



The Northern California Chapter of HSMIA invites you to join us for our most popular Monthly Professional Educational Meeting:

PKF Consulting's Silicon Valley Trends (Our annual look at where the industry has been & where it's going.) Monday, May 16th, 2005. 11:30am Registration & Networking 12pm Lunch & Program at the: San Jose Museum of Art

What are the future performance expectations for Silicon Valley Hotels?

- How Silicon Valley Hotels finished 2004
- Projected performance expectations for 2005
- 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 President of the Northern California Chapter of the Cornell Hotel Society.

Monday, May 16, 2005
11:30am Registration & Networking
12:00pm - 1:30pm Lunch & Program
 At
San Jose Museum of Art (Downtown San Jose)
110 South Market St., San Jose CA 95113 (408) 291-5390
www.SanJoseMuseumofArt.org

Name: _____ Property: _____
 Phone #: _____ Email: _____
 Visa / MCard #: _____ Exp: ____ 3 digits on back: ____
 _____ **\$35** Members before 4/19 _____ **\$45** Non-Members and Walk-ins

Fax your RSVP by May 11, 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, May 11, 2005. 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, June 20, 2005
Annual Vendor Faire (evening event)
5pm – 8pm
Four Points Sheraton Hotel - Sunnyvale

Monday, July 18, 2005
HSMAI – Monthly Member Luncheon
11:30am – 1:30pm
Annual, Local CVBs (Convention &
Visitors Bureaus) Panel
Hyatt San Jose

Monday, August 15, 2005
HSMAI – Monthly Member Luncheon
11:30am – 1:30pm
Corporate Travel Managers and
Agencies Panel
Embassy Suites, Santa Clara