



The Northern California Chapter of HSMAI invites you to join us for our

Revenue Management presented by TravelCLICK

Do you want to maximize profit performance in the electronic marketplace? As the industry's most comprehensive source of competitive information, TravelCLICK's reports empower hoteliers to execute optimum revenue management strategies in the GDS and major Internet sites - an \$18 billion marketplace.

Our presenter, Robert Hendricks graduated from the University of San Francisco in 1995. His career began with the Ritz-Carlton Hotel Company in San Francisco. He gained additional experience over the next several years with both Hyatt and Sofitel. He joined the Hilton Santa Clara as the Executive Director of Rooms and oversaw the hotel's successful opening. Mr. Hendricks assumed the position of Corporate Revenue Manager for Montclair Hotels in 2003. In 2004 Mr. Hendricks joined TravelCLICK and currently supports a territory stretching from San Francisco to Monterey.

He holds certifications including a Hilton Revenue Management University diploma, Delphi Profit Pack and Revenue Management Systems. In addition to developing many tracking and forecasting tools, Mr. Hendricks is also highly skilled in utilizing all Internet distribution channels.

Mr. Hendricks will be reviewing and demonstrating the following tools:

- Hotelligence & Internet Hotelligence Reports
- RateVIEW
- HotelFlash & HotelPace
- And more...

Join us for this incredibly informative and educational experience.

Monday, February 21, 2005

11:30am	Registration & Networking
12:00pm - 1:30pm	Lunch & Program
At	
The Ramada Silicon Valley	
1217 Wildwood Ave., Sunnyvale, CA 94089 (408) 245-5330	
www.ramadasv.com	

Name: _____ Property: _____

Phone #: _____ Email: _____

Visa / MCard #: _____ Exp: ____ 3 digits on back: ____

_____ **\$35** Members before 1/12 _____ **\$45** Non-Members and Walk-ins

Fax your RSVP by February 16th, 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, January 12th. 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, February 21, 2005
HSMAI – Monthly Member Luncheon
11:30am – 1:30pm
Revenue Management presented by
TravelCLICK
Ramada Silicon Valley

Wednesday, February 02, 2005
Hospitality Hoot
5:30pm – 8:30pm
SF Design Center

Wednesday, February 09, 2005
SVBTA – Monthly Member Luncheon
11:30am – 1:30pm
Marriott Santa Clara

Monday, March 21, 2005
HSMAI – Monthly Member Luncheon
11:30am – 1:30pm
Human Information Technology
Hilton Santa Clara