



The Northern California Chapter of HSMIA invites you to join us for

PKF Silicon Valley Trends.....

Our annual look at where the industry has been and where the industry is going!

**Tuesday, April 20, 2004
11:30am Registration & Networking 12:00pm Lunch & Program**

What are the future performance expectations for Silicon Valley Hotels?

- How Silicon Valley Hotels finished 2003
- Projected performance expectations for 2004
- New & proposed hotels entering our competitive sets
- How current economic conditions have changed the marketplace

Our speaker, Kenneth Kuchman, is a Vice President in the San Francisco office of PKF Consulting. Mr. Kuchman specializes both in the appraisal of hotels, motels & resorts and also in the analysis of existing & proposed lodging industry operations. Mr. Kuchman embarked on his post-undergraduate hospitality career with the Mandarin Oriental Hotel Group where he spent several years living in the company's headquarters city of Hong Kong. He is a president of the Northern California Chapter of the Cornell Hotel Society.

**Tuesday, April 20, 2004
11:30am Registration & Networking 12:00pm Lunch & Program
at
Crowne Plaza San Jose / Silicon Valley
777 Bellew Drive Milpitas Ph: 408-321-9500
Admission: \$35 - Members \$45 - Non-members & Walk-ins**

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

Credit Card Type: _____ #: _____ Exp: _____ 3 digits on back: _____
 _____ \$35 Members _____ \$45 Non-Members and Walk-ins

RSVP by Friday, April 16th to hsmainc@yahoo.com, online at www.hsmainc.com or fax your reply to (408) 262-8875. **ALL NO SHOWS WILL BE BILLED....** For more information, call the Hospitality Sales & Marketing Association Int'l. Northern California Chapter at (408) 876-3010.
Mark your calendars...meetings held the 3rd Tuesday of each month.

HSMAI
Northern California Chapter
C/O Susan Stevens
Embassy Suites Hotel
901 E. Calaveras Blvd
Milpitas, Ca 95035

MARK YOUR CALENDARS.....

Meetings held the third Tuesday of every month!

- May 19 Ramada Silicon Valley
 AM Seminar
- The Business of Selling Value
 - Selling in a Down Market
- PM Seminar**
- Prospecting & Lead Development
- SPEAKER: Howard Feiertag**
- June 15 Moorpark Hotel
 Topic: Recruitment Mixer
 & Vendor Fair
- July 20 Location: TBD
 Topic: White Elephant
 Fundraiser
- August 17 Location: TBD
 Topic: Government &
 Political Panel

PLEASE FAX REGISTRATION FORM

By Friday, April 16, 2004

NO CANCELLATIONS ACCEPTED PAST NOON ON FRIDAY, April 16, 2004

ALL NO SHOWS WILL BE BILLED

ADVANCED RESERVATIONS REQUIRED!

Please make checks payable to HSMAI

Mail to: **HSMAI Northern California Chapter c/o Susan Stevens**

Embassy Suites Hotel 901 E. Calaveras Blvd Milpitas, Ca 95035

Phone: 408-876-3010 Fax: 408-262-8875 Email: HSMAINC@Yahoo.com Website: HSMAINC.com

Name: _____

Company: _____

Phone: _____

Credit card: _____ Card #: _____ Exp Date: _____

ALSO REQUIRED -- 3 or 4 digit shown on front / back of card: _____

Are you an HSMAI Member? Yes // No

Vegetarian Meal Requested? Yes // No