

## In This Issue

- 2** HSMIAI's Econnect Adds RSS Feed For Realtime News Updates, Industry Trends eNewsletter
- 3** Students, Faculty Receive Discount on HSMIAI U Offerings
- 3** Starting a Student Club At Your School
- 5** HSMIAI Adds Faculty Special Interest Group
- 7** Resumes Get Attention at HSMIAI Career Center
- 8** HSMIAI Calendar of Events

## Top 10 Student Member Benefits

- 1** HSMIAI Marketing Review subscription
- 2** Member Only resources at [www.hsmia.org](http://www.hsmia.org)
- 3** Personal Resource and Research Web site at eConnect
- 4** Low registration rates for chapter events, Strategy Conferences
- 5** 50% Discount on HSMIAI U Courses
- 6** Local chapter membership
- 7** Worldwide industry contacts
- 8** Searchable job opening listings and resume posting service
- 9** Bi-monthly Industry Update newsletter
- 10** Reduced membership rates for first 3 years after graduation

## Student Members Benefit From HSMIAI Resources

Student 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.

Student members can

join HSMIAI and receive the leading publication in the hospitality sales and marketing field. A sample of articles from the Summer 2005 issue of this

quarterly publication include features on 10 Trends Impacting the Hospitality Industry, 25 Extraordinary Minds in Hospitality and Travel Sales & Marketing, and Selling the Experience. Join today!



## HSMIAI Foundation Awards Scholarships to Four Hospitality Degree-Bound Students

The winners of this year's Hospitality Sales & Marketing Association International's (HSMIAI) Foundation scholarships are an ambitious group of individuals with impressive backgrounds and work history in the realm of hospitality and travel.

For 2005, HSMIAI is awarding three Baccalaureate/Graduate Degree Scholarships to full-time students and one Scholarship to a part-time student; all are HSMIAI student members. The scholarships are made possible by the support of American Express.

Recipient Claudine Cooper of Maple

Grove, MN, is seeking a master's degree in Hospitality and Tourism Management at the University of Wisconsin – Stout. Following her graduation in December 2006, she will pursue a career in the industry that primarily focuses on improving service levels and quality. Previously, she earned a bachelor of arts in Hospitality Management with a focus on Quality Assurance from Metropolitan State University, St. Paul, MN. Cooper's professional experience to date has included assistant to

**Foundation Scholarships** continued on page 2

# HSMAI's Econnect Adds RSS Feed For Realtime News Updates, Industry Trends eNewsletter

The delivery of hospitality and travel-related news right to your desktop is the latest feature of the Hospitality Sales & Marketing Association International (HSMAI) Foundation's eConnect. Through the new Really Simple Syndication (RSS) feed, industry news and information is automatically sent to users, providing the latest travel and hospitality news and information.

In a related move in the realm of staying current and informed of industry news and trends, HSMAI also re-launched its popular Industry Update Newsletter as eConnect Industry Trends Update, a bi-weekly newsletter as an exclusive benefit of membership in HSMAI. A compilation of news briefs on the state of the hospitality, travel and tourism industry, it provides access to in-depth articles, columns, reports

and multimedia on eConnect.

"Managing all the information that is available to us is often a difficult and time-consuming task," states Fran Brasseur, executive director of the HSMAI Foundation and executive vice president of HSMAI. "With this new RSS feed, those who want to stay connected

and cut through the clutter have instant access to news, trends and data that are relative and timely."

For more information and to download an RSS feed to start receiving real time news, go to [www.hsmaieconnect.org/news.xml](http://www.hsmaieconnect.org/news.xml)

The HSMAI Foundation's eConnect was created as a one-stop portal to global information and resources on hospitality sales and marketing topics. It delivers industry news and events; information on special interest groups, such as Internet marketing, revenue management, etc.; research papers and documents; industry links and resources; the eConnect Industry Trends Update newsletter; and sophisticated search capabilities. Go to [www.hsmaieconnect.org](http://www.hsmaieconnect.org) for more.



## Foundation Scholarships

continued from cover

director/administrative quality coordinator at General Mills, Inc. International, and a four-year period of internships at various properties in the Minneapolis area including: The Marquette Hotel as credit manager; Grand Hotel Minneapolis as concierge; catering and conference coordinator at the Radisson Hotel & Conference Center; front desk/reservations agent at Comfort Inn and housekeeping at Embassy Suites.

Matthew Gomber from New City, NY, will graduate from New York University in May 2006 with a bachelor of science in

Hospitality & Tourism Management. He has worked with The Ritz-Carlton New York, Central Park since 2003 in various posts, including concierge positions, housekeeping runner, atelier reservations, guest relations, housekeeping runner and residential concierge, which is his present position.

Gomber is an active member in the HSMAI Big Apple Chapter, and is organizing a networking event for all student members in the region to take place this fall.

Desiree Sandoval, who resides in Aurora, CO, is pursuing her studies at Johnson & Wales University and will graduate in May

2006. Since 2004, she has worked at the Adam's Mark Hotel in Denver, starting out as rooms coordinator and presently getting on-the-job experience as manager in training.

Part-time student Vanessa Fidati receives funds to be put towards her studies at Lackawanna College in Scranton, PA. At present, she works at The Inn at Nichols Village as an event coordinator, and prior to that, a server/bartender, which provided the impetus for her to focus her studies on the hospitality industry.

HSMAI issues a call for entries for student scholarships each fall.

**Details on the 2006 scholarship program and applications will be available in late 2005. Please check [www.hsmai.org](http://www.hsmai.org) for more.**

## Working With Your Regional HSMAI Chapter

Go to [www.hsmmai.org](http://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](mailto:mshsmmai@aol.com) or (219) 962-7705.

## Students, Faculty 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](http://www.hsmmai.org) for a schedule of upcoming events.



## 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 faculty HSMAI members 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](http://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](mailto:mshsmmai@aol.com).

## 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](http://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.

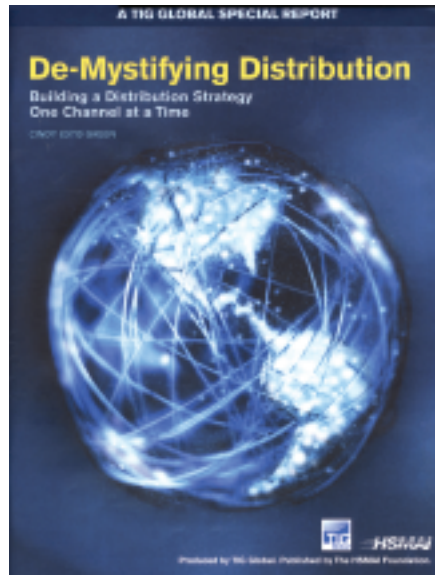
**HSMAI**

HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL  
to learn how you can connect, call 703.610.9024 or visit [hsmai.org](http://hsmai.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 knowl-



edge 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.hsm.ai.org](http://www.hsm.ai.org).

## HSMAI Adds Sales & Marketing Faculty Special Interest Group

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 added a sixth Special Interest Group (SIG): Sales-Marketing Faculty.

The categories to-date are:

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

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.hsm.ai.org/Members/specialinterest.cfm](http://www.hsm.ai.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 \_\_\_\_\_

### HSMAI Special Interest Groups

I would like to join:

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



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.hsmi.org](http://www.hsmi.org)

# Resumes get attention at HSMAI Career Center

Resumes of HSMAI members can now be viewed by tens of thousands of sales and marketing professionals through the Marketing Career Network.



When posting their resumes to the network through the HSMAI Career Center, students can specify if they are looking for an internship, part time or full time position. Students can also set up a notification system to alert them to openings posted by employers in the network that meet their criteria. Whether they are looking for an internship or getting ready to graduate and enter the workforce full time, posting a resume through HSMAI will connect student to the right people. Among the benefits available through the career center:

- free resume critique
- Advanced job searching options
- Increased exposure for your resume
- Optional email alerts of new jobs

Marketing Career Network (MCN) partners include:

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

- Free resume posting
- Career Development Resources including

» **Go to [careers.hsmi.org](http://careers.hsmi.org) to access these resources**

## HSMAIUpdate

**Publisher:** Robert A. Gilbert, CHME, CHA

**Editor:** Jason Smith

The HSMAI Update is published by the Hospitality Sales & Marketing Association International, 8201 Greensboro Dr., Suite 300 McLean, VA 22102 FAX (703) 610-9005.

© 2005 by the Hospitality Sales and Marketing Association International.

**Postmaster:**

Send address changes to the *HSMAI Update*, 8201 Greensboro Dr., Suite 300 McLean, VA 22102



Printed in the USA.



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 [hsmi.org](http://hsmi.org)

your future is non-stop.

# hsmi calendar of events

## 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 1-2**  
**Caribbean Hotel Sales & Marketing Strategy Conference**  
*Miami, FL*

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

**December 7**  
**Travel Internet Marketing Strategy Conference**  
*San Francisco*

**December 15**  
**HSMAI Meetings Quest**  
*Anaheim*

## 2006

### JANUARY

**January 30**  
**Adrian Awards Dinner**  
*New York*

### MARCH

**March 19-21**  
**Resort Management Conference**  
*Pinehurst Resort, NC*

**March 29-30**  
**Affordable Meetings Mid-America**  
*Chicago, IL*

### APRIL

**April 19**  
**Internet Marketing Strategy Conference**  
*NYC*

## JUNE

**June 14-15**  
**Affordable Meetings West**  
*Long Beach, CA*

**June 23**  
**Revenue Management Strategy Conference**  
*Minneapolis, MN*

## JULY

**July**  
**World Quest Shows**  
*Washington DC, NYC, Chicago, San Francisco, Seattle*

## SEPTEMBER

**September 6-7**  
**Affordable Meetings National**  
*Washington DC*



8201 Greensboro Drive, Suite 300  
McLean, VA 22102