



chapter leadership

update

Hospitality Sales & Marketing Association International



hsmat.org

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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 HSMIAI 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!

Portland Facts:

- * Average Temperature in May: High 67°, Low 49°
- * Average Precipitation in May: 2.49 inches
- * Elevation: 173 ft. above sea level

For more on Portland, go to www.travelportland.com.

Chapter Leadership Forum

Once a year, HSMIAI extends an invitation to chapter leaders to join us for a special meeting hosted by HSMIAI to say a sincere thank you to our chapter leadership in the Americas. We organize a Forum for you to meet with other chapter leaders, discuss common issues and present outstanding speakers on educational topics. Winners of the Frank W. Berkman Chapter Award Program are also announced during the Leadership Forum at a special award dinner the first night. This year's topics include an equal mix of business and association management subjects to cover both our professional and our association management needs, including:

- » What Color is Hospitality's Parachute in 2005? - Trends and Forecast Update
- » The Art of Strategic Thinking - New Ideas for Business and Association Management
- » What's Wrong with This Picture - The Dichotomy of Education
- » The New Membership CRM - Personalized Services for Everyone?
- » Inside the Hospitality Studio - Interview with Key Hospitality Executives - our own Central Florida Executive Director, Bob Wright
- » Celebrity Panel of Specialists - Chapter Leaders share their success in Membership Growth, Succession Planning, Community Involvement, Education and Event Management, etc.

Special Speakers Include:

- * **Dr. Lalia Rach, Ed.D**, Associate Dean, Preston Robert Tisch Center for Hospitality, Tourism & Sports Management, New York University
- * **Cindy Novotny**, Managing Partner, Master Connection Associates
- * **Michael Hampton, Ed.D**, Chairman, HSA International

A detailed agenda will be sent to you next month with full program details and information on all the industry experts who will be on hand.

There is no registration fee for this event! 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. The official invitation, agenda, and registration form will be coming to you electronically in mid-March. The Leadership Forum will open with an evening welcome reception on Wednesday, May 18th, and the forum will adjourn on Friday, May 20th at 2pm. Please do not plan to leave early. Instead stay longer and spend the weekend with one of the Portland's special post meeting area tours!

Ideas for Pre and Post Forum Fun

- » Visit the "City of Roses" with a Portland City Tour or Walking Tour. Portland is located at the confluence of the Willamette and Columbia rivers and boasts public art, fountains, gardens and much more. And don't forget the advantage of tax-free shopping as Oregon has no sales tax!
- » Experience the adventure of the 2,000 mile Oregon Trail journey at the End of the Oregon Trail Interpretive Center. The Interpretive Center will take you back in time with to 1846 when "Oregon Fever" swept the country. Escorted by "trail guides" dressed in period clothing, visitors experience "living history" presentations inside three giant covered wagons. Visit www.endoftheoregontrail.org.
- » Nestled between the Pacific Ocean and the Coast Mountain Range rests Cannon Beach; famed for its forested headlands, towering monoliths and miles of pristine, sandy beaches. This must see coastal town boasts some of the best shopping, restaurants and art galleries along the Oregon coast. Visit www.cannonbeach.org.
- » Oregon is home to many premier vineyards producing world-class, internationally renowned wines. A Wine Tour is a perfect way to see the Oregon landscape. Visit www.oregonwine.org and click on the "touring info" for an interactive map.
- » Make a visit to Oregon's sister state of Washington and visit Mount St. Helens. Three Visitor Centers allow you to see the monumental devastation left by the eruption on May 18, 1980. Visit the Johnston's Ridge Observatory to view the current dome-building stage inside the crater. Special industry rates are in negotiation with Portland hospitality providers, and more details will be forthcoming. Find your area of interest and watch for more information in March.

Hotel Information - Reservation Deadline - April 11, 2005

This year's meeting will be held at the fantastic award-winning [Kimpton Hotel - 5th Avenue Suites Hotel in Portland, Oregon](#). The hotel, located at 506 S. W. Washington, has extended a special partnership rate of \$119.00 per deluxe guestroom, and \$135.00 per suite, exclusive of applicable state and local taxes, currently at 12.5%. The hotel, recognized by Travel + Leisure as one of the Top 500 Hotels in the World, and a long-time patron of the arts, supports the local art community by filling its historic, early 20th century building with original fine art created by Pacific Northwest artists. Built in 1912, the downtown luxury hotel is a living gallery, both inside and out and for years served as Portland's Lipman, Wolf & Co. Department

Store.

Reservations should be made directly with the hotel's reservation department at 800-711-2971. Ask to be transferred to In-House Reservations or call 503-222-0001 directly. You should identify yourself as a participant of the HSMIAI Leadership Forum meeting in order to receive our special group rate. The cut off date for all reservations is Monday, April 11th, 2005.

Airline Information



American Airlines - Reservation Deadline - May 1, 2005

American Airlines has generously offered all HSMIAI Chapter Leadership Forum attendees a special site rate of \$250.00 roundtrip for their travel to and from Portland. Please book as early as possible as space is limited.

To Book:

- * Call 1-800-433-1790 and refer to SITE NO. 128
- * Valid travel dates are May 16-22, 2005
- * This ticket is valid for travel on American Airlines, American Eagle and AmericanConnection from your closest AA city to the meeting destination and return, during specified event dates.
- * ***Deadline for reservations is Sunday, May 1st, 2005.***



America West - Reservation Deadline - Subject to availability but good until May 18th, 2005

America West has generously offered all HSMIAI Chapter Leadership Forum attendees a special discounting fare of:

- * 5% off lowest applicable published fare, (as permitted by fare rules)
- * 10% off the Y6, Y6Q, YUP6, YUP6Q, F6, F6Q fares
- * 5% Bonus discount for tickets purchased 60 or more days prior to travel

To Book (Travel Dates: May 14 - May 24, 2005):

- * If using your preferred Travel Agent, please them call for ticketing instructions for the proper use and tracking of your CAMS discount code
- * If using americawest.com please enter your CAMS Code AP3634 into the eCertificate window on the Air Reservation page. If the ticket is being purchased 60 or more days in advance, enter AP3634T in the eCertificate window to earn your bonus discount. Your total discount will be outlined in the fare details of the Purchase page.
- * If you wish to purchase your tickets by speaking to an AWA Group & Specialty Travel agent, please call 1-800-548-7575 Monday through Friday 6:00 a.m. - 6:00 p.m. MST.

For information on the benefits of this discount code, how to use this discount code, how to promote the use of this code to your board, book a reservation or to see a AW route map, please visit the AW Groups & Meetings page at www.americawest.com.

Travel Schedule Suggestions

Please plan to arrive in Portland by 6:00 PM, Wednesday, May 18th. We will be opening this year's forum with a special "Shaken, not Stirred " Martini Reception you won't want to miss! The official Leadership Forum business

program will open on Thursday, May 19th at 8:30 a.m and adjourn on Friday, May 20th at 2:00 p.m. Please do not plan to leave until after the closing.

Call for HSMAI Foundation Scholarship Candidates for 2005

Please pass along to all of your student and faculty members that the 2005 HSMAI Foundation scholarship program is now open. Thanks to the generous support of American Express and contributions to the HSMAI Foundation from HSMAI members and chapters, the Foundation is offering four scholarships this year. The deadline for entries is May 1, 2005. The purpose of this program is to provide scholarships to students pursuing degrees in hospitality management or related fields with an interest in a career in sales and marketing. There are two categories of scholarships:

- I. Full-time Baccalaureate or Graduate Degree Candidates, and:
 - II. Part-time Associate, Baccalaureate or Graduate Degree Candidates
- For full details and to download an application, [Click Here](#).

Other Upcoming HSMAI Events

HSMAI University Programs:

- [The Fundamentals of Revenue Management](#)
- [Essentials of Negotiation](#)
- [Essentials for Key Account Maximization](#)
- [Webinars on Internet Marketing](#)

- » **March 2-4**, [HSMAI Airline & Hotel Contracting Strategy Conference](#), Phoenix
- » **April 3-5**, [5th Annual Resort Management Conference](#), Phoenix
- » **April 6-7**, [HSMAI's Affordable Meetings Mid-America](#), Chicago
- » **April 29**, [Travel Internet Marketing Strategy Conference](#), New York

This publication is designed to keep you up-to-date on key International Board actions, events, and new HSMAI programs and resources designed for our chapters and members. There are live links throughout to more information and registration forms for programs and events. Ideas and news for future issues are always welcome. Send a fax to Fran Brasseur, Executive Vice President, at 703-610-9005 or email me at fbrasseur@hsmi.org with your suggestions.



The *HSMAI Chapter Leadership Update* is published by the
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