



March 2018

To Our Fellow Meeting and Hospitality Industry Professionals:

The "Dog Days of Summer" will be here before we know it! We invite you to join us at the *award-winning Chinese Auction Fundraiser and Dinner*. This year we are celebrating our 36th annual event and the "Year of the Dog". Through personal participation or corporate sponsorship, you can help support a worthy cause. Any donation on your part will provide you with invaluable exposure within our chapter as well as to the larger local hospitality and meeting industry. We hope that you will find the time and resources to provide us with an auction item, e.g., resort stays, entertainment packages, artwork, dining certificates, etc., or perhaps sponsor a corporate table for what is sure to be a spectacular night! We have enclosed a donor form for your convenience – your generosity will be tremendously appreciated. Save the date of **Friday, July 13, 2018** at the newly renovated **Scottsdale Plaza Resort in Scottsdale**, and join in on the fun ...

The Hospitality Sales and Marketing Association International (HSMAI) is committed to growing business for hotels and their partners by providing these professionals with the tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue. HSMAI is an individual membership organization comprising of more than 7,000 members worldwide. The Arizona Chapter was established in 1968 and is currently celebrating its 50<sup>th</sup> Anniversary. The chapter was recognized as the 2015-16 "Chapter of the Year" and has received the most "Best of the Best" awards in HSMAI history. Proceeds from this event will help to support our association's mission and our continuing efforts to provide quality continuing education and scholarships for those professionals currently in the hospitality industry and those who are pursuing a career in the field.

In addition, funds will help support **HSMAI'S 2018 "Charity of the Year" - SniffAZ**, an all-volunteer, non-profit organization known in the community as an efficient channel for moving charity dollars into spay/neuter service providers to provide free surgeries. Their efforts drive a reduction in unintended litters, thus reducing space-related euthanasia rates. SniffAZ supporters have donated \$375,000 which has funded 5,769 free spay/neuter surgeries thus saving the lives of 2,885 shelter animals in Maricopa County. The results, combined with the effort of other like-minded organizations, speak for themselves: an 84% reduction in euthanasia since 2005 and a 79% reduction since 2012. SniffAZ is thrilled to be HSMAI's chosen 2018 charity. For more information visit [www.sniffaz.org](http://www.sniffaz.org).

For more information or to register online please visit [hsm-az.org](http://hsm-az.org). If you have questions, please do not hesitate to contact Joanne Winter, Executive Director, at the HSMAI office – 602.240.5552. We look forward to hearing from you, and of course seeing you on Friday, July 13, 2018.

Sincerely,

A handwritten signature in black ink, appearing to read "Kerrell Dunsmore".

Kerrell Dunsmore, Chinese Auction Chair  
The Next Great Event

A handwritten signature in black ink, appearing to read "Megan Padish".

Megan Padish, Chinese Auction Board Liaison  
Element at Chandler Fashion Center