

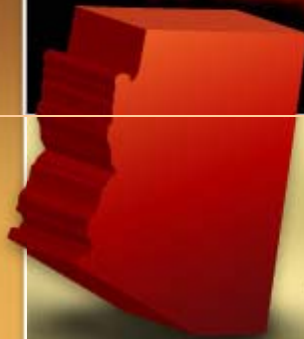


HOSPITALITY SALES AND MARKETING
ASSOCIATION INTERNATIONAL

ARIZONA

eRESOURCES

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CHAPTER CHATTER

September-October 2008 Issue
Year of the "Rat Pack" A Big Hit!
Lynn Casebere, Aventura Catering

They say what happens in Vegas stays in Vegas – but we are happy to share a few details from 2008's fabulous Rat Pack Adventure. One of the highest attended HSMIAI chapter events in history ---this year's Chinese Auction was held on June 25th at the Fiesta Resort & Conference Center [READ MORE](#)

[READ MORE](#)

CALENDAR OF EVENTS

- September 18 Monthly Luncheon Meeting
"Its Easy Being Green"
Pointe Hilton Tapatio –
11:00 a.m.
[READ MORE](#)
- September 23 Annual Golf Tournament
Presented by Casino
Arizona
Legacy Golf Resort –
7:30 a.m.
[READ MORE](#)

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

[VIEW ALL INDUSTRY EVENTS ▶](#)

2008

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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
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the Hospitality Sales & Marketing Association International.

HSMIAI / Arizona Chapter

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

Message from the President

Pam Patterson, CMP, Orange Tree Golf Resort

Each calendar year is defined by the events that occur within that year. In America, the year of 2008 will be remembered as the "Year of Change" because of a realization that we can't keep doing things the way we used to. [READ MORE](#)

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July's HSMIAI Monthly meeting that showcased speaker Dave Sherman and the great benefits of networking was held at the Broadway Palm Dinner Theatre in Mesa. [READ MORE](#)

The Community Outreach Corner

Deliah Rose, CHSC, Legacy Golf Resort

On August 5th, HSMIAI hosted Santa's Summer Safety Splash at the Hilton Scottsdale Resort and Villas. Twenty Five kids from **the** Salvation Army attended a fun filled day including a visit from Santa and his elves, Scottsdale Fire Department and it's ladder engine, a yummy lunch and playtime in a pool full of toys. [READ MORE](#)

Membership Matters

Karen Davis, CTA, Mesa Convention Center

Do you know someone who would benefit from being an HSMIAI member? Please consider your colleagues, networking associates, vendors, etc. and if someone comes to mind, just invite them to a meeting! [READ MORE](#)

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 our newest chapter members. [READ MORE](#)

Welcome New Members

Welcome to our newest members of HSMIAI! [READ MORE](#)

HSMIAI International Events

HSMIAI is proud of its programs for the remainder of 2008, including a full schedule of webinars, public venue executive and strategy conferences. [READ MORE](#)

Net a Life Raffle to Benefit Hope 4 Kids International

Janelle Hoffman, Scottsdale Community College

HSMIAI Arizona Chapter recently sponsored Scottsdale Community College Students in a raffle to benefit Hope 4 Kids International (H4KI). The proceeds will supply mosquito netting to Ugandan orphans to protect them from the #1 killer of children in Africa, Malaria. [READ MORE](#)

Social Networking Moves to the Cellphone

Victoria Shannon

Social networks may be nothing new to habitués of the Internet. Several years of competition among Facebook, MySpace and Friendster have generated tens of millions of members. [READ MORE](#)

The ABCs of Selling

Harvey Mackay

Not long ago, I was listening as one of my grandchildren practiced his ABCs. He had a little picture book that helped him remember what the letters stood for, and he studied it intently, determined to be the first in his class to know all the letters and words. With his determination, I knew he would master the alphabet in no time at all. [READ MORE](#)

P.O. BOX 40096, PHOENIX, ARIZONA 85067-0096
602.240.5552 | info@hsmia-az.org


VISIT THE HSMIAI MAIN SITE ►

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Year of the “Rat Pack” A Big Hit!

By Lynn Casebere, Aventura Catering

They say what happens in Vegas stays in Vegas – but we are happy to share a few details from 2008’s fabulous Rat Pack Adventure. One of the highest attended HSMIAI chapter events in history ---this year’s Chinese Auction was held on June 25th at the Fiesta Resort & Conference Center. “Rat Rods”, parked at the entrance, greeted guests as they arrived for a casino night extraordinaire.

Colorful entertainment headlined the event all under the watchful eyes of Dean, Sammy, Frank, and Peter. An over-the-top set up with larger than life rat packers, black and white feather boa palm trees and giant martini glasses adorned the room, courtesy of our Headliner Sponsors, Sacco & Associates and Pacific Event Productions. The Fiesta Resort’s culinary staff outdid themselves with a signature salmon and filet dual entrée, finished with a decadent chocolate trio dessert. Once again, we were thrilled to welcome back Bill Morton as our auctioneer and Dave Rosenbaum, CHME, and Ray Grace as our emcees and Alma Pink as our Vanna. New to the “pack” for this year were Clark Rowley as emcee and Jackie Saturno as our second Vanna.

Several thousand dollars were raised to support the Children’s Angel Foundation and various chapter activities. We are very grateful to a wonderful committee and our generous sponsors and look forward to the Year of the Ox in June 2009.

Thank you to our generous sponsors:

Aventura Catering
Brede Exposition Services
Carefree Resort & Villas
Casino Arizona
Corporate Follies
Elite Audio Visual Solutions
Inn at Eagle Mountain
McDonald Floral & Gifts
OB Sports Golf Management
Pacific Event Productions
Paper Crazy
Phoenix Convention Center
Radisson Fort McDowell Resort
& Casino
Road to Success Marketing/
Cheryl Street
Sacco & Associates
Sandy Baker, Photographer
SuperShuttle/ExecuCar
US Airways



(continued)

Chinese Auction Photos Memories
Courtesy of Sandy Baker



Annual Golf Tournament *Presented by Casino Arizona*

The staff at the Legacy Golf Resort and our 2008 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 2008 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. Grand prize is a vacation getaway with round-trip airline tickets courtesy of US Airways.

A variety of sponsorships are available and we encourage sponsors to take advantage of having a display table at a hole on the course. Make it a fun day for participants by doing something fun at your hole (games, prizes, etc.) while showing off your company's products and services to meeting and hospitality professionals.

For more information on sponsorships, raffle donations and registration go to www.hsmi-az.org.

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

Presented by



Hosted by



Industry Calendar of Events

SEPTEMBER 2008

- 4-7 **SITE** Hot Times, "The Arizona Oasis"
10 **ISES** Monthly Meeting, "Working With Your CVBs", 5:30-8:00 p.m.,
Phoenix Children's Museum
10-11 **HSMIA** Affordable Meetings Exposition and Conference, Washington DC
11 **MPI** 6th Annual BUY MPI Tradeshow, "A Reel Good Time", Fiesta Resort
Conference Center, 4:00-7:00 p.m.
16 **NACE** Annual Dinearound, 5:30-9:30 p.m., Westgate City Center
17 **VH&RA** Summer Breakfast Meeting, Royal Palms Resort & Spa
18 **HSMIA** Luncheon Meeting, "It's Easy Being Green" with Darla Cook,
11:00-1:30 p.m., Pointe Hilton Tapatio Cliffs Resort.
20 **AZBTA** Luncheon Meeting, 11:00-1:00 p.m., Radisson Hotel Phoenix
Airport North
25 **AzSAE** Executive Leadership Forum & Annual Meeting, "Leading at the
Speed of Change", 7:30-4:00 p.m., Four Points by Sheraton Tempe
26 **HIP** Monthly Meeting, "10 Prospecting Ideas", with Lynne Deluca, 8:30-
10:00 a.m., Scottsdale Resort & Conference Center.

*For a complete Industry Calendar for the year, visit:
<http://www.my.calendars.net/azevents2>*

CONTACT INFORMATION:

MPI (Meeting Professionals International – Arizona Sunbelt Chapter) ... 602-277-1494
or www.azmpi.org

HSMIA (Hospitality Sales & Marketing Association International – Arizona Chapter) ...
602-240-5552 or www.hsmia-az.org

AzSAE (Arizona Society of Association Executives) ... 602-266-0312 or
www.azsae.com

SGMP (Society of Government Meeting Professionals) ... 480-949-8472 or
www.sgmpaz.org

NACE (National Association of Catering Executives) ... 480-659-4333 or
www.phoenixnace.com

AzBTA (Arizona Business Travel Association) ... 480-836-5318 or www.azbta.org

SITE (Society of Incentive Travel Executives) ... 480-949-2173 or www.azsite.org

ISES (International Special Events Society) ... www.isesaz.com

ASTD (American Society for Training and Development) ... www.astd-vos.org
or 480-471-3800

ATA (Arizona Tourism Alliance) ... (602) 452-2906 or www.aztourismalliance.org.

HIP (Hospitality Industry Professionals) ... 602-334-7737 www.hip-az.org

WEN (Wedding Event Network) ... www.wenaz.com

VH&RA (Valley Resort & Hotel Association) ... <http://vhra.net>

AzHLA (Arizona Hotel & Lodging Association) ... www.azhla.com

Message from the President
By Pam Patterson, CMP, Orange Tree Golf Resort



Each calendar year is defined by the events that occur within that year. In America, the year of 2008 will be remembered as the “Year of Change” because of a realization that we can’t keep doing things the way we used to. We are all being affected by economic downturn, worldwide political differences, social injustices, ever-changing technology and environmental woes. Like it or not, these changes touch both our professional and personal lives. At times, addressing these changes seems daunting because we are unprepared to deal with them. At the same time, changes can leave us inspired to do more, but where do we start?

Both HSMIAI and our local chapter are addressing these ever-changing conditions by providing members with cutting edge information, education and the opportunity to give back to the community. The HSMIAI Webinars and Special Interest Groups are a great way to stay on top of the industry. Recently, the “Next Gen Traveler” Webinar addressed both the attitudes and behaviors of the “Next Gen Traveler” and how they integrate technology into their travel – talk about cutting edge! And, if you have not yet signed up for a SIG, I encourage you to do so now. Go to <http://www.hsmiai.org/Americas.cfm>, go to the Members Only drop box, and click on Update Member Record. There you’ll find your contact information and the opportunity to sign up for a Special Interest Group. I just signed up for the Travel Internet Marketing SIG, definitely a field that is ever changing. On the local level, our Arizona chapter will be addressing “Going Green” at our September 18 chapter luncheon where you will learn the secrets of demonstrating corporate environmental excellence. And let’s not forget our Community Outreach Committee, a perfect way for you to give back to your community. I salute the idea that we can do more and **Change for the Better**. HSMIAI has the tools for you; I hope that you take this opportunity to use them.

Pam Patterson, CMP
2008 HSMIAI-AZ Chapter President

July Meeting Recap

By Rodney Kinney, Broadway Palm Dinner Theatre

July's HSMAI Monthly meeting that showcased speaker Dave Sherman and the great benefits of networking was held at the Broadway Palm Dinner Theatre in Mesa. Members were treated to a very insightful meeting as Dave Sherman the "Networking Guy" expressed how easy and important networking is in developing, as well as strengthening professional and personal relationships.

The event was held at the Broadway Palm Dinner Theatre, where members also were treated to dinner and a performance of an outstanding performance of the Broadway production of Oliver!

As a added bonus, there was some additional excitement that was not supposed to be part of the evening, when a nearby lightening strike from the storm caused a short in one of the air conditioning units, setting off the fire alarm and sending attendees to the fire exits just before the curtain went up to begin the show. The helpful Broadway Palm Staff, including the actors and actresses from the shows cast, made sure everyone was quickly and safe evacuated from the building.

After the brave firefighters of the Mesa Fire Department gave the all clear, the entire audience was treated to a round of drinks on the house, and as they say on Broadway, "The Show Must Go On", which it did in its entirety and made for a very unforgettable evening.

The Broadway Palm Dinner Theatre has an open policy to the Valley Hospitality Industry. Any Hospitality Industry Professional is invited to bring a guest for a great dinning and entertainment experience, they then can suggest to visitors or customers of theirs.

Be sure to visit: www.broadwaypalmwest.com for full details about visiting the Broadway Palm Dinner Theatre or contact Director of Sales, Rodney Kinney at 480.325.6700 x123 or rodney@broadwaypalmwest.com

What is up next at the Broadway Palm Dinner Theatre:

July 31 - Sept. 27: Honky Tonk Angels

A journey of three women who meet by chance on a bus to Nashville and end up fulfilling their dreams by becoming the Honky Tonk Angels. A hilirious comedy set to a soundtrack of great classic country western music.

Oct. 2 - Nov. 15: All Shook Up

It's 1955 in a sleepy Midwestern town. One girl's dream is kick-started when a quitar playing, hip-shaking and motorcycle riding hunk comes to town and helps the community discover the magic of romance and the power of Rock and Roll, featuring Elvis Presley's greatest hits!

(continued)

July Photo Memories



The Community Outreach Corner

By Deliah Rose, Community Outreach Board Liaison

Santa Summer Safety Splash

On August 5th, HSMIAI hosted Santa's Summer Safety Splash at the Hilton Scottsdale Resort and Villas. Twenty Five kids from Salvation Army attended a fun filled day including a visit from Santa and his elves, Scottsdale Fire Department and it's ladder engine, a yummy lunch and playtime in a pool full of toys. Each kid received a new backpack stuffed with donated back to school items and a gift from Santa.



We were touched by all of the kids smiles and thank you's! They truly had a memorable day that will last a lifetime.

A special thank you to the sponsors making this event possible: Hilton Scottsdale Resort and Villas, Hagerty Photography, Alma Pink with Garduno's Restaurant, Denise Heintz with Legacy Golf Resort, Santa Jim of All Things Santa, Leslie's School Supplies and Scottsdale Fire Department. I would like to also recognize our amazing volunteers who spent the day at the event helping make this day a memorable one!

Upcoming events:

October 12th: Susan G. Komen Race for the Cure

Fall: Animal Outreach and/or St. Vincent de Paul outing to provide food service.

Winter: Holiday Caroling and Children's Angel Foundation Toy Drive

We are currently looking a Co-Chair to assist with the planning and execution of our events. Or, if you just want to keep updated on our planning and how you can help, please contact Deliah at 602-799-3258 or drose@shellvacationsllc.com.

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

Membership Matters

By Karen Davis, Membership Chair

Do you know someone who would benefit from being an HSMIAI member? Please consider your colleagues, networking associates, vendors, etc. and if someone comes to mind, just invite them to a meeting! Or, e-mail Karen Davis Membership Chair, and they will be contacted directly ... kadaaz@aol.com.

New Member Orientation

Plan on joining us on October 16th, forty-five minutes prior to the luncheon meeting. If you have joined since March, or did not attend the spring Orientation, please plan on attending to learn valuable information about your HSMIAI chapter!

Win With One Summer Winner!

Congratulations to **Angela Prestinario** of **Stratum Laser Tag** for being the recipient of a complimentary Chinese Auction ticket! Her guest, **Nyomi Gruber** of the **Children's Museum of Phoenix** was awarded a \$10 Starbucks card. Remember to fill in the "Win With One" cards at every meeting when you bring a guest. Next drawing will be for a ticket to the Awards Gala in December.

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 and 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 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 our newest chapter members.

Dennis (Buzz) Buzzeo

Business Development Manager
Ironwood Lithographers

Member of HSMIAI for how long: 2 months

Description of business: Commercial printing, Marketing / Communications provider, Packaging, Variable data printing, Web to print, fulfillment & mailing. We are certified by the Forest Stewardship Council.

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

How can they do so? We can pick up files or they can post them to our FTP site. E-mail buzz@ironwoodlitho.com for more information.

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

Describe: Up to 15%

What do you like most about being a member of HSMIAI? We provide a great deal of printing to the hospitality & resort industry. Our membership helps us better understand the needs of our clients.

Stephen Alston

Distribution & Operations Manager
Madden Media

Member of HSMIAI for how long? New

Description of business: Madden Media combines the authenticity of print with the unlimited exposure and scope of the Internet to create dynamic innovative marketing campaigns. We customize our approach to maximize ROI for each unique client, offering: 1) Targeted travel inserts, 2) Visitor guides, 3) Premium print publications, 4) Expert online integration, and 5) Interactive electronic campaign components. One smart investment with Madden Media nets a powerful end-to-end package designed to inspire immediate buying decisions. Quite simply, Madden Media is the shortest distance between any consumer and you.

Would you like HSMIAI members to send you business? Yes

How can they do so? 480-946-4499 or salston@maddenmedia.com.

What do you like most about being a member of HSMIAI? Networking opportunities.

Continued



HOSPITALITY SALES AND MARKETING
ASSOCIATION INTERNATIONAL

ARIZONA

Randy Breen

General Manager
Modern Exposition Services

Member of HSMIAI for how long? Brand new

Description of business: Full service event company for more than 60 years. We design and create all aspects of major exhibitions and special events.

Would you like HSMIAI members to send you business? Yes ... absolutely!

How can they do so? Invite us to partner with them or use us as a trusted ally to their projects and events. Contact me at RBreen@modernexpo.com or 602/254-8737.

Do you offer any type of discount to HSMIAI members? Yes we do.

Describe: 10% discount

What do you like most about being a member of HSMIAI? Members helping each other to succeed!

Gina Leingang

Group Sales Manager
Radisson Woodlands Hotel Flagstaff

Member of HSMIAI for how long? Brand new

Description of business: Radisson Woodlands Hotel Flagstaff is Flagstaff's finest full service hotel; we feature 183 tastefully appointed guest rooms and suites, which exclusively features Select Comfort Sleep Number Beds. The hotel features 6,500 square feet of flexible meeting space with seven meetings rooms and banquet space to accommodate up to 300 guests. We have two outstanding restaurants; The Woodlands Café and Sakura which is our award winning Japanese teppanyaki and sushi bar. We are located in the heart of Flagstaff right on historic "Route 66"

Would you like HSMIAI members to send you business? Yes

How can they do so? Contacting me for your next meeting or event in Flagstaff - gina.leingang@radissonflagstaff.com.

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

Describe: Please call to see what discounts are available

What do you like most about being a member of HSMIAI? As a new member - every one seems eager to help!

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



HOSPITALITY SALES AND MARKETING
ASSOCIATION INTERNATIONAL

ARIZONA

Welcome To Our Newest Members!

Randy Breen, Modern Exposition Service
602-254-8737 - rbreen@modernexpo.com

Dennis "Buzz" Buzzeo, Ironwood Lithographers
480-804-7323 - buzz@ironwoodlitho.com

Rick Cibik, Fort McDowell Adventures
480-816-6465 - rcibik@fortmcdowelladventures.com

Cecil Hopper, Shell Vacations Hospitality
602-431-0109 - chopper@shellvacationsllc.com

Gina Leingang, Radisson Woodlands Hotel Flagstaff
928-774-0609 x509 - gina.leingang@radissonflagstaff.com

Lorraine Pino, Glendale Office of Tourism & Visitor Center
623-930-4502 - lpino@glendaleaz.com

Jeff Sears, Southwest Scenic Group
602-968-5565 - jsears@southwestcenic.com

Lorraine Serda, Glendale Office of Tourism & Visitor Center
623-930-4502 - aserda@glendaleaz.com

Gregory Wirth, Driver Provider
347-996-7206 - gw@driverprovider.com

Heather Wright, Best Western International
heather.wright@bestwestern.com

HSMIAI International Events

HSMIAI is proud of its programs for the remainder of 2008, including a full schedule of webinars, public venue executive and strategy conferences.

HSMIAI Webinars

As you know, webinars are viewed on your computer. Sessions are 60 minutes in length and usually take place from 2:00 – 3:00 Eastern time on the scheduled dates. The cost per computer log-on is \$99 per session for HSMIAI members and \$159 for non-members, with discounts for registering for an entire series. For more information and to register, go to www.hsmaiuniversity.org.

Training Sessions:

Plan now to attend the two unique, outstanding public venue training sessions in Boca Raton, Florida. HSMIAI University will present, for the fourth time:

Business Acumen for Business Results, September 22, 23, and 24, 2008
and
Revenue Management for Business Results, September 25 and 26, 2008

Presenter:

Peter Starks, MSC, MBA, CHE, FHCIMA, is the Managing Director of Training Technology International, which conducts some 25 computer-based management development programs per year around the globe using the preeminent HOTS simulation.

Business Acumen for Business Results

This seminar, presented by HSMIAI University and Lynn University, is designed around the renowned hotel management course called HOTS (Hotel Operation Tactics and Strategy). This is a unique computer simulation learning experience for the hospitality executive. In the past, it has been offered only as a core management course to major hotel chains and as upper level courses at noted hotel schools. HSMIAI is the only professional association to have the privilege of presenting this course to the general public.

Revenue Management for Business Results

This seminar, presented by HSMIAI University and Lynn University, is a new and exciting computer simulation learning experience for the revenue management professional or any hospitality executive with revenue responsibility. This long awaited breakthrough approach to strengthening Revenue Management skills is offered for open enrollment exclusively through the HSMIAI University.

For more information and to register for either of these programs, go to www.hsmaiuniversity.org.

(continued)

Affordable Meetings

More than 2,000 planners are expected to attend the 2008 HSMIAI's Affordable Meetings exposition and conference and debut of Event Technology Expo (ETE) at the Walter E. Washington Convention Center in Washington, DC, September 10-11, 2008. Exhibitors at the show will gain exclusive access to planners who mean business. To apply for booth space, contact Stephanie Leon-Santiago, 914.421.3213, stephanie_santiago@glmshows.com.

Hotel Sales Strategy Conference

Hotel sales staff will convene for a full-day of discussion on Tuesday, Sept. 9, 2008 at the Second Annual HSMIAI Hotel Sales Strategy Conference in Washington, D.C. at the Walter E. Washington Convention Center. The conference is designed to add even greater value for hotel sales staff attending HSMIAI's Affordable Meetings® National and Event Technology Expo. It provides an additional component of targeted, educational programming and creates a venue for timely dialogue among hotel sales staff. Each attendee will receive a free copy of the newly released Demystifying Distribution 2.0 (a \$99 value) TIG Global special report published by the HSMIAI Foundation.

This conference is organized by HSMIAI and HSMIAI's Hotel Director of Sales and Marketing (HDOSM) SIG Advisory Board. For more information on the Second Annual Hotel Sales Strategy Conference, or to view a full schedule, visit www.hdosm.org.

2008 Adrian Awards

The 2008 HSMIAI Adrian Awards competition is now open for entry! The final deadline for all entries is Sept. 5. For competition rules, submission guidelines, and answers to the most frequently answered questions, visit www.adrianawards.com.

The HSMIAI Adrian Awards recognize achievements in advertising, marketing and public relations in the hospitality, travel and tourism industries. The HSMIAI Adrian Awards continue to capture and showcase industry achievers and ROI-producing materials from hotels, airlines, attractions, car rental companies, casinos, convention centers, cruise lines, destinations, restaurants, and spas, as well as time share and extended stay properties and industry suppliers.

Winning entries will be honored at the Adrian Awards Gala, a black-tie networking extravaganza that will be held Jan. 26, 2009 at the New York Marriott Marquis, and will be showcased in a new Adrian Awards online winners' gallery. The gallery will also act as a repository of winning entries that HSMIAI members can access for years to come.

For more information, or to find out about other sponsorship opportunities, contact Kim Almstedt at (703) 506-3299 or awards@hsmia.org.

Net a Life Raffle to Benefit Hope 4 Kids International By Janelle Hoffman, Scottsdale Community College

HSMIAI Arizona Chapter recently sponsored Scottsdale Community College Students in a raffle to benefit Hope 4 Kids International (H4KI). The proceeds will supply mosquito netting to Ugandan orphans to protect them from the #1 killer of children in Africa, Malaria. The raffle was coordinated by Janelle Hoffman, Professor at SCC, and they were able to raise \$2,300, which will provide approximately 230 nets. According to World Health Organization, this year malaria will infect up to a half a billion people, at least one million will die, most of them under the age of five, the vast majority living in Africa.

Tickets were sold April-May and HSMIAI conducted the drawing on May 15th at Eagle Mountain Golf Club. Raffle items were donated by local hotels, resorts, golf courses, restaurants and other organizations. The "Grand Prize" was a trip for two to Napa Valley including a \$400 airfare certificate compliments of www.wemaketime.com and hotel accommodations for 3 nights at the Vino Bello Resort, courtesy of Shell Vacations.

Hope 4 Kids International (H4KI) is a local Phoenix based non-profit organization that sponsors over 900 orphans in Uganda, Africa. Most of which have lost their parents to AIDS. H4KI assists in medical and dental care, education, mattresses and mosquito netting to help prevent malaria. According to Elizabeth Flynn, Orphan Program Director for H4KI, Uganda reports between 70,000 and 110,000 children under five years of age in Uganda die annually due to malaria alone. This can be prevented by giving a child a mosquito net. "These nets are saving lives. Even if we give one or two nets to one family they usually share a bed with another child so there can be up to 3 or 4 children under that one net.

SCC students wish to thank HSMIAI for their support and efforts in sponsoring the "Net a Life" program. Professor Hoffman is pleased to report the SCC/HSMIAI Student Club was awarded the "Most Innovative Project Award" by SCC's Student Life and Leadership for their creative efforts in this program. Thank you HSMIAI Members and special thanks to Pamela Patterson, Joanne Winter and Deliah Rose ... we could not have done it without you!



Social Networking Moves to the Cellphone **Reprinted from The New York Times March 2008** **by Victoria Shannon**

Social networks may be nothing new to habitués of the Internet. Several years of competition among Facebook, MySpace and Friendster have generated tens of millions of members.

But now the market is teeming with companies that want to bring the same phenomenon to the cellphone. There are so many “mobile social networking” upstarts, in fact, that when New Media Age magazine in Britain tried to identify the “ones to watch,” it ended up naming 10 companies.

Some of those in the thick of battle are resigned to having a lot of company. “If there weren’t competitors, there wouldn’t be a market,” said Dan Harple, founder and chief executive of GyPSii, a mobile social network based in Amsterdam that is a contender. “Maybe there are 30 or more now — in three years, there will be 5 that matter.”

The prize, as these start-ups see it, is the 3.3 billion cellphone subscribers, a number that far surpasses the total of Internet users. The advantage over computer-based communities, they believe, is the ability to know where a cellphone is, thanks to global positioning satellites and related technologies.

The market research company Informa Telecoms said in a report last month that about 50 million people, or about 2.3 percent of all mobile users, already use the cellphone for social networking, from chat services to multimedia sharing. The company forecast that the penetration rate would mushroom to at least 12.5 percent in five years.

Most mobile social networks seek to capitalize on location information. The SpaceMe service from GyPSii, for instance, will show users where friends and other members are in real time.

A GyPSii search will show users a map of their environs dotted with photos, videos and information from other members.

Bliin, another network that started in Amsterdam, lets users update and post their whereabouts every 15 seconds.

But for other networks, geography and “presence” information is not as critical. MyGamma, a social network run by BuzzCity, based in Singapore, draws most
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of its 2.5 million users from developing countries in Asia and Africa, its chief executive, Lai Kok Fung, said.

“These are countries with low Internet penetration — they are not PC-centric,” Mr. Lai said. “For our members, the mobile phone is the only way to get on the Internet.”

For that reason, Mr. Lai is not overly concerned with the big Internet names — like MySpace and Facebook — and their plans to invade the cellphone universe.

AOL, Yahoo and Nokia have initiatives to create discrete communities out of cellphone users.

“We don’t think any of them will make a big splash in the mobile space,” Mr. Lai said. “They view mobile as an extension of the online site, while we know our members use mobile much differently.”

According to a BuzzCity study, members usually gain access to the mobile social network from home or work, and they use their cellphones first, even if they can get to the network from a personal computer. For most users — 62 percent — each myGamma session lasts 30 minutes to an hour.

Itsmys.com, a social network run by the Munich-based GoFresh, also exists only in the mobile world. Itsmys, which says it has more than a million registered users, opened its Italian-language service on Wednesday. It was already available in English, German and Spanish, and a Japanese version is planned.

GyPSii announced a version of its software for the Apple iPhone this week, and last month it concluded a contract with China Unicom to start GyPSii during the Beijing Olympics.

Mr. Harple, an American technology entrepreneur, does not consider it unusual that so many mobile social networks originate outside the United States, which has dominated the Internet business.

“I moved to Europe because I thought the U.S. venture capital community — which I was a part of — was myopic,” he said. “They can’t see the global significance of what is happening.”

Mr. Harple predicted GyPSii “could have more users in one year than Facebook had in three.”

The ABCs of Selling

By Harvey Mackay

Not long ago, I was listening as one of my grandchildren practiced his ABCs. He had a little picture book that helped him remember what the letters stood for, and he studied it intently, determined to be the first in his class to know all the letters and words. With his determination, I knew he would master the alphabet in no time at all.

As he worked, I started thinking about what those letters mean to me, after a lifetime in sales and years of helping young hopefuls get started in their careers. I didn't draw pictures, but these are the words my alphabet book would include:

Availability for your customers is essential, so they can reach you with questions, concerns or reorders.

Believe in yourself and your company, or find something else to sell.

Customers aren't always right, but if you want to keep them as your customers, find a way to make them right.

Deliver more than you promise.

Education is for life – never stop learning.

Follow up and follow through. Never leave a customer hanging.

Goals give you a reason to go to work every day. When you reach your goals, set higher ones!

Humanize your selling strategy by learning everything you can about your customers.

Is the least important letter in selling.

Join trade organizations and community groups that will help you both professionally and personally, such as Toastmasters, chamber of commerce or Junior Achievement.

Know your competitors and their products as well as you know your own.

Listen to your customers or they'll start talking to someone else.

Maybe is the worst answer a customer can give. No is better than maybe. Find out what you can do to turn it into a yes.

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Networking is among the most important skills a salesperson can develop. Someone you know knows someone you need to know.

Opportunities are everywhere. Keep your antennae up.

Price is not the only reason customers buy your product, but it's a good reason.

Quality can never be sacrificed if you want to keep your customers satisfied.

Relationships are precious: They take time to develop and are worth every minute you invest in them.

Service is spelled "serve us" in companies that want to stay in business for a long time.

Trust is central to doing business with anyone. Without it, you have another word that begins with T: Trouble.

Unlimited potential is possible whether you sell computers or candy. You are the only one who can limit your potential.

Volunteer: It's always good to give back. You'll probably find that you get more than you give, and there is no shortage of organizations that need your help.

Winning doesn't necessarily mean beating everyone else. A win-win situation is the best of both worlds.

X-ray and catscan your customers so that you know everything about them – so you can serve them better.

You is a word your customers need to hear often, as in "What can I do for you?"

Zeal is a critical element in your presentations, service and life in general. Let your enthusiasm shine through!

Some things never change – including the importance of knowing how to treat your customers and what really matters in your relationships. And as you can see, most of these items cover far more than just sales.

Someday, I think my grandchildren will still be able to use my little alphabet book. Nothing would make me prouder.

Mackay's Moral: Now you know my ABCs – sales skills from A to Z.

Reprinted with permission from nationally syndicated columnist Harvey Mackay, author of the New York Times #1 bestseller "Swim With The Sharks Without Being Eaten Alive."