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Faculty Members Benefit From HSMIAI Resources

Faculty members in hospitality programs around the world enjoy the benefits of membership in the Hospitality Sales and Marketing Association International, including a subscription to the *HSMIAI Marketing Review*, discounts on HSMIAI publications and HSMIAI University courses, and access to the eConnect online research and resource center.

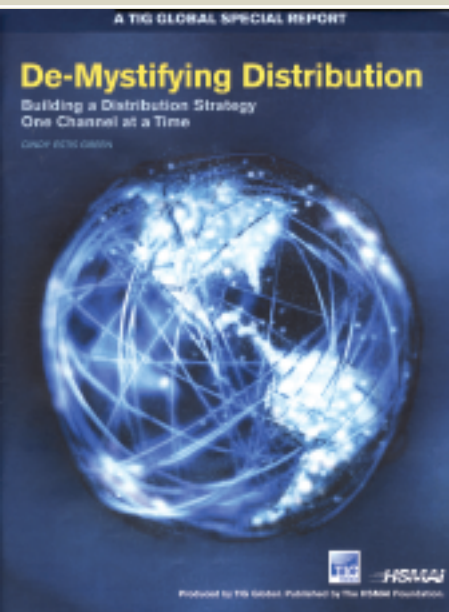
For just \$60 per year

(rate varies per European chapter), faculty members can join HSMIAI and receive the leading publication in the hospitality sales and marketing field. A sample of articles from the Spring 2005 issue of this quarterly publication include features on the future of sales & marketing, hotel rating systems, boutique hotels, and case studies from the 2004 Adrian Awards competition.



The Top 10 Ways Faculty Can Interact With HSMIAI:

- 1** Join.
- 2** Submit articles for the *HSMIAI Marketing Review*.
- 3** Attend chapter events, HSMIAI University programs (at a 50% discount) and Strategy Conferences.
- 4** Use the eConnect online resource/research site.
- 5** Distribute scholarship, and other information on HSMIAI to students.
- 6** Invite local chapter leaders to guest lecture.
- 7** List HSMIAI as a resource in course material.
- 8** Submit a proposal to conduct research for HSMIAI.
- 9** Encourage students in sales and marketing classes and those interested in a career in sales and marketing to join HSMIAI as student members.
- 10** Access past *Marketing Review* articles via www.hsmiai.org.



HSMAI, TIG Global Publish Distribution Strategy Guide for Hotel Industry

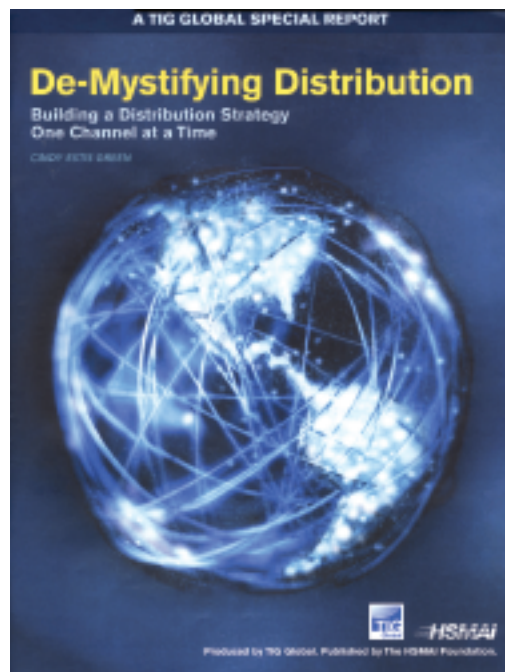
TIG Global, an Internet marketing firm, and HSMAI recently released a Special Report designed to “de-mystify distribution” in the hotel industry. It is a comprehensive guide that was developed in response to a need in the industry to better understand how to take advantage of the new and growing distribution network for hotel services.

“In publishing this report, it became clear that our industry’s knowledge of the Internet distribution landscape has been fragmented,” said Robert A. Gilbert, CHME, CHA, president and CEO of HSMAI. “Those who deal with central reservations and GDS are experts in that area, and those who manage hotel or brand websites also know this area very well. However, many hotel general managers, directors of sales and marketing and executives in ownership groups, management companies, and brands have only cursory understanding of how certain aspects of distribution affect their hotels. In response, TIG Global has taken a leadership role in distribution strategy and wants to see the industry move beyond the silos of knowledge that have evolved to improve everyone’s grasp of this crucial subject.”

“The three main areas that hotels need to focus on are effectively utilizing their technologies, managing their own websites, and mastering revenue and channel management,” said Cindy Estis Green, the report author and immediate past chair of the HSMAI Foundation. “And, the three areas the hospitality industry as a whole must address are market segmentation, better use of business intelligence, and ensuring the hotel organization and budgeting process supports their distribution strategies.”

The Special Report was written for executives within individual hotels, ownership groups and corporate offices of brands and franchise groups in order to:

1. Outline the implications of changes in distribution strategy.
2. Explain the infrastructure and marketing techniques needed today.
3. Expand upon the dynamics created by the changes so industry executives can better focus their internal dialogue to improve their distribution planning.



Copies of the full report “De-Mystifying Distribution” can be purchased for \$45 in the online store at www.hsmi.org.

HSMAIUpdate

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Scholarship Winners Announced

The HSMAI Foundation announced the four recipients of its annual scholarship awards for students majoring in hospitality sales and marketing for 2005.

A panel of academics and industry professionals chose fulltime students Claudine Cooper, a graduate student at the University of Wisconsin-Stout; Matthew Gomberg, an undergraduate at New York University; Desiree Sandoval, an undergraduate at Johnson & Wales; and

Vanessa Fidati, a part-time student at Lackawanna College.

The HSMAI Foundation Scholarship program is funded by American Express.

Details on the 2006 scholarship program and applications will be available in late 2005. Please check www.hsmi.org for more.

Working With Your Regional HSMAI Chapter

Go to www.hsmmai.org and click on the Chapter Directory in the About HSMAI area to find out who your local chapter president is. Call or email them and set up a time to get together and discuss what the chapter is doing or can do for your school. For example, is the chapter planning events and activities specifically for students? If not, feel free to suggest some ideas. Is there a way to find a local sponsor so students can attend monthly events and functions for free? Can local members host a student for a shadow day program or internship? What role can the chapter play in helping your students find summer and permanent jobs?

What does your school need? Are you



leveraging chapter leadership as guest lecturers in your sales and marketing classes and programs or other unique needs they might have?

We encourage you to take the initiative, if it hasn't already been done, and meet your local HSMAI representatives. For more information or suggestions, contact HSMAI's Student Relations liaison, Jason Smith, or Margie Sheffer, HSMAI's Director of Chapter Relations at mshsmmai@aol.com or (219) 962-7705.



Starting a Student Club At Your School

Student and faculty members of HSMAI are automatically members of a local or regional chapter. In addition, or if your school is located in an area that is not close to an active chapter, we encourage you to become the faculty advisor to a group of students who are members of HSMAI. As such, they may coordinate activities under the supervision of the school and be recognized as an HSMAI Student Club. Activities from existing student clubs have included having guest lecturers at the school, working with multiple chapters to coordinate special student events during semester and holiday breaks, and raising money for attendance at HSMAI events and conferences. A minimum of 15 student members plus at least one designated faculty advisor who is also a member is necessary to become a student club. HSMAI will provide membership rosters to the faculty advisor.

For additional questions or assistance, contact your local chapter representative (all are listed at www.hsmmai.org in the Chapter Directory). In addition, student club start-up kits are available from HSMAI Chapter Relations Director Margie Sheffer. Contact her at (219) 962-7705 or mshsmmai@aol.com.

Faculty, Students Receive Discount on HSMAI U Offerings

HSMAI University heads into the second half of 2005 providing "hot topic" education for sales and marketers of hospitality and travel, including a diverse schedule of course offerings and learning experiences in public venue, private label and online formats.

The 2005 line-up includes a foursome of critical sales and marketing practices:

- **The Fundamentals of Revenue Management**
- **Webinars on Internet Marketing**
- **The Essentials of Negotiation**
- **The Essentials for Key Account Maximization**

Headlining the curriculum are one-day seminars and on-site workshops and a series of "LIVE" webinars. The content and support



material included in the HSMAI University program has been specifically designed and developed for those involved in sales and marketing, from entry-level to advanced. HSMAI University is a partnership between the Hospitality Sales & Marketing Association International (HSMAI) and HSA International, the leading education and training firm in the hospitality industry, who manages the seminars and workshops as well as online webinars. All full-time HSMAI faculty and student members can receive a 50% discount on many course offerings. See www.hsmmai.org for a schedule of upcoming events.

MEMBER BENEFITS

econnect

In business, information is power; therefore, the more information you have access to, the more successful you become. Welcome to eConnect, the first one-stop portal to global information and resources on hospitality sales and marketing topics from the HSMAI foundation.

As a HSMAI member you have exclusive access to a variety of resources and tools that will give you and your company a powerful edge in the market. Here are some of the features that are at your disposal:

- Personalize eConnect to deliver content that is targeted to your expertise or interest.
- The most up-to-date industry news and developments.
- Access to market development/performance reports.
- A categorized calendar of events.
- Background information on trends and opportunities in the industry.
- A search engine that is based on your specific variables.
- Streaming media interviews with industry leaders.
- Downloadable research, conference and presentation documents.
- Editorials featuring the views of 20+ columnists.

Logon to hsmiaeconnect.org to start taking advantage of eConnect.

connecting you
to the right people.

the world in the palm of your hand is no longer a figure of speech.

HSMAI

HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL
to learn how you can connect, call 703.610.9024 or visit hsmai.org

Create Your Own Resource and Research Site at eConnect

HSMAI's eConnect is all new, and more valuable than ever. The first one-stop portal to global information and resources on hospitality sales and marketing topics, eConnect is a service provided by the HSMAI Foundation through its Research Partnership program, to create a repository for information on and research into today's most important industry issues. Many of eConnect's resources are available exclusively to HSMAI members. Here are highlights of the new eConnect:



- Personalization: have eConnect deliver contents that fit your specific area of expertise or interest.
- Categorized industry news: Stay on top of developments and trends that shape today's industry.

- Market development and performance reports: 15+ consultant companies feed contents to eConnect.
- Calendar of events: featuring events categorized per specific are of interest.
- eConnect InDepth: Delivering background

information on persistent trends and opportunities in hospitality sales & marketing.

- Knowledgebase search engine: Search contents based on your specific variables.
- Streaming Media: Interviews with industry leaders.
- Document downloads: Research, conference presentations and more.
- Columns: Featuring views and commentaries of 20+ columnists.

Visit eConnect today from hsmai.org or www.hsmaieconnect.org, and create your own portal to sales and marketing resources.

HSMAI Launches Special Interest Groups

In keeping with its overall objective to create relevance for its members and to be a vital information source for the industry at large, the Hospitality Sales & Marketing Association International (HSMAI) has launched Special Interest Groups (SIG) in five industry segments.

The categories to-date are:

- Hotel Internet Marketing
- Cruise Internet Marketing
- Revenue Management
- Resort Marketing
- Hotel Director of Sales & Marketing

Each SIG is led by an Advisory Board comprised of industry leaders who are responsible for initiating projects and programming to serve the specific needs of these unique constituencies. Among the SIGs initiatives are to stage Strategy Conferences with expert speakers and panel discussions that are attended by industry professionals to discuss their specific industry's most critical issues. Each of the SIGs has a dedicated web page, which can be accessed at www.hsmai.org/Members/specialinterest.cfm.

Among the benefits of being a member in an individual Special Interest Group are:

- Quarterly e-mail newsletters
- Participation in a member-only discussion forum Web Board
- Access to exclusive industry segment news and related resources
- Invitations and preferred pricing at Strategy Conferences for the SIG and other HSMAI events
- Other benefits of HSMAI membership, including a subscription to the quarterly HSMAI Marketing Review magazine and the ability to attend regional HSMAI chapter events

Become an HSMAI Member Today

YES, I want to join HSMAI for only \$60 per year. (includes a subscription to the HSMAI Marketing Review).

I reside in Europe. Please contact me about membership (dues vary per chapter).

NAME _____

TITLE _____

COMPANY _____

OFFICE ADDRESS _____

CITY _____ STATE _____ ZIP _____

COUNTRY _____

PHONE _____ FAX _____

EMAIL _____

HOME ADDRESS _____

CITY _____ STATE _____ ZIP _____

COUNTRY _____

PHONE _____ FAX _____

EMAIL _____

I want a subscription to the *HSMAI Marketing Review* for only \$65 per year.

Deliver Mail to: Home Office

Certification: CHME CHSP CHA
 CMP CEM Other _____

Payment Check

AmEx Visa MasterCard Diners Club

Auto Renew

CARD NUMBER _____

EXPIRATION _____

NAME ON CARD _____

SIGNATURE _____



Return form and payment to: HSMAI • 8201 Greensboro Dr., Suite 300, McLean, VA 22102 • Fax: 703-610-9005
 More information about HSMAI and online application available at www.hsm.ai.org

HSMAI Joins Marketing Career Network

In an effort to assist members in attracting new talent to the hospitality sales and marketing profession, and in filling open positions, HSMAI has become part of the Marketing Career Network (MCN). The MCN is an alliance of trade and professional associations with a combined registered membership of over 100,000 marketing, advertising and sales professionals with reach to over 750,000 industry practitioners. Members can now post open positions that will automatically be listed on all MCN Partner Career Centers at no extra charge.

The MCN also includes a searchable resume database of more than 21,000 resumes. Students can post resumes and profiles free of charge, and can search open posi-

tions, including internships. There is also a free resume critique service for HSMAI members.

In addition to HSMAI, the other current Marketing Career Network Partners are:

- American Advertising Federation
- American Marketing Association
- Business Marketing Association
- New York American Marketing Association
- NYAMA Effie
- NYAMA GreenBook
- Promotion Marketing Association

HSMAI members access the Marketing Career Network via a new, private label job



center at www.hsmail.org. The new HSMAI Career Center features:

For Job Seekers:

- Free resume posting
- Advanced job searching options
- Increased exposure for your resume
- Optional email alerts of new jobs
- Career Development services

For Employers:

- Quick and easy job posting
- Quality candidates
- Online reports with job activity statistics
- Simple pricing options

HSMAI
HSMAI University
higher learning minus the B.S.





No meal plans, no roommates just relevant professional hospitality education. HSMAI, the leading organization of hospitality sales and marketing professionals is teaming up with the premier hospitality training company — HSA International.

The result of this educational partnership is HSMAI University, a full-service training institute that will teach hospitality sales and marketing disciplines through a selection of public venue, private label and on-line sessions.

Get ahead of the competition by registering today for a class and experience higher learning minus the B.S.

HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL
to learn how you can connect, call 877.432.7301 or visit hsmail.org

your future is non-stop.

hsmi calendar of events

JULY

July 22
HSMAI World Quest
 Washington, D.C.

July 25
HSMAI World Quest
 New York

July 26
HSMAI University -Essentials for Key Account Maximization
 San Diego, CA

July 28
HSMAI University - Refining Your HOD Information to Maximize Sales
 Online

July 29
HSMAI World Quest
 Chicago

AUGUST

August 9
HSMAI University -The Fundamentals of Revenue Management
 Orlando, FL

August 23
HSMAI University -Essentials for Key Account Maximization
 St. Louis, MO

SEPTEMBER

September 7-8
HSMAI's Affordable Meetings National
 Washington, DC

September 9
HSMAI Foundation Benefit Golf Tournament
 Leesburg, VA

September 15
HSMAI/NYU Industry Strategy Conference
 New York, NY

September 21
HSMAI University -The Fundamentals of Revenue Management
 Atlanta

September 22
HSMAI Meetings Quest
 St. Louis

September 28
HSMAI Meetings Quest
 Boston

OCTOBER

October 6
HSMAI Meetings Quest
 Minneapolis

October 12
HSMAI University -Essentials of Negotiation | Techniques For Overcoming Barriers And Resolving Differences
 San Diego, CA

October 18
HSMAI University -The Fundamentals of Revenue Management
 Las Vegas, NV

October 18
HSMAI Meetings Quest
 Atlanta

October 19
HSMAI Asia Connect 2005
 Singapore

October 20
HSMAI University -Essentials of Negotiation | Techniques For Overcoming Barriers And Resolving Differences
 Phoenix, AZ

October 25
HSMAI Meetings Quest
 Chicago

NOVEMBER

November 8
HSMAI University -The Fundamentals of Revenue Management
 Bloomington, MN

November 8
HSMAI Meetings Quest
 Dallas

November 9
HSMAI University - The Essentials For Sales Communications
 Atlanta, GA

November 22
HSMAI Meetings Quest
 Washington, DC

DECEMBER

December 6
HSMAI University -The Fundamentals of Revenue Management
 Dallas, TX

December 7
Travel Internet Marketing Strategy Conference
 San Francisco

December 9-10
Caribbean Hotel Sales & Marketing Strategy Conference
 Miami, FL

December 15
HSMAI Meetings Quest
 Anaheim

JANUARY 2006

January 30
Adrian Awards Dinner
 New York



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