

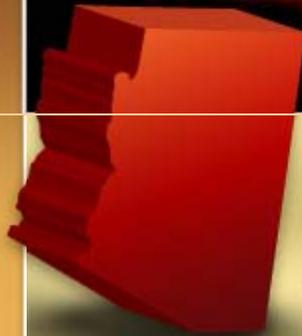


HOSPITALITY SALES AND MARKETING  
ASSOCIATION INTERNATIONAL

ARIZONA

### eRESOURCES

- [Chapter Information](#)
- [Education](#)
- [Member Services](#)
- [Community Outreach](#)
- [HSMIAI International News](#)



## CHAPTER CHATTER

Nov.-Dec. 2008 Issue

### HSMIAI's 40<sup>th</sup> Anniversary Gala

On December 16th, the Arizona Chapter of HSMIAI celebrated its big anniversary in style at Sassi Ristorante in Scottsdale. The evening's festivities included a walk down memory lane with a montage of photo memories, awards presentations, installation of our 2009 Board of Directors, honoring our Past Presidents and Honorary Members and a check presentation and gift collection for our "Charity of the Year", the Children's Angel Foundation.

[READ MORE](#)

## CALENDAR OF EVENTS

### HAPPY NEW YEAR!!

**January 15**  
Monthly Luncheon Meeting

#### "2009 Industry Forecast"

*Presented by*

*Robert Hayward, Warnick & Company*

Radisson Hotel City Center, Phoenix

11:00 a.m. to 1:15 p.m.

[READ MORE](#)

To view the full Arizona Chapter Calendar, [CLICK HERE](#).

[VIEW ALL INDUSTRY EVENTS ▶](#)

**2008**

**BOARD OF DIRECTORS**

**President**

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

**President-Elect**

Janet Hof CMP, LES 480-991-3388  
Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch

**Vice President**

Bill Mesa 480-883-6319  
OB Sports Golf Management

**Treasurer**

Don Prince 602-628-7413  
Strategic Tourism Solutions

**Secretary**

Kelly Murphy, CHME 602-534-0900  
Phoenix Convention Center

**Immediate Past President**

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

**Directors**

Begga Akers 602-437-8400  
Radisson Phoenix Airport  
Sarah Bailey 602-331-5291  
Lake Powell Resort & Marinas  
Corissa Kopp 602-459-1839  
Scottsdale Healthcare  
Terry McDonald 602-276-6720  
Red Hot Rentals  
Deliah Rose, CHSC 602-305-6303  
Legacy Golf Resort  
Kate Snapp 520-546-6456  
Marriott International

**Executive Director**

Joanne Winter 602-240-5552

**Newsletter**

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

**Email Newsletter sponsored by TravelClick Hospitality Tool Kit®**

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

**HSMIAI / Arizona Chapter**

P.O. Box 40096  
Phoenix, AZ 85067  
Phone 602-240-5552  
Fax 602-240-5553

### **Final Message from the President**

**By Pam Patterson, CMP, Orange Tree Golf Resort**

As I look back on my early career, two people stand out as being my mentors. I didn't realize it at the time; rather, I thought each was just being my boss. But, after having several bosses over the years, I find that these two individuals were unique in the way that they taught me. [READ MORE](#)

### **Children's Angel Foundation**

**HSMAI's 2008 "Charity of the Year"**

The Children's Angel Foundation, the fundraising affiliate of Hacienda HealthCare, needs rocking chairs so our volunteers can rock babies when they visit! Do you have a rocking chair you are willing to donate? [READ MORE](#)

### **The Community Outreach Corner**

**By Laura Litke, Community Outreach Chair**

THANK YOU! THANK YOU! THANK YOU! On November 15<sup>th</sup> at the Walk for Animals at Tempe Town Lake, you brought your big dogs, small dogs, those with floppy-ears, some with fuzzy tails, mixed breeds, and who-knows breeds ... and everything in between! You brought them all and ... [READ MORE](#)

### **Annual Golf Tournament**

The 2008 HSMAI Golf Tournament sponsored by Casino Arizona Resort and Spa was held on Tuesday, September 23rd at the beautiful Legacy Golf Resort. The Legacy hosted 70 players from the hospitality industry who enjoyed great weather, great food, and great golf. [READ MORE](#)

### **Membership Matters**

**By Karen Davis, CTA, Membership Chair**

Win With One and Benefit of the Month - Not only did member Angela Prestinario win the mid-year free meeting with her "Win With One" entry, she reminded us all how important vendor-to-vendor relationships are by giving September's Benefit of the Month! [READ MORE](#)

### **Member News**

Sara Huddleson was promoted from Spa Sales Manager to Assistant Spa Director of Spa Avania at Hyatt Regency Scottsdale Resort & Spa. Speaking of the Hyatt, by the end of 2008, the resort will have spent more than \$50 million on the 21,000 square-foot Spa Avania .... [READ MORE](#)

### **Member Profiles**

HSMAI Arizona strongly promotes the "Partners for Profits" program which encourages members to do business with fellow members. See how you can do business with a few of our chapter members. [READ MORE](#)

### **"It's Easy Being Green"**

**A September Meeting Recap by Sarah Bailey, Lake Powell Resort & Marinas**

This program, presented by Darla Cook, V.P. of Public Relations for Forever Resorts, was held at the Pointe Hilton Tapatio Cliffs Resort in Phoenix. [READ MORE](#)

### **"Revenue Management Panel"**

**An October Meeting Recap by Jeni Wilson, President, HSMAI NAU Collegiate Chapter**

When things are good people talk about Revenue Management but when things are not going well all people want to talk about are sales. Don't lose sight of the importance of revenue management. [READ MORE](#)

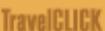
### **Student Corner**

**By Jeni Wilson, NAU Student Club President**

The semester is over and the students at NAU and we can't believe it! Our goal this semester was to become a more cohesive group after our past semesters of massive recruiting but difficulty of keeping students for more than a semester. [READ MORE](#)

P.O. BOX 40096, PHOENIX, ARIZONA 85067-0096  
602.240.5552 | [info@hsm-ai-az.org](mailto:info@hsm-ai-az.org)

  
VISIT THE HSMAI MAIN SITE ▶

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## Final Message from the President

*By Pam Patterson, CMP,  
Orange Tree Golf Resort*



As I look back on my early career, two people stand out as being my mentors. I didn't realize it at the time; rather, I thought each was just being my boss. But, after having several bosses over the years, I find that these two individuals were unique in the way that they taught me. Not only did they give me the opportunities to learn and make mistakes but they also coached me along the way. And they didn't do this because I asked them to, they just did it.

From the time I joined the Arizona Chapter of HSMIAI, the people I met and my committee involvement had been preparing me for this past year. Yes, they were mentoring me! Now that my term as chapter president is coming to a close, I see the opportunity for me to become a mentor to our members. It's a chance for me to encourage you to get involved, learn from your peers and share your expertise. You can do this in so many different ways and at different levels of commitment. For example,

Join a committee as a volunteer – it's easy & rewarding

Buddy up with a student member and coach them

Offer your expertise as a chairperson on a committee or a speaker for the students

Offer a suggestion as a topic for one of our educational meetings or event

Those are just a few of the opportunities. Like you, the possibilities are infinite.

If you would ever like to discuss the ways you can grow from your involvement with HSMIAI, please contact me.

Being your chapter president has been an incredible experience and a total honor. I want to thank all the HSMIAI members who were my mentors along the way. Your advice, ideas and help are greatly appreciated. I will be forever changed by this experience and a better person for it. Thank you all for the opportunity.

*The 2009 Arizona  
Chapter leaders attend  
The Leadership Retreat at  
The Hyatt Regency  
Scottsdale in November.*





HOSPITALITY SALES AND MARKETING  
ASSOCIATION INTERNATIONAL

ARIZONA



## Children's Angel Foundation

*An Affiliate of Hacienda HealthCare®*

### ***HSMAI's 2008 "Charity of the Year"***

The Children's Angel Foundation, the fundraising affiliate of Hacienda HealthCare, needs rocking chairs so our volunteers can rock babies when they visit! Do you have a rocking chair you are willing to donate? Do you know someone who has a rocking chair they may donate? To donate, please call Genia Hardin at 602.795.3798 or via email at [ghardin@haciendahealthcare.org](mailto:ghardin@haciendahealthcare.org). Check out [www.childrensangelfoundation.org](http://www.childrensangelfoundation.org) to learn more about our cause and to see the children in our care.

Interested in volunteering in one of our facilities to rock babies or to help in our Thrift & Boutique? To volunteer, please contact our Volunteer Coordinator, Tara Buettner, at 602.243.4231 ext: 126 or via email at [tara@haciendahealthcare.org](mailto:tara@haciendahealthcare.org).

**The Community Outreach Corner**  
*By Laura Litke, Community Outreach Chair*

THANK YOU! THANK YOU! THANK YOU!

On November 15<sup>th</sup> at the Walk for Animals at Tempe Town Lake, you brought your big dogs, small dogs, those with floppy-ears, some with fuzzy tails, mixed breeds, and who-knows breeds ... and everything in between! You brought them all and ...

- We had over 1500 kids and adults in attendance
- We lost count at over 670 dogs!
- YOU helped raised nearly \$100,000
- YOU helped save thousands of cats and dogs!

Within Team HSMIAI - Team Shell Vacations had a great turn out with matching shirts for people and their pets! You all made this the most successful Walk to Save Animals ever! The staff and animals of AAWL / SPCA can't thank you enough.

You can still donate, please click on the following link, use the drop down and select Laura Litke: <http://www.aawl.org/AAWLwalk.asp>. Thanks again to one and all!



*"Volunteers don't get paid, not because they're worthless, but because they're priceless." - Sherry Anderson*

## Annual Golf Tournament

The 2008 HSMIAI Golf Tournament sponsored by Casino Arizona Resort and Spa was held on Tuesday, September 23rd at the beautiful Legacy Golf Resort. The Legacy hosted 70 players from the hospitality industry who enjoyed great weather, great food, and great golf.

Some of the on-course activities included a Casino Arizona Blackjack table on the 1st tee and a blow up "chipping contest" provided by The Fun Coach on hole #11. The Arizona Cardinals provided two Cheerleaders who greeted guests and assisted with the raffle.

HSMIAI would like to THANK all of our sponsors:

Title Sponsor:

Casino Arizona Resort and Spa

Eagle Sponsors:

Brede Exposition Services

GES Exposition Services

Par Sponsor:

The Fun Coach

Hole Sponsors:

Tri-Rentals

Rancho de los Caballeros

Host Sponsor

Legacy Golf Resort

Photography Sponsor:

Wish You Were Here Postcards

Signage Sponsor:

Brede Exposition Services

Grand Prize Sponsors:

US Airways and Shell Vacations Hospitality

... and of course all of our "Goodie Bag" sponsors. Thanks to all who supported our association during these hard economic times and a special THANKS to the golf committee for their efforts!



*Photos attached ....*



*Photos Courtesy of Wish You Were Here Postcards*

## **Membership Matters**

*By Karen Davis, Membership Chair*

### **Win With One and Benefit of the Month**

Not only did member **Angela Prestinario** win the mid-year free meeting with her “**Win With One**” entry, she reminded us all how important vendor-to-vendor relationships are by giving September’s **Benefit of the Month!** Networking and utilizing other HSMIAI organizations is a great way to help grow your business, especially in a slow economy.

### **Membership Challenge**

Let’s end the year on a high note! Invite your business associates, co-workers, outside networking partners, etc. and let them see what HSMIAI can offer. The Membership Committee is challenging you to help your chapter end the year with a bang! In November and December, the one person who brings in the most NEW members by the year’s end will be awarded a very special gift **basket of prizes**. You **MUST** be listed as the referred member on the new member’s application to be counted.

Thanks for ALL your continued support in helping to grow  
HSMIAI Arizona.

### **Corporate Memberships**

Welcome new BEST WESTERN Corporate Members. You now are 60 strong!!!

### **HSMIAI Member Benefits:**

- ◆ Great monthly educational programs, seminars and webinars to help improve business and professional selling skills.
- ◆ Opportunity to increase leadership and organizational skills through committee and board involvement.
- ◆ Bi-monthly Chapter E-Newsletter and International publications - HSMIAI *Update* newsletter and the *Marketing Review* Magazine.
- ◆ Members-only on-line directory at [hsmia.org](http://hsmia.org) and [hsmia-az.org](http://hsmia-az.org).
- ◆ HSMIAI Foundation, providing industry publications, research, scholarships and the e-Connect resource.
- ◆ Affordable Meetings East, West and Mid-America Exposition and Conferences, HSMIAI Meetings Quest and HSMIAI University Webinars.
- ◆ Internationally recognized Designations - Certified Hospitality Marketing Executive (CHME), Certification in Hospitality Sales Competencies (CHSC) and Certified Revenue Management Executive (CRME).
- ◆ Building long lasting friendships with industry peers; lead sharing and cross selling opportunities.
- ◆ Product/service recognition among peers through networking opportunities, word-of-mouth referrals, monthly brochure/networking table and member/business profiles in newsletter.

## Member News

**Sara Huddleson** was promoted from Spa Sales Manager to Assistant Spa Director of Spa Avania at **Hyatt Regency Scottsdale Resort & Spa**. Speaking of the Hyatt, by the end of 2008, the resort will have spent more than \$50 million on the 21,000 square-foot Spa Avania, an all-new lobby and Lobby Bar, the addition of SWB, a southwest bistro, Alto ristorante e bar, front desk, an Executive Boardroom, a complete guestrooms, suites, casitas and corridor renovation, a new Camp Hyatt facility and a redesign of the 14,000 square-foot Regency Ballroom. "This extensive undertaking is in keeping with Hyatt Regency Scottsdale Resort and Spa's commitment to offer the finest resort experience", says Michael Stephens, General Manager.

Former HSMIAI member **Merry Irons** sold her house and moved back to Wisconsin as Sales Manager for Country Springs Hotel. You can contact her at: 2810 Golf Road, Waukesha, WI 53187; 262.970.5427; [merryi@countryspringshotel.com](mailto:merryi@countryspringshotel.com).

**Wendi Couto**, Chaparral Suites Resort, recently welcomed Nolan Robert Couto into the world. Congratulations Wendi!

**Raquél Geiger** recently joined the staff at the **Tempe Convention & Visitors Bureau** as a Group Sales Manager. She will assist the group sales team by managing the Midwest and SMERF (social, military, educational, religious and fraternal) markets.

**The Fiesta Resort Conference Center** is proud to announce the return of **Marie Vanatta** as the "new" Director of Sales and Marketing. The team is very excited to have her back.

Congratulations to recent BIG birthday gals: **Anita Price**, Days Inn Scottsdale recently turned 70 and **Kelly Murphy, CHME, CMP**, Phoenix Convention Center recently turned 40.

**Margaritaville** has started a VIP program, entitling members to food, beverage and retail, including special Happy Hour pricing. Card holders receive these benefits daily. For more information, contact Michelle Vivian at [mvivian@margaritaville.com](mailto:mvivian@margaritaville.com).

Congratulations to **Tara Thain, CHME**, who just celebrated 15 years at SuperShuttle!

## An HSMIAI Testimonial

*By Angie Belknap, Revenue Manager, Lake Powell Resorts & Marinas*

2008 has been a really good year for me and I attribute a good portion of this to HSMIAI. In the fall of 2007, even though I was not a member, I "attended" several webinars hosted by HSMIAI. These included topics such as "Creating an

*Continued*

Ecommerce Budget” “Writing for Search Engines”, “Online Press Releases”, “Search Engine Optimization” I was able to come away with at least one action item from each of the webinars that we could execute immediately to grow or improve our business.

In December of 2007, I received a one-year HSMIAI membership with the registration fee for the HSMIAI Internet Marketing seminar held here in Phoenix in conjunction with the HEDNA Conference. Hot topic for this conference was Social Media, which I knew very little about. I was able to network with hospitality marketing professionals, interact with internet vendors and listen to the keynote speakers at the forefront of Social Media. (Cynthia Estes Green introduced her special report “The Travel Marketer’s Guide to Social Media and Social networks”). With this guide book, we were able to try some new ways to attract and engage customers and again grow and improve our business.

Throughout the beginning of 2008 I used the new knowledge gained in the educational opportunities provided by HSMIAI to successfully promote my resorts and through this effort was nominated by the Arizona Chapter of HSMIAI to represent them in the National Revenue Idol competition and was ultimately selected as the 2008 Revenue Idol for HSMIAI. With this nomination I received a complimentary trip to Austin to attend the HSMIAI Revenue Management Strategy Conference. At this conference I was able to extend my professional network and had the great fortune to meet some of the industry leaders in the field of revenue management. This conference was held in conjunction with HITEC and so I was also able to attend the vendor show the following day and saw product demonstrations of many of the hospitality software leaders such as Travel Scream, AltiusPAR, EZ Yield, ZMail by Zdirect, PAR Springer-Miller Systems, Fresh Address, and IDeaS Revenue Optimization.

With the recognition that I received in conjunction with the HSMIAI Revenue Idol Award, I was invited to speak at the NAU School of Hotel/Restaurant Management’s Revenue Management Class, was invited to lead the HSMIAI AZ Chapter panel discussion on “Unlocking the Mysteries of Revenue Management” at a recent education luncheon and was invited to be a panel speaker at the 2008 Marketing Profs Conference on Email Marketing (with this invitation came a complimentary conference registration to attend the entire Marketing Profs Conference which focused on advanced tactics for Social Media, Web Site Optimization and Email Marketing).

On top of all of these wonderful opportunities I also attended some great luncheons and networking functions and met some great people, toured some great Phoenix/Scottsdale properties and had some great times.

*Got any news or testimonials to share?  
e-mail to Joanne at [jojowin@aol.com](mailto:jojowin@aol.com)*



## Member Profiles

HSMIAI Arizona strongly promotes the “Partners for Profits” program which encourages members to do business with fellow members. See how you can do business with a few of our chapter members.

### Glendale Office of Tourism

**Lorraine Pino**, Tourism Manager

**Terry Williams**, Marketing, Tourism & Development Executive

**Angela Serda**, Tourism Promotion Specialist

**Description of business:** The Glendale Office of Tourism provides visitors to Glendale with a unique and unforgettable travel experience while positioning Glendale as a preferred year-round destination for visitors, conventions, meetings and major events, which produce a positive economic impact and enhance a sense of pride and quality of life for residents. The Historic Downtown Glendale Visitor Center, a division of the Glendale Office of Tourism and an official Arizona Local Visitor Information Center, opened in October 2000. The visitor center assists 15,000 visitors per year with finding accommodations, directions, dining options and much more.

**Would you like HSMIAI members to send you business?** Absolutely!

**How can they do so?** Phone: 623-930-4500, Email: [Lpino@glendaleaz.com](mailto:Lpino@glendaleaz.com), Web site: [www.VisitGlendale.com](http://www.VisitGlendale.com)

**What do you like most about being a member of HSMIAI?** Being a member of HSMIAI allows you to meet and network with others who have a passion for the Hospitality and Tourism industry which creates a positive synergy. HSMIAI is also an excellent resource for industry education and business development.

\*\*\*\*\*

**Nic Jones**, Revenue Optimization Maven

**Aspire**

**Description of business:** Aspire is an international training and consulting company positioning organizations to achieve and sustain optimum performance. Aspire provides innovative learning, strategic marketing, leadership training, and cultural alignment for increasing revenues, growth in market share, a re-energized sales force and lasting changes in attitude and outcome. Founded in 1995, Aspire has headquarters in Phoenix, AZ with a network of inspiring professionals across the country. For further information, visit [www.aspiremarketing.com](http://www.aspiremarketing.com).

**Would you like HSMIAI members to send you business?** Sure!

**How can they do so?** Call us directly at 602-392-0700

**Do you offer any type of discount to HSMIAI members?** We most likely would based on the scope of the project.

**What do you like most about being a member of HSMIAI?** The connection to the best the industry has to offer!

*Continued*



HOSPITALITY SALES AND MARKETING  
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ARIZONA

**Robert Lenhart, Owner**  
Arizona Casino Parties

**Description of business:** Stage casino party events for entertainment and fundraising.

**Would you like HSMIAI members to send you business?** Yes

**How can they do so?** arizonacasinoparties.com; 602-942-4826; rblmml@aol.com.

**Do you offer any type of discount to HSMIAI members?** Yes

**Describe:** Contact for details.

\*\*\*\*\*

**Gary Tonkin, Managing Member**  
**Sky Mountain Limousines**

**Member of HSMIAI:** 5 Years

**Description of business:** Sky Mountain Limousines is a full service ground transportation company and will provide the ultimate service for your organization. Whether you have a group transfer from the local airport to your meeting site, or are planning a corporate night on the town for distinguished guests, Sky Mountain Limousines will provide you with hassle free transportation for your event... and the perfect way to convey your organization's high standards. We specialize in the set up, coordination and management of individuals and group programs of all sizes. Sky Mountain Limousines provides service with late model executive "L" Sedans, SUV's, Vans, Limo "Party" Buses and Mini Buses that accommodate up to 36 passengers. Our chauffeurs are professional, on-time, and at your service. "We are more than transportation... We are all about taking care of people!"

**Would you like HSMIAI members to send you business?** Yes – of course

**How can they do so?** By Phone 480.830.3944 or e-mail [glt@skymtnintl.com](mailto:glt@skymtnintl.com)

**Do you offer any type of discount to HSMIAI members?** One "FREE" Site Inspection and/or 20% Discount to HSMIAI Members for personal use Sunday thru Thursday (some restrictions may apply.)

**Describe:** 1 to 2 hours of service for the VIP guest you are trying to impress. Call for more details.

**What do you like most about being a member of HSMIAI?** The Networking and events and the meeting the members

*Would you like to be profiled?  
Go to <http://hsmia-az.org/adopp.htm>  
to download the Member Profile form.*

**“It’s Easy Being Green”**  
*A September Meeting Recap by Sarah Bailey,  
Lake Powell Resort & Marinas*

This program, presented by Darla Cook, V.P. of Public Relations for Forever Resorts, was held at the Pointe Hilton Tapatio Cliffs Resort in Phoenix.

Forever Resorts has been operating in national parks, forests, state parks & recreation areas since 1981 & has made it a point to use sound “Green” business practices. They created their own Environmental Management System calling it Forever Earth and have received numerous awards for being environmental leaders. Forever Earth’s program includes: water & energy conservation, pollution prevention, recycling program, hazardous/universal waste management, green procurement, wildlife & pest management, community education, training and clean marinas.

How can we as hospitality leaders incorporate greening in to our environment? Sometimes the idea of implementing green policies can be daunting, but there are numerous ways we can all do our part & cost effective. Green meetings make good business sense. They save money by conserving resources, create & enhance your competitive advantage & reputation, open up new or niche markets and present opportunities for marketing, improve public relations & demonstrate commitment to corporate responsibility. Most green practices are actually cost-neutral or provide savings such as linen reuse; consumable amenities not replaced; bulk cream & sugar and energy conservation through lighting replacement to name a few.

A green program provides an opportunity to promote your efforts, heighten awareness, enhance the community & leave an environmental legacy. For a complete copy of Darla Cook’s presentation e-mail Joanne at [jojowin@aol.com](mailto:jojowin@aol.com).

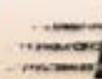
Thank you to the folks at the Pointe Hilton Tapatio Cliffs for hosting our meeting and to Eric Bahr from Bahr Photography for our photo memories.



*(continued)*

### September Photo Memories





**HSMAI**

HOSPITALITY SALES AND MARKETING  
ASSOCIATION INTERNATIONAL

ARIZONA

## **“Revenue Management Panel”**

*An October Meeting Recap by Jeni Wilson,  
President, HSMAI Collegiate Chapter*

### **The Panel**

Risa Zerga, Director of Market Strategy, Marriott AZ Cluster Revenue Management

Keith D. Meyers, CHA, CHRM, CHDT, Senior Revenue Manager, Best Western Int'l., Inc.

Laura Thompson, Agency Channel Consultant, SynXis

Karen Johnson, Vice President, Sales & Marketing, Shell Vacations Hospitality

Dominic Beveridge, Senior Account Manager Service Industries, JDA Software

When things are good people talk about Revenue Management but when things are not going well all people want to talk about are sales. Don't lose sight of the importance of revenue management. Revenue Management is currently in the process of change; it is no longer so yield management driven.

### **Questions to the Panel**

#### **How can we make sure our hotel is pricing effectively?**

Look to revenue management for answers

It is difficult to price right now due to very uncertain economic future

Being calm is important – don't overreact to market changes

Get back to the basics of sales

- Stay well read and well informed on your industry as well as others so you can act accordingly
- Know the market daily, know your competitive set and know what your selling points are – BE CONFIDENT
  - Comp set- friendly competition, know competitor pricing, don't be attached to your POS system
  - Don't just look at your immediate comp set – Vegas is doing everything they can to attract people who could be coming to Phoenix

Know how the people coming to your resort found you

- Use the tool that they used to your advantage
- Know your customer-
  - Who are they, what do they want? Give them more of that!
  - Guests details will help you with forecasting

*(continued)*

### **What can we do to see what demand is out there before we are too late for the market shift?**

Be well read (Phoenix Business, who is getting new contracts?)

“Don’t get in your own way” mind frame

- Keep an open mind to business you never had to tap before and trends you never had to deal with before

### **Is the internet a growing or falling trend?**

The internet is going to continue to be a major part of our bookings

Booking engines are growing & being used more and more

Technology is improving, more tools equals internet growth

In this time of unstable economy, don’t discount unless you know it’s going to make you money

- Know your customers and groups, have them pay what they expect to pay, don’t drop rates if you don’t need to, optimize profits

### **What is the number one thing recommended to increase revenue?**

Foster customer loyalty with your customers from the last four years

Customer care – we are not only profit driven, remember why you are in the hospitality business- to take care of people

Watch expenses (If revenues are down 20% your spending should go down 40%)

Stay strategic, do not be reactionary to environment – don’t get sucked into drama

Audit your property in the GDS\*\*\*\* this is so important in this day and age

### **How important is rate parity?**

GDS productivity

- If you don’t have rate parity you are de-preferenced (get in the spotlight)

### **What are some tools you have used in the past that you would recommend to increase and maintain occupancy?**

Sales, sales, sales – managers who have maintained relationships despite not being able to take that group right away has saved group sales and this industry

Give more to non-LRA customers

Update GDS constantly

Make sure all channels are open for people to find your hotel

- Know your hotel inside and out and know how your business is arriving so you can see if something is not working efficiently and fix it

*(continued)*

- Update information in GDS and other channels  
It doesn't matter what your rates are if you don't look good when you're showing up in the channels to customers  
Ex: mapping in the wrong place with Google maps gets people lost, not good!

Don't put all your eggs in one basket

- Layer small group business into larger sure-fire business in case of a cancellation

We would like to thank the Embassy Suites Phoenix Scottsdale for generously hosting our meeting and to Richard Carmer for the photo memories.



*(continued)*

**HSMMAI**

HOSPITALITY SALES AND MARKETING  
ASSOCIATION INTERNATIONAL

ARIZONA



## Student Corner

*By Jeni Wilson, NAU Student Club President*

The semester is over and the students at NAU and we can't believe it! Our goal this semester was to become a more cohesive group after our past semesters of massive recruiting but difficulty of keeping students for more than a semester. We realized that if people weren't coming back then what we have been offering is lacking something significant and together we decided it was the feeling of community. Our weekly meetings were all business all the time and we focused on fundraising and community service because of strict time restraints on other activities. This semester we have shaken things up a bit by motivating our newly elected "Social Chair", Kim Schroeder, to keep things fun. Kim has been doing a great job by planning a bowling event for members at the local bowling ally, trips to the movies as a group, and coordinating fun and safe social events such as dinner or laser tag for our trips to Phoenix!

This new-found fun has been a great motivator for all of our members to become more actively involved in our other events such as fundraising and community service. Plus the opportunity for us to get to know each other outside of the business of the organization has created a more fun and relatable environment during business.

In other news we have been actively fundraising this semester in order to cut down our costs for our trips to Phoenix Meetings as well as to get ready for our biggest community service event of the year next semester, Relay for Life. Upcoming events for the NAU Chapter of HSMIAI include; nurturing our partnership with the Flagstaff Shelter Services by volunteering in their new building which we had a large hand in helping renovate, a toy drive for hurricane relief victims, helping build the School of Hotel and Restaurant Management Homecoming float, being in the Homecoming Parade and our end of the semester HRM potluck!

For any questions or if you would like to help support the student chapter of HSMIAI (we would LOVE guest speakers for our classes), please feel free to contact Jeni Wilson at 520-730-8733 or [JeniNWilson@gmail.com](mailto:JeniNWilson@gmail.com).

NAU Students attend our October meeting: Kim Schroeder, Byron Tatsch and Jeni Wilson.

