



The Northern California Chapter of HSMAI invites you to join us for our APRIL Monthly Professional Educational Meeting:

Best Practices - Roundtable Discussions

Calling upon the collective and extensive expertise of our members!!!!!!! Let us come together to compare notes and discuss the best practices on some topics that are critically important to our success in our unique industry.

YOU get to choose from five (5) topics (five different tables) on what **YOU** want to discuss and learn about. Then a representative from each table will have five (5) minutes to report out to the entire group what best practices were discussed, shared, and learned. We **NEED** your participation, experience, and enthusiasm to make this forum the best that it can be.

The Topics to choose from.....

- Training (How are we learning new skills & improving existing skills within our companies? What other sources are available to us?)
- STAR Report from Smith Travel Research (Understanding and Evaluating the Report)
- Working harmoniously with our Food & Beverage/Catering Departments (Hatfield's vs. McCoy's - Does it have to be?)
- The evolving world of Marketing (What's changing? What works?)
- Outside appointments/sales calls and sales blitzes (Getting appointments and planning a blitz)

R.S.V.P. - ASAP!!!

The Hotel De Anza is eagerly anticipating hosting this wonderful program and showcasing their beautiful property. See you there.

Friday, April 22, 2005

11:30am	Registration & Networking
12:00pm - 1:30pm	Lunch & Program
At	
The Hotel De Anza (Downtown San Jose)	
233 West Santa Clara Street, San Jose CA 95113 (408) 286-1000	
www.hoteldeanza.com	

Name: _____ Property: _____
 Phone #: _____ Email: _____

Visa / MCard #: _____ Exp: ____ 3 digits on back: ____
 _____ **\$35** Members before 4/19 _____ **\$45** Non-Members and Walk-ins

***** Which of the Five (5) Topics most interests you? _____

Fax your RSVP by April 19th, 2005 to (408) 335-1719 or mail your check to the address below. ALL NO SHOWS WILL BE BILLED.... No cancellations accepted after Noon on Wednesday, April 20th. For more information, call the Hospitality Sales & Marketing Association Int'l. Northern California Chapter at (408) 793-3921.

HSMAI
Northern California Chapter
C/O Susan Stevens
Hotel Los Gatos
210 E. Main Street
Los Gatos, CA 95030

MARK YOUR CALENDARS.....

**Educational Programming
Meetings held the third MONDAY
of every month**

Monday, May 16, 2005

HSMAI – Monthly Member Luncheon

11:30am – 1:30pm

Ken Kuchman from PKF presents:
Industry Trends in the Silicon Valley
San Jose Museum of Art

Monday, June 20, 2005

Annual Vendor Faire (evening event)

5pm – 8pm

Four Points Sheraton Hotel - Sunnyvale

Monday, July 18, 2005

HSMAI – Monthly Member Luncheon

11:30am – 1:30pm

Annual, Local CVBs (Convention &
Visitors Bureaus) Panel
Hyatt San Jose