

Chapter Chatter

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

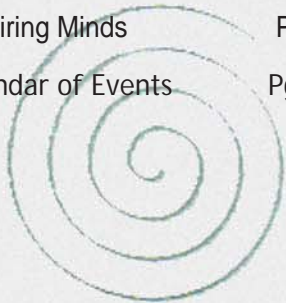


MARCH/APRIL 2007

VOLUME 27, NO. 2

Highlights:

From the President	Pg 2
Leadership Forum	Pg 3
February Meeting Recap	Pg 4
Committee News	Pg 5
January Meeting Recap	Pg 6
Great Teams	Pg 7
Enquiring Minds	Pg 8
Calendar of Events	Pg 10



ADVERTISERS THIS MONTH

Paper Crazy by
ThunderThoughts

Scottsdale Camelback Resort

"How The West Was FUN" HSMAI's Annual Spring FUNraiser and Industry Networking Event

Tighten up your reins and dust off your boots and get ready to enter into the wild, wild West. HSMAI is inviting all hospitality and meeting industry professionals and their guests to join us at our annual event with a new theme -- "How the West was Fun."

When: Thursday, April 19, 2007
Where: The Rustlers Rooste Restaurant
(The Crystal Barn)
Pointe South Mountain Resort
Time: 6:00 pm - 9:00 pm
Price: \$35.00 per person



This Western-themed event will feature great food, entertainment, and networking opportunities. Members from HSMAI, MPI, AZBTA, NACE, SITE, ISES and AzSAE have all been invited to join in on the fun the more, the merrier!

Festivities include a reception with appetizers, cocktails, entertainment, giveaways and a Silent Auction featuring great gift items and getaways. Dinner will include fingerlicking western BBQ buffet with all the fixings. Musical entertainment will be provided throughout the evening by Steve Speisman. Guests will also be treated to a Wild West Show by the Spin Doctors.

Rustlers Rooste is an authentic western restaurant with an amazing view of the city and they are so excited to host this event. You won't want to miss the networking opportunity of the year! And be sure to bring plenty of business cards for our "Lost Desperados" networking game.

We would like to thank our sponsors to date: Rustler's Rooste, Ranger Resources, Bahr Photography, Steve Speisman, TBA Global, Brede Exposition Services, Hampton Inn & Suites Surprise and US Airways.

Sign up today! And don't forget to bring your friends, co-workers and relatives. Wear your cowboy hats, jeans and boots to this casual event. A portion of the Proceeds to Benefit the Children's Angel Foundation, HSMAI's Charity of the Year for the tenth year, and HSMAI Education and Scholarship Fund. More information and registration at hsm-ai-az.org.

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

2007 BOARD OF DIRECTORS

President

Melanie Volkers 480-836-5318
Radisson Ft. McDowell Resort & Casino

President-Elect

Pam Patterson, CMP 480-443-2136
Orange Tree Golf Resort

Vice President

Janet Hof CMP, LES 480-991-3388
Hyatt Regency Scottsdale

Treasurer

Bill Mesa 480-883-6319
OB Sports Golf Management

Secretary

Kelly Murphy, CHME 480-368-0369
Fox Sports Grill

Immediate Past President

Bob Holman 602-275-5900
Brede Exposition Services

Directors

Begga Akers 602-437-8400
Radisson Phoenix Airport
Terry McDonald 602-276-6720
Red Hot Rentals
Don Prince 480-736-4841
AIR Marketing
Kate Snapp 520-546-6456
Marriott International
Cheryl Street, CHSP, CHME 623-594-34387
Hampton Inn & Suites Surprise

Executive Director

Joanne Winter 602-240-5552

Newsletter

Sarah Bailey, Chair 602-617-9119
Aramark Parks & Resorts

Newsletter Printing By

Paper Crazy by ThunderThoughts 602-234-0184

The HSMIA CHAPTER CHATTER
Newsletter is a bi-monthly publication
of the Arizona Chapter of
the Hospitality Sales & Marketing Association
International.

HSMIA / Arizona Chapter
P.O. Box 40096
Phoenix, AZ 85067
602-240-5552 Fax 602-240-5553
Website: www.hsmia-az.org

FROM THE PRESIDENT

Melanie Volkers
Radisson Fort McDowell
Resort & Casino



Another busy season in the Valley of the Sun is in full swing, and if you're like me, you're being pulled in what seems like a million different directions just trying to keep afloat. You can't possibly fit anything else into your busy schedule...and then along comes an announcement for the next HSMIA meeting, or the Annual Spring FunRaiser, or the 25th Annual Chinese Auction, and...well you get the picture. You'd like to attend, but you're just too busy. Sound familiar?

I may have a solution for you. No, I haven't found a way to make a 24 hour day any longer, but I have learned how to make us all more productive and more efficient. Believe it or not, we can learn about productivity and efficiency from migrating birds. Yes, I said birds!

FACT: As each bird flaps its wings, it creates uplift for the birds that follow. By flying in "V" formation, the whole flock adds at least 71% greater flying range than if each bird flew on its own. By flying in formation, each bird can save energy by reducing drag. The energy savings in flight can be as much as 50%. The bird at the front of the flock breaks the air for those flying behind it and creates a slipstream for them to be dragged along in. The birds behind also help those in front as the upward motion of their wing also create an upward draft that propels them forward. This push/pull relationship ensures all birds in the formation benefit from the work of others.

So what exactly does this mean? People who share a common direction and sense of community can get where they are going quicker and easier because they are traveling on the thrust of one another.

Think about that for a minute. If all it takes to get where we're going quicker and easier is to be part of a community, then we're in great shape! The Arizona Chapter of HSMIA is a community, and we are all members of the community. So that's half the battle right there. Unfortunately, it's not enough to just be a member of the community; we all have to do our part to help support the community. So, if we each give just a little bit more to our chapter, we should be able to achieve amazing results both individually and collectively. Our peers are one of the greatest resources we have, so it's important to find the time to spend with each other, learn from each other, and ultimately help each other be the best sales & marketing professionals that we can be.

So, the next time you receive an Arizona HSMIA program announcement, think about those birds flying in formation, and be an active part of your community.



Arizona attendees at the HSMIA Leadership Forum in Memphis proudly display the chapter awards.

HSMAI Leadership Conference Wrap-Up

By *Melanie Volkers*

The annual HSMAI Leadership Conference was held at The Peabody in Memphis earlier this month. Eight (8) members of our chapter leadership team made the trip to Memphis. The conference brought together HSMAI chapter leaders, HSMAI collegiate chapter leaders, the HSMAI Americas Board, and Special Interest Group (SIG) Advisory Boards. The energy generated from bringing all of these leaders together was amazing!

The conference featured some great speakers who taught us to make work fun, gave us strategies for success, shared key industry trends, detailed the re-branding of FedEx, and gave us lessons in leadership.

In addition to the featured speakers, the opportunity to share best practices with fellow chapter leaders is invaluable. I must admit that it's quite a humbling experience because many chapters look to our chapter for guidance. I can't tell you how many Chinese Auctions are out there now!

The highlight of the conference had to be the Annual Chapter Awards dinner on Thursday night. Awards are given to chapters in nine (9) different categories for performance in 2006. In the group of large chapters, we won five (5) awards! Our chapter was recognized for excellence in the following categories: Awards & Recognition, Customer Interaction, Fundraising/Community Involvement, Leadership Development, and Partnership Development. Congratulations to 2006 President Bob Holman, and the entire 2006 leadership team for a job well done!



Tara Thain and Bill Mesa

As I mentioned, we had eight members of our leadership team at the conference. Here's what a few of them had to say about the experience:

"The Leadership Conference was awesome! I appreciate that HSMAI budgets funds to allow a member on the Leadership Team the opportunity to experience the conference. The conference was very informative and offered insights into the global reach of HSMAI. My only regret was not bringing my video camera to capture all the awards our great chapter won this year... Congrats to Bob and his 2006 leadership team and to every member of HSMAI for really making a difference in our industry and our community!" ... *Bill Mesa, OB Sports, 2007 Chapter Treasurer*

"The quality of the speakers and the contacts I made were fantastic. Even though we are continually a leading Chapter, there's always something more we can learn to become even better." ... *Cheryl Street, CHSP, CHME, Hampton Inn & Suites Surprise, Past President & Current Board Director*



Melanie accepts one of the many awards from HSMAI's Fran Brasseur.

"The Peabody Hotel was fantastic. Great hospitality and service. Loved the Peabody ducks and the tradition they have established. The opening reception speaker Matt Weinstein was very energetic and entertaining. Great ice breaking session to get to know the group. Food was great and their BBQ beef in a glass was very unique - don't know how good it is until you try it. Sessions enabled the group to share ideas and concerns. Great way to showcase ideas (Chinese Auction, etc.) to share with other chapters. "Flying in Formation: Strategies for Success" was a great title for the conference and really gave the event synergy and a nice flow. Obviously the hit of the event was the awards presentations. Arizona took home (5) awards! Great food and presentation at the Grand Casino as well as a fun evening for those that wanted to extend the fun. Lots to do in Memphis - Beale Street, Graceland, etc.!" ... *Janet Hof, LES, CMP, Hyatt Regency Scottsdale, Chapter Vice President*

"Our chapter should be very proud of the Leadership team and the members that volunteer to receive 5 out of 9 awards. Big Kudos to the chapter. I think this conference gives people a better appreciation for our Chapter because of the great accomplishments and milestones our Chapter has achieved." –*Tara Thain, CHME, SuperShuttle, Past President*

HSMAI is able to provide great content in learning what the Industry Trends are. HSMAI Leadership gives us the tools to become better leaders in our chapters as well as professional development in our careers. Also, for those who attend realize the hard work and respect each chapter contributes to the whole organization.

How to Communicate with Power and Influence: Communicating When Strangling isn't an Option

A February Meeting Recap by Laura Litke

Take a step outside the box; make people feel protected and safe; nourish communications AND garbage in/garbage stays were some of the informative thoughts brought to the mind by Sue Hershkowitz-Coore, CSP our guest speaker for February.

One of the top and more energetic speakers in the country, "Speaker Sue" helps attendees recognize different avenues of communication. Her upbeat, yet not over the top style, opened the door for most of the crowd to feel comfortable participating and interacting with their fellow HSMAI members and guests. Communication is one of the cornerstones of a company's success. And with that – compassionate and positive communication is the key to an individual's success.

Why not make a co-worker, associate or even a spouse feel safe and appreciated? Avoid communicating in a way that makes people feel threatened, stupid or wrong. Influencing a positive connection between people versus causing conflicts is the best and most effective way to communicate. Also, to think outside the box and not going with your first impression is critical. Look for the second right answer.

Sue mixes a combination of professional and life experiences, as well as research, to make others understand there are many different avenues of communication. She is a great motivational speaker filtered through a bit of the comedic genius of Rita Rudner. And, if you're wondering about her academic credentials:

BA - Education (University of Bridgeport)
Masters Degree in Counseling (ASU)
Fellowship (UC Berkeley)

With all the motivational speakers, tapes and books available it was refreshing to experience Sue with a positive and energetic style that made all of us want to participate. Isn't that one of life's goal? Positive Participation. You want the people in your professional life, in addition to your personal life, participating in a positive upbeat manner that gets things done. Benefiting everyone involved. For a day, try to eliminate NO from your vocabulary - refuse to answer the negative – make communications positive! For more information or to contact Sue visit her website at www.speakersue.com.

Special thanks to our sponsors, the F1 Race Factory and Conference Center for hosting our event, On the Border Mexican Food for catering the delicious food, and to Eric Bahr with Bahr Photography for the photo memories. Our raffle donors were: Broadway Palm Dinner, Hyatt Regency Scottsdale, GES Exposition Services, Royal Palms Resort & Spa, Discovery Maps & Guides, Legacy Golf Resort, the HSMAI Communications Committee and the F-1Race Factory.



Speaker Sue Hershkowitz, Cheryl Street and Linda Ruby suit up for the big race.



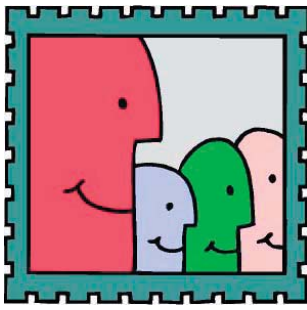
(l to r): Lynn Casebere, Sandy Brown, Terry McDonald and Cheryl Street.



(l to r): Clark Rowley, Melanie Volkens, Angela Prestinario and Karen Davis.



President Melanie Volkens recognizes our host, Scott Sanders, F1 Race Factory.



News From Our Committees

Government Relations

By Don Prince, AIR Marketing, Chapter Director of Government Relations

ARIZONA OFFICE OF TOURISM HAS NEW DEPUTY DIRECTOR

The Arizona Office of Tourism announced the appointment of Kelly Paisley as deputy director. Kelly comes to the AOT with extensive experience in community relations and communications and was most recently the director of the Governor's Office of Efficiency Review and prior to that was the director of community relations for the Arizona Department of Health Services. She brings a diverse amount of experience in Arizona and Washington, D.C. to AOT, including a background in project management and implementing large-scale programs and events. Welcome Kelly!

EMPLOYER SANCTIONS FOR IMMIGRATION VIOLATIONS

Once again Representative Pearce is sponsoring legislation that would require fines from employers found to be hiring undocumented workers. The two bills in question, H2779 and H2699, are opposed by a various industry groups and chambers of commerce who believe that immigration enforcement is a federal and not a state responsibility. H2699 failed to pass, and H2799 was restored in Appropriations after having been amended to eliminate employer sanctions.

In a press briefing the Governor stated that the means for verifying illegal residents is "accessible, attainable and reasonable" and thinks that there should be an immigration bill that deals with employers in a strong matter and also gives employers means to comply and enforce the law so the state is not dealing with the issue all over again. The Governor added that she believes it will take a strong, good faith effort for employers to comply.

ARIZONA TOURISM UNITY DINNER

The Arizona Tourism Alliance honored John Junker, President and CEO of the Fiesta Bowl, with the 2007 Tourism Advocate of the Year award at the annual Arizona Tourism Unity Dinner at the Arizona Biltmore Resort & Spa on Wednesday, March 28th. Over 700 industry professionals attended this event.

Community Outreach

*By Deliah Rose, Legacy Golf Resort, Chair,
Community Outreach Committee*

Thank you to all who donated items for the Spring Cleaning Clothing Drive to benefit Pappas Schools and Kids. Our magnificent members generated large amounts of clothing, books, toiletries and more for this special organization. Our donations will help homeless and transitional families and the library at the downtown school.

WE NEED YOU!

HSMAI is creating a Make A Difference Day Team to participate in the Make A Difference Day Valley-wide Serve-A-Thon on Saturday, April 21, 2007, 8:00am-Noon at the Nevitt Elementary School at 44th Street and Southern. Volunteers will be helping make their Community Carnival a huge success. More information is on our website at hsmaz.org. Round up some friends and family and contact Deliah Rose at drose@legacygolfresort.com or 602-799-3258.

Thank you to our HSMAI Members who volunteer their time and talents to make a difference in 2007!

Membership

*By Karen Davis, Mesa Community Center,
Chair, Chapter Membership Committee*

MEMBERSHIP MATTERS – WE NEED YOU!

A big 'thanks' to all who brought guests to the February meeting! With the roll-out of our new Membership Drive — Win with One! we are striving to increase membership this year by 30 new members. The program is this: for each guest a member brings throughout February – November, the member's name will get put into a drawing for a grand prize awarded at the December Gala. Membership Committee members will be working all year to build a nice give-away package. The more guests a member brings, the more chances of winning! But, YOU MUST fill out a "Win With One" entry form, with all the guest information, at the meeting and turn it in to the Membership Committee.

HSMAI Benefit of the Month: Remember – HSMAI is not only for Sales Professionals; there is a Special Interest Group (SIG) available, with internet training seminars, for REVENUE Managers. Let's get more GM's & Rev Managers involved!

January/February New Members: Students include Dorothy Chow, Meredith Davies, Sarah Herman, Shannon McAlister, Valerie Nordin, Dave Perlow, Christine Walczak, Marie Wong, and Stephanie Wynn. Regular members are Cassie Spillner, Tammy Lucas, Elizabeth Carless, Beth DuPree, Leslie Powell, and Lisa Schmidlap from Best Western International, Korrie Gernert, Corporate Follies, Derek Turner, Grand Canyon Railway, Karma Collins, Mark McMinn, Tempe CVB, Melissa Gogel, Phoenix CVB, Angela Prestnario, Stratum Laser Tag, Jessica Becker, Chaparral Suites and Andrea Venner, Scottsdale Community College.

Industry Expert Provides 2007 Forecast A January Meeting Recap by Sarah Bailey, Aramark Parks & Resorts

The Metro Phoenix is a great example of hospitality and tourism continuing to rebound and gain momentum. Robert Hayward with Warnick & Company provided us with an extremely positive recap of 2006 and a promising 2007. 2006 showed Rev Par leading the growth due to an increased ADR and a modest demand growth in all markets. This is the first year we've seen Rev Par exceed pre 9/11 levels on an inflated basis which is an excellent sign. Demand growth outpaced supply for the 4th year in a row.



(l to r): Dave Brann, Trish Owen and Dave Rosenbaum.

The resort market showed moderate demand growth in 2006. Supply growth outpaced demand due to the opening of the Radisson Fort McDowell Resort & Casino resulting in a slight decrease in occupancy. Luxury resorts experience continued occupancy growth while the non-luxury resorts experienced below 2005 occupancy levels. The resort market also experienced strong ADR growth for the third year in a row and rate growth for both the luxury and non-luxury market.

No full service properties opened in 2006 and only the Renaissance Hotel Westgate is scheduled to open in 2007. The Phoenix economy remains strong and continues to diversify with Arizona continuing to be a desirable destination for transients and groups.

Rate growth should continue to strengthen in 2007 as occupancy reaches more stabilized levels and market compression becomes more evident. Current and planned product enhancements such as Westgate continue to enhance the destination appeal of the market. The health of



Michael Barnhart and Pam Patterson



(l to r): Mark McMinn, Joe Heini and Kathy O'Connor.

the airline industry remains critical to the Phoenix market as we are considered a "fly in" market. The overall industry has seen enhanced profitability in the last three years and the evidence shows that we will continue to see growth in the future.

Thank you to Mr. Hayward, who has generously donated his time presenting this popular program for the past several years; to our host property, OrangeTree Golf Resort and to our additional sponsors, Richard Carmer with Picture Phoenix for the photo memories and to Bill Johnson, CSP for the LCD projector.

Raffle donors were: SuperShuttle/ExecuCar, Broadway Palm Dinner Theater, Hyatt Regency Scottsdale, Discovery Maps & Guides, GES Exposition Services, TBA Global Events, The Buttes, A Marriott Resort and the HSMIAI Communications Committee.



Bob Holman presents Kevin Hill with the Lifetime Achievement Award (Kevin could not be present at the Awards Gala)



(l to r): President Melanie Volkers recognizes speaker Bob Hayward.

Great Teams Don't Happen Overnight

by Nancy White, Workshop AZ

Effective teams drive profits. You already know this, but the challenge is: How do you create these dream teams?

You may attribute it to coincidence, good fortune or being in the right place at the right time. However, the real secret to effective teams is the recognition of and the action against key values and critical leadership behaviors -- the art of intentional leadership. In addition, developing successful teams requires an investment of time and energy.

Yes, time. But, if used wisely and intentionally, you will save a tremendous amount of time in the long run by preventing the unnecessary complications of ineffective management. It just doesn't happen overnight.

The golf outing, an afternoon of high-risk activities or a one-time event doesn't allow application for transition once the team is back at the office or in the field. Rah, rah! Esprit de corp. Those events are nice but serve as "social activities" and more often only heighten awareness of the team's dysfunction.

In my experiences, organizations are very effective at communicating the bottom-line goals. Everyone knows what the magical number looks like and how close we are to achieving it. Daily, monthly, quarterly, annually and historically. If weather, sporting events or the Loop 101 impacted our business, we can compare it to STLY (Same Time Last Year).

Ask yourself as a team or organization, how often do you measure the set of values, leadership behaviors and team effectiveness factors? The real question is whether they are measured at the same level and intensity as the financial goals? If an organization is serious about developing high-performing teams, then emphasis must be placed on the factors that impact them. So, what are the factors?

After 40 years of studying team dynamics, Rod Napier and The Napier Group have established key principles for successful teams. Where does your team stand in relationship to the eight key principles to developing highly effective teams?

1. Group climate: A climate of trust, respect, honesty and openness is first and foremost.
2. Purpose, goals and objectives: A clear purpose with great directions.
3. Communication.
4. Conflict: Groups cannot exist without it. If skillfully handled, conflict will strengthen the group and the relationships.
5. Reward, recognition and appreciation: Celebrate with no limits.
6. Leadership: Each team should model agreed upon leadership skills and behaviors and strive for continuous improvement.
7. Supervision: Accountability. This is simply recognition or consequences for leadership behaviors, goals and objectives.

8. Meeting design: Meetings should be intentional, fully participative and balanced with task and process.

Simply add up the salaries of all participants in the meeting and measure that against the value of the meeting. Ask yourself, "is it worth it?"

Now that you have this insight for developing dream teams to drive profit improvements, make a commitment to approach each factor and establish forms of measurement. It is not an easy task, but the reward is great. Successful teams attract other high achievers, improve morale and increase staff retention. And, did I say improved profits?

Nancy J. White is president of Workshop AZ, a Valley-based company that provides customized corporate/group retreats, strategy sessions, team dynamics and coaching to organizations nationwide. She can be reached at 602-509-0630 or nwhite@workshopaz.com.

25th ANNIVERSARY HSMAI CHINESE AUCTION *Year of the Boar*

Excitement is at an all-time high ... HSMAI's largest and most thrilling fundraising event of the year is planned for Thursday, **June 28, 2007**.

So mark your calendars and plan on joining us for high-desert luxury at the Carefree Resort & Villas as we host the 25th Annual Chinese Auction, "Year of the Boar". Proceeds from the auction will support the Children's Angel Foundation and our chapter education and scholarships funds.

The Arizona Chapter of HSMAI counts on our members and guests to ensure the success of the 25th Annual Chinese Auction. Through personal participation and corporate sponsorship, we as a community can support a wonderful cause and enhance our members' experiences. We encourage you to donate live and silent auction items.

Be watching the chapter website and your mail for more information and those all-important donor forms. If you are interested in participating on the committee, they could really use your help! Contact Joanne at 602-240-5552.

"Enquiring Minds" Want To Know!

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



A BIG congratulations to all of our Arizona Chapter member who were recent recipients of an **HSMIA Adrian Award**. These prestigious awards were presented at the 50th Anniversary Gala held in New York at the end of January. Winners in one or more categories are listed below. A complete list of all awards winners can be found at www.adrianawards.com.

AIR Marketing, Tempe, AZ
Best Western International, Phoenix, AZ
Blue Square Studios, Phoenix, AZ
E.B. Lane, Phoenix, AZ
Greater Phoenix Convention & Visitors Bureau,
Phoenix, AZ
Phoenix Convention Center, Phoenix, AZ
Pointe South Mountain Resort, Phoenix, AZ
Royal Palms Resort & Spa, Phoenix, AZ
The Hotel Valley Ho, Scottsdale, AZ

Linda Ruby, CHME, CMP recently started a new adventure at the Radisson Fort McDowell Resort & Casino as National Sales Manager, East Coast. Linda, a past president of HSMIA, is also serving as our Educational Programming Chair for 2007.

Congratulations to **Begga Akers** with the Radisson Phoenix Airport Hotel. She is expecting a little boy due sometime in August. Begga currently serves on the HSMIA Board as liaison to Community Outreach.

In other baby news, **Corissa Kopp**, OrangeTree Golf Resort and our chapter's chair of Special Events, is expecting a baby in October!

Beth Showalter, a new HSMIA member with ARAMARK Harrison Lodging was recently promoted to Electronic Marketing Manager.

Cheryl Street, CHSP, CHME, current chapter Board member, has accepted a position as a member of the HSMIA DOS&M SIG Advisory Board. This will be great for our chapter! Thank you Cheryl and congratulations!

Laura Litke, also with ARAMARK Harrison Lodging, was promoted from Supervisor to Group Sales and Conference Services Manager. And ... exciting news at ARAMARK is their new, exciting and elegant Canyon Princess dinner cruise boat coming to Lake Powell very soon. Let them do the driving and the cooking!

Karen Davis has a new job! She is now the Sales and Booking Representative for the Mesa Convention Center, a full-service convention, exhibit and amphitheater venue. She also sells space (patio and beer tent) at Hohokam Stadium - home of the Chicago Cubs for Spring Training.

Jessica Becker started her career in the hospitality industry at the Phoenix CVB. After three years she went to the hotel side and now she is the Sales Manager for the Midwest Market at the Chaparral Suites Resort in Scottsdale.

Congratulations to fellow industry association, **MPI/Arizona Sunbelt Chapter** ... they recently celebrated their 500th member!

And, News From Our Student Members ...

Liz Bander is a new NAU student member and she is loving it! She recently received an internship for this summer at the Mii'Amo Spa in Sedona.

Jeni Wilson, an NAU student member, got an internship and a job through HSMIA at the Sedona Rouge Resort & Spa. Ed Conway, General Manager, is a member of HSMIA and utilized the resources available. Jeni is so excited and thanks HSMIA!

Dorothy Chow, a new ASU student member is very excited that she is passing ALL of her classes and she is already a Junior (in her second year)!

Meredith Davies, an ASU student, says the move for ASU into Downtown Phoenix has come with ups and downs. But, it has given her an opportunity to see downtown Phoenix grow AND it is working out to be a great and exciting place for students.

Do you have any news you would like to share with fellow HSMIA members?
Please forward to jojowin@aol.com
by the 10th of the Month.

INDUSTRY CALENDAR OF EVENTS

APRIL

- 11 ... ISES Monthly Meeting, "New Twists on Teambuilding", The Phoenix Zoo, 5:30-8:30 p.m.
- 11 ... HIP Monthly Meeting, The Buttes, A Marriott Resort, 5:30-7:30 p.m.
- 11 ... SITE, Sip With SITE, Midwest Arabian Ranch, 7:30-8:30 a.m.
- 12 ... MPI Luncheon Meeting, "The Culturally Competent Meeting Professional", Chase Field, 11:00-1:30 p.m.
- 17 ... NACE Luncheon Meeting, "Contracts & Legalities", The Lamar Everyday Spa, 6:00-9:00 p.m.
- 19 ... HSMIA Annual Spring FUNRaiser and Industry Networking Event, "How The West Was Fun", Rustler's Rooste at Pointe South Mountain Resort, 6:00 p.m.
- 20 ... SGMP Annual Education Fair, "Education for a New Era", 9:00-2:00 p.m. Carefree Resort & Villas
- 25 ... AzBTA "Drive for Charity" Golf Tournament, Stonecreek Golf Club, 12:30 p.m.
- 27 ... AzSAE Professional Development and Networking Luncheon Meeting, Hilton Garden Inn Downtown, 11:30-1:30 p.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) ... 602-266-0133 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:**

*Never take any
bull from anybody.*





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"

- *Simple Elegance* •
- *Small Intimate Property* •
- Large Luxury Villas*



Scottsdale Camelback

Resort

(602) 947-3300

*HSMIAI Members receive 25%
 off nightly rates.*

- INVITATIONS
- ANNOUNCEMENTS
- STATIONERY
- PAPERS
- CALLIGRAPHY

PaperCrazy

© THUNDER THOUGHTS, INC.

602.234.0184
 4500 NORTH 12TH STREET
 PHOENIX