

HSMIAI Student Club Update

We are excited to announce our new student club and we will do everything possible to bring positive advantages to the Northern California Chapter. Our student club board is as follows:

- President, Miho Tomura (San Jose State)
- President Elect, Lisa Baserga (Foothill College)
- Director of Fundraising, Itsuka Kosugi (San Jose State)
- Treasurer, David Castro (San Jose State)
- Secretary, Kathleen Roth (Foothill College)

Our year began with a retreat on January 29th at the Ramada Silicon Valley under the guidance of Catherine Allen and Robin Fenstermaker. During the workshop we set our goals for the year and these goals are:

1. To increase student and faculty membership to 25 members by year end. Membership in these categories currently stands at 19.
2. To coordinate one Professional Educational Monthly meeting of the Parent Chapter and we will be working with Thor Kennedy, Director of Programs on the July 18th CVB panel to be held at the Hyatt San Jose.
3. To coordinate one fundraiser for the student club and participate in fundraising events in conjunction with Spartan shops.

4. To devise mentorship and internship programs inconjunction with participating schools. The week of April 4th has been chosen as mentorship week and the format will be "A DAY IN THE SHOES" where students will have the opportunity to shadow professional members for either a full or a half day according to needs and availability.

We now have an email address nchsmiasc@yahoo.com as well a listing of student board members on the website. Suggestions are welcome as are questions so please feel free to contact any one of us.

The student club members would like to thank the Northern California Chapter members for their attention, time and personal commitment in providing us with such a wonderful opportunity in this stimulating industry. Without you, our journey would not be possible! Keep your eye on us...the up and coming professionals...we will not let you down!

Monday, March 21 – Human Information Technology by Kellie Chun - Hilton Santa Clara
Monday, June 20 – Vendor Faire, Four Points Sheraton Sunnyvale (Evening event)
Thursday, September 22 – Annual Fundraiser , C.E.T. San Jose (Evening event)

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MISSION STATEMENT

HSMIAI Northern California will provide value to its members by creating business opportunities, offering networking events with peers and customers, sponsoring educational programs, identifying and communicating trends in the hospitality industry and being the leading voice for both the hospitality sales and marketing disciplines.

The needs of our members will always be the driving force behind new initiatives and programs at local, national and international levels.

FEBRUARY MEETING RECAP

We held our February meeting on President's Day, Monday February 21st, and had a good member turnout in spite of the holiday and a special welcome was extended to first timers Andy Poon, Hilton Garden Milpitas; Benjamin Marquist – Larkspur Landing San Francisco Airport, James Neal and Jim York - Pacific Hotels, Lenny Llemos – Crowne Plaza Milpitas and Melissa Veen – Hotel DeAnza. Our Chapter President, Catherine Allen and her General Manager Steve Summers hosted the event at the Ramada Silicon Valley and we would like to thank them for the delicious food, the gracious service and the beautiful spring flowers that were on the tables. Thanks also to Catherine for her continued and enthusiastic support of our chapter!

Robert Hendricks, Director of Sales for TravelCLICK presented an in depth overview of TravelCLICK's products for Revenue Management and the different options available to maximize revenue, reporting and gathering information and projections of industry growth over the next several years.

Our thanks to Matthew Swanson of the Crowne Plaza Milpitas for his generous raffle donation of three bottles of wine – Maso Canali Pino Grigio ; Rancho Zabaco Dancing Bull Zinfandel and Mirassou Chardonnay. The

wine was well received by the winners Cindy Gordica – Foothill College, Marla Thrift – Garden Court Hotel Palo Alto and Marisol Talmadge – Embassy Suites Milpitas. Thanks also to J. Lohr Winery for their donation. Tom Beedon from the Toll House Hotel won the 50/50 raffle.

The board gave updates on their committees and Miho Tomura, President of the Student Club provided an update on the Student Club and introduced the student club board members. We are very excited with the headway both boards are making with their goals and initiatives.

As an ongoing reminder we have two future key dates to remember: Monday, June 20th when we will see the return of our Vendor Faire at the Four Points Sheraton in Sunnyvale and Thursday, September 22 when we will have our Annual Fundraiser at the Center for Employment Training in downtown San Jose. And of course, make sure you have our next chapter meeting on your calendar. Please join us on Monday March 21st when Kellie Chun will present "Human Information Technology" at the Hilton Santa Clara.

A HOTEL IS A FUNNY PLACE

where "The double room you reserved is not available right now but we have a nice single you can stay in tonight and we can move you into the double tomorrow afternoon!"

Photo Gallery



Photo Gallery



Photo Gallery



The Value of Membership – What Have You Done For Me Lately?

By John R. Hendrie

Just as our Guest/Visitors have choices for their Consumer dollars, so do we, as Hospitality businesses, when we select an organization to serve our best interests.

These may be civic, cultural, fraternal, professional, personal, trade or even marketing. They are publicly funded, quasi, or private. We look to them for leadership, innovation, representation and “bang for our buck”? We anticipate our needs to be met and our expectations exceeded. After all, that is Customer Service. Have we been satisfied?

What do we find? Many organizations reflect declining membership, waning influence and products/services of questionable benefit. They are struggling for relevance and solvency.

Focusing primarily on Hospitality Trade Associations, let’s take a look. Lobbying efforts tackle a myriad of issues from “soup to nuts”, like tipped employee’s wage, convention center hotels, “cruisin’ the boulevard”, gaming, liquor by the drink, and, in the private sector, as an aside, even ladies’ tee times. But, is this what we believe? Were we asked?

These associations offer a variety of products/services/programs. They run the gamut from telephone and health providers, CPA’s to bathroom supplies, education, training and discounts. But, is this what we want? Were we asked?

In many cases, I think all types of representative organizations have lost touch with their audience, and from their perspective, when the active, daily interactions begin to diminish and “the birds stop chirping”, I would look around and surmise, “It’s too quiet out there. What’s up?” Other indicators of a problem are when you chase delinquent dues too long, sponsored events and programs are not well attended, and there is difficulty filling Committee positions, much less Board of Director slots. The constituency is sometimes slow to rally, but the messages are distinct.

There is no magic silver bullet here. Most of us have served these groups in some capacity. We recognize what they face: competition for the member dues, sensitive

community, regional, and national issues, a tight economy, internal and external politics, restrictive policies, unenlightened management and directors, and perhaps the worst enemy ? ennui. But, it all comes back to worth!

The successful organizations are not static. They continually assess their resources, realign the process, people, products and services to maximize value. Regularly, they survey their constituency, evaluating satisfaction and seeking input. This also includes their Allied members and the organization’s staff. Communication is constant, reliable and germane. They are always connected, imaginative and decisive, recognizing that flexibility and adaptability make for progress. But, it all starts with knowing their stakeholders ? their needs, their aspirations and their expectations. Then, they deliver like crazy.

Some Hospitality trade associations have become “member-centric”. And, many times their progressive and pro-active leadership initiates programs which “raise the bar” for Hospitality. Even recognizing that their constituency may be reluctant at first to embrace new thinking, their wisdom prevails, providing a distinct and competitive posture for their market. That is the Value of Membership.

Still others challenge the trade association mentality and move towards a professional Network design. Here, there is a prescribed scope for their focus, guiding principles, agreements which shape the expectations of the network and the required participation, and accreditation procedures, thereby defining membership entry. There is no longer high risk, due to the targeted message and required activity. Profitability is the goal for all parties. Here the Value and membership requirements are clearly stated.

Hospitality trade associations, and I include Chambers of Commerce and CVB’s, are very much a partner in the journey to Remarkable Hospitality, for in most cases they present the public face of our businesses to that Visitor and potential Guest. They help promote our destination, our industry segment and our business on

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Pssst.....Did you hear?

Clara Choi has left the San Jose Radisson and moved to the Stanford Park Hotel as Sales Manager. Matthew Kim has left the Los Gatos Lodge and is now back with Pacific Hotels. He has also been appointed to the board of directors as President Elect replacing Mickey Bernard who continues to fight her illness. Mickey our thoughts and prayers remain with you every day for your recovery.

Patricia Morreale is now General Manager of the Pruneyard Inn in Campbell. She was formerly with the Hyatt Sainte Claire.

If you or someone you know have been promoted, moved to a new position or there is a significant event happening in your life that you would like to share, please let me know so I can be sure to include it in the newsletter. Send your update via email to Jean Orsini at jrorsini@sbcglobal.net.

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The Value of Membership – What Have You Done For Me Lately?

pay for that effort with our dues or through specific tax revenue. The relationship is indispensable. The leaders are often our neighbors with the best of intentions. The Charters are clear. But, has the respective constituency spoken or even been asked? There is no need for rebellion, but as a stakeholder, your opinions, needs, and expectations must be made known, and you need to participate. Get involved, for it is a two way street!

About the Author

John R. Hendrie is the CEO of Hospitality Performance, Inc. HPI measures the performance of lodgings, restaurants, clubs, cruise lines and attractions against reasonable hospitality standards through a comprehensive assessment process, and

then helps market the achievement of those standards to a discerning customer.
<http://www.hospitalityperformance.com>

Note from the editor!

Once you read this article I hope that you will take the time to complete the membership survey that was sent out to you recently by the President and Membership committee. This is your association and we need your input so that we can continue to give you value for your membership dollars. If you did not receive one, please contact Catherine Allen on callen@ramadasv.com or by telephone at (408) 245-5330 and she will be happy to get one to you.

UPCOMING EVENTS

Chapter Events

March 21
Kellie Chun – Human Information Technology
Hilton Santa Clara

April 18
Government Legislators panel
Hotel DeAnza

May 16
PKF Trends
San Jose Museum of Art

June 20
Vendor Faire
Four Points Sheraton Sunnyvale

HSMAI National Events

March 2-4
Airline & Hotel Strategy
Conference
Phoenix, AZ

April 6-7
Affordable Meetings
Navy Pier, Chicago

April 29
Travel Internet Strategy
Conference
New York City
May 19 & 20
Leadership Forum, Portland OR

Other Events

SVBTA
March 9
Location TBA
Crowne Plaza Milpitas

April 13
Sheraton Palo Alto

May 11
Biltmore Hotel

NCCMPI
March 30
Sir Francis Drake Hotel

April 19
Hartmann Studios/Impact
Lighting

May 13-15
Hilton Monterey

May 25
TBA

NACE
March 15
Hilton and Towers San Jose

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HSMAI Foundation Update

From Fran Brasseux, Executive Director, HSMAI Foundation

Here's what you might know.

The HSMAI Foundation was established in 1983 to serve as the research and educational arm of the Hospitality Sales & Marketing Association International. Its mission is to expand and enhance the educational opportunities available to hospitality sales & marketing executives and to increase the amount of in-depth research conducted on behalf of the profession.

Here's what you should know.

The HSMAI Foundation is a tax-exempt nonprofit organization 501 (c)(3) that depends entirely on the voluntary financial support it receives from individuals and organizations or corporate partners. The HSMAI Foundation chair for 2004/2005 is Richard Chambers, Executive Vice President, TravelCLICK and the board of trustees includes Cindy Estis Green, Managing Director, Estis Group, Hoyt Bacon, Senior Vice President, MeriStar Hospitality, Mark Lomano, President, Smith Travel Research, Gary Leopold, President and CEO, ISM, Dale Brill, Chief Marketing Officer, VISIT FLORIDA, and other industry leaders. Their responsibility is to provide leadership and governance to the Foundation on behalf of HSMAI, and our corporate partners.

The corporate partners for 2004 included a who's who list of top travel organizations, with Radisson, InterContinental Hotels, Fairmont, Interstate Hotels & Resorts, Choice Hotels, Wyndham Hotels, Smith Travel Research, Benchmark Hospitality, MGM Mirage, Best Western, Maritz Research, Cendant, David Green Organization, and Marriott Corporation all contributing at either the annual **Silver** 5,000 level, or the annual **Gold** \$10,000 level. Their contributions provide each partner a seat or a vote for each year's research programs which for the past two years has been supportive of the development of our online information and research depository called [econnect](#).

The HSMAI Foundation Scholarship fund is supported by a generous contribution from American Express and individual contributions from our members. Every HSMAI membership application offers the option to make a tax-exempt contribution to the Foundation, and those combined contributions comprise the fund for our annual industry HSMAI Foundation scholarship award competition. The scholarship competition details for 2005 are on line on www.hsm.ai.org. We awarded two \$2000 scholarships, and two \$500 scholarships last year to deserving students from Johnson & Wales, Daniels College of Business at University of Denver, Northern Virginia Community College, and Austin Community College. They had to submit an application, their personal resume, three essays, a transcript of their grades and two letters of recommendation from their college or university. An HSMAI Foundation Scholarship Committee reviews & grades the applications and the awards are announced each year in June.

So, when you go online to www.hsm.ai.org, and connect to eConnect for business or personal research, or check off a contribution to the HSMAI Foundation on your renewal or new member application, remember you are both using and contributing to resources that are invaluable to our hospitality industry.

Thank you for remembering.

Sincerely,



Fran Brasseux
Executive Director
HSMAI Foundation

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Director of Communications

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jrorsini@sbcglobal.net

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