

**In This Issue:**

2008 Leadership  
Conference  
Announcement

Fall Chapter  
Strategic Planning  
Sessions

Fall HSMIA  
University  
Webinars

Multiple  
Membership  
Application Goes  
Live Online

## 2008 Annual Leadership Conference Announcement

Mark Your Calendars! The Broadmoor in Colorado Springs, Colorado, has been selected for our 2008 Leadership Conference!



**Location:**

[The Broadmoor Hotel](#)  
Colorado Springs, CO

**Dates:**

Tuesday March 25- Thursday, March 27, 2008

The above dates, location and hotel have been selected for the HSMIA Leadership Conference in 2008! The winning proposal was submitted by the Colorado Springs CVB, in conjunction with the HSMIA Southern Colorado Chapter. Thank you to HSMIA San Diego and HSMIA Los Angeles for their fantastic proposals, which made the final city and venue selection for 2008 very difficult.

At the 2008 Leadership Conference, Chapter leadership will be again be joined by the Americas Board of Directors, Special Interest Group Advisory Boards (SIGs) and Collegiate Chapter Presidents and Faculty Liaisons for a true HSMIA leadership conference. We encourage everyone to block their calendars and plan to attend!

Full program details and information on the industry experts who will be on hand in Colorado Springs will be sent to you this fall. The Conference topics will include an equal mix of business and association management subjects to cover both your professional and association management needs.

This is a fantastic opportunity to connect with other industry leaders, share best practices, and find great ideas to help drive your business and your career!

### Fall Chapter Strategic Planning Sessions

If you haven't selected your date and time for this year's fall strategic



Monthly chapter conference calls: Managing Directors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monthly chapter conference calls: Membership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chapter Assessment Report (CAR)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Annual Leadership Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Annual Fall Strategic Planning Sessions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**4. What additional new resources would you most like to see offered to your chapter from HSMAI headquarters?**

**Fall HSMAI University Webinars**

Forecasting for the upcoming year, advanced revenue management resources for the future, customer trends and online metrics for travel marketers are the critical topics headlining the upcoming series of webinars from the Hospitality Sales & Marketing Association International (HSMAI) University this August.

Focusing on quality, convenience and innovation, HSMAI University's webinars are designed specifically for sales and marketing professionals in travel and hospitality. The range of topics and worldwide accessibility of the programs make them an important and convenient part of any sales and marketing professional's continuing education process.

Each webinar incorporates a 60-minute presentation conducted "live" via the Web with audio conference linkage. The one-hour sessions scheduled this August are all online at [www.hsmaiuniversity.org](http://www.hsmaiuniversity.org). Many of our chapters have successfully partnered with their local CVB and hosted a series of regular incremental chapter programs in their immediate area as an added value benefit of HSMAI membership.

The ability to link to any of the programs for just \$129.00 allows access to industry leading speakers, timely, relevant topics, and programming that is easy to share without speaker fees, travel expenses, or organizational logistics!

The HSMAI University programs should be considered as a compliment to your local chapter events. Every webinar is recorded and archived for future use. Our international chapters have actually used the archived programming to host their own local program as the time differences sometimes make live attendance impossible. They have independently and creatively contacted the actual speaker, and had them call in on a

conference line at the conclusion of the recorded program to be available for live questions and answers with the group!

### **Multiple Membership Application Goes Live Online**

Effective immediately members can now join online as multiple members at [www.hsmmai.org](http://www.hsmmai.org). The new program will verify the primary member's membership number, prorate the membership amount based on months left in membership and enter the data directly into the HSMMAI membership database.

This electronic version offers a paperless way to grow membership by increasing the number of members from each member location at a 40% discount!

Spread the news!

Questions or comments? Contact HSMMAI Executive Vice President Fran Brasseux at [fbrasseux@hsmmai.org](mailto:fbrasseux@hsmmai.org) or Margie Sheffer at [msheffer@hsmmai.org](mailto:msheffer@hsmmai.org).

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