



HSMAI

Welcome to the 2005
New Chapter
President's Orientation!

During this call---

Conference Call Agenda



Introductions



Review some of the new resources available to help you have a successful year



Let you know what we expect of you



AnsWER any questions about HSMAI or our role in contributing to your success



Give you an opportunity to meet other chapter presidents in close geographic proximity to you



Roll out the red carpet for you!





Chapter Resources

*Let me introduce
our staff!*

- [Fran Brasseur](#) - Executive Vice President - responsible for overall membership marketing, general policy & benefits
- [Margie Sheffer](#) - Director of Chapter Relations - chapter business consultant, financial advisor, key information source
- [Mandie Jorgensen](#) - Membership Database Manager - database management, questions, member processing
- [Julie Parent](#) - Membership consultant - database co-manager, rebates, chapter leadership resources
- [Katie House](#) - membership coordinator - assists with membership processing and database management

HSMAI

Mission Statement

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

HSMAI Americas Objectives for 2005

1. Create relevance for members
2. Grow membership - including a chapter support focus
3. Enhance the brand of HSMAI

Our Global & Americas Leadership

HSMAI 2005 Board of Directors

- **Global Chairman**
Bruce Himelstein, EVP,
Ritz-Carlton
- **Americas Chairman**
Maureen O' Hanlon, Senior
Partner, Prism Group
- **Americas Chair-Elect**
Jack Schmidt, Chief Marketing
Officer, Benchmark Hospitality
- **CEO & President, HSMAI**
Bob Gilbert

New 2005 Board Members

- Barb Bowden, Director of
Revenue Management,
Peabody Hotel Group
- Andrew Jordan, Executive
Vice President, **Wyndham
Hotels & Resorts**
- Doug Price, SVP
**Professional Development,
Intl Association of CVB's**
- Mike Pusateri, Executive
VP of Sales, **TIG Global**



HSMAI Americas Board of Directors

EXECUTIVE COMMITTEE

CHAIRMAN



Maureen O'Hanlon
Prism Group
Senior Consultant
mohanlon@adelphia.net

CHAIRMAN ELECT

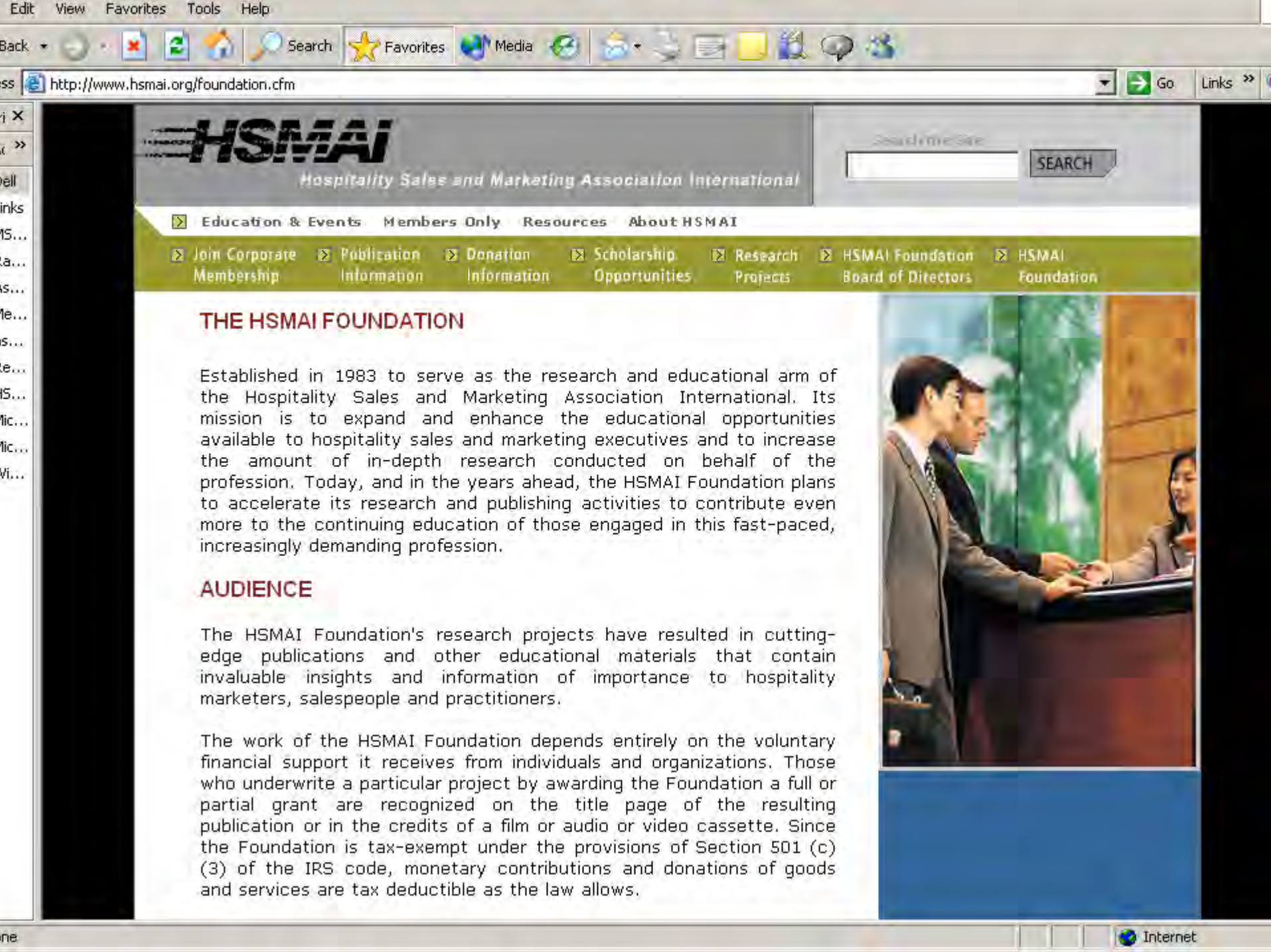


Jack Schmidt
Benchmark Hospitality
Chief Marketing Officer
jschmidt@benchmarkmanagement.com

TREASURER



David Atkins
Interval International
Executive Director, Strategic Initiatives
david.atkins@intervalintl.com



Hospitality Sales and Marketing Association International

 SEARCH

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- Scholarship Opportunities
- Research Projects
- HSMAI Foundation Board of Directors
- HSMAI Foundation

THE HSMAI FOUNDATION

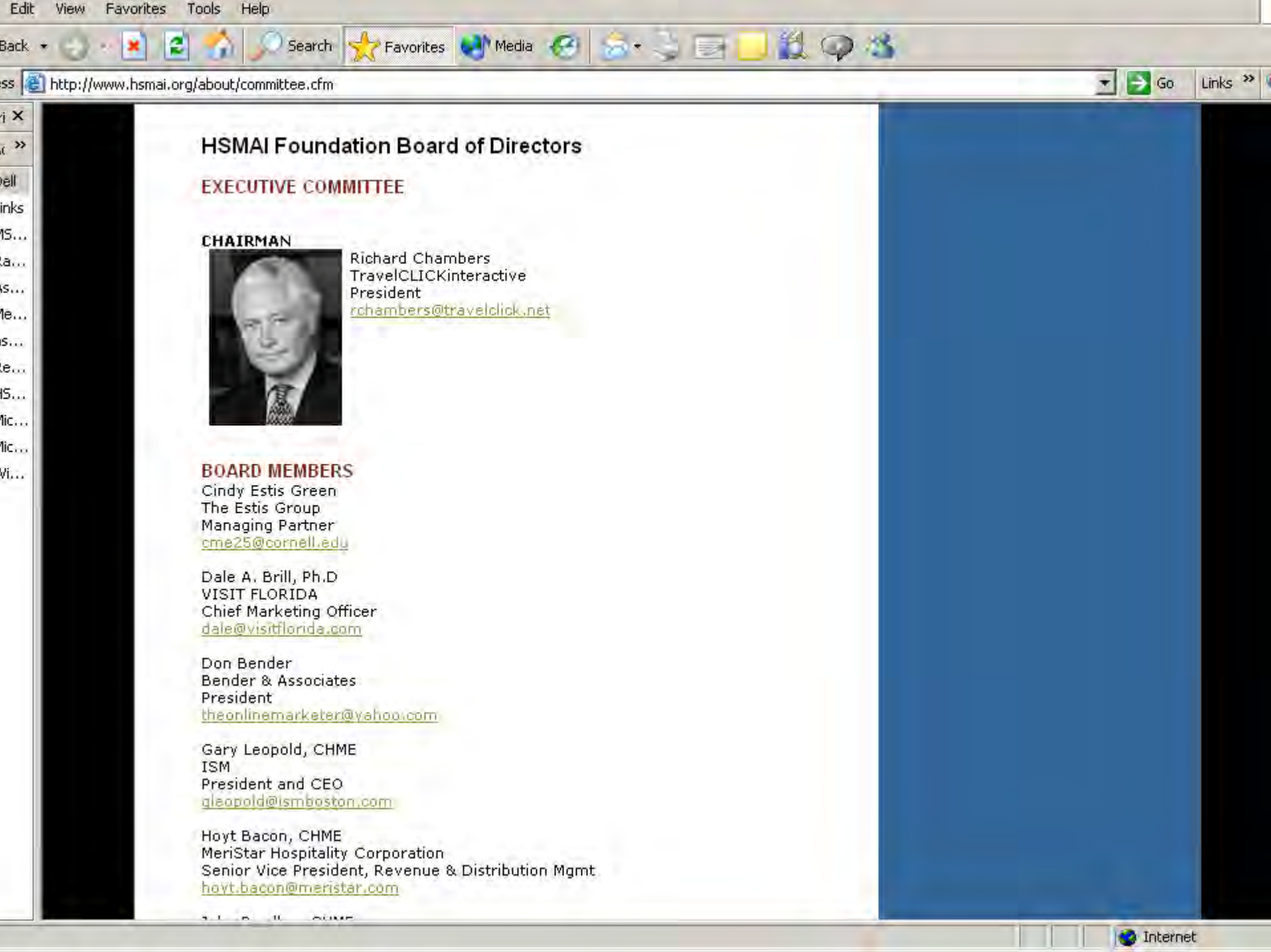
Established in 1983 to serve as the research and educational arm of the Hospitality Sales and Marketing Association International. Its mission is to expand and enhance the educational opportunities available to hospitality sales and marketing executives and to increase the amount of in-depth research conducted on behalf of the profession. Today, and in the years ahead, the HSMAI Foundation plans to accelerate its research and publishing activities to contribute even more to the continuing education of those engaged in this fast-paced, increasingly demanding profession.

AUDIENCE

The HSMAI Foundation's research projects have resulted in cutting-edge publications and other educational materials that contain invaluable insights and information of importance to hospitality marketers, salespeople and practitioners.

The work of the HSMAI Foundation depends entirely on the voluntary financial support it receives from individuals and organizations. Those who underwrite a particular project by awarding the Foundation a full or partial grant are recognized on the title page of the resulting publication or in the credits of a film or audio or video cassette. Since the Foundation is tax-exempt under the provisions of Section 501 (c) (3) of the IRS code, monetary contributions and donations of goods and services are tax deductible as the law allows.





HSMAI Foundation Board of Directors

EXECUTIVE COMMITTEE

CHAIRMAN



Richard Chambers
TravelCLICKinteractive
President
rchambers@travelclick.net

BOARD MEMBERS

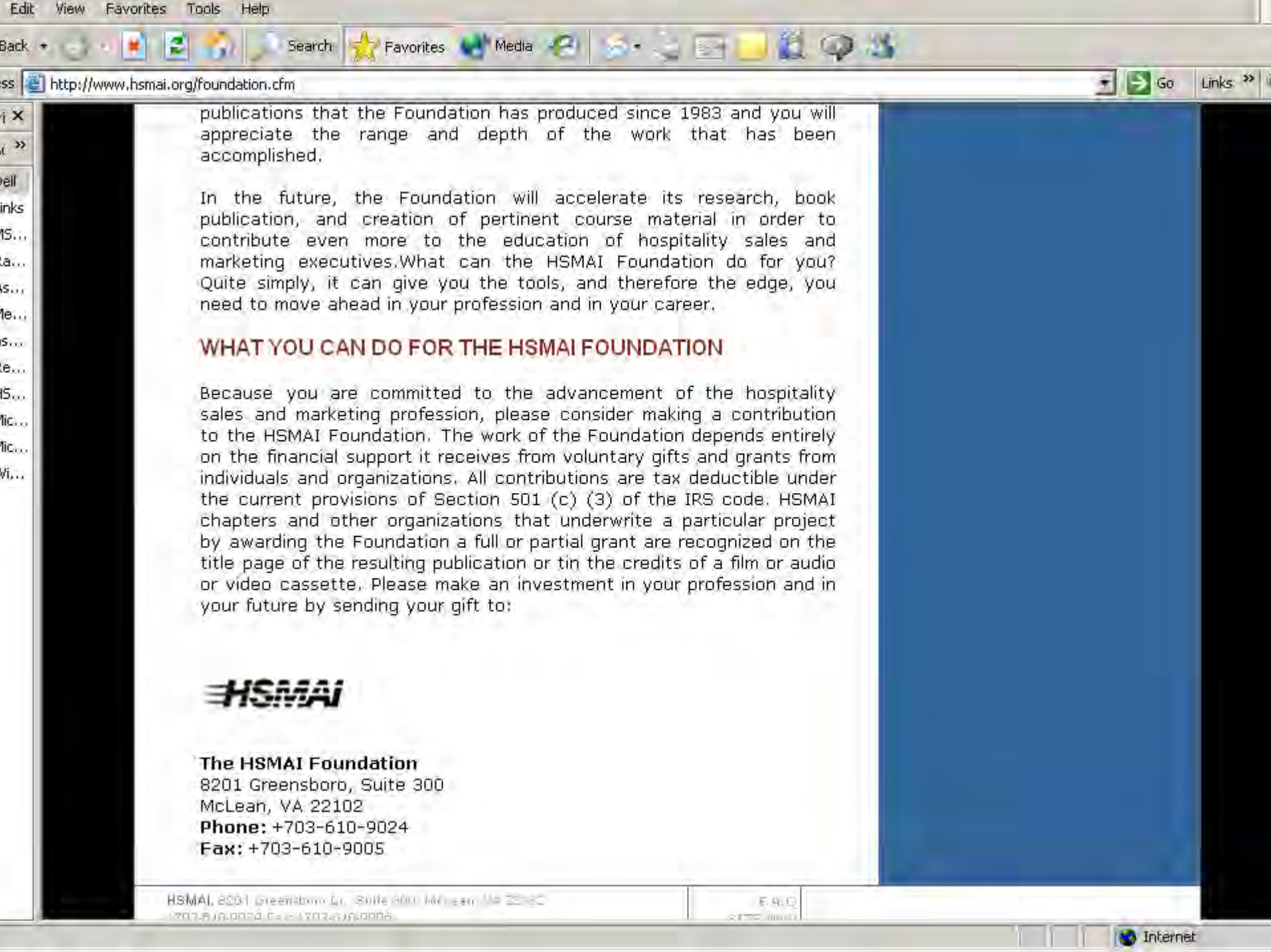
Cindy Estis Green
The Estis Group
Managing Partner
cme25@cornell.edu

Dale A. Brill, Ph.D.
VISIT FLORIDA
Chief Marketing Officer
dale@visitflorida.com

Don Bender
Bender & Associates
President
theonlinemarketer@yahoo.com

Gary Leopold, CHME
ISM
President and CEO
gleopold@ismboston.com

Hoyt Bacon, CHME
MeriStar Hospitality Corporation
Senior Vice President, Revenue & Distribution Mgmt.
hoyt.bacon@meristar.com



publications that the Foundation has produced since 1983 and you will appreciate the range and depth of the work that has been accomplished.

In the future, the Foundation will accelerate its research, book publication, and creation of pertinent course material in order to contribute even more to the education of hospitality sales and marketing executives. What can the HSMAI Foundation do for you? Quite simply, it can give you the tools, and therefore the edge, you need to move ahead in your profession and in your career.

WHAT YOU CAN DO FOR THE HSMAI FOUNDATION

Because you are committed to the advancement of the hospitality sales and marketing profession, please consider making a contribution to the HSMAI Foundation. The work of the Foundation depends entirely on the financial support it receives from voluntary gifts and grants from individuals and organizations. All contributions are tax deductible under the current provisions of Section 501 (c) (3) of the IRS code. HSMAI chapters and other organizations that underwrite a particular project by awarding the Foundation a full or partial grant are recognized on the title page of the resulting publication or in the credits of a film or audio or video cassette. Please make an investment in your profession and in your future by sending your gift to:



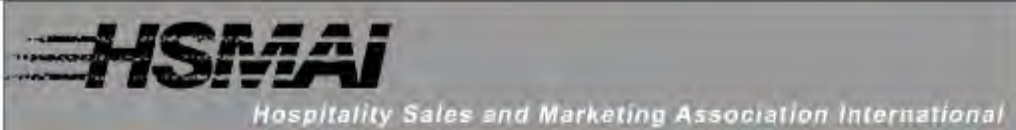
The HSMAI Foundation
8201 Greensboro, Suite 300
McLean, VA 22102
Phone: +703-610-9024
Fax: +703-610-9005

Use our Headquarter Website - hsmi.org!

You can find almost everything there!

- New Resources for members - **Members only** page
- New Special Interest Group Resources
- Chapter Leadership Resource Center
 - Membership Reports
 - Leadership Updates
 - Educational Speakers Bureau
 - Chapter Reports
 - Best of Best Awards
 - Chapter Operations Manual
 - *Basically everything but the Kitchen sink!*
- E-connect
- New HSMIA University





Meeting Industry Leadership

- Education & Events
- Members Only
- Resources
- About HSMAI

The Hospitality Sales and Marketing Association International and HSMAL.org are your resources to...

- **Explore** HSMAI, [membership](#), worldwide chapters, and the [HSMAI Foundation](#). [Become a Member](#) [Renew Your Membership](#)
- **Access** sales and marketing [resources](#), including links to hospitality industry companies and organizations, professional development opportunities and industry research in our [econnect](#) clearinghouse.
- **Network & Learn** via HSMAI, chapter and industry [education and events](#), searchable by location, subject or date.
- **Grow** your business through partnership opportunities, HSMAI's [meeting planner events](#) and top industry publications, available in our [store](#).

Search the Site

> Industry News

- [Cornell's Center for Hospitality Research Partners with Gerencia De Hoteles & Restaurantes](#)
11 February 2005
- [HSMAI Announces 2005 Board Of Directors Headed By Industry Exec Maureen O'hannon As Chair](#)
11 February 2005

[View All Headlines](#)

- [HSMAI Europe](#)
- [HSMAI Foundation](#)

> FEATURE



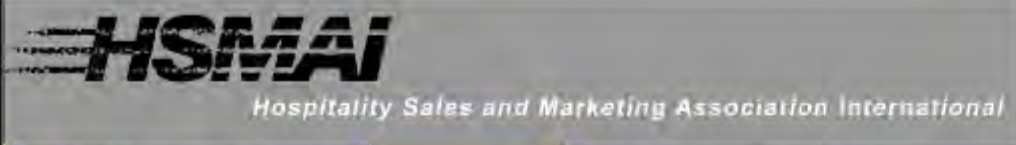
HSMAI UNIVERSITY

- [HSMAI University Programs](#)
- [Airline & Hotel Contracting Strategy Conference, Phoenix, Mar. 2-4](#)
- [Resort Management Conference, Phoenix, April 3-5](#)

> MEMBERS LOGIN

Username

Password



Search the Site SEARCH

- Education & Events
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 - Career Center
 - Membership Savings
 - Search For Members
 - Special Interest Groups
 - Industry News

MEMBERS

Welcome

In this section you will find valuable information that is currently available to HSMIAI members only. Please click on the links below to learn more.



[HSMIAI Member to Member Discount Program](#)

HSMIAI's exclusive searchable guide of discounts offered by fellow HSMIAI members on hotel accommodations, airline tickets, car rentals, area attractions, and much more. Members can also add or edit a discount offer here.

[HSMIAI Marketing Review](#)

Access articles by industry experts and insiders free of charge from the current and past issues of the award-winning HSMIAI Marketing Review magazine.

[Conference Recaps and Information Resources](#)

Exclusive news and trends for HSMIAI members, including a daily news feed, HSMIAI Industry Trends Update newsletters, conference recaps and presentations, and sales and marketing solutions.

[Update Your Member Record](#)

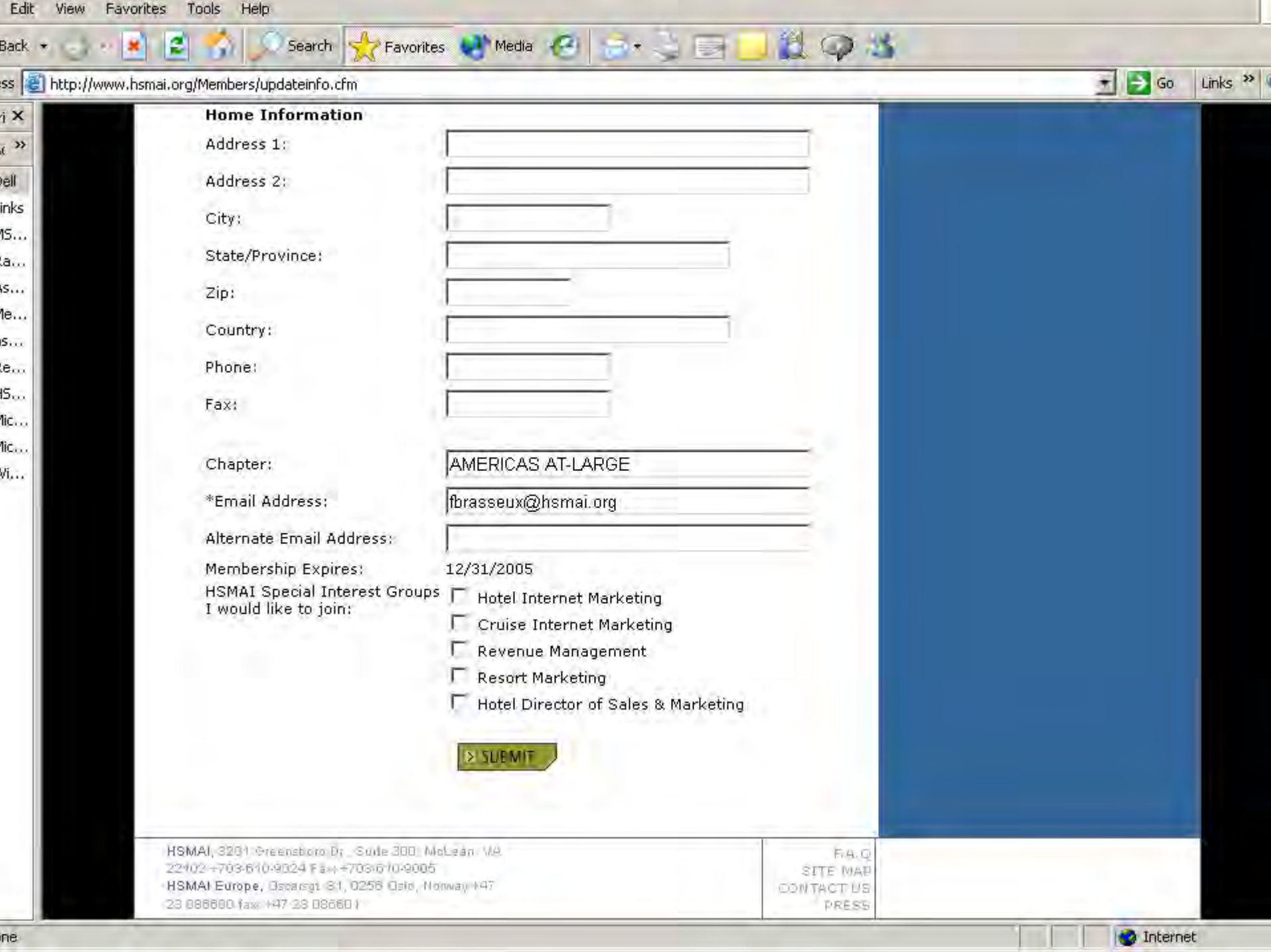
Update your contact information in our membership records.

[Renew Your Membership](#)

[Chapter Leadership Resource Center](#)

Chapter leaders – this is your resource to access chapter program best practices, edit chapter contact information, load chapter events in the online calendar, download membership forms, view current membership reports, find an archive of the Chapter Leadership Updates, access HSMIAI logos, and more.





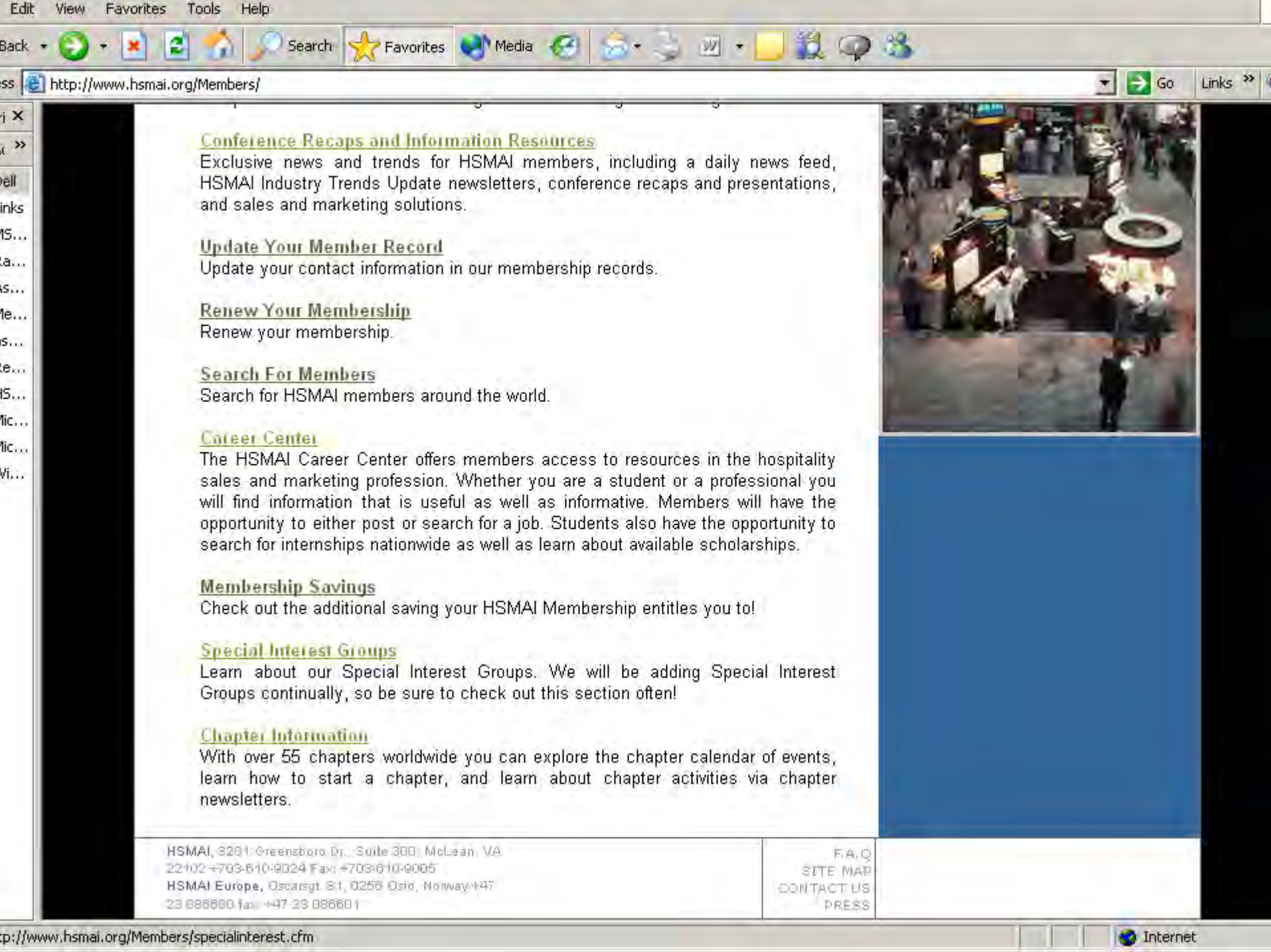
Home Information

Address 1:
Address 2:
City:
State/Province:
Zip:
Country:
Phone:
Fax:

Chapter:
*Email Address:
Alternate Email Address:

Membership Expires: 12/31/2005
HSMAI Special Interest Groups I would like to join:
 Hotel Internet Marketing
 Cruise Internet Marketing
 Revenue Management
 Resort Marketing
 Hotel Director of Sales & Marketing

> SUBMIT



Conference Recaps and Information Resources

Exclusive news and trends for HSMAI members, including a daily news feed, HSMAI Industry Trends Update newsletters, conference recaps and presentations, and sales and marketing solutions.

Update Your Member Record

Update your contact information in our membership records.

Renew Your Membership

Renew your membership.

Search For Members

Search for HSMAI members around the world.

Career Center

The HSMAI Career Center offers members access to resources in the hospitality sales and marketing profession. Whether you are a student or a professional you will find information that is useful as well as informative. Members will have the opportunity to either post or search for a job. Students also have the opportunity to search for internships nationwide as well as learn about available scholarships.

Membership Savings

Check out the additional saving your HSMAI Membership entitles you to!

Special Interest Groups

Learn about our Special Interest Groups. We will be adding Special Interest Groups continually, so be sure to check out this section often!

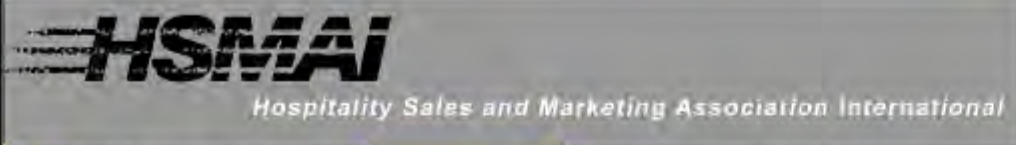
Chapter Information

With over 55 chapters worldwide you can explore the chapter calendar of events, learn how to start a chapter, and learn about chapter activities via chapter newsletters.



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22102 +703-610-9024 Fax: +703-610-9005
HSMAI Europe, Oscarsgt. 81, 0256 Oslo, Norway+47
23 086600 fax: +47 23 086601

F.A.Q
SITE MAP
CONTACT US
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SPECIAL INTEREST GROUPS

In keeping with its overall objective to create relevance for all members, HSMAL is creating a body of knowledge regarding specific disciplines within sales and marketing. The following Advisory Boards or Steering Committees made up of industry leaders are responsible for initiating projects and programming to serve the specific needs of these unique constituencies.

- Travel Internet Marketing Organization
 - Hotel Internet Marketing
 - Cruise Internet Marketing

Resort Marketing

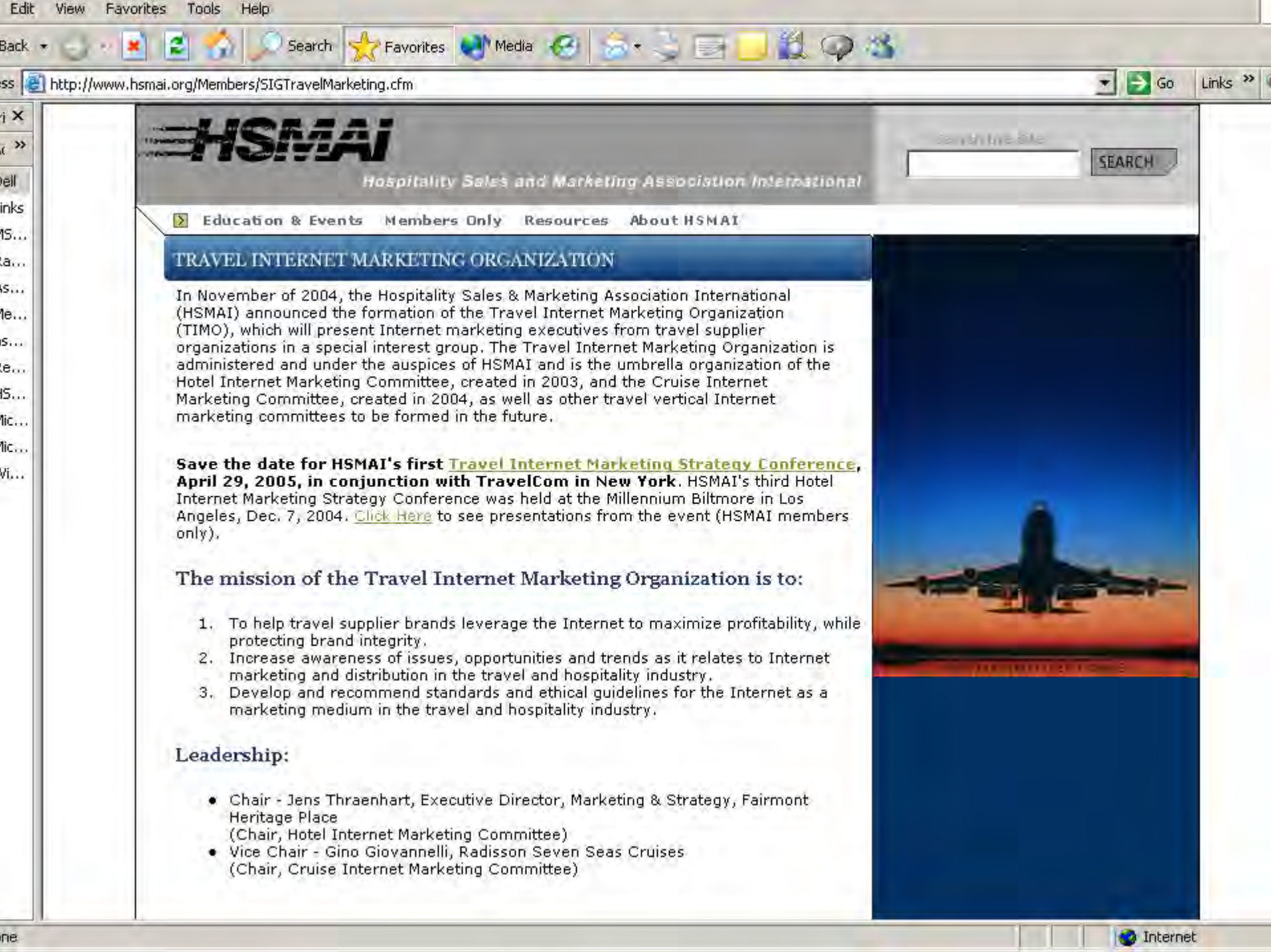
Revenue Management

Hotel Director of Sales and Marketing

HSMAL will continue to create special interest groups and to build services, information and networking opportunities for HSMAL members and the industry at large as interest and opportunity merits.

If you are interested in working with one of the current groups, or in helping HSMAL to create a special interest group, contact HSMAL's president, Bob Gilbert at bgilbert@hsmal.org.





Hospitality Sales and Marketing Association International

Search this site SEARCH

Education & Events Members Only Resources About HSMAI

TRAVEL INTERNET MARKETING ORGANIZATION

In November of 2004, the Hospitality Sales & Marketing Association International (HSMAI) announced the formation of the Travel Internet Marketing Organization (TIMO), which will present Internet marketing executives from travel supplier organizations in a special interest group. The Travel Internet Marketing Organization is administered and under the auspices of HSMAI and is the umbrella organization of the Hotel Internet Marketing Committee, created in 2003, and the Cruise Internet Marketing Committee, created in 2004, as well as other travel vertical Internet marketing committees to be formed in the future.

Save the date for HSMAI's first [Travel Internet Marketing Strategy Conference](#), April 29, 2005, in conjunction with [TravelCom in New York](#). HSMAI's third Hotel Internet Marketing Strategy Conference was held at the Millennium Biltmore in Los Angeles, Dec. 7, 2004. [Click Here](#) to see presentations from the event (HSMAI members only).

The mission of the Travel Internet Marketing Organization is to:

1. To help travel supplier brands leverage the Internet to maximize profitability, while protecting brand integrity.
2. Increase awareness of issues, opportunities and trends as it relates to Internet marketing and distribution in the travel and hospitality industry.
3. Develop and recommend standards and ethical guidelines for the Internet as a marketing medium in the travel and hospitality industry.

Leadership:

- Chair - Jens Thraenhart, Executive Director, Marketing & Strategy, Fairmont Heritage Place (Chair, Hotel Internet Marketing Committee)
- Vice Chair - Gino Giovannelli, Radisson Seven Seas Cruises (Chair, Cruise Internet Marketing Committee)



HOTEL INTERNET MARKETING

Internet marketing specialists from leading hotel companies have united under the auspices of the Hospitality Sales & Marketing Association International (HSM AI) to form a Special Interest Group dedicated to the most pressing and topical issues facing the industry as it relates to Internet marketing.

Save the date for HSM AI's first [Travel Internet Marketing Strategy Conference](#), April 29, 2005, in conjunction with TravelCom in New York. HSM AI's third Hotel Internet Marketing Strategy Conference was held at the Millennium Biltmore in Los Angeles, Dec. 7, 2004. [Click Here](#) to see presentations from the event (HSM AI members only).

Leadership:

Hotel Internet Marketing Advisory Board

- Chair: Jens Thraenhart, Executive Director, Marketing & Strategy, Fairmont Heritage Place
- Vice Chair: James Zito, director, interactive marketing & development, Affinia Hospitality
- Michael Davis, director of interactive strategy & design, Morgan Hotels Group
- Michael Hayward, director, marketing planning and automation, Four Seasons Hotels and Resorts
- Michael Menis, director, global marketing services, InterContinental Hotels Group
- Jerry Johnson, director, eBusiness development, Carlson Hotels Worldwide
- Mara Hannula, senior director, eCommerce marketing, Marriott International
- Bill Carroll, Ph.D., visiting assistant professor, School of Hotel Administration, Cornell University

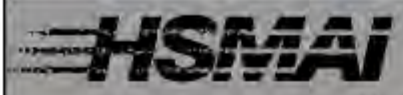


Internet Marketing News

[Top Hoteliers Meet To Debate Crucial Sales And Marketing Strategies](#)
9 February 2005

[GHRSTravel releases its new Travel Agent platform: NOVA](#)
9 February 2005

[Web Optimization | HITEC 2004 Session-Recording | Speakers include Jens Thraenhart \(Fairmont\), Michael Wylie \(Morgan\) and James Zito \(Affinia\)](#)



Hospitality Sales and Marketing Association International

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RESOURCES

Understanding Online Distribution

Online Distribution & CRM

Unmistakably, consumers both in the leisure and business segment, are giving a clear sign to established lodging brands. The question remains whether The Next Wave of Distribution Technology actually Drives Incremental Room Nights or whether it represents a continued trend of Diluting Price? This INDEPTH area provides you with background information such as interviews and consultant articles, related books, related press releases and more...



- Related Books
- Related Documents
- Related Events
- Related Multimedia
- Related Suppliers
- Related News
- Related Websites

RELATED BOOKS

De-Mystifying Distribution: Building a Distribution Strategy One Channel at a Time

This Special Report, written by Cindy Estis Green, was produced by TIG Global (Formerly Thayer Interactive Group) in response to a need in the hospitality industry to better understand how to take advantage of the new and growing online channels in the context of the overall distribution network. It is published by the Foundation of the Hospitality Sales &





Hospitality Sales and Marketing Association International

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RESORT MARKETING

Mission:

To advance the resort sales and marketing discipline and the professional development of its members through information sharing and education. Resortmarketing.org will be the primary resource for resort sales & marketing information and knowledge.

Save the Date for the [Fifth Annual Resort Management Conference](#) sponsored by The University of Denver's School of Hotel, Restaurant & Tourism Management, and HSMIAI, at the Point South Mountain Resort in Phoenix, AZ.

Leadership:

Resort Marketing Committee

Resort Management Representatives:

- Chair: Frank Fredericks, Director of Sales and Marketing, Wild Dunes Resort
- Co-Chair: John Washko, Director of Sales and Marketing, The Broadmoor Hotel & Resort
- John L. Quigley, Senior Vice President, Silvertree Properties
- Jean Spaulding, Vice President, Sales, Interstate Hotels & Resorts
- Abid Butt, Managing Director, Benchmark Hospitality
- Tjibbe Lambers, Marketing & Promotions Manager, Hershey Resort Marketing
- Bill Peters, Vice President, Reservations, Outrigger Hotels & Resorts
- Don Weintraub, VP Destination Sales and Marketing, Loreto Bay Company

Vendors Representatives:

- Mike Pusateri, Executive Vice President, TIG Global



10077378 HARALD SUND/ GETTY IMAGES

Resort Marketing News

[Fairmont Hotels & Resorts Extends Brand With New Private Residence Club Product](#)
2 February 2005

[AFM Hospitality Corporation to acquire Hospitality Resources Worldwide, LLC, owner of The Insider Collection®](#)
2 February 2005

[American Resort Development Association Honors 18 Industry Professionals with](#)

- Resort
- John L. Quigley, Senior Vice President, Silvertree Properties
 - Jean Spaulding, Vice President, Sales, Interstate Hotels & Resorts
 - Abid Butt, Managing Director, Benchmark Hospitality
 - Tjibbe Lambers, Marketing & Promotions Manager, Hershey Resort Marketing
 - Bill Peters, Vice President, Reservations, Outrigger Hotels & Resorts
 - Don Weintraub, VP Destination Sales and Marketing, Loreto Bay Company

Vendors Representatives:

- Mike Pusateri, Executive Vice President, TIG Global
- Cindy Estis-Green, Managing Partner, The Estis Group
- Sal Dickinson, Chief Exec., Dickinson & Associates
- Laurie O'Connell, Account Manager | Resort Technology Partners
- Mia Vlaar, Account Manager | Resort Technology Partners

For more information, contact HSMIAI Project Manager: Jan Imperia at JanImpl@aol.com

Resort Marketing Special Interest Group Member Benefits:

HSMIAI members who are participants in the Resort Marketing Special Interest Group will receive quarterly Resort Marketing Update email newsletters. Participants will also:

- Be able to participate in a member only discussion forum Web Board
- Will have access to exclusive Resort Marketing resources and the latest news from Hsyndicate
- Will receive invitations and preferred pricing at HSMIAI events
- Will receive all of the other benefits of HSMIAI membership, including a subscription to the quarterly HSMIAI Marketing Review magazine, and the ability to attend regional HSMIAI chapter events
- Participants will be eligible to take part in the Resort Best Practices Initiative. Detailed results of the study will be available only to subscribers and presented at the annual Resort Management Conference, co-sponsored by HSMIAI and University of Denver School of Hotel, Restaurant and Tourism Management. Please [Click Here](#) for more information on the Resort Best Practices Initiative, or [Click Here](#) for a copy of the initiative registration form

[Fairmont Hotels & Resorts Extends Brand With New Private Residence Club Product](#)
2 February 2005

[AFM Hospitality Corporation to acquire Hospitality Resources Worldwide, LLC, owner of The Insider Collection®](#)
2 February 2005

[American Resort Development Association Honors 18 Industry Professionals with Designat](#)
25 January 2005

[Sonesta Announces Agreement to Redevelop Key Biscayne Resort](#)
19 January 2005

[Kerzner Promotes Howard Karawan to Divisional President/Managing Director](#)
23 December 2004



RESOURCES

Resort Marketing

How "The New Normal" is impacting a range of issues, from consumer behavior to distribution channel management and profit control, shaped the solutions-driven agenda at the 2004 Resort Management Conference. The over-riding consensus was that resorts are well positioned to benefit from all aspects of today's state of affairs, with three areas crucial to their success: (1) knowing how to manage the new network of distribution channels and the promotional opportunities associated with them; (2) maintaining an ever closer awareness of the distribution and consumer behavior landscape and (3) managing profit by emphasizing those revenue centers that have the highest margins. This section provides an overview of recent news, documents, links and upcoming events.

- [Related Books](#)
- [Related Documents](#)
- [Related Events](#)
- [Related Multimedia](#)
- [Related News](#)

RELATED BOOKS

Hospitality Sales and Marketing - Fourth Edition

Success in the hospitality industry depends on practitioners knowing the most up-to-date strategies for effectively marketing and selling the products and services of hospitality. The fourth edition of Hospitality Sales and Marketing, published by the Educational Institute of the American Hotel & Lodging Association, offers readers useable, relevant information that can be readily understood and applied in the practice of a hospitality marketing or sales career.

[Click Here to Order Online](#)



Marketing To Women - How To Understand, Reach and Increase Your Share of the World'

Women are the world's most powerful consumers." So begins Barletta as she presents her thesis that men's marketing doesn't work for women.



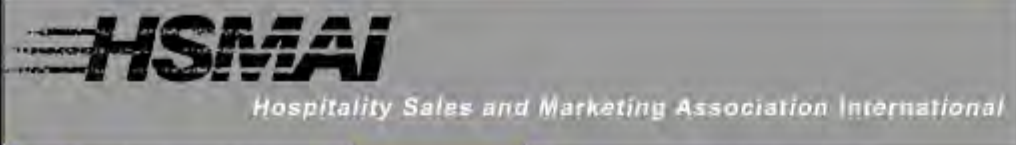
2001-0738-001 David Madison/Getty Images

New Hotel Director of Sales *Special Interest Group*

- New “Sig” in development
- Will have an advisory board/committee
- Will have it’s own website and resources on hsmmai.org site
- Goal is to add value to our largest category of membership with additional specialized services

What can you do?

- Know where to direct your “Sig” members for new HSMAI resources
- Drive your local membership with new members in the “Sig” groups
- Use your “Sig” members for panels and speakers for your local programs



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 - News Update

MEMBERSHIP SAVINGS

USE YOUR MEMBERSHIP IN HSMIA TO SAVE, SAVE, SAVE!

- [Administrative and General](#)
- [Career Services](#)
- [Educational Programs/Services](#)
- [Lead Generation](#)
- [Marketing Services](#)
- [Promotional Items](#)

Administrative and General

1800-Flowers.com

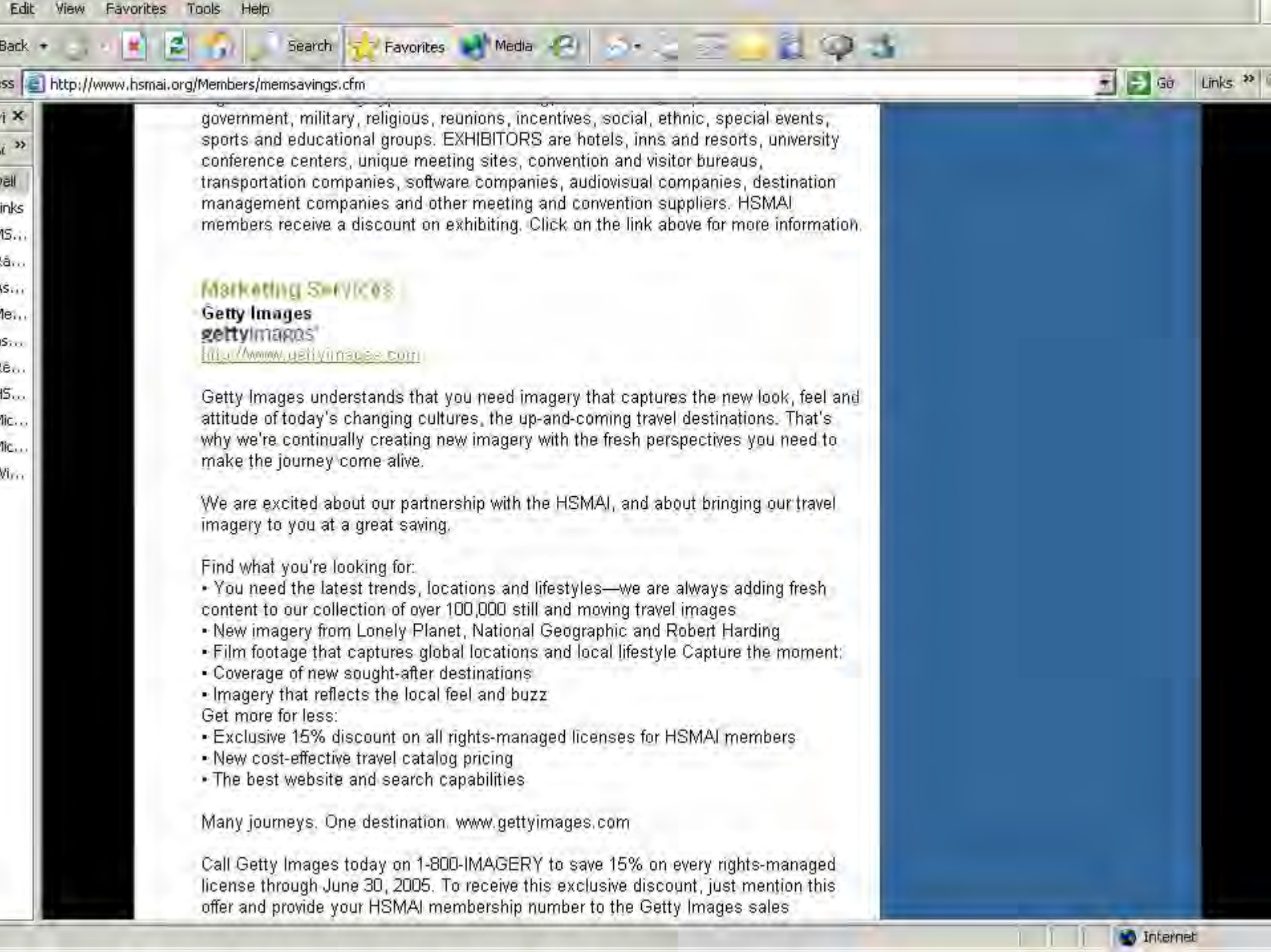
[1-800-flowers.com](http://www.1800flowers.com)

<http://www.1800flowers.com>

Someone is celebrating something today – and we've got the perfect gift!

Inside our online store you'll find an exciting and extensive array of thoughtful gift products including great gourmet baskets, elegant candies, unique novelties, fine giftware and, of course, the prettiest flowers and plants in the world! We have something for every sentiment, holiday and occasion. We back all our gifts with a 100% Satisfaction Guarantee and we will deliver across the street or around the world. As a special benefit for HSMIA members, enjoy a 10% discount! To place an order and receive your discount, simply check out your order with site code 10004.





government, military, religious, reunions, incentives, social, ethnic, special events, sports and educational groups. EXHIBITORS are hotels, inns and resorts, university conference centers, unique meeting sites, convention and visitor bureaus, transportation companies, software companies, audiovisual companies, destination management companies and other meeting and convention suppliers. HSMAL members receive a discount on exhibiting. Click on the link above for more information.

Marketing Services

Getty Images

gettyimages

<http://www.gettyimages.com>

Getty Images understands that you need imagery that captures the new look, feel and attitude of today's changing cultures, the up-and-coming travel destinations. That's why we're continually creating new imagery with the fresh perspectives you need to make the journey come alive.

We are excited about our partnership with the HSMAL, and about bringing our travel imagery to you at a great saving.

Find what you're looking for:

- You need the latest trends, locations and lifestyles—we are always adding fresh content to our collection of over 100,000 still and moving travel images
- New imagery from Lonely Planet, National Geographic and Robert Harding
- Film footage that captures global locations and local lifestyle Capture the moment:
- Coverage of new sought-after destinations
- Imagery that reflects the local feel and buzz

Get more for less:

- Exclusive 15% discount on all rights-managed licenses for HSMAL members
- New cost-effective travel catalog pricing
- The best website and search capabilities

Many journeys. One destination. www.gettyimages.com

Call Getty Images today on 1-800-IMAGERY to save 15% on every rights-managed license through June 30, 2005. To receive this exclusive discount, just mention this offer and provide your HSMAL membership number to the Getty Images sales

gettyimages®

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Contemporary photography, illustration and archival images.
- > **Editorial**
News, sports, entertainment and archival images for editorial use.
- > **Film**
Commercial-quality cinematography—from rare archival footage to hypermodern clips.
- > **Photo Assignments**
Commission world-class photography—get the shots you need.
- > **Media Management Services**
Tools designed to manage your licenses and digital assets.



New collections, names you'll recognize -- **see our new image partners.**

Select Country: Deutschland España France United Kingdom **United States** 台

will assist members with preparing their marketing plans. The data available in the STR Marketing Plan Databook includes:

- Local Market Competition Analysis
- Ready-Made Charts and Graphs
- Current and Historic Occupancy Trends

This invaluable resource is available at a discounted \$370 to HSMAL members. Call 615-338-3510 for details and to order.

[Click Here](#) to view a sample Databook.

Usability Sciences Corporation



<http://www.usabilitysciences.com>

USC provides a variety of research service which measures the effectiveness of hospitality web sites and provide guidance for web site booking improvement.

Promotional Items

HSMAL Promotional Products Web Store

<http://www.myaia.com/hsmal>

HSMAL has partnered with Adventures in Advertising to offer members a 50% discount on set up charges and a discounted rate for all promotional items in our new Webstore. Members can take advantage of this offer for their own businesses or HSMAL chapters. If you have any questions contact Doug Kaltenberg with Adventures in Advertising at doug@marcommpromos.com or 503-356-8713.



Search by text or item no.
 Go

Search by product type
Please select

Search by price range
Please select

Search by end usage
Please select

- Advanced Searching
- Quick Links
- Questions?

Welcome to the official HSMIA Promotional Products web store. As a member of HSMIA you are encouraged to search our new site for 100's of ideas to help you promote your business. Or, call our preferred provider for personal attention. All HSMIA members will receive an immediate 50% discount on all setup charges listed in this site, plus, by taking advantage of our nationally negotiated pricing you will receive the best possible value....and support HSMIA at the same time.



Trade Show
Get the most exposure for your money

Quick Ship
For Items You Needed Yesterday
Work Days

Travel

Meeting Planners
No more missing meetings with these products!

Gift Sets
Premium gifts for your premium clients

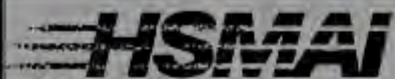
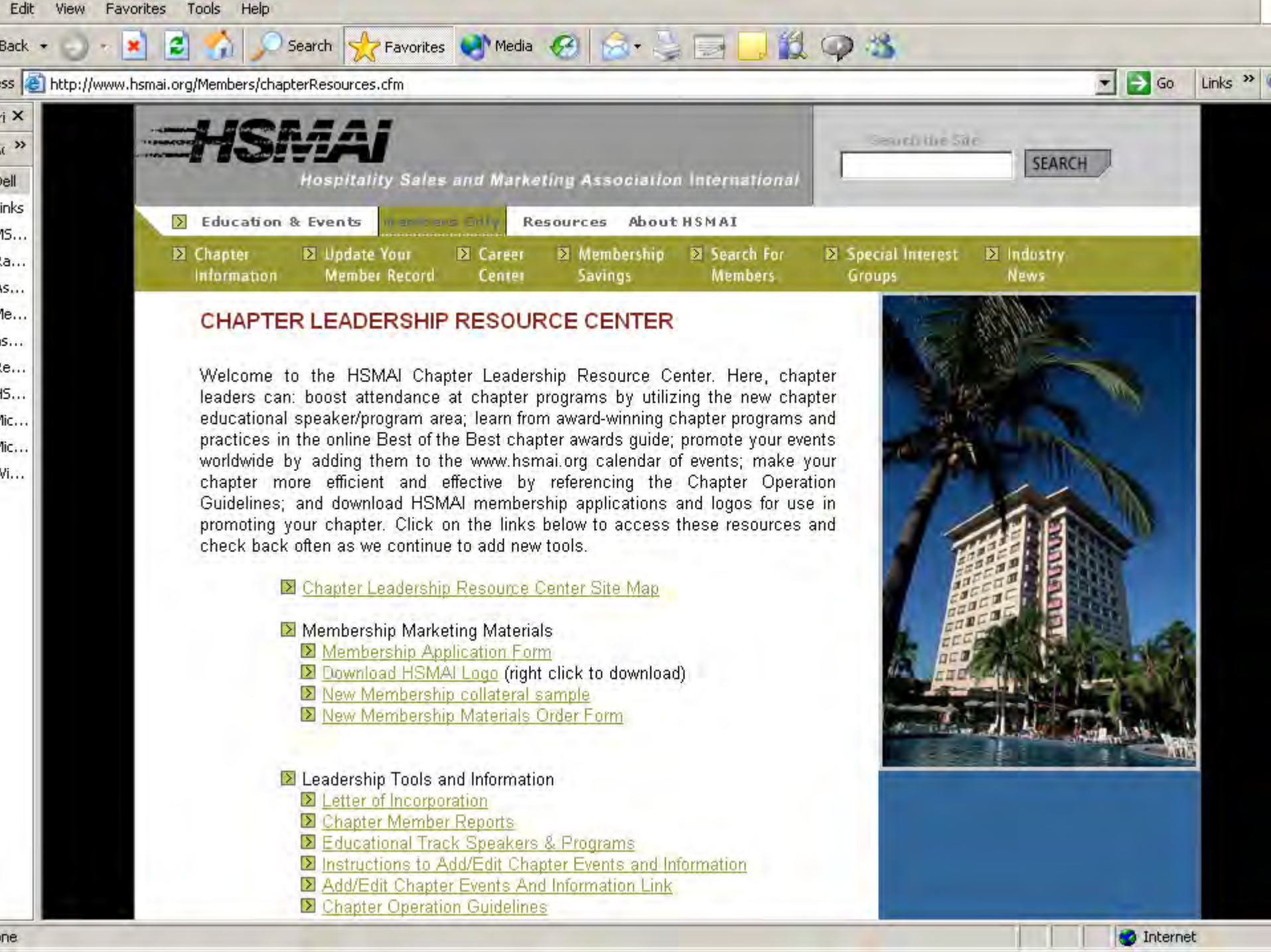
Bic Products
Great Ways to Write Your Message

Welcome to the HSMIA Web Store! Remember. all HSMIA members save 50% on Set-ups.

Flip-Top Business Card Holder

As low as \$9.65 - Click for Details
Related Products | Similarly Priced Products





Hospitality Sales and Marketing Association International

Search the Site

SEARCH

Education & Events **Members Only** Resources About HSMIAI

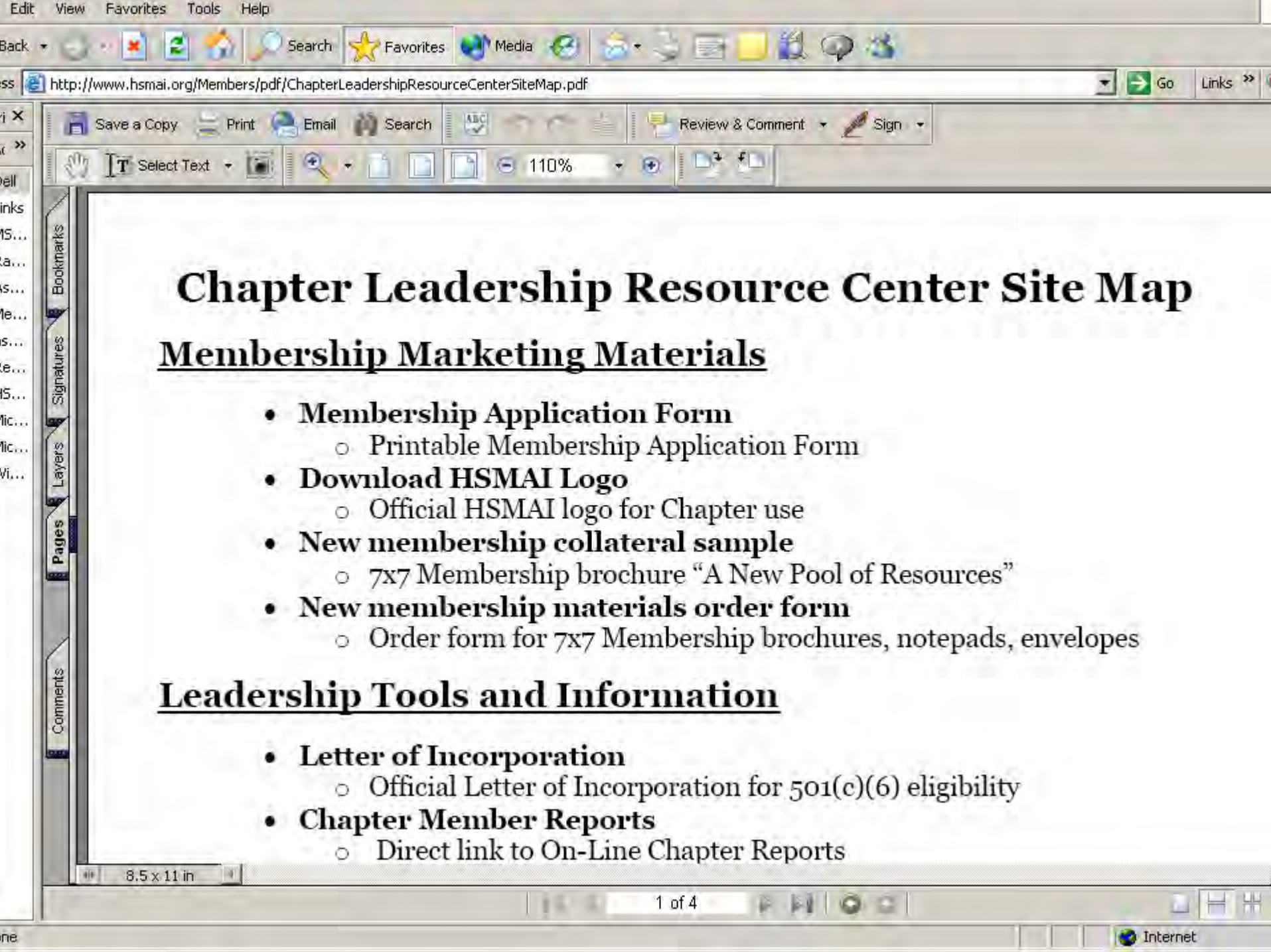
Chapter Information Update Your Member Record Career Center Membership Savings Search For Members Special Interest Groups Industry News

CHAPTER LEADERSHIP RESOURCE CENTER

Welcome to the HSMIAI Chapter Leadership Resource Center. Here, chapter leaders can: boost attendance at chapter programs by utilizing the new chapter educational speaker/program area; learn from award-winning chapter programs and practices in the online Best of the Best chapter awards guide; promote your events worldwide by adding them to the www.hsmia.org calendar of events; make your chapter more efficient and effective by referencing the Chapter Operation Guidelines; and download HSMIAI membership applications and logos for use in promoting your chapter. Click on the links below to access these resources and check back often as we continue to add new tools.

- ✦ [Chapter Leadership Resource Center Site Map](#)
- ✦ [Membership Marketing Materials](#)
 - ✦ [Membership Application Form](#)
 - ✦ [Download HSMIAI Logo](#) (right click to download)
 - ✦ [New Membership collateral sample](#)
 - ✦ [New Membership Materials Order Form](#)
- ✦ [Leadership Tools and Information](#)
 - ✦ [Letter of Incorporation](#)
 - ✦ [Chapter Member Reports](#)
 - ✦ [Educational Track Speakers & Programs](#)
 - ✦ [Instructions to Add/Edit Chapter Events and Information](#)
 - ✦ [Add/Edit Chapter Events And Information Link](#)
 - ✦ [Chapter Operation Guidelines](#)





Chapter Leadership Resource Center Site Map

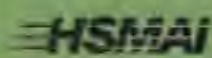
Membership Marketing Materials

- **Membership Application Form**
 - Printable Membership Application Form
- **Download HSMIAI Logo**
 - Official HSMIAI logo for Chapter use
- **New membership collateral sample**
 - 7x7 Membership brochure "A New Pool of Resources"
- **New membership materials order form**
 - Order form for 7x7 Membership brochures, notepads, envelopes

Leadership Tools and Information

- **Letter of Incorporation**
 - Official Letter of Incorporation for 501(c)(6) eligibility
- **Chapter Member Reports**
 - Direct link to On-Line Chapter Reports

chapter leadership



In This Issue:

- [Special Leadership Forum items:](#)
- [Chapter Leadership Forum](#)
- [Ideas for Pre and Post Forum Fun](#)
- [Hotel Information](#)
- [Airline Information](#)
- [Travel Schedule](#)
- [Connections](#)

update

Hospitality Sales & Marketing Association International



powered by... MagnetMail

hsmail.org

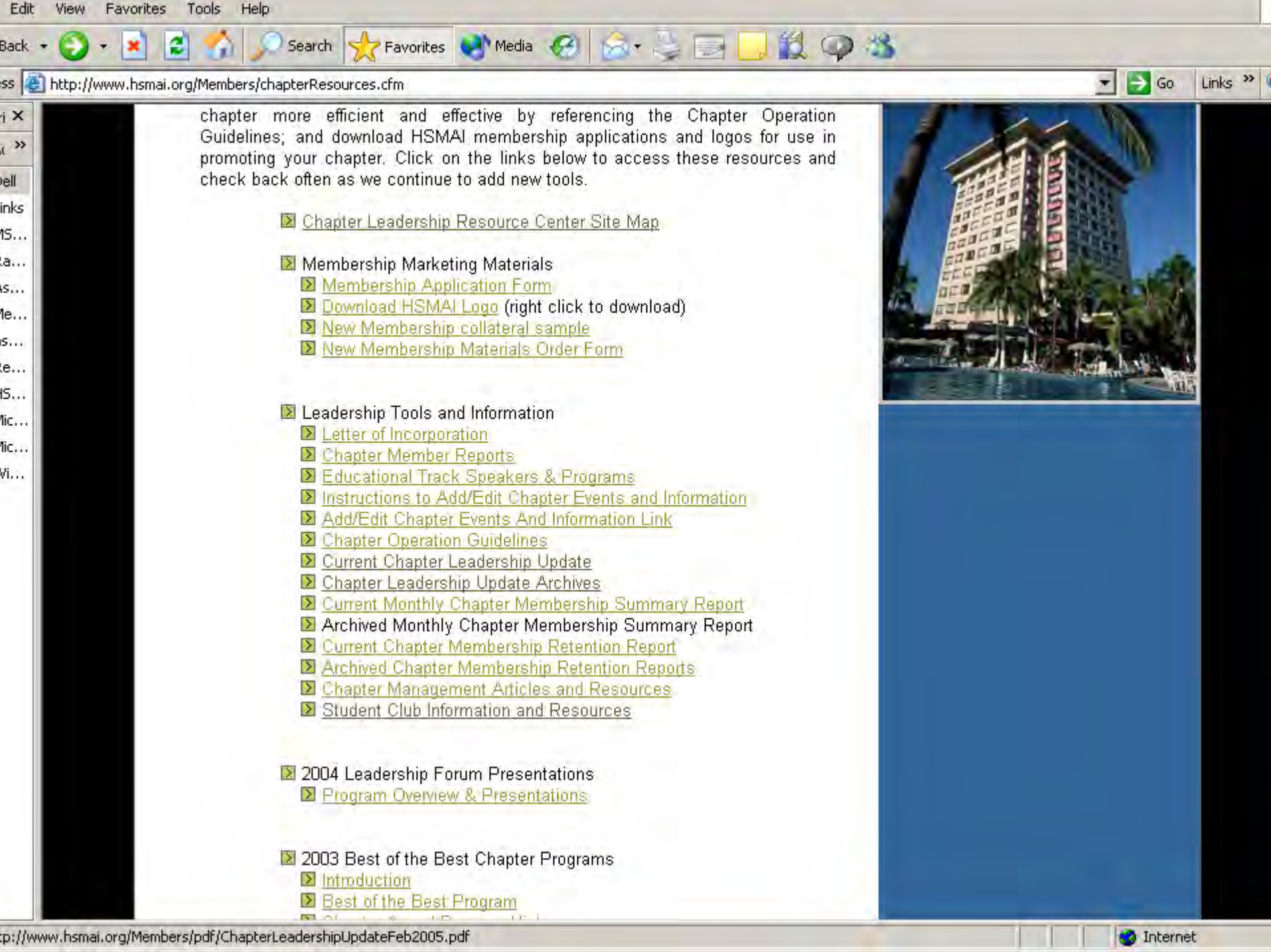
Special 2005 Chapter Leadership Forum Issue

We are pleased to extend a special invitation to all chapter board members to join us for this year's HSMIA Chapter Leadership Forum at the:



5th Avenue Suites Hotel
by Kimpton Hotels
Portland, Oregon
May 18-20, 2005

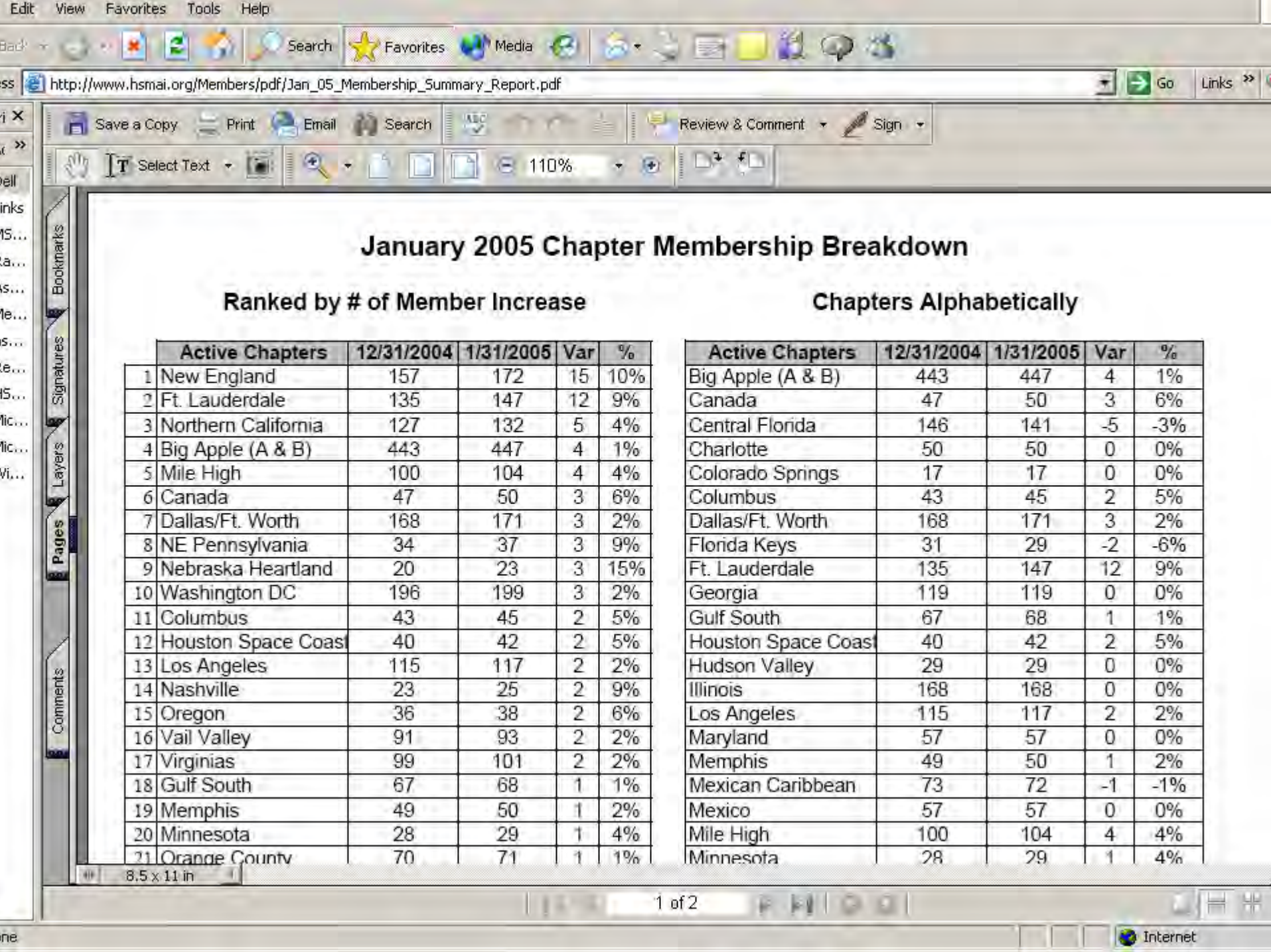
Portland is big on livability, big on visit-ability and is very accessibility. Proclaimed as America's "Best Big City" by Money Magazine. Come to the 2005 Chapter Leadership Forum and get a firsthand look!



chapter more efficient and effective by referencing the Chapter Operation Guidelines; and download HSMIAI membership applications and logos for use in promoting your chapter. Click on the links below to access these resources and check back often as we continue to add new tools.

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 - [Add/Edit Chapter Events And Information Link](#)
 - [Chapter Operation Guidelines](#)
 - [Current Chapter Leadership Update](#)
 - [Chapter Leadership Update Archives](#)
 - [Current Monthly Chapter Membership Summary Report](#)
 - [Archived Monthly Chapter Membership Summary Report](#)
 - [Current Chapter Membership Retention Report](#)
 - [Archived Chapter Membership Retention Reports](#)
 - [Chapter Management Articles and Resources](#)
 - [Student Club Information and Resources](#)
- [2004 Leadership Forum Presentations](#)
 - [Program Overview & Presentations](#)
- [2003 Best of the Best Chapter Programs](#)
 - [Introduction](#)
 - [Best of the Best Program](#)





January 2005 Chapter Membership Breakdown

Ranked by # of Member Increase

	Active Chapters	12/31/2004	1/31/2005	Var	%
1	New England	157	172	15	10%
2	Ft. Lauderdale	135	147	12	9%
3	Northern California	127	132	5	4%
4	Big Apple (A & B)	443	447	4	1%
5	Mile High	100	104	4	4%
6	Canada	47	50	3	6%
7	Dallas/Ft. Worth	168	171	3	2%
8	NE Pennsylvania	34	37	3	9%
9	Nebraska Heartland	20	23	3	15%
10	Washington DC	196	199	3	2%
11	Columbus	43	45	2	5%
12	Houston Space Coast	40	42	2	5%
13	Los Angeles	115	117	2	2%
14	Nashville	23	25	2	9%
15	Oregon	36	38	2	6%
16	Vail Valley	91	93	2	2%
17	Virginias	99	101	2	2%
18	Gulf South	67	68	1	1%
19	Memphis	49	50	1	2%
20	Minnesota	28	29	1	4%
21	Orange County	70	71	1	1%

Chapters Alphabetically

	Active Chapters	12/31/2004	1/31/2005	Var	%
Big Apple (A & B)	443	447	4	1%	
Canada	47	50	3	6%	
Central Florida	146	141	-5	-3%	
Charlotte	50	50	0	0%	
Colorado Springs	17	17	0	0%	
Columbus	43	45	2	5%	
Dallas/Ft. Worth	168	171	3	2%	
Florida Keys	31	29	-2	-6%	
Ft. Lauderdale	135	147	12	9%	
Georgia	119	119	0	0%	
Gulf South	67	68	1	1%	
Houston Space Coast	40	42	2	5%	
Hudson Valley	29	29	0	0%	
Illinois	168	168	0	0%	
Los Angeles	115	117	2	2%	
Maryland	57	57	0	0%	
Memphis	49	50	1	2%	
Mexican Caribbean	73	72	-1	-1%	
Mexico	57	57	0	0%	
Mile High	100	104	4	4%	
Minnesota	28	29	1	4%	

HSMAI Chapter Educational Programs

This is your source for exclusive high-quality, timely educational resources for chapter programs. Here you will find:

- [Speaker Directory](#) - information on industry leaders who are available to give presentations to HSMAI chapters on cutting-edge topics from marketing on the Internet to strategic market planning, including subject content and booking details.
- [eConference Archives](#) - These inexpensive archive files include the original PowerPoint presentations and audio given during recent HSMAI eConferences - online programs feature a broad range of industry experts on topics covering Sales Strategies and Tactics, Sales and Marketing Management, E-Commerce, and Revenue Management. Econference participants view the visual portions of the presentation by logging onto the Internet and hear the audio portions by dialing into an audio conference call.
- [HSMAI Today](#) - PowerPoint presentation giving the details of how HSMAI members can get the most out of their memberships, and current statistics and predictions for where the industry is headed.
- [Best Practice Chapter Blueprint](#) - Learn from chapter award winning programs, and new Chapter ideas that work.

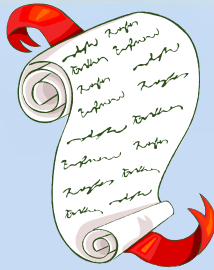
Click on the links below for more on each of these educational resources. Please call Fran Brasseux, Vice President of Chapter Relations and Membership at (703) 610-9024 or Margie Sheffer at (877) 643-3511 with questions or comments.





Chapter Leadership Top Ten “To Do” Stuff

1. Be sure your board has a membership plan!
2. *Goal this year is 4290 members or +13%*
3. *Participate in the Jan/Feb New President’s Orientation Calls - ie like today!*
4. Participate in President’s Conference calls - every month - 4th Monday at 2pm EST
5. Attend annual Leadership Forum - May 18-20, 2005 - Portland, Oregon - plus please send your MD and Pres-elect as well!
6. Read your Chapter Leadership Updates - quarterly email message from headquarters - *read/print/file*
7. Help us plan your Fall Regional Sessions - ensure we get dates and full new board attendance
8. Send us your list of new board members for 2006 by December 10th
9. Always give us your input at the end of the year in the “Past President’s Survey (*this year we only got 50%*)
10. Please be responsive - ok to say you will get to our email later, but please be sure to let us know you received it and when we can expect a response



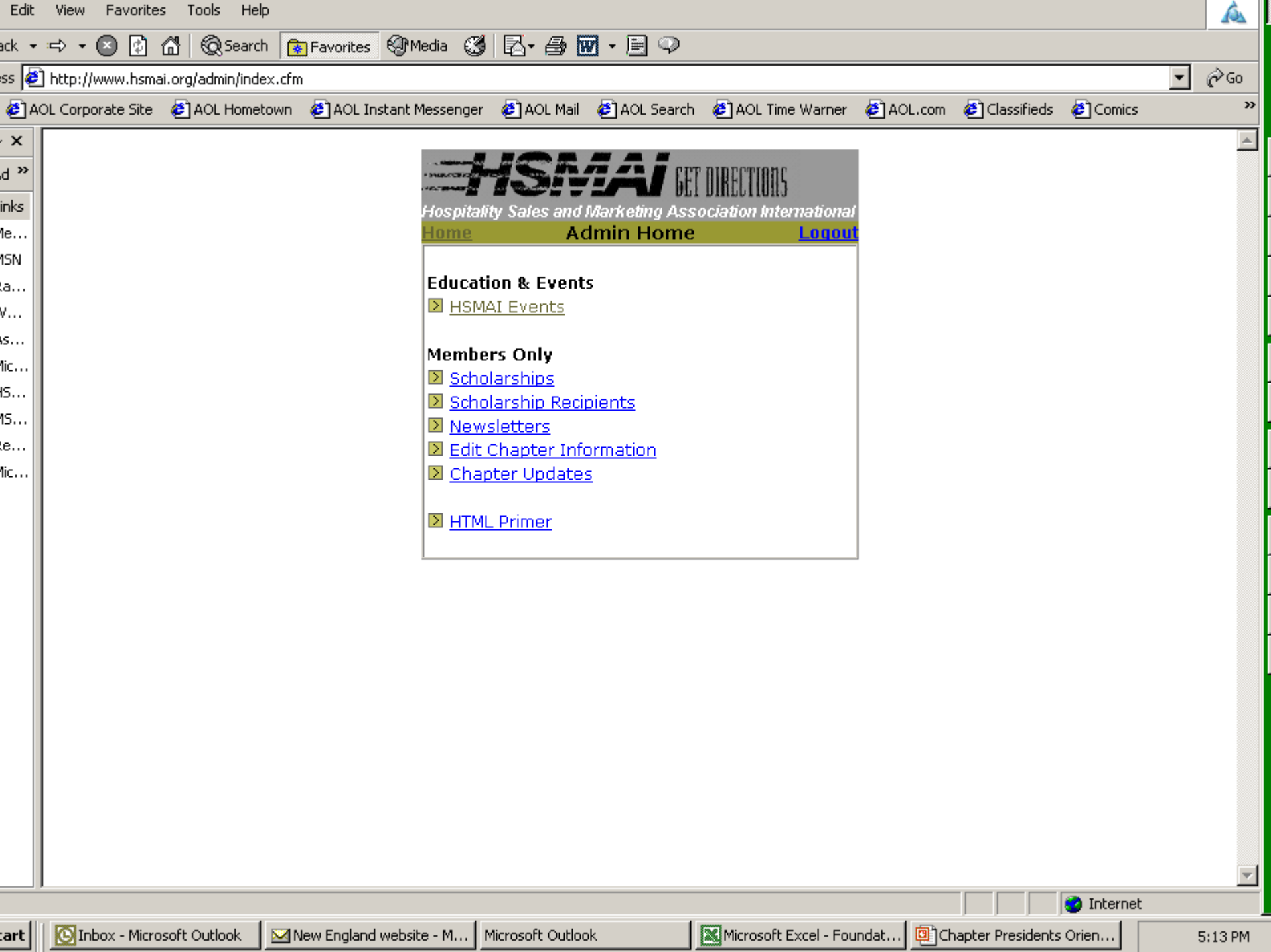
What Else?

- Promote membership & programs
- Publish ads sent
- Adopt local colleges
- Leverage “members only” section of web site
- Publish Fran/Margie’s bi-monthly “Chapter Chatter”
- Make sure we always have a current board roster
- Contribute to the Foundation’s student scholarship & work fund
- Ensure Margie and Fran are on your mailing list
- Stay in touch, ask for help, share successes
- And.....

Reminder

Please be sure to have some one
always post your events on the
hsmmai.org site!





HSMIA GET DIRECTIONS

Hospitality Sales and Marketing Association International

[Home](#) [Admin Home](#) [Logout](#)

Education & Events

➤ [HSMIA Events](#)

Members Only

➤ [Scholarships](#)

➤ [Scholarship Recipients](#)

➤ [Newsletters](#)

➤ [Edit Chapter Information](#)

➤ [Chapter Updates](#)

➤ [HTML Primer](#)



Search the Site SEARCH

- Education & Events
- Members Only
- Resources
- About HSMAI
- Travel Industry Competition
- HSMAI Events Calendar
- Scholarship Opportunities
- Meeting Planner Events
- Professional Development

EDUCATION AND EVENTS

HSMAI offers educational opportunities for all levels of sales and marketing professional through programs sponsored by the national office, European division and individual chapters. These programs range from networking and panel discussions on business trends at the local level to conferences and seminars that touch on international travel and hospitality issues. HSMAI also offers educational opportunities and business-building opportunities specifically for meeting planners at our HSMAI Affordable Meetings and HSMAI Meetings Quest events across the country. To search for HSMAI events that may be taking place in your region or are geared toward specific subjects, you can use the search function on this page.

EVENT SEARCH

Chapter: All Events

Category: Chapter Events
eConference Archives
Educational Programs

Date: (mm/yyyy)

Keyword:

Search

- UPCOMING EVENTS**
- HSMAI Airline and Hotel Contracting Strategy Conference**
Mar 02, 2005
HSMAI Airline and Hotel Contracting Strategy Conference
 - Fifth Annual Resort Management Conference**
Apr 03, 2005
Cosponsored by HSMAI
 - HSMAI's Affordable Meetings Mid-America**
Apr 06, 2005
HSMAI's Affordable Meetings Mid-America
 - HSMAI Travel Internet Marketing Strategy Conference**
Apr 09, 2005
First HSMAI Travel Internet Marketing Strategy Conference
 - HSMAI's Affordable Meetings West**
Jun 15, 2005
HSMAI's Annual Affordable Meetings West meeting planner show

- UPCOMING INDUSTRY EVENTS**
- [Annual Hotel Association of Canada Conference & Trade Show](#)
15 - 16 February 2005
 - [ResExpo 2005](#)
1 - 3 March 2005
 - [View All Industry Events](#)



Search the Site SEARCH

- Education & Events
- Members Only
- Resources
- About HSMIAI
- Travel Industry Competition
- HSMIAI Events Calendar
- Scholarship Opportunities
- Meeting Planner Events
- Professional Development

HSMIAI EVENTS CALENDAR

Chapter Events

- ["Put Me In, Coach"](#)
 Chapter: BIG APPLE
 Feb 16, 2005 - Feb 16, 2005
- [Revive in 2005](#)
 Chapter: SOUTHWEST FLORIDA
 Feb 17, 2005
- ["Best Available Rate"](#)
 Chapter: PHOENIX, GREATER
 Feb 17, 2005 - Feb 17, 2005
- [Revenue Management by Travel Click](#)
 Chapter: NORTHERN CALIFORNIA
 Feb 21, 2005 - Feb 21, 2005
- [Where Do We Go From Here?](#)
 Chapter: CENTRAL FLORIDA
 Feb 24, 2005 - Feb 24, 2005
- ["There's No 'I' in Team"](#)
 Chapter: BIG APPLE
 Mar 03, 2005 - Mar 03, 2005

> EVENT SEARCH

Chapter:

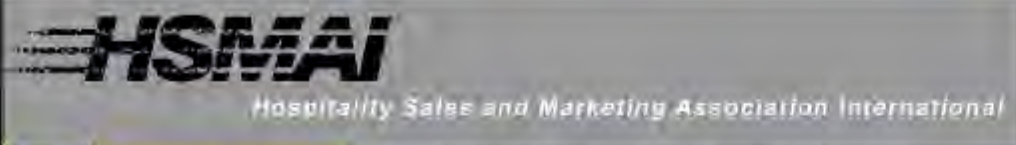
Category:

Date: (mm/yyyy)

Keyword:

> UPCOMING INDUSTRY EVENTS

- [Annual Hotel Association of Canada Conference & Trade Show](#)
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Search the Site SEARCH

- Members Only
- Resources
- About HSM AI
- Travel Industry Competition
- HSM AI Events Calendar
- Scholarship Opportunities
- Meeting Planner Events
- Professional Development

EVENT DETAIL

"Put Me In, Coach"

Date: February 16, 2005 - February 16, 2005
 Location: USA TODAY Offices, 535 Madison Ave. (entrance on 54th St.), 31st Floor

Join speaker Mike Fegley, VP Global Sales, InterContinental Hotels Group as we explore and offer insights on: § How to determine if your sales force is "broken" § How to develop a smart, skilled, highly motivated sales team who understands their role in helping the organization succeed § How to unleash your sales staff's desire to excel
 WHEN: Wednesday, February 16, 2005 5:30-6:00 PM Registration and Networking 6:00-7:30 PM Program and Q&A 7:30-8:15 PM Wine & Cheese Networking Reception
 WHERE: USA TODAY Offices, 535 Madison Ave. (entrance on 54th St.), 31st Floor

[Register Now!](#)

Chapter Name: [BIG APPLE](#)
 Chapter President: Thomas Travers, General Manager, Beacon Hotel
 2130 Broadway
 New York, NY 10023 USA
 Work Phone: 212/362-0025
 Fax Number: 212/787-8119
 Email: ttravers@beaconhotel.com
[Chapter Events](#)

EVENT SEARCH

Chapter: All Events

Category: All Events
eConferences
Affordable Meetings

Date: (mm/yyyy)

Keyword:

Search

UPCOMING INDUSTRY EVENTS

- [Annual Hotel Association of Canada Conference & Trade Show](#)
15 - 18 February 2005
- [ResExpo 2005](#)
1 - 3 March 2005

Your HSMAI Charter Standards

- Produce a minimum of four educational programs
- Produce a minimum of four forms of general communication to your members
- Produce one event with customers
- Produce a program of recognition
- Maintain a minimum of 25 members

Your HSMAI Charter Agreement

- Correct use of trademarked name
- Approval of by-laws
- Geographic territory
- Financial liability
- Revocation of Charter
- Antitrust
- Dissolution

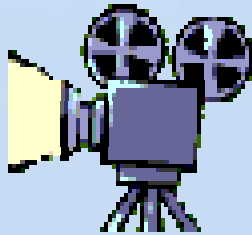
Announcing New Resources on eConnect

- HSMAI “clearinghouse” online service just launched in February 04 for members only.
- Designed with University of Houston as a one-stop shopping resource for travel and marketing information, research, contacts and best practices.
- Funded by HSMAI Foundation Partners

Announcing New Resources on



- Richer content refreshed daily
- Personalized services for members
- Interactive capabilities
- New website host
- Open for viewership - March 2005



New Ideas Coming Soon!

- Executive Elite Membership for Senior Execs - announced in December 04
- Chapter Assessment Report (CAR) - May Leadership
- New Website Development Plan - 2nd Qtr 2005
- Conference Call Affinity Partnership to benefit conference/committee calls at chapter level - 2nd Qtr 2005
- New HSMAI University public and online sessions
 - Partnership with Chapters - public venue sessions
 - Revenue Management - 9 cities + possible 10 more
 - Internet Marketing - webinars
 - Sales Essentials - to be scheduled but planned for 10 cities

Our desire for you

- Increase membership retention
- Achieve net membership growth
- Ensure a succession plan is in place
- Quality and balanced program of work - with increase in program attendance
- Have fun, learn something new, take advantage of the wealth of ideas and connections!

Questions??



Thank You!

For your time and your
commitment to HSMAI in 2005!

