twist on things so your members are always doing something new.

- Have a potluck dinner at your advisor's house.
- Offer yourself to a local business for a sales blitz. A local hotel might be willing to put up your members and provide some meals in exchange for your help. It would be a great experience and can bring the whole Club together.
- Have a Shadow Day over the Fall Break where students shadow industry leaders for a day. Your local chapter can help you arrange for the volunteers and may be of assistance with housing and meals. Fall break usually isn't that busy for businesses so donations might be a possibility.
- Arrange to send as many members as possible to the industry events. HSMIAI has a calendar of events on the website for your referral. It's the best chance to network with other students and professionals.

Don't be limited by what's listed above. These were just a few of the things that the HSMIAI Cornell Collegiate Chapter has done. They took a lot of work and a lot of effort, but it was these activities that formed the backbone of their Club and gave them a strong identity.

## SELLING HSMIAI

You would not have joined HSMIAI if you did not have an interest in sales & marketing. So the question to you is; how do you sell something? You find out what the customer wants, and then you match their desire to a product. With HSMIAI it's almost too easy because you get to create the product based on the desires of the students. So why do students join organizations?

- A feeling of belonging to something larger than themselves
- An interest in the subject matter of the organization
- Leadership opportunities
- Personal development opportunities
- Social opportunities
- Philanthropy opportunities
- Peer pressure
- Resume booster

There are many other reasons not covered above. We just wanted to touch on a few to get you thinking about it. It goes without saying that no matter what their primary motivator is they will want the strongest organization in that area. Your job will be to create something that already has momentum/strength and appeals to their interests.

### BUILDING MOMENTUM

The best way to build momentum is to start with a plan. Not a vague notion of what you going to do, but a concrete calendar with dates already penciled in. Sit down with the other Board members and decide when you will have your meetings, what each meeting will be about, what events you will have, what the short term and long term goals are. A true leader always lives in the future. Because you are just starting out you will have very little with which to sell your HSMIAI Collegiate Chapter membership. So you are not going to sell the Club as it is right now, you will sell what the Club will become. Showing that you have fundraisers, charities, guest speakers, conferences, sales blitzes, dinners and parties will attract interest, and the student will perceive your HSMIAI Collegiate Chapter as a strong organization moving somewhere.

The youth of the organization is a strength in and of itself. Present your HSMIAI Collegiate Chapter as the newest and fastest moving organization. Many older organizations have lost that energy because they are old and set in their ways. Each group just tries to maintain the same level as the year before. HSMIAI will be perceived as an organization where energetic self-starters are needed. This is the type of people you want.

HSMIAI's strength can be found in its numbers. Often the first thing that a student will ask is how many people are already in the Club. Don't talk about how you



are a new organization with few members as of yet. Shift the conversation to the international level. We have over 5,000 members in 20 countries. When you sell HSMIAI to the students you are selling a perception that is not yet a reality. By utilizing your skills as a salesperson you will create an image of an organization that will become a truth because of the image you created. It's rather circular logic, but the truth is there.

### **BUILDING NAME RECOGNITION**

The other area of concern is building name recognition. You will know that HSMIAI is a leader on campus when even a stranger knows what HSMIAI stands for. Say the whole acronym out for the members, but for everyone else; just say it's the Hospitality Sales and Marketing Club. We have a really long name and most people are tired of listening to you after you've said the whole thing through. The HSMIAI logos are located on the website for easy downloading. You may never use the logo without your Club's name in front of, behind, above or below the logo. This is important. Ways to get the name out are:

- Displays around school
- Create a web page
- Fundraisers
- Charity Events
- Posters - Inviting anyone to come to hear guest speakers
- Articles in the school newspaper
- Making announcements in classes
- Wearing HSMIAI clothing
- Word of Mouth - If you get one person interested, he or she will tell his or her three close friends, and thus the chain has started.

In many ways, it is you and those who are working with you that will be the strength of the organization. HSMIAI is just a name that members can cling to. The students will be looking at you and judging the value of HSMIAI based on their judgment of your character. If you don't take it seriously then they won't either. If you act too seriously, then they will see HSMIAI as too much like a business and not enough fun. This is the true test of a leader; can you get the students to follow you?

<b>HSMIAI COLLEGIATE CHAPTER LIAISON</b>
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For more information on starting an HSMIAI Collegiate Chapter at your school, please contact:

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