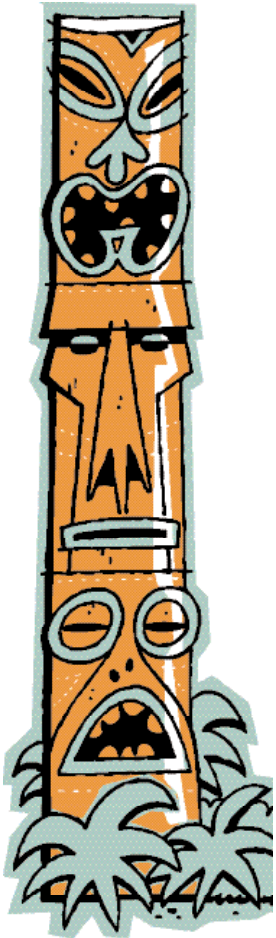


The Buzz



News from HSMIA Northern California • Summer 2008

JOIN US FOR A TROPICAL-STYLE SOCIAL & SILENT AUCTION



Put on a Hawaiian shirt or festive summer attire and join us for HSMIA's first-ever social and silent auction on the evening of Monday, June 23 at the tropical-style Trader Vic's at Dinah's Garden Hotel in Palo Alto.

Enjoy delectable hors d'oeuvres, like the original Mai Tai, invented at the first Trader Vic's more than 60 years ago. Mingle with friends while you bid on exciting auction items. The auction will benefit HSMIA educational programs and student scholarship programs.

Get ready to bid on auction items like: round-trip airline tickets; overnight accommodations at hotels and resorts in Monterey, Napa Valley, San Francisco, Los Gatos, Marin

Aloha! Join us for a festive evening!

When: Monday, June 23, from 6:00–8:30 p.m.

Where: Trader Vic's at Dinah's Garden Hotel
4269 El Camino Real
(between San Antonio and Charleston)
Palo Alto, CA 94306

To sign up: Visit www.hsmainc.com and click on the Meetings and Events section



County and more; a Los Angeles package that includes lodging, dining and tickets to Universal Studios Hollywood; spa treatments – and much more (see the complete list on Page 2).

(Continued on page 2)

Programs Highlight Revenue Management & RFP Process

Programs in April and May were a big draw for HSMIA members and their guests. Each program featured a panel of experts who shared their insights on hot marketing topics. Held at the PruneYard Plaza Hotel in Campbell, the April program focused on "Selling Rooms Smarter – Navigating the Revenue Management Roadmap." Panelists included: Michael Sherwood of Larkspur Hotels & Restaurants, Melissa Beauchamp of Travel Ticket by Hotwire, and Nick Graham of Expedia. A special thanks to our hosts at the

(Continued on page 3)



Attendees mingle at the Bently Reserve.

(Continued from page 1)



The exotic tiki décor at Trader Vic's.

We appreciate all of these generous donations and extend a big thank you to Carol Epstein, who is on our Board of Directors, for organizing the auction. Below see the list of auction items received to date. If you would like to donate something, contact Carol Epstein at (415) 565-4338 or carol_epstein@csoa.com.

Bring your co-workers, spouse and friends for this summer-time social. And if you would like to stay overnight at the tropical-inspired Dinah's Garden Hotel in Palo Alto (right next to Trader Vic's), please call the hotel directly at (650) 798-1308 for a special rate.

Tempting Items for the Silent Auction

Here is an alphabetical list of auction items received to date:

Adventure Cat San Francisco – Two seats on a regularly scheduled Bay Cruise at 1:00 or 3:00 or a regularly scheduled Sunset Cruise aboard the "Adventure Cat," a 55' sailing catamaran

Anza Parking – Seven consecutive days of parking at SFO (not valid Thanksgiving or Christmas holidays)

Asilomar Conference Grounds – Two-night stay for two people, two Monterey Bay Aquarium passes, half-day Bike Rental & Audio tour & official souvenir book and video

Beach Blanket Babylon – Two tickets

Chancellor Hotel on Union Square – One-night stay for two

Children's Discovery Museum of San Jose – Four admissions

Claremont Resort & Spa – Martini Mani/Pedi Party for four

Comedy Sportz – Gift card for two admissions

Embassy Suites Napa Valley – One-night stay for two adults (Sunday–Thursday)

Embassy Suites – Marin County – One-night stay and two Six Flag Discovery Kingdom tickets

Grand Hyatt San Francisco – One-night in deluxe guestroom

Great America – Four tickets

Hilton Santa Cruz/Scotts Valley – One-night stay in a suite

Hilton San Francisco Financial District – One-night stay in deluxe room, complimentary breakfast for two

Hotel Los Gatos and Spa – One-night stay in deluxe

guestroom, gift basket with cookies, Hotel Los Gatos T-shirt and a few amenities

Lighthouse Lodge & Suite (Pacific Grove on the Monterey Peninsula) – Two-night stay

Los Angeles Package – Including lodging, dining and tickets to Universal Studios Hollywood

Lufthansa German Airlines – Surprise travel bag with travel items inside

Mariposa Inn and Suites, Monterey – One-night stay in an executive suite with fireplace

Marriott Fisherman's Wharf Hotel – One-night stay for two with breakfast by the way

Monterey Bay Aquarium – Four adult tickets

Orbitz – Two round-trip airline tickets

Sips & Bites – Two tickets to wine tasting on USS Potomac, FDR's historic presidential yacht

Stanford Court Hotel on Union Square – One-night stay in deluxe guest room

Seascape Resort, Aptos – One-night stay in a two-bedroom beach villa

Sheraton Sunnyvale – One weekend night stay with breakfast for two

Stagnaro Charter Boats – Two whale-watching cruises

Tony & Tina's Wedding – Two tickets, dinner, gift bag, photo, complimentary glass of Champagne

Travelodge San Francisco Airport South, Millbrae – Park & fly package with one-night stay & parking for up to 10 days, transportation to/from airport

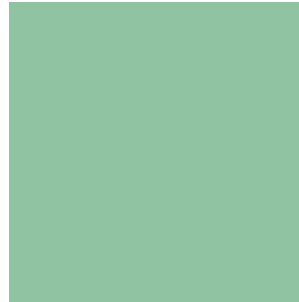
Woodfin Suites Hotel Emeryville – Two-night weekend stay plus dinner for two at Emery Grille

(Continued from page 1)

PruneYard, Patricia Morreale, General Manager, and Amy Sands, Director of Sales.

Our May 19 program at the new Bently Reserve Conference Center in San Francisco was entitled "The RFP Season – A Guide to Survival" and took a look at the RFP process. Panelists included: Jan Willbanks of DirectConnections!,

Linda Gray of Novartis Vaccines and Diagnostics, Patrick Wilkes of RFP Express and Sandy Molina of Carlson Wagonlit. Vivian Perez, Director of Marketing for the Bently Reserve, is an HSMIAI member who recently relocated to San Francisco from Florida. We appreciate the warm welcome she and her team extended to our HSMIAI chapter.



Seen at the Elegant Bently Reserve...

On the left – (top) Carol Epstein, friend and Erin McGlynn; (center) Craig Lipton and Vivian Perez of the Bently Reserve; (bottom) Michelle Pangrazio and Lisa Mitchum.

On the right – (top) Ellen Eason welcomes the group; (center) Karie Geiger introduces panelists Jan Willbanks, Linda Gray, Sandy Molina and Patrick Wilkes; Octavia Grant and Liz Polo share a laugh.

Welcome New Members!

Jose Bernal
booking.com, San Francisco

Dominic Beveridge
JDA Software Group, Santa Clara

Leilani Cabuntala
Travelocity, Southlake

Julia Chase
Cal Poly, San Luis Obispo

Karla Cruz
Sheraton Gateway SFO, Burlingame

Edgar Delgado
Radisson SFO Bayfront, Brisbane

Nancy Dilley
Canada College, Redwood City

Cathy Estelle
Handlery Union Square, San Francisco

Greg Kinchen,
Travelocity, Southlake

Craig Martell
Radisson SFO Bayfront, Brisbane

Mary Ann McAlea
Folsom Tourism Bureau

Julee Midden
Cordevalle, San Martin

Nancy Moore
UC Santa Cruz

Michael Murphy
PlumpJack Squaw Valley Inn

Richard Peterson
California Academy of Sciences, San Francisco

Cynthia Roberts
Open Hospitality, San Francisco

Kimberly Scargle
Napa Valley CVB, Napa

Denise Vannorman
Resort at Squaw Creek, Olympic Valley

Madeleine Villar
Radisson SFO Bayfront, Brisbane

Upcoming Programs for HSMIA Northern California

Be sure we are on your calendar for these HSMIA programs scheduled for the remainder of the year:

Monday, August 25

Get up-to-date on the latest trends in this panel presentation on California Tourism.

Location: Woodfin Suites, Emeryville

Monday, September 22

Hear from the experts in our annual Economic Forecast panel discussion.

Location: San Francisco

Monday, October 27

Get spooked! Learn about "Meeting Planner Horror Stories" during this late October program.

Location: South Bay

Monday, November 17

Learn about legal strategies in our "How to Stay Out of Hot Water" program.

Location: San Francisco

For the latest updates on programs and registration information, please visit www.hsmainc.com

HSMIA University Webinars

To learn about HSMIA University Webinars, visit hsmia.org and go to the Education section.

These Webinars are coming up!

Are Travel Agents Destined For Extinction? Myths and Reality

June 17, 2008

Presenter: Douglas Quinby, Senior Director of Research, PhoCusWright

The Next Gen Traveler

June 26, 2008

Presenters: Peter Yesawich, President & CEO, Ypartnership, and Lorraine Sileo, VP, Research, PhoCusWright

2008 Board of Directors

President: Ellen Eason
Eason Communications LLC
VP Education: Karie Geiger
Tri-Valley Convention & Visitors Bureau
VP Membership: This position is vacant

Director of Hospitality: Susan Hollers
Claremont Resort and Spa

Director of Fundraising: Carol Epstein
VIA Magazine

Director at Large: Clark Rabano
Sheraton Hotel Sunnyvale

Immediate Past President: John Mathew
Embassy Suites Hotel Milpitas

Managing Director: Kelvin Nanney
Meeting Possibilities

Visit www.hsmainc.com for contact information. If you would like to volunteer for a committee or help with events, please call Kelvin Nanney at (925) 355-1926 or email him at kelvinn@meetingpossibilities.com

Best wishes to Chris Shores, formerly VP Membership for the chapter, who has accepted a new position in Sacramento. Congratulations, Chris!



Mark Your Calendar...

Affordable Meetings® National & Event Expo on September 10-11

Designed for meeting planners looking to enhance their professional career and organize high-caliber events as well as exhibitors seeking to target quality planners, the eighth annual Hospitality Sales & Marketing Association International's (HSMIAI) Affordable Meetings® National and Event Expo is coming up!

Did you know that HSMIAI members receive a discounted rate for exhibiting at the shows? It's one of the most popular benefits of membership.

Affordable Meetings® National and the Event Technology Expo is scheduled for September 10-11 at the Walter E. Washington Convention Center in Washington, D.C.

For exhibitor information, contact Beth Petersen, show manager, GLM, a dmg world media business: phone (804) 261-3730; fax (804) 918-1547; e-mail: beth_petersen@glmshows.com.

Attendee information is available by calling 1-800-272-SHOW. Additional information can be obtained by visiting the shows' Web site at www.affordablemeetings.com.



To learn more about HSMIAI Northern California, please visit our Web site at www.hsmainc.com or call Managing Director Kelvin Nanney at 925.355.1926.

Newsletter produced by Eason Communications LLC. To submit an item or to inquire about advertising, please contact Ellen Eason at 415.242.5244 or ellen@easoncom.com



New E-dition Introduced

HSMIAI has introduced a new member benefit. The HSMIAI Marketing Review e-dition, an electronic edition of

the HSMIAI Marketing Review, is available to all members in addition to the regular print version. To view the e-version of the publication, visit www.hsmai.org