

Chapter Chatter



A bi-monthly publication of the award-winning Arizona Chapter

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ADVERTISERS THIS MONTH

Embassy Suites Tucson
 Paper Crazy by ThunderThoughts
 Scottsdale Camelback Resort

"Communicating When Strangling Is Not An Option!"

*HSMIA's February 15th Luncheon Meeting
F 1 Race Factory*



How do you get through to a brick wall, especially when you're frustrated, annoyed and time-pressed? Is it possible to chill out and "stay the course" when what you really feel like doing is screaming, or worse? Yes! Based on established coaching and counseling principles, this intense and practical session will show you how you can communicate even with brick walls, and maintain your professionalism and dignity all the while! You'll replace self-defeating behaviors with strategies that will get better results. Specific, practical and spot on!

At the end of this session, you will: 1) Use a 3 step process to stay purposeful and on-message, 2) Understand and apply "listening for agreement" concept, and 3) Hear at least three strategies they can apply to help the other person feel safe and communicate more rationally.

Sue Hershkowitz-Coore, CSP, High Impact Presentations, has spoken before more than a million people across the USA and in seven international venues. An author and entrepreneur, Sue brings best of best practices based both on her academic background, including a fellowship sponsored by the University of California at Berkeley and a Masters degree in Counseling (ASU), as well as her constant field research.

This is a meeting you will not want to miss! We have a top-notch speaker, a unique venue and the opportunity to hit the fast track after the meeting.

We invite members and guests attending this meeting to enjoy delicious food from ON THE BORDER and stay afterwards for **FREE** Racing on F1 Race Factory's exclusive track. The track will be open for members from 1:30 p.m. until 3:30 p.m. and you can race as much as you would like. Tennis shoes are recommended for racing, closed toe shoes are required and ... no heels. F1 does have a very limited amount of shoes ... just in case! More information and registration at hsmia-az.org.

PLEASE ROUTE TO: ___ G.M. ___ Sales Staff ___ Catering Staff

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FROM THE PRESIDENT

Melanie Volkers Radisson Fort McDowell Resort & Casino



Welcome to what promises to be another great year for our HSMIAI chapter. As we kick off 2007 and look to the year ahead, I hope that each of you will make your HSMIAI membership an important part of your professional development in the year ahead. Remember, this is our professional association, and we should do all that we can to make the most of our memberships! The board and I are excited about the year ahead as we continue to create the brand that is HSMIAI Arizona.

In his book "Brand You 50", Tom Peters talks about how individuals can transform themselves from employees into their own personal brands. Over the course of the next year, I encourage each of you to look at yourselves and how HSMIAI membership can help you create your own personal brand of excellence.

To truly embark on the journey towards the creation of "Brand You," there are so many things to consider. Among them are learning new skills, trying new things, and expanding your network. Thankfully, HSMIAI Arizona can help with all of these.

Learn New Skills: Through our monthly educational programs, we offer the opportunity to learn the latest trends and techniques in hospitality sales and marketing.

Try New Things: Join a committee! If you haven't served on a committee before, now is the time! If you've been on the same committee for a couple of years, now is the time to spread your wings and join a new committee.

Expand Your Network: With over 200 of the state's leading hospitality sales and marketing professionals in our chapter, you can't help but expand your network if you just get involved.

In addition to becoming your own brand of excellence, I want HSMIAI Arizona to be known as a brand of excellence. I want each of you to be proud to be a member of our chapter and to be confident that joining HSMIAI was and continues to be a good decision both personally and professionally.

2007 is going to be a very active year for the chapter, and the leadership team is committed to achieving some aggressive goals! We are committed to growing our chapter membership as a whole. We are committed to offering new educational opportunities through our partnership with HSMIAI University and its webinar series. We are committed to working with our student members to help with their professional development. We are committed to strengthening our financial position. We are committed to exploring additional community outreach/community service opportunities. We are committed to providing a maximum return on investment (ROI) for each of our members.

Community Outreach Corner by Deliah Rose, Legacy Golf Resort

How will you make a difference in 2007?

The Community Outreach Committee is working on fun and impactful events for 2007. Our goal is to offer HSMIAI members the opportunity to positively contribute to the community while having fun without a year long commitment. We welcome you to join us for one or all of our events.

Please contact Deliah at drose@legacygolfresort or 602-305-6303 if you have any events you would like to add to our calendar.

Here is a sneak peek for the next couple months:

March - Make a Difference Day
April - Pappas School Book and Clothing Drive
May - Children's Angel Foundation "Night of Angels"
July - Santa Summer Safety Splash

"No act of kindness, no matter how small, is ever wasted".
— Unknown

HSMIAI Members Volunteering Their Time ...

Holiday Caroling



Twenty HSMIAI members and guests boarded a van (driven by our very own Deliah Rose) and visited three convalescent homes in Scottsdale in December. Members sang carols, using specially printed songbooks (thanks Cheryl Street!) and entertained the residents. Alma Pink and Mary-Ann Marotta donned elf attire to help make the event more festive. It was great fun!



CAF Charity Auction

Members of HSMIAI donated their time at the Children's Angel Foundation Reception and Silent Auction preceding their "Angels on the Green" Golf Tournament in November.



"Annual Holiday Gala ... 007 Style" A Recap by Corissa Kopp, Orange Tree Golf Resort

HSMAl's "Shaken Not Stirred" 2006 Holiday Gala was a very successful and fun event for our 140 members and their guests. This event definitely set the mood for the holidays.

The event began with an outdoor cocktail reception, compete with 007 decor, a firepit to keep us warm and photo opportunities. After the reception, the evening continued with a delicious dinner, installation of our 2007 Board of Directors and the presentation of the chapter "Awards of Excellence". The evening was emceed by Past President Dave Rosenbaum and outgoing President Bob Holman, so there was never a dull moment!

The distinguished list of award winners were:

Member of the Year

Kelly Murphy, CHME

Board Member of the Year

Cheryl Street, CHSP, CHME

Sponsor of the Year

Casino Arizona

Sponsor of the Year

Aventura ... A Premier Catering Company

Committee of the Year

Chinese Auction Committee

Committee of the Year

Community Outreach Committee

Hospitality Sales & Marketing Professional of the Year

Penny Allphin, CHME

Host Property of the Year

Radisson Fort McDowell Resort & Casino

General Manager of the Year

Jonathan Rarig, Orange Tree Golf Resort

Lifetime Achievement Award

Kevin Hill

President's Achievement Award

Joanne Winter

Rising Star of the Year

Deliah Rose

Student of the Year

Marc Jacott

Michael Saam with Encore Creative made this event unforgettable with the amazing decor and flare. A very special thank you to HSMAl Past President Trish Owen and the Hotel Valley Ho for hosting such an amazing evening with their fantastic food and service. We also want to thank our other committee members for their dedication and commitment for making such a memorable evening. We could not have done it without your help - Pam Patterson, CMP, Brent Athon, Karen Davis, Janet Hof, LES, CMP, Alma Pink, Linda Ruby, CMP, CHME, Cheryl Street, CHSP, CHME, and Melanie Volkers. We also want to thank Bob Holman for being such a great president and for guiding and mentoring our new 2007 president Melanie Volkers. We know she will do an amazing job!!



The HSMAl 2007 Board of Directors



Outgoing and Incoming Presidents Bob Holman and Melanie Volkers.



Members and guests having fun!





The HSMAI 2007 Holiday Gala Committee



Penny Allphin (center) is presented the Hospitality Sales & Marketing Professional award by Tara Thain and Bob Holman.



Ric Hartman and Ramon Martinez (center) from Casino Arizona are presented the Sponsor of the Year Award by Sandy Rimmer and Bob Holman.



Bob Holman (right) presents Art Webb with the Children's Angel Foundation a \$2500 donation.



Jonathan Rarig receives the General Manager of the Year Award from Mike Shannon and Bob Holman.



(l to r): Bill Jette, Erin Karr, Pam and Bruce Patterson.

**THANK YOU TO THE FOLLOWING
GENEROUS SPONSORS
OF THE 2006 HSMAI HOLIDAY GALA**

Encore Creative
Alliance Beverage
American Audio Visual Center
Arizona Heater Rentals
Brede Exposition Services
Hampton In & Suites Surprise
The Hotel Valley Ho
Picture Phoenix
Ranger Resources
Ray the DJ
US Airways

And a special thank you to our emcee
or the evening:
David Rosenbaum, CHME
Radisson Fort McDowell Resort & Casino

Consumers Are Changing, Are You? A November meeting recap by Don Prince, AIR Marketing

The reality in today's marketplace is that consumers are inundated with information and new forms of content management. So much so, that it is becoming increasingly difficult to reach them through traditional media delivery. So says my colleague, Richard Cassey of AIR Marketing who addressed the challenges that an increasingly fragmented media landscape and rapidly changing technology has created for all marketers, including hospitality. Some of Richard's key points were:

Take advantage of technology to leverage data and build relationships. We have gone from 1:1 sales (the door-to-door salesman) to mass delivery of advertising content, to segmented delivery of content, to our present technology-enabled ability to deliver content on a 1:1 basis to our customers.

What does that mean? We have to understand our customers – know them deeply and love them! This means creating systems that engage our customers with our products and services in order to extract and collect information that will allow us to sell in a way that is meaningful and follows their expressed interests.



(l to r): President Bob Holman recognizes speaker Richard Cassey.

Knowing them deeply – segmented is not good enough! Marketing technology allow us to put systems into place to collect customer data at an individual level to measurably improve ROI. Segmenting customers into groups or clusters is no longer good enough when we can know and interact with our customers as individuals.

Our understanding of our customers needs to start by knowing where they came from and how they became a client. Was it direct marketing, from the website, a referral or a third party? A complete understanding of our client will allow us to place some context around their buying decisions and allow us to not simply satisfy but to delight them, and not just at the property level, but at all customer touch points.

What affect do aggregators have on our business?

Most DOSMs are concerned about how much margin do they have to give away in order to maintain occupancy. The real issue is that online aggregators have the relationship with the client and our goal should be to break that relationship by creating and building our own relationship with the customer. Keep in mind that 80% of online travel

purchasers go to the vendor's site in order to validate their purchase. The value of the aggregator to the customer is the "one stop shopping experience". Most customers don't want to go to multiple websites to buy each component of their travel purchase separately. The opportunity then exists for vendors to bundle their own travel packages with value added components that match their customer's individual preferences – thus reducing or eliminating the need for discounting.

Practical advice for communicating with consumers:

- **Engage:** Communicate from the customer's perspective – not yours. Marketing technology can give you that information and perspective. Remember also that this advice is equally valid for the group and meeting markets – meeting planners also want information that is informative and relevant specifically to them and their clients.
- **Enrich:** Enrich your customer's experience with value added components that are meaningful to them
- **Relate:** Relate to them based on what you know about them. Marketing technology allows us to interact with our clients on a 1:1 basis, without mass media, to deliver meaningful content that they are pre-disposed to buy.
- **Transact:** Now you can sell!
- **Repeat as needed!**



(l to r): Melanie Volkers, Nancy Blythe, Kate Snapp, Bob Holman and LoriAnn Harnish.

Measurement Matters. Return on Investment (ROI) must be measured. The number 1 priority for CEO of Fortune 500 companies according to a recent survey is to improve marketing analytics and to identify best practices in marketing. The number one goal of marketing executives is to invest in performance measuring systems.

Set high but attainable goals. The 10:1 return on marketing investment that Richard has been able to deliver to his clients is considered to be exceptional, but with the insights provided by marketing technology such as AIR Marketing's "Cyclone" system, coupled with high impact creative and carefully selected media vehicles, an ROI of 20:1, or even 30:1, should be an attainable goal.

Thank you to the wonderful folks at the Pointe South Mountain Resort, for hosting the November meeting.

Eleven Tips to Stay In Love and Employed by Sue Hershkowitz-Coore, CSP, High Impact Presentations

1. Always check the "To" line before clicking Send. (Hershkowitz-Coore recalls staying up half the night to write a proposal for a training contract. When she finally completed the proposal, she wrote an email asking a friend's opinion about a man she was dating. Instead of emailing it to her friend, however, she sent it to her client. In the morning, she received an email from the client. It said, "I concur. Break up." She didn't book the business either.)

2. Never send emails after a few cocktails. What sounds really clever after a few beers, or in the middle of the night, usually doesn't sound so clever in the morning.

3. Visualize your email messages and instant messages on the Jumbotron in New York's Time Square. Is it working for you?

4. Don't bother recalling. Everyone reads recalled messages. They're like an accident scene; you don't really want to look, but you can't help it. Instead, send a follow-up email with either "Corrected" or "Updated" in the subject line.

5. Respond to the issue, not to the emotion. "When you feel your fingers pounding on the keyboard, that's a really good time to stop typing," says Hershkowitz-Coore. Pick up the phone. If you email, set a time to talk about their idea, without adding how you feel about it.

6. Don't save messages in draft folders. Draft folders somehow morph into send folders. Too often messages are sent while in progress and they're incomplete, or worse. If the message is emotionally explosive or the reader may be annoyed by what your comments, complete your message before you move onto another task. If you can't finish it, hit the delete key and start fresh. You might be better off anyway!

7. After spell checking, re-read the message. The wrong word, correctly spelled, can be mortifying.

8. When someone brags about what they've done, congratulate them, if you must. Whatever you do, don't hit "reply to all." Three hundred reply to all messages saying "way to go, Bill," are more than annoying. They waste time and space.

9. If you feel the need to add an emoticon (wink, wink, I'm just kidding), rewrite the sentence. We add those winks to give the reader a head's-up about how clever we're being. If you have to give them that indication, you're probably just not that funny.

10. Use only one single exclamation mark after a sentence. Multiple exclamation marks are often misinterpreted as anger or frustration rather than excitement or glee.

11. Choose your sign-off carefully. Readers use every possible "hint" to determine if there are underlying meanings to the email. "Best" is considered too abrupt. Consider "All the best" or "Wishing you the best." Of course, if the email is rejecting something the reader wants, "Wishing you the best" isn't going to be the best. In that case, try "Sincerely".

Sue Hershkowitz-Coore is the Author of Power Sales Writing (McGraw-Hill) and the January 2008 release of How To Say It For Sales (Prentice Hall Press). Sue is a prominent business improvement speaker and President of High Impact Presentations. A communications expert, she shares with others the tools for achieving better results through respectful, purposeful written and verbal communication. For additional information, please call 480-575-9711, email Sue@SpeakerSue.com, or visit www.SpeakerSue.com.

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HSMIAI Members receive 25%
off nightly rates.

News From Membership

The HSMAI Membership Committee will be contacting ALL members to participate in 'Bring a Friend' campaign. Just concentrate on one professional friend who you know will benefit from HSMAI membership. And to assist you we will have a monthly testimonial to encourage your guest. So please consider your most important benefit because we will be calling on you to commit to making a statement (maybe 3 minutes) at an upcoming monthly meeting. Please also call on Terry McDonald or Karen Davis, or our past presidents to assist you in encouraging any potential member to join.

Member Dues Increase

HSMAI will be increasing its member dues beginning **March 1, 2007**. It has been several years since there has been any kind of increase. The cost for regular dues and renewals will increase from \$295 to \$325 and the cost for additional memberships will increase from \$150 to \$190. If your dues are due by March 1st, please make sure it is renewed prior to that time. If you know of a prospective member who is considering joining, encourage them to do so very soon!

ROI: HSMAI Benefit of the Month

Are you taking advantage of all the fantastic benefits that come with your membership? Check this corner out for a description of another way to get the most return on your investment. We'll be featuring a new benefit every month.

Company/Business Profile

How much do you normally pay to get the word out about your business or new product or service? I've paid up to \$5000. But, the HSMAI Arizona Chapter features new member businesses or businesses with new products or services in our Chapter Chatter bimonthly newsletter for FREE. Yes, FREE. All you have to do is fill out the Company/Business Profile form and get it to our Executive Director, Joanne Winter. Many people think they have to take time to write the answers to all the questions on the form, but many times you can cut and paste the information required from your collateral, ads or press releases. Not only will your information appear in the bimonthly newsletter, but all our newsletters are archived on our web site which gets an average of 3779 visitors per month. How's that for a great return on investment?

"Enquiring Minds" Want To Know!

Welcome to the fifth installment of "Enquiring Minds..."



Terry McDonald joined Red Hot Rentals on December 18, 2006 as Special Event Coordinator and will continue to be Membership Committee Board Liaison with HSMAI. Red Hot Rentals is a full service event rental company located in Phoenix (24th St./Broadway). She will be calling on you.....

Karen May has just accepted the position of Account Manager for TBA Global Events. Karen was previously with Destination Arizona Conference Planners. Karen is a Past President of the Arizona Chapter and current Chair of the Past President's Council.

Be watching the next newsletter for a complete list of all of our Arizona Chapter members who were recent recipients of Adrian and Golden Bell Awards from HSMAI.

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INDUSTRY CALENDAR OF EVENTS

FEBRUARY

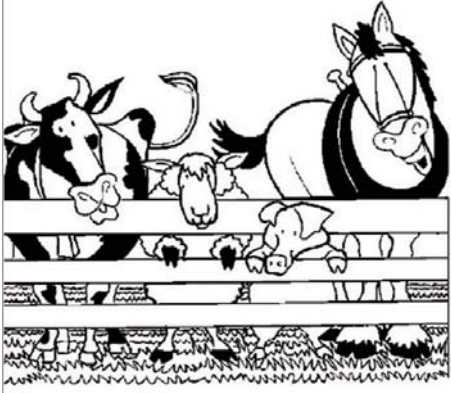
- 13 ... HIP Event, Chase Field, 5:30-7:00 p.m.
14 ... SITE "SIP with SITE", Garduno's Restaurant, 7:30-8:30 a.m.
15 ... HSMIA Luncheon Meeting, "Communicating When Strangling Is Not An Option!", F1 Race Factory, 11:00-1:30 p.m.
20 ... NACE Monthly Meeting, "Beer Dinner" sponsored by the Boston Beer Company, 6:00-9:00 p.m. More info. at
21 ... SGMP Breakfast Meeting, "Economic Benefits to Government Meetings", Crowne Plaza North Phoenix, 7:00 a.m.
21 ... AzBTA Reception Meeting, Crowne Plaza Airport, 5:00-7:00 p.m.
23 ... AzSAE Luncheon Meeting, "Professional Development", 11:00 a.m.

CONTACT NUMBERS

- HSMIA Arizona** (Hospitality Sales & Marketing Association International) ... 602-240-5552 or www.hsmia-az.org.
IAAP (Int'l. Assn. of Administrative Professionals) ... 480-694-1227
MPI (Meeting Professionals International) ... 602-277-1494 or www.azmpi.org
AzSAE (AZ Society of Association Executives) ... 602-266-0312 or www.azsae.com
SGMP (Society of Government Meeting Professionals) ... 480-949-8472 or www.sgmpaz.org
NACE (Nat'l. Association of Catering Executives) ... 480-659-4333 or www.phoenixnace.com
AzBTA (AZ Business Travel Association) ... 480-836-5318 or www.azbta.org
SITE (Society of Incentive Travel Executives) ... 480-816-6465 or www.azsite.org
ISES (International Special Events Society) ... www.isesaz.com
HIP (Hospitality Industry Professionals) ... hip-az.org

Visit www.hsmia.org for a complete and up-to-date listing of all International meetings and events.

COW CORNER ALL I NEED TO KNOW ABOUT LIFE I LEARNED FROM A COW:



**Don't stoop
to a
barnyard mentality.**



Arizona Chapter
 P.O. Box 40096
 Phoenix, AZ 85067

HSMIAI's Mission Statement

"To promote active participation of the membership with quality education, opportunity for professional growth and networking in the hospitality industry. To focus on: integrity and ethical practices, open forum and exchange of ideas, commitment to excellence and community support"

CHILDREN'S ANGEL FOUNDATION

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