



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

Tuesday, March 16, 2004
11:30am Registration & Networking 12:00 – 1:30pm Lunch & Program

“Who’s managing my revenues? Four necessary activities for success!”

Revenue Management is not rocket science, but it is necessary. Four things you should be doing to manage your revenues:

1. Yield Management Meetings – Who should attend? ... Who runs the meeting? ... What is covered?
2. Necessary reports everyone should review -- Daily Call Around..... 90 Day Pickup DaySTAR
3. Managing Extranets -- Why Hotels.com is not your enemy EZ Yield
4. Forecasting -- How useful is history? ,, How detailed should your forecasts be?

Brooke Adams, a board member of HSMAI Northern California, has over ten years of experience in the hospitality industry. Her extensive experience includes positions in the areas of reservations, revenue management and GDS distribution. She founded Archway Strategies, Inc. in February 2003 to synthesize her diverse knowledge. Ms. Adam’s experience in the reservations area extends to 1993 in the central reservations office of Doubletree Hotels in Phoenix, Arizona. She spent two years training reservations agents to sell hotel rooms based solely on information loaded into the computer system.

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12:00 – 1:30pm Lunch & Program
At
Doubletree Hotel, Burlingame Ph: 650-344-5500
835 Airport Blvd. Burlingame www.doubletree.com

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, March 12th, to hsmainc@yahoo.com, online at www.hsmainc.com or fax your reply to (408) 262-8875.
ALL NO SHOWS WILL BE BILLED.... No cancellations accepted after Noon on Friday, March 12th 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!

- April 20 Crowne Plaza Milpitas
Topic: PKF Trends
Speaker: Ken Kuchman
- 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: Vendor Fair & Recruitment Mixer

PLEASE FAX REGISTRATION FORM

By Friday, March 12, 2004

NO CANCELLATIONS ACCEPTED PAST NOON ON FRIDAY, March 12, 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