



The Northern California Chapter of HSMIA invites you to join us for our 2004 Annual Education Seminar Series

Wednesday, May 19, 2004 **Featured Speaker: Howard Feiertag**

Morning Session:

8:00a – 9:00a Registration, Networking & Breakfast
9:00a – Noon The Business of Selling Value & Selling in a Discounted Environment

Afternoon Session:

Noon – 1:00p Registration, Networking & Lunch
1:00p – 4:00p Prospecting & Lead Development

Noted Author, Speaker And Trainer, Howard Feiertag has over 30 years experience in the Hospitality Industry. He is recognized as one of the nation's foremost authorities on hotel sales and marketing principles, techniques and issues. His ability to relate to sales people at every level, and his practical-application style, combine to make every event in which he participates both interesting and worthwhile.

Howard is frequently a presenter for Hotel Management Company Conferences, Brand Conventions, Association Meetings, and a host of other industry related group programs. He has been inducted into The Hospitality Sales And Marketing Association International's Hall Of Fame, received The President's Award from Meeting Professionals International, and was appointed a "Fellow" of the American Hotel And Motel Association's Educational Institute.

His background in hospitality includes convention bureau management, hotel operations, food & beverage, sales & marketing, catering, management development, meetings management as well as tour and travel.

Wednesday, May 19, 2004
at
Ramada Silicon Valley (408) 245-5300
1217 Wildwood Avenue Sunnyvale www.ramadasv.com

2004 Annual Education Seminar Series Admission:

Morning Session, includes Breakfast	\$ 65 members	\$ 75 non-members
Afternoon Session, includes Lunch	\$ 65 members	\$ 75 non-members
Both Morning & Afternoon Sessions, including meals	\$115 members	\$135 non-members

(This represents a substantial savings of over \$175, as pricing for Howard Feiertag Seminars begin at \$295 per person!!)

ADVANCED RESERVATIONS REQUIRED – SPACE LIMITED.....
Reserve your space now at our website: www.hsmainc.com