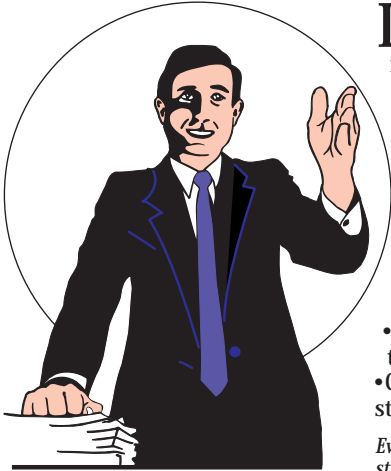


The Northern California Chapter of HSMAI invites you to join us for
STORY TELL, STORY SELL:

Showcasing Your Products, Services and Skills Through Storytelling
With Professional Speaker and Corporate Trainer

Craig Harrison



Learn how to tell short "success" stories with potential clients, at networking events and informally too, to showcase your skills, highlight past successes and let others better understand your uniqueness as a hospitality professional. Success Stories bring resume bullets to life, paint a picture of past accomplishments and connect emotionally with listeners. In this interactive session attendees will:

- Learn Craig's simple storytelling formula: setting, situation and solution
- Create stories that resonate with listeners by tapping at universal themes
- Craft, tell and receive coaching on their "success" stories to build confidence and client lists

Every attendee will leave this session with a 30 or 45 second story to showcase their skills and accomplishments.

Professional speaker Craig Harrison has been profiled in the Wall Street Journal, quoted in Business Week and Bottom Line magazines, and his articles appear nationwide in publications such as the San Francisco Chronicle, Transaction World magazine and The Customer Communicator. Craig builds confident and credible communicator and strong sales and service organizations. Click on www.craigspeaks.com for more information.

Tuesday, April 15, 2003

11:30am Registration & Networking

12:00pm Lunch & Program

at

Sheraton San Jose

1801 Barber Lane, Milpitas, CA (408) 943-0600

Admission: \$35 - Members \$45 - Non-members & Walk-ins

RSVP by Monday, April 14th to hsmainc@yahoo.com, online at www.hsmainc.com or fax your reply to (408) 395-3730. For more information, call the Hospitality Sales and Marketing Association Int'l. Northern California Chapter at (408) 395-3765. Mark your calendars...meetings held the 3rd Tuesday of each month.

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