

Chapter Chatter



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

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The Chinese Auction Celebrates 25 Years!



Our Emcees, Auctioneer and "Vannas" lead a 25th Anniversary toast!

Take 300 guests, thousands of quarters, two enthusiastic emcees, a seasoned auctioneer, two beautiful "Vannas" and what do you get? The 25th Anniversary Chinese Auction, of course! The event was held at the beautiful Carefree Resort & Villas on June 28, 2007. The anniversary theme was carried out to a tee with the beautiful props, decor, centerpieces and linens, all donated by our Gold Sponsor, Sacco & Associates. A video showcasing photos from the last 25 years was shown throughout the evening, courtesy of Cheryl Street and Road to Success Marketing.

Let's not forget the purpose of the evening was to have fun, but more importantly raise monies for our chapter, student scholarships and the very deserving Children's Angel Foundation. The event raised several thousand dollars and exceeded all expectations.

This year's event would not have been so successful had it not been for the very hardworking committee members whose creativity and dedication made for such a wonderful evening. The entire staff at the Carefree Resort & Villas jumped in to help make this a flawless event. Everyone rose to the lofty goals that were set and assisted in guaranteeing 20 corporate table sponsors, 70 incredible silent auction items, and over 100 quarter raffle items.

For those who were able to attend the event we thank you in helping us reach our goals and hope that you had an enjoyable evening. For those that missed it ... please consider attending, donating or volunteering next year. It is a special night that should not be missed.

See page three for additional photos and a list of our generous sponsors.

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FROM THE PRESIDENT

Melanie Volkers
Radisson Fort McDowell
Resort & Casino



The Challenge of Leadership

Recently, I attended a leadership training seminar, and we played a game of Bingo. Innocent enough, right? It was until we later learned that the Bingo game we played represented "the challenge of leadership." Since then, I haven't been able to stop thinking about what the challenge of leadership really is. Then it finally hit me...there isn't one simple answer to this question. No, the challenge of leadership is one of those abstract, meaning of life concepts with many interpretations. So, how does this abstract concept apply to the Arizona chapter of HSMIAI?

Good question! Each of you has accepted the challenge on some level simply by becoming members of the association. By joining HSMIAI, you have made the commitment to become experts in your field by exposing yourselves to fellow industry experts, monthly educational programs, and top quality research from HSMIAI and other sources.

In theory this sounds great, but in looking at our chapter membership, some of you may not have actively made this choice. You may have "inherited" someone's membership, you may be part of a corporate membership, or you may have attended a strategy conference and your membership was part of your registration. Regardless of how you became a member of HSMIAI, I'm glad that you're here!

One of my challenges as chapter president (other than writing this newsletter article), is to keep our members engaged, to help each of you achieve our goals, and continue to be challenged. Given that our membership is comprised of sales & marketing professionals, students, faculty, corporate members, and revenue management professionals, this is not as easy as it may seem. The leadership team and I are committed to creating meaningful opportunities for all of you! We know that not every program or activity will appeal to the entire membership, but our hope is that along the way, each of you finds something that interests you and inspires you to become more active in the chapter.

Your help and input in creating these opportunities is always welcome. Please let us know if there is anything that we can do to make your membership more valuable to you. The more members we have who are engaged and participating in the chapter at any level, the stronger our chapter will be.

The challenge of leadership is an ongoing journey, and I hope that you will all join me on the path to excellence. Thank you for the opportunity to continue to lead this amazing association. Believe me, this challenge of leadership has been (and continues to be) a great ride!

Chinese Auction Photo Memories!



The hardworking Chinese Auction Committee



President Melanie Volkers recognizes our Gold Sponsors: Patti Sacco and Jean Cadwell from Sacco & Associates



THANK YOU TO OUR GENEROUS SPONSORS:

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And a Special Thank You to the following:

Auctioneer Bill Morton

Emcees Dave Rosenbaum, CHME and Ray Grace

"Vannas" Alma Rosa Pink and Yvette Koebke

Updates from Our Community Outreach Committee

By Deliah Rose, Legacy Golf Resort

Make A Difference Day

On April 21st, a team of HSMIA members and Hyatt employees partnered for the Valley Serve-A-Thon. Our project was to assist with a Community Carnival at Nevitt Elementary School in Tempe. Our eager volunteers worked booths including face painting, beaded necklaces, sun hats, fast pitch, bouncy rides and the concession stand. Our team of 19 volunteers made for an enjoyable experience for the school students, faculty and families.

Serve-A-Thon is an annual event organized by Make A Difference. HSMIA generated over \$530.00 in donations for this special non-profit! Great job!



Thanks to all of our volunteers and members who donated time and goodies to make this year unforgettable. Sponsors were: The Hotel Valley Ho, Scottsdale Fire Department, Road to Success Marketing, Bahr Photography, Garduno's, ADP and J. Paul Raines (Santa).



Our dedicated volunteers - HSMIA members and their guests.

Fall Outing

Mark your calendar now for our Fall Outing. On November 18th from 9am-2pm we will be part of Arizona Animal Welfare Leagues Walk to Save Animals at Tempe Town Lake. HSMIA will be creating a team of walkers (dogs invited of course!) to raise funds for this organization. If you do not want to walk, you can still make a difference by volunteering. Please contact Deliah if you are interested at drose@legacygolfresort.com. More info to follow.

Please contact Deliah at drose@legacygolfresort.com or 602-305-6303 if you have any events you would like to add to our calendar. We are eager to learn how you would like to make your mark in 2007.

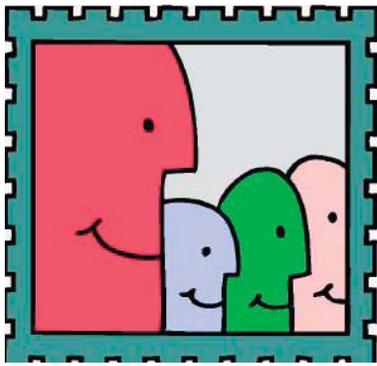
No act of kindness, no matter how small, is ever wasted.
— Unknown

Safety Splash a Success

HSMIA partnered with The Hotel Valley Ho and Salvation Army to host 25 kids from the Valley for a day of fun, sun, swimming and water safety. The Hotel Valley Ho did an amazing job hosting - offering the kids a visit from Scottsdale Fire Department, delicious lunch and a pool overflowing with water toys and fun. Santa and his elves were on hand to encourage the kids to do good in school and deliver each child a backpack filled with back to school supplies.



Members of the Scottsdale Fire Department with HSMIA volunteers and the kids of the Salvation Army



News From Our Committees

Government Relations

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

At the Legislature

The legislature is once again considering an employer sanctions bill that would fine an employer for “knowingly” hiring an undocumented worker. Senator Burns holds the opinion that an employer should be exempt from sanctions for a first time offense, while the bill’s sponsor, Rep. Pearce, calls such an exemption “amnesty” and threatens to convert his legislation into a voter’s initiative if his bill isn’t passed by both houses and signed into law by the Governor. A voter’s initiative is expected to be even harsher towards employers than the bill currently being debated.

In Washington, D.C.

It appears that the federal government is finally addressing the need to overhaul the nation’s immigration laws with the U.S. Senate passing legislation that would improve border security while offering many undocumented workers a path toward citizenship. The bill still faces many challenges including negotiations with the House to produce a final version of the bill that the President can sign. Some key provisions of the Senate bill include:

- * Enhanced border security
- * Creation of a guest worker program valid for three years with a three year extension.
- * A path toward citizenship for undocumented workers who can prove residence in the U.S. for more than five years.

Governor’s Conference on Tourism

The Annual Governor’s Conference on Tourism was held at the Arizona Biltmore from July 11-13. This event boasted almost 600 attendees. HSMAl Arizona was well represented at the Conference with a tradeshow booth manned by some of our chapter leaders.

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 chapter meetings for the first half of the year. With our Membership Drive – Win with One! we are striving to increase membership this year by 30 new members.

Our first membership drawing was held at the July Mixer at Roy’s – Alma Pink won for bringing a Guarduno’s co-worker to our Annual Spring FUNRaiser. Alma won a prize basket filled with southwest goodies and gift certificates from Chompie’s, Stratum Laser Tag, Amazing Jakes, On The Border & PF Chang’s.

July/August New Members - Welcome!

Jason Badman, Holiday Inn Express Hotel & Suites Tempe, Carrie Bayless, Stonecreek Golf Club/Legend at Arrowhead, Martin Brown, Glendale Civic Center, Monet Diamante, NAU, Kate Grimshaw, Dobson Ranch Inn, Rick Hamilton, The Hotel Scottsdale, Ruth Lundquist, Tempe Mission Palms Hotel, Julia McGaugh, Radisson Suites Tucson, Tim Moran, Arizona Commercial Printing, Lisa, Neff, Embassy Suites Hotel Tucson, David Richard, The Phoenician Resort, Christine Schaub-Falls, Lake Powell Resorts & Marinas, Kristi Smith, Scottsdale Culinary Institute, Cynthia Wheeler, The Studio at Cactus Flower, Randy Wittig, Orange Tree Golf Resort and Melissa Zankich, Ruth’s Chris Steak House.

Get Our Goat Program Update

By Janelle Hoffman, SCC Faculty Member

Thank you to those who participated in our funding raising program for Hope 4 Kids International. The Hospitality & Tourism Club/HSAMI students were able to raise \$14,000.00, that equates to 560 goats that will be distributed to orphaned children in Uganda. The following is a picture are of the distribution that happened in April. H4KI will be purchasing and distributing goats on their next few trips. Our club also won SCC’s “Most Innovative Project” award for 2006-2007! Any questions or comments can be directed to Janelle Hoffman (36260). Thank you for your support!



Panel of CVB Professionals Address HSMIA A March Meeting Recap by Sarah Bailey, Lake Powell Resorts & Marinas

Our March meeting "Looking Into the Crystal Ball" featured Jonathan Walker from the Tucson CVB, Stacey Button from the Flagstaff CVB, Milt Fort from the Mesa CVB, Mark McMinn, CMP from the Tempe CVB, John Harmon from the Phoenix CVB and Dan Tavrytzky from the Scottsdale CVB.



Mark McMinn from the Tempe CVB gives tips to our NAU students.

What is the one key trend you see in your city?

Overall extremely strong interest in our destinations. Flagstaff has seen a dramatic increase in shoulder & off-season occupancy. Mesa is adding 680 new rooms and with the addition of the new wave park, Wave Yard they are expecting great growth. Phoenix is seeing a flattening of occupancy trend relative to prior year. Scottsdale and Tucson are both experiencing shorter booking windows some as short as 30 days out.

What do we do to get business back to our destinations?

We can drive business through differentiating ourselves from other destinations, internet marketing, and really knowing our customer through market research. Getting all of your key information to your CVB's because they are working for you, but can only promote what they know. CVB's are looking to Mexico as an emerging market for meeting, convention and leisure business.



Cheryl Street, Janet Hof, Linda Ruby and Melanie Volkers



Pamela Williams, Milt Fort and Mark Catanzaro from the Mesa CVB.

What kind of impact will the Super Bowl have on our area?

The Valley will benefit from exposure through a world class event and we need to be a true partner to make sure the event is as good as it can be. We'll see the impact from the exposure for future years and will hopefully impact the 2001 bid. The major sponsors will be targeted to bring back future business not affiliated with the Super Bowl. For the outlying destinations pre and post trips will be created to encourage guests coming in to extend their stay and experience all Arizona has to offer. Non-hotel properties are being promoted as offsite destinations for Superbowl parties for events ranging from 10 to 5,000.

How are golf rates affecting business?

The cost of keeping greens has gone up, but we are positioned as a top golf destination. Groups are still coming and not cutting out the fun, but rather decreasing their meeting days.

In relationship to the softening real estate market how does it affect our business?

Demand for our region is still strong. We see reflectin an increase in rates because of strong RevPar and the addition of the expanded Phoenix Convention Center will bolster demand.

Any advice for our student members?

Be ready for things to change and stay current – which is advice we all can heed.

Thank you to the always gracious staff at the FireSky Resort & Spa for hosting our meeting and providing us with a wonderful breakfast, to our wonderful panel members, and to Richard Carmer with Photos Plus, for providing our photo memories.

Scenes from the Annual Spring FUNRaiser

In April, the Arizona Chapter hosted the Annual Spring FUNraiser and Industry Networking event, "How The West Was Fun". 100 guests including members from HSMAl, MPI and AzSAE were treated to a scrumptious BBQ dinner, silent auction, "Lost Desperados" networking game, live entertainment by Steve Speismand and the Spin Doctors and cowboy games with Corporate Follies, all with an amazing view of the city from the Crystal Barn at Rustler's Rooste.

Thank you to our fantastic, hardworking committee, our silent auction contributors and all of the very special sponsors who made this event possible!



Howdy Partners! Bill Johnson and Ed Scannell



Karen Davis, Alma Pink and Becca McHaas.



Carrie Sherman, Hinrich Eylers and Karolyn Kiburz.



Helen Freedman, Brent Athon and Maegan Scruggs from Brede.



Karen May, Maureen Dourlaris and Joanne Winter wrangle with the guys from Corporate Follies.

Thank You FUNRaiser Sponsors!

Rustler's Rooste

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Kathi Overkamp - 480-693-5030

Hampton Inn & Suites Surprise

Cheryl Street - 623-385-2226

Ranger Resources

Sandy Rimmer - 480-946-222

Steven Speisman

Student Corner

NAU Student Update

*By Jeni Wilson, President
HSMAI Collegiate Chapter*

The NAU HSMAI Students have had a pretty busy summer. Most of us have taken on quite the burden by not only working full-time jobs, but tackling summer on-line classes as well. Students in our chapter are working everywhere from internships in Sedona and the Phoenix area to summer jobs in Hawaii! It's been nice to have a little summer break, but as summer semester comes to an end and the stresses of on-line class finals week are finally past us, we look forward to starting school again back in Flagstaff with fresh opportunities and friends. This 2007-2008 school year promises to be a bright one for the HSMAI Collegiate Chapter as we build our fundraising committee and work towards getting more involved on our campus and in our community. Thank you to our mentors and leaders in the HSMAI Arizona Chapter for your support as we continue to strive toward an organization that can truly benefit our students!

Editor's Note: The HSMAI Chinese Auction Committee would like to thank Jeni for all of her help with the event. She worked tirelessly from start to finish - we hope it was a great experience for her!

Interviewing College Graduates

*By Stephanie Wynn, Arizona State University,
Graduate Student
August 2007*

Lately, I have had the pleasure of interviewing for various positions in different tourism sectors. The interviews have been conducted by people with years of experience on their track record and who have worked their ways up the ranks. After meeting with hiring managers, I have seen disconnections between what the employer thinks the applicant wants and really what the applicant desires.

Traditionally, the prospective employer is the one who does the interviewing but the tables are often turned around. It seems to me that applicants are becoming more forward with asking the right questions and drilling down to the nitty gritty of how their prospective employers can better serve and advance their careers. Questions employers should be prepared to answer include: Will the employer financially support the hiree with higher education, how flexible will the company be with scheduling, and what kind of career advancement can the company offer employees. Not only will they be asking questions of this nature, they will also be asking probing questions to see what their

daily responsibilities will be like. College graduates want to know what employers can do for them and employers should be flexible to meet the Generation Millennials changing demands.

The tourism industry is expanding and employers should be prepared to compete for college graduates. Right now, college graduates have an advantage especially at a time when higher education for hospitality and tourism degrees and professional accreditations is growing. Niche schooling is being formed where a student who is interested in meeting, destination, or hotel management and operations can take specialized courses to prepare them for specific tourism sectors. Professional accreditations such as a CMP (Certified Meeting Planner) can also be achieved before the college graduate completes their degree.

Furthermore, most hospitality and tourism graduates have at least a couple of years under their belt with working in hotels, convention centers, destination management companies, and other industry sectors. Tourism and Hospitality students have been schooled on the art of marketing, strategic planning and engaging management measures. Degrees in the tourism and hospitality industry are preparing students to start their fields not just with entry-level jobs but also with more middle management positions.

"Enquiring Minds" Want To Know!

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

Marc Jacott, former NAU Student Club President, graduated and now lives in Wyoming, working at the Four Seasons Jackson Hole as an MIT. He said he owes a lot to HSMAI for helping him prepare for his career. Best of luck Marc!

Andy and Begga Akers are proud to announce the arrival of their son Cameron Bernd Akers. Cameron was born on August 12th weighing in at 8.24 pounds and 19 inches tall. Both Cameron and Begga are doing great. Begga is a member of HSMAI's Board of Directors and Liaison to Community Outreach.

Congratulations to **Kelly Murphy, CHME**, who recently accepted a position as Sales Manager for the Phoenix Convention Center. Kelly is Secretary of the HSMAI Board of Directors.

Congratulations to **Ray the DJ!** Ray was the recent recipient of the Hall of Fame Award by the Wedding Chronicle, as a result of their Readers Poll.

*Do you have ANY news you would like to share
with fellow members?*

*Please forward to Joanne Winter by the 10th of the month
to jojowin@aol.com*

Upcoming HSMAI Events



September Luncheon Meeting

Thursday, September 20, 2007

"Unleash Your Creativity - Experience The Extraordinary!"

Presented by Andrea Beaulieu, Your Authentic Voice
Chaparral Suites Resort Scottsdale

Andrea will share her seven practices to find and follow your authentic voice. In this presentation, you will learn: 1) The secret to enhanced creativity; 2) How to access your highest level of creativity and use it to discover new solutions and opportunities in whatever area you desire; 3) How to move beyond current perceived limitations and experience uncertainty and risk-taking as allies in creating new possibilities and 4) Simple communication techniques to enhance your relationships.

In 1987, Andrea left her corporate job as public relations director for Ramada International to start her own business as a public relations consultant, writer and event strategist. She has continued in her business since that time, establishing herself as a professional speaker, workshop leader, and life coach here in Phoenix. Her "Your Authentic Voice™" programs are acclaimed as excellent tools for finding new and more creative solutions and opportunities in business and life.

October Breakfast Meeting

Thursday, October 18, 2007

"Being a Coach and Encourager – Right Where You Are"

by Thomas Bogart

Strategic Marketing Coach



Tom is a proven marketing executive with a career that spans 30 years of broad-based, multilevel experience in domestic and international hospitality sales, marketing and operations. A visionary and effective implementer, he has successfully led key initiatives for major brands, resorts, and upscale properties. His experience integrates advanced levels of marketing campaign creation, advertising leadership, and brand identity system direction. Tom has been an active member of HSMAI for many years.

October Golf Tournament

Tuesday, October 23, 2007

Presented by Casino Arizona

Hosted by Orange Tree Golf Resort

7:30 a.m. Shotgun Start



The staff at the Orange Tree Golf Resort and our 2007 HSMAI Golf Tournament Committee are working very hard to make this special event relaxing, fun and enjoyable for you, your co-workers, your friends and your clients. We are looking forward to a large turnout and we hope to see you there. It is our objective to expand the 2007 field, so if you are in contact with hoteliers, vendors, suppliers or planners who are interested in a great fall day of golf, filled with fun and prizes, we would welcome their participation. For more information on sponsorships, raffle donations and registration go to www.hsm-az.org.

If you are interested in serving on this fun and active committee, contact Bill Mesa at bmesa@obsports.com.

Annual Holiday Party

Thursday, November 29, 2007

The Venue of Scottsdale

SAVE THE DATE because our chapter is going to relive the 1980's! Join us on Thursday, November 29th at The Venue in Scottsdale, Arizona for the ... Annual HSMAI Holiday Gala! GRAND prizes for the best costumes. So, go ahead and: "Wear Your Sunglasses at Night"! Bring that girl, cause "All She Wants to Do is Dance"! Come "Hungry Like the Wolf" - because we'll have great food.

**Check the website out at
www.hsm-az.org for up-to-date
information on all chapter events.**

May Meeting Featured Tips on " Naked Negotiation"

On Thursday, May 17th at the HSMIA Breakfast meeting, chapter members and their guests had the opportunity to have a fabulous speaker - Deborah Gardner, CMP. Her program "Naked Negotiating - The Bare Bone Truth & Essentials For Effective Negotiating In Any Market" has already received rave reviews. It truly was a fabulous and captivating presentation. Deborah also had the opportunity to conduct this program in July at the WEC-MPI Conference in Montreal.



Deborah Gardner with President Melanie Volkers.

Deborah Gardner, better known as the "Competition Gal", is an expert in the field of COMPETITION. She is the President and founder of "Compete Better Now!" ... translating competition to transform people to do their best in the areas of professional development like sales, leadership and customer service. Deborah has impacted many life's from her unique blend of experiences for over 10 years with programs such as "Customer Loyalty! What Happens When You Lose Your Customer?", "Book the Dream, Work the Nightmare: Where's the Communication Glitch?", and "Sales + Techniques =Results". She is a member of the National Speakers Association (NSA) and Meeting Professionals International (MPI), and is a Board Member for both the Arizona Chapters. You can contact Deborah at Deborah@competebetternow.com or 623-869-9141.



Karen Davis, Michelle Hayes and Begga Akers.



A special thank you to our generous hosts for one of the best breakfasts our chapter has ever been treated to. The Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch did a spectacular job. Thank you to our additional sponsors - Bill Johnson, CSP and Richard Carmer with Photos Plus.



Kate Snapp and LoriAnn Harnish.



July Networking Event

Fifty members, new members and prospective members gathered at Roy's in July for HSMIA's Annual Networking Event. Formal networking took place with networking roundtables done in a musical tables format.

This event was sponsored by the folks at Roy's at Desert Ridge. After networking, guests were treated to cocktails and scrumptious appetizers. Thank you to our HSMIA member Brianna Schmalz and General Manager Bob Mayo for their generosity and hospitality!

INDUSTRY CALENDAR OF EVENTS

SEPTEMBER

- 11 ... MPI 5th Annual Education Conference and Tradeshow, Phoenix Convention Center, 8:00 a.m. - 6:00 p.m.
- 12 ... SITE "SIP with SITE" event, Encore Creative, 7:30 - 8:30 a.m.
- 12 ... ISES Progressive Dinner/Happy Hour, "Getting Corporate Business". Westgate City Center and Renaissance Glendale, 4:00 p.m.-8:30 p.m.
- 17 ... HIP Meeting, Wine and Champagne Seminar, Phoenix Country Club, 5:30-7:30 p.m.
- 18 ... NACE Dinearound, Kierland Commons, 5:30-9:30 p.m. More info. at
- 19 ... SGMP 20th Anniversary Celebration, Sheraton Phoenix Airport, 11:30-1:30 p.m.
- 19 ... AzBTA Luncheon Meeting, Hyatt Regency Phoenix, 11:30 a.m. - 1:00 p.m.
- 20 ... HSMAI Luncheon Meeting with Andrea Beaulieu, Chaparral Suites Resort, 11:00 a.m. - 1:15 p.m.
- 28 ... AzSAE Executive Leadership Forum, "Associations Impact Arizona", Hilton Phoenix East/Mesa Resort, 7:30 a.m. - 4:00 p.m.

CONTACT NUMBERS

- HSMAI Arizona** (Hospitality Sales & Marketing Association International) ... 602-240-5552 or www.hsmai-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.sgm paz.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.hsmai.org for a complete and up-to-date listing of all International meetings and events.

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



*Don't be just one
of the herd.*



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"

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