

WHAT'S MISSING FROM YOUR MARKETING?

Most marketing materials are missing at least one of the following three elements necessary to getting their prospects' attention. Make sure to include Problems, Solutions and a Call to action in each of your marketing materials.

Holly called from Anchorage, Alaska looking for ideas on ways to increase advertising sales. She provides live traffic reports from her plane to six radio stations and wanted help selling the 15-second advertising spots she reads during the traffic reports.

John called from Boston, Massachusetts for ideas on how to market his new product. He wants companies like Black and Decker to license, produce and market a unique hydraulic hand tool he and his partners have patented.

These two clients are as different as night and day in terms of the products and services they offer, but both have the same objective and are stuck on the same problem. They're having difficulty getting prospects' attention and both want more qualified prospects to contact them.

Are you getting your prospects' attention?
Do you want more prospects to contact you?

I review a lot of marketing copy, ads, websites, and sales letters for people who want to attract more clients and most of them have the same problem. They're missing at least one of the three core elements essential to attracting prospects and helping them become customers and clients. Whether you are marketing yourself as a real estate broker, accountant, business coach or you sell advertising in Anchorage, Alaska, your marketing should be structured around these three elements:

1. Problem

This is what your prospects are thinking about and what prompts them to open the yellow pages, use Google to search the web or call you. They're asking themselves questions like:

How can I get more clients? Where can I get an iPod? How can I keep more of what I make? How can I keep my figure? How can I avoid losing everything if my house burns down? How can I avoid wasting money? How can I eliminate back pain? How can I eliminate stress?

When you know what your prospects want, you have the key to getting their attention. Lead with a quick sentence or question about your prospects' primary concerns; what it is that they want to Get, Keep, Avoid or Eliminate.

2. Solutions

Once prospects have learned that you understand their concerns, they want to know if you can help them Get, Keep, Avoid or Eliminate what they want. Tell them about the solution you provide to their problem and the benefits it provides.

(Cont. page 6)

Thursday, April 21 - Student Club Fundraiser, Biltmore Hotel, Santa Clara
(Evening event)

Monday, June 20 - Vendor Faire, Four Points Sheraton Sunnyvale
(Evening event)

Thursday, September 22 - Annual Chapter 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.

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Message from the President

Catherine I. Allen, CHSP, CHME

As we gear up for the second quarter of the year I wanted to update you on how we are progressing with our chapter goals.

Our membership goal for the year was 140 and at the time of writing we have 152 members so as you can see we are already ahead. Thanks must go to our V.P. of Membership Marla Thrift and her committee members Audrey Jablonski-Hahn and Louise Jardell for their diligence as well as to Miho Tomura, Student Club President for her hard efforts in driving student membership and exceeding her goal of 25. We began the year with 15 student and faculty members and currently have 33. Great job by all wouldn't you say?

The board members of both the parent chapter and the student club will be participating as phone volunteers at the KTEH public television travel and leisure auction on April 14. If you tune in from 6:30pm-9:00pm perhaps you might catch a glimpse of them. They will be easily identifiable by their logoed polo shirts courtesy of *Stacy Weiss, CAS – YOUR CHOICE OR MINE*. Yours truly will be an auctioneer again this year. This is a great way for us to get our chapter's name out there amongst the community.

The Student Chapter held their first mixer in March and they put the parent chapter to shame by having 60 students in attendance! They made \$125 towards their financial goals through the sale of raffle tickets. It was a great way to promote our "a day in the shoes" mentor week that kicked off on April 4 as well as drive membership.

An Italian themed fundraiser for the student club will take place at Montague's Café in the Biltmore Hotel Santa Clara on Thursday, April 21st at 6:00pm so I hope that you will be able to attend and show your support. The student club will also be manning the concession stands at Spartan Stadium during football games to raise additional funds for their pro-

grams. It is so good to see that the future of our industry is in good hands!

Entries for the 2004 Frank W. Bergman Best of the Best awards were submitted and the winning entries will be announced at the Leadership Forum in Portland in May. Last year we were fortunate enough to win the Awards and Recognition category so who knows what this year will hold.

Details on the CHME chapter paid scholarship went out last month and I hope that some of you are considering this very important step in your career. Closing date for applications is May 31st, 2005 with all components of the program to be completed by October 31st. Reminders will be sent out again towards the end of April so if you have not already checked the program out please visit the following page on our website www.hsmainc.com/membership/chme.html for more details. Applications are accepted on a first come first served basis so don't miss out on this opportunity.

As you see your board and committee members have been working hard towards achieving our goals and my thanks go to each and every one of them. You could be part of this exciting time for our chapter as well so I hope that you will consider joining one of our committees. We are always in need of enthusiastic and talented people to help us. If you are interested please contact any of the board members whose names are listed in the newsletter.

As they say, so far, so good and there is more to come. Till next month.....

Thanks for Staying

W. Haze Dennis - Mission College
Kristin Goble - Doubletree Sacramento
Gail Lampert - Lampert Technology

Welcome New Members...

Daniel Arias – Mission College
Lauren Avina – SJSU
Sara Baroro – SJSU
Tom Beedon – Toll House Hotel
Kelly Biaggi – SJSU
Sean Boyle – Danville Promo Advertising
Laticia Burwell – SJSU
Anne Carver – SJSU
Nathan Childress – SJSU
Ling Chow – SJSU
Dawn Connelly – Pines Resort & Conference Center
Jana Ferguson – SJSU
Angel Lee – SJSU
Cristina Lee – SJSU
Murako Maki – Half Moon Bay Lodge

Alysha Mayfield – SJSU
Stacey Meyer – Pegasus Solutions
Karina Nascimento – SJSU
Ryan Ng – SJSU
Malia Okita – SJSU
Jon Radcliff – Tenaya Lodge
Nathalie Salvador – SJSU
Corina Shiver – SJSU
Lisa Tausch-Short – Foothill College
Elizabeth Williamson – Pinewood
High School
Nicole Yarborough – Best Western
Lighthouse Hotel

CHAPTER CHATTER

By HSMIAI Director of Chapter Relations Margie Sheffer, CHME, CHA

Remarkable Research Resource

The three “r’s” have new meaning with HSMIAI’s newest version of eConnect! Originally designed to be a “one stop shopping” portal for time-stressed hospitality sales and marketing professionals the latest version now personalizes the site to your specified interests!

The Launch!

Monday, April 4, is the day this new version is launched. A few of the new features are:

- Knowledgebase search engine – search contents based on specific variables
- Streaming Media – Interviews with industry leaders
- Document downloads – Research, conference presentations and more
- Columns – Featuring views and commentaries of 20+ columnists
- Categorized industry news – stay on top of developments and read what shapes today’s industry
- Personalization – have eConnect deliver contents that fit your specific area of expertise or interest – creating your own “home” page for easy access to data – or creating your very own “My eConnect”
- Calendar of events – featuring events categorized per specific area of interest
- EConnect In-depth – delivering background information on persistent trends and opportunities in hospitality sales and marketing

The Promotion!

With the launching of this enhanced version of eConnect, HSMIAI is making the site available to “everyone” for a 30-day period. Non-members may register to use eConnect including the “members only” areas at any time and once they have registered for this opportunity they will then have access for 30 days. HSMIAI is confident that once a non-member utilizes this dynamic resource they will want access 365 days a year! So, HSMIAI will offer a 10% discount to any non-member who wishes to join within 30 days of their completed use of the member access capability.

The Results!

The 2004 HSMIAI Membership Survey identified (no surprises here) the number one issue our members have to deal with is “time” or lack of it! We are in good company with this issue as even the most efficient professional faces new challenges daily in juggling and prioritizing time utilization! The new eConnect resource, a project of the HSMIAI Foundation, is a result of addressing the “time” issue for our members. Your ability to customize your home page for information regarding its six categories is paramount to saving time. Set yours up today! The six categories are: 1) Industry News & Events, 2) Special Interest Groups, 3) Research, Papers and Documents, 4) HSMIAI Update, 5) Industry Links & Resources, and 6) Search the Database.

eConnect is “live” research – updated daily to keep you current. We urge you to send comments and recommendations that will make it even more pertinent to your needs.

*Connect to the new eConnect on
www.hsmaieconnect.org.*

Winner vs. Loser

- The Winner - is always part of the answer
- The Loser - is always part of the problem
- The Winner - always has a program
- The Loser - always has an excuse
- The Winner - says “Let me do it for you;”
- The Loser - says “That’s not my job”
- The Winner - sees an answer for every problem
- The Loser - sees a problem for every answer
- The Winner - sees a green near every sand trap
- The Loser - see two or three sands traps near every green
- The Winner - says “It may be difficult, but it’s possible;”
- The Loser - says “It may be possible, but it’s too difficult.”

Be a Winner.....

Photo Gallery

*March Student Club Mixer
San Jose State Student Union*



Photo Gallery



*March Student Club Mixer
San Jose State Student Union*



H SMAI STUDENT CLUB UPDATE

The Student Club will be holding its first fundraising “Funraiser” on April 21st from 6pm to 8pm at Montague’s Café in the Biltmore Hotel Santa Clara. It is an Italian themed event and all monies raised goes to the student club to help them in their programming efforts. A sign up sheet is included with the newsletter.

The cost is \$15 for H SMAI members and \$20 for non-members and walk ups and it includes an all you can eat Italian buffet. A silent auction will follow with the opportunity to pick up many bargains on gift certificates, trips, gift baskets and more.

Please show your support for the newly organized Student Club and plan to attend this sure to be fun event!

Bring a friend or colleague...the more, the merrier!

If you would like more information, please contact Itsuka Kosugi, who is the Director of Fundraising for the student club. Her email address is itsuka18@yahoo.com

WHAT’S MISSING FROM YOUR MARKETING? (Cont.)

Using their list of concerns and wants, explain how your product or service can help them.

Credentials and technical features may matter to some, but it’s the results your product or service provides that will convince a prospect to buy. Write a list of five to ten results your product or service provides and use these in your marketing copy.

3. Call to Action

Is this the point in the process when you tell your prospects to buy? Yes, you do want to give prospects the option to make an immediate purchase, but in most cases, they won’t. Remember that 80% of people scan and research their options for weeks, if not months, before making a purchase.

Prompt your prospects to buy but make sure to also give them a reason to contact you so you can build a relationship with them. Tell them which actions to take and why.

Where should you use this marketing sequence?

Everywhere you market. If you contract with Holly for one of her 15-second radio spots, lead with a problem, then describe the solution and the results and tell people how to contact you. You’d use the same formula if you were writing copy for a postcard mailing piece or the pages of your web site. That’s right; each and every page of your marketing can benefit from using these three core elements.

For example, most web sites have an “About” page or a “Products” page. In most cases, these are comprehensive,

MARCH MEETING

Hilton Santa Clara

Our March meeting took place at the lovely and centrally located Hilton Santa Clara and we would like to thank **Roy Truitt – General Manager and Lynn Bassin – Director of Marketing** and their attentive staff for accommodating us. Mr. Truitt is a long time supporter of H SMAI and we would like to take this opportunity to thank him for his continuing support of our chapter. The food was delicious and the service impeccable. Unfortunately there are no photos to show as the photographer experienced “technical difficulties” with the camera this month so apologies are in order for that.

Our presenter was **Kellie Chun** who gave us an enlightening presentation on Human Information Technology - a unique program that deals completely with the human side of Information Technology..

As we all know it is so easy to get bogged down in our work causing us to drown in a flood of email, voicemail and faxes. With constant interruptions and verbal requests it appears that we have too much work and too little time.

Kellie shared some pointers with us that we could use to help us in our day to day computer based work systems and it was amazing to learn just how simple some of these things are. Kellie called upon **Scott Spafford** from the Hilton to demonstrate how no matter what we all think and what we have all been taught that we really cannot multitask without something being lost. Scott stepped up to the plate on this one regardless of the fact that he was put on the spot so kudos to him.

Based on the feedback received from the members in attendance it is very likely that we will invite Kellie back at a later date to go into the program in more detail.

We did not have a raffle this month however, **Tom Beedon** was the winner of last month’s evaluation drawing. Congratulations **Tom** on winning a bottle of 2003 Arroyo Seco Chardonnay compliments of **J. Lohr Winery, San Jose.**

WHAT’S MISSING FROM YOUR MARKETING? (Cont.)

descriptive and boring. Before you write or rewrite them, stop and think about your objectives. What do you want your prospects to think and do when they read or hear each of your marketing pieces, including your web pages?

You want to get peoples’ attention, to position yourself as someone who provides solutions to their problems, and you want them to contact you.

Include these three essential elements (Problem, Solution, and Call to Action) in all of your marketing and your conversations, and you’ll increase response rates and generate more new business whether you’re designing industrial tools or circling Anchorage to provide traffic reports from your plane.

About the Author

Charlie Cook, helps service professionals and small business owners attract more clients and grow their businesses. Contact Information: 203-637-1118 or at www.marketingforsuccess.com

Pssst.....Did you hear?

Donna Palmer formerly with Hyatt Hotels started recently with Larkspur Hospitality as Dual Director of Sales at the Larkspur Landing and Hilton Garden Inn in South San Francisco.

Melissa Price is the new Sales Manager at the Roseville Larkspur Landing and Hilton Garden Inn.

Kathy McClintock was promoted recently from Operations Manager to Assistant General Manager of the Campbell Larkspur Landing Hotel.

David Kerkeles has taken over as General Manager at the esteemed Hyatt Sainte Claire in Downtown San Jose.

Maricela Lau-Chavez was promoted to General Manager of the Larkspur Landing Hotel in Milpitas.

Our own Tami Simons was promoted from Sales Manager at the Crowne Plaza San Jose to Assistant Director of Sales. Way to go Tami!

On a more serious note, our heartfelt condolences go to Peter Evenhuis on the loss of his father. Peter, our thoughts and prayers are with you.

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.

For advertising schedule and rates please contact

Jean Orsini

Director of Communications

650-856-7724

UPCOMING EVENTS

Chapter Events

www.hsmainc.com

April 22 Government Legislators panel Hotel DeAnza 11:30am-1:30pm

April 21 Student Club "Funraiser" Biltmore Hotel 6:00pm-8:00pm

May 16 PKF Trends San Jose Museum of Art 11:30am - 1:30pm

June 20 Vendor Faire Four Points Sheraton Sunnyvale 6:00pm-9:00pm

HSMIA National Events

www.hsmia.org

April 6-7 Affordable Meetings Navy Pier, Chicago

April 29 Travel Internet Strategy Conference New York City

May 19 & 20 Leadership Forum, Portland OR

July 22 - 29, 2005 HSMIA World Quest

Other Events

SVBTA - www.svbta.net

April 13 11:30am-1:30pm Sheraton Palo Alto

May 11 11:30am-1:30pm Biltmore Hotel

June 10 5:30pm-10:00pm Hotel Valencia

NCCMPI - www.nccmpi.org

April 19 - 5:00pm-8:00pm Hartmann Studios/Impact Lighting

May 13-15 - CMP Study weekend Hilton Monterey

May 25 - Professional Educational Meeting TBA

June 8 - Gala & Silent Auction Ritz Carlton San Francisco

SJSU Dept of Hospitality
www.ihcticketinfo.com

May 12 IHC 6:00pm-10:00pm Rotary Summit Center, San Jose

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HSMAI Foundation Update

From Fran Brasseux, Executive Director, HSMAI Foundation

Revolutionizing the way vital information and research is available and accessed, HSMAI debuts the new eConnect today as the first one-stop portal to global information and resources on hospitality sales and marketing topics.

Created as a repository for information and research addressing today's most important industry issues the service is hosted by Hsyndicate and provided by the HSMAI Foundation through its Research Partnership program.

"In keeping with the HSMAI Foundation's mission to provide important and useful information for the industry at large, eConnect transforms the process to one that is comprehensive, easily accessible and on the cutting edge of technology given the huge search capabilities and availability of global information at your fingertips, notes Richard Chambers, chair of the HSMAI Foundation and executive vice president of TravelCLICK.

"The new eConnect marks another milestone in the long lasting partnership between HSMAI and Hsyndicate," states Henri Roelings, founder and CEO of Netherlands based Hsyndicate. Roelings adds: "eConnect will gradually deliver additional resources and value as projected industry participation grows in all segments of the industry among which notably hospitality schools and universities can play an important role."

While many of eConnect's resources are available exclusively to HSMAI members, a 30-day trial period is available for non-members to access password-protected content. Following the trial period, users can join HSMAI and get a 10 percent discount off membership.

The site is sectioned into six categories: 1) Industry News & Events; 2) Special Interest Groups, 3) Research, Papers and Documents, 4) HSMAI Update, 5) Industry Links & Resources, and 6) Search the Database.

Highlights of the new eConnect are:

- Personalization: eConnect can deliver customized content that fits specific areas of expertise or interest.
- Categorized industry news. Stay on top of developments and trends that shape today's industry
- Market development and performance reports: 15+ consultant companies feed contents to e-connect
- E-Connect in-depth: Delivering background information on persistent trends and opportunities in hospitality sales and marketing
- Knowledgebase search engine: Search contents based on specific variables
- Streaming media: Interviews with industry leaders
- Document downloads: Research, conference presentations and more
- Columns: Featuring views and commentaries of 20+ col-

umnists

Visitors can access eConnect from hsmi.org or go to www.hsmaieconnect.org to create their own portal to sales and marketing resources.

eConnect is sponsored by HSMAI Foundation Gold Research Partners: Cendant, Choice Hotels International and InterContinental Hotels Group, and Silver Research Partners: Benchmark Hospitality, Best Western, David Green Associates, Fairmont Hotels & Resorts, International Association of Convention and Visitors Bureaus, Interstate Hotels & Resorts, Maritz, Marriott International, MGM Mirage, Radisson Hotels & Resorts, Smith Travel Research, TravelCLICK and Wyndham International

About Hsyndicate

With an exclusive focus on the global hospitality and lodging industry, Hsyndicate consolidates relevant business intelligence into a unique, daily updated knowledgebase platform which is used and aggregated by industry-stakeholders that shape the future of global hospitality. Hsyndicate's members and audience include hotel groups and chains, national and global trade associations, schools, universities, consultants, financial analysts, business and consumer media, and conference organizers, representing an audience of 200,000+ individual users in all segments of the global hospitality industry. Hsyndicate's current industry partners include IH&RA, AH&LA, HFTP, HEDNA, HTNG and HSMAI. For more information visit www.hsyndicate.org.

About the HSMAI Foundation

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 and marketing executives and to increase the amount of in-depth research conducted on behalf of the profession.

Sincerely,



Fran Brasseux
Executive Director
HSMAI Foundation

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“YOUR NAME HERE”



STUDENT CLUB

The Student Club of the Northern California Chapter of HSMIA invites you to join them for

AN ITALIAN EXTRAVAGANZA "FUN"RAISER

HSMIA Northern California Student Club invites all hospitality industry professionals, their friends, family members and guests to "Mangi" at the first Annual Spring "FUN"Raiser and Networking event. This Italian themed event will feature buffet dinner, entertainment and a silent auction with lots of great items to bid on. Don't miss this opportunity to network and pick up a great deal into the bargain.

Thursday, April 21, 2005

6:00pm - 6:30pm Registration and networking

6:30pm - 8:00pm Dinner and Silent Auction

MONTAGUE'S CAFÉ, THE BILTMORE HOTEL AND SUITES

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Fax your RSVP by April 18th 2005 to (408) 732-2628 attn Catherine Allen or mail your check to the address below. **ALL NO SHOWS WILL BE BILLED...** No cancellations accepted after Noon on Monday April 18. For more information contact Itsuka Kosugi on (408) 417-1762 or email itsuka18@yahoo.com

Mail your check to:
HSMIA
C/o Itsuka Kosugi
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San Jose, CA 95124