



Thank you to
our conference
sponsors:



Special 2008 Annual Leadership Conference Issue

Happy Holidays!

We are pleased to extend this special invitation to all HSMIA leaders. The traditional Chapter Leadership Forum is now the Annual Leadership Conference. This year's theme is:

"Reaching Higher Ground; Exploring New Heights"



Chapter leadership will be joined by the Americas Board of Directors, Special Interest Group Advisory Boards (SIGs) and Student Chapter Presidents and Faculty Liaisons. We are providing a brief overview of the Conference for your planning purposes. Registration for this event has been complimentary to all chapter board members, but this year we need to introduce some new guidelines based on chapter size:

- *Small chapter (25 - 75 members)* *Two (2) complimentary registrations*
- *Medium Chapter (76-175 members)* *Four (4) complimentary registrations*
- *Large Chapter (+176 members)* *Six (6) complimentary registrations*

All chapter board members are invited, with a request for at minimum the attendance of the each Chapter President, and the Chapter Managing Director. All chapter board members are encouraged to attend and register early by [Clicking Here](#) to access the registration form. A modest registration fee of \$99.00 per person will be charged for any chapter registrants above the guidelines outlined above.

Location:

[Broadmoor Hotel & Resort](#)
Colorado Springs, Colorado 80901



719-634-7711

Dates:

March 25-27, 2008

Tentative Agenda for Leadership Conference:

Tuesday, March 25

8 AM to 12 PM
Americas Board Meeting

12 PM - Lunch
Americas Board and SIG Advisory Boards

12 PM to 4 PM
Chapter Managing Directors Meeting w/lunch

2 PM to 5 PM
SIG Advisory Board Meeting

4 PM to 6 PM
Chapter Leadership Registration

5:30 PM to 7 PM
Chapter Presidents & Americas Board Dinner

Complimentary continuous Broadmoor shuttle service to Broadmoor's
Cheyenne Lodge

7:00 PM to 9:30 PM
Opening Reception - All attendees

Cheyenne Lodge at Broadmoor

Hosted by Broadmoor and Experience Colorado Springs (The Colorado Springs
CVB)

Wednesday, March 26

7 AM to 9:00 AM
Registration

8 AM to 12 PM
Leadership Meeting - All Attendees

12 PM - Lunch
All attendees and Southern Colorado Chapter Meeting

2 PM to 5 PM
Chapter Leadership Meeting

6:30 to 9:00 PM
Chapter Award Reception and Dinner

Thursday, March 27

8 AM to 2 PM
Leadership Conference

12 PM - Lunch
Chapter Leadership

3 PM
Adjourn

Leadership Conference: Chapter Board Leaders

Each year HSMIAI extends an invitation to chapter leaders to join us for a special meeting hosted by HSMIAI to say a very sincere thank you to our chapter leadership in the Americas region. We organize a conference for you to meet with other chapter leaders, discuss common issues and invite renowned industry leaders to share visions and best practices on key hospitality issues. The focus of the 2007 Conference will be *"Reaching Higher Ground; Exploring New Heights"* in both our business life and our association work. Our keynote speaker will be Jim Davidson, who will talk to us about:

Inspiring People to Persevere and Companies to Succeed

Jim Davidson barely survived a harrowing mountain climbing accident. His climbing partner did not. Jim rescued himself by clawing his way out of avalanche debris and then solo climbing out of an eighty-foot deep glacial crevasse.

From his 25 years of mountaineering adventures, expert climber, geologist, business owner and professional speaker [Jim Davidson](#) has distilled hard-won techniques for overcoming obstacles in life and business.

As an international expedition leader, high-altitude rescuer and survivor, Jim knows how to persevere when life gets tough. As a dynamic speaker, Jim connects with audiences and instills compelling lessons about perseverance and resilience that will be remembered for years.

<http://www.speakingofadventure.com/>

We plan to have knowledge experts on Social Media, Green Sustainability in Hospitality, and a panel interview discussion with hospitality industry leaders all with the purpose of helping us go to new heights. Winners of the Frank W. Berkman 2007 Chapter Award Program and outstanding achievement in the 2007 CAR (Chapter Assessment Report) will be recognized during the Wednesday night award dinner hosted by American Express.

The 100+ chapter leaders that attended our 2007 Chapter Leadership Forum in Memphis, Tennessee, rated the meeting a 9.2 out of 10.0 in their evaluations, and this year we are determined to again exceed your expectations and last year's ratings!

A detailed agenda will be coming to you electronically in January with full program details and information on the industry experts who will be on hand in Colorado Springs. This year's Conference topics will include an equal mix of business and association management subjects to cover both your professional and association management needs.

The chapter normally pays the transportation and hotel costs for the chapter president, president-elect, and the managing director. All chapter board members are welcome, but a nominal registration of \$99.00 will apply for some attendees as outlined above. After the conference, HSMIAI will invoice

as appropriate chapters for registrations over the complimentary allowance. You are encouraged to register early by [Clicking Here](#) to access the complimentary registration form. The Annual Leadership Conference section for Chapter Board Leaders will open with an evening welcome reception on Tuesday, March 25th, and adjourn on Thursday, March 27th at 2:00 p.m. Chapter Managing Directors will need to arrive early for a "required" meeting on March 25th from 12 pm to 4pm. Please do not plan to leave early. Instead stay longer and spend the weekend in Colorado Springs, Our local hosts, the Southern Colorado Chapter and the Broadmoor are offering all attendees 15% off on all Spa Services at the Broadmoor Spa, and 15% off all Broadmoor owned shops. Link to <http://www.experiencecoloradosprings.com/> for a full online guide to the exciting activities available in beautiful Colorado Springs. Visit Pikes Peak, and the Air Force Academy, go mountain climbing or whitewater rafting, or enjoy one of the finest golf courses in the world - Golf at Broadmoor. The Southern Colorado Chapter has rolled out the red carpet for all leaders in HSMIAI, supported by the Denver and Vail Valley Chapters to offer us an experience that will show us all the beauty of Colorado and help take us to new heights.

Leadership Conference: Special Interest Group (SIG) Leaders

Wednesday's program will include a joint meeting of the Advisory Boards of all five HSMIAI Special Interest Groups. Leadership will meet to communicate their specific individual agendas for 2007 and share best practices on common issues that affect all the SIGs. Roundtable discussions will cover membership growth, communications to the SIG members, and leadership development, with the intent to help develop more highly focused and effective Advisory Boards for all the SIGs. A detailed agenda for the SIG Leadership portion of the conference will be distributed shortly. All SIGs are invited to bring six (6) SIG Advisory Board members as our guests for registration, a registration fee of \$99.00 per person will apply for any additional attending SIG board members.

Room Reservations:



Call 1-800-634-7711 and identify yourself with the Hospitality Sales & Marketing Association International or HSMIAI Leadership Conference. The special rate is \$149 plus 9.4% tax and \$14.00 Resort Fee. The Resort fee allows unlimited access to The Broadmoor Fitness Center, daily service fees for Housekeeping, toll free local calls, in-room coffee and tea service, all incoming faxes and daily newspaper. The special rate is available three days pre and post conference. Cut off date to receive the special rate is February 23, 2008. Check in is 4:00 pm. Check out is 12:00 pm.

Airline Information:

The Leadership committee has confirmed a discount offer from American Airlines for travel to Colorado Springs from any gateway in the US, Caribbean, Mexico and Canada. American Airlines is offering a 5% discount off any fare

for your travel to Colorado Springs

- Travel is valid between March 22-30, 2008
- Your discount code is **A3438AK**
- To use your discount, purchase your tickets on www.AA.com or by calling AA Meeting Services Department at 1-800-433-1790
- When contacting AA, either by the website or over the phone, please refer to the discount code
- There is a separate ticketing charge of \$10 for tickets purchased via the phone, or \$15 for tickets purchased at the airport. This amount is subject to change. At this time, there is no fee for reservations made and ticketed on www.AA.com

Airport and Hotel Shuttle:

The Broadmoor has airport to hotel shuttle service every 30 minutes from the Colorado Springs airport for a rate of \$15.00 per person. Shuttle service is available from The Broadmoor registration desk in the Colorado Springs airport baggage area.

Questions or comments? Contact HSMIA Executive Vice President Fran Brasseux at fbrasseux@hsmia.org, Director of Chapter Relations, Margie Sheffer at mshsmia@aol.com, or Special Interest Group Manager Juli Jones at jjones@hsmia.org.

The *HSMIA Leadership Update* is published by the
Hospitality Sales & Marketing Association International
8201 Greensboro Dr., Suite 300
McLean, VA 22102
(703) 610-9024
www.hsmia.org
info@hsmia.org