



In Other News...

May, 2018

## In Case you missed it:

On April 19, we joined the members of NACE (National Association of Catering and Events) at the Oak Grove Cottage at Jorgensen Farms to learn from our speaker, Val Jorgensen, about sustainable food initiatives, sourcing organic growing in Ohio.

Since 2002, Jorgensen Farms have been proud to be one of Columbus' first organic farms. They partner with local restaurants and markets to expand the organic, slow, local food movement in the Midwest. When people eat natural, real food grown in healthy soil, Jorgensen Farms believes they taste and feel the difference.



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## Relationship Sales: Stop the Sales Pitch, Start the Conversation

Please join us on May 17, 2018 at the Columbus Airport Marriott to

learn from our speaker, Angie Hollerich, about Relationship Sales - Stopping the Sales Pitch, and Starting the Conversation!



Through this interactive experience we will learn how to address the "Business Development Mindset" through: self awareness, active listening, productive questioning, improved interpersonal communication, and beginning an action plan for implementation.

**Date:** May 17, 2018

**Time:** 11:30am - 1:00pm

**Location:** Columbus Airport Marriott

**Address:** 1375 N. Cassady Ave. Columbus, OH 43219

**Parking:** Complimentary

**Cost:** \$35 Members, \$45 Non-Members, \$20 Students

**Registration Deadline:** Monday, May 14, 2018

[Register Today!](#)



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## Welcome To Our New Members!

- Julie DeWalt, Director, Franchise Support Services, Red Roof Inns, Inc
- Victoria Kipp, Sales Manager, Hilton Columbus at Easton
- Alisha Koby, Area Director of Revenue Management, Interstate Hotels
- Jennifer Scheider, VP of Revenue Generation, Commonwealth Hotels
- Geoffrey Waldmiller, Chief Revenue Officer, Schulte Hospitality Group

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## Member Spotlight!

It is our pleasure to introduce Jennifer Assaf, National Account



Executive for Red Roof Inns, Inc.

Jennifer's first hospitality job was working for the Hyatt on Capital Square, Columbus Ohio. Her most memorable moment in her career is when she met her husband at a work party... and she didn't even know they worked together. Jennifer's favorite travel destination is her home since she travels to see clients so often, but she also enjoys a beach destination. Jennifer is still looking for a hidden talent! If anyone has seen it, please let her know and she will pick it up!

Would you like to be in the spotlight?

Contact [Austin Ackerson](#), Membership Committee, for more information!

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### Updated HSMAI Ohio Chapter Schedule of Events:

- HSMAI Chapter Meeting - Relationship Selling: Stop the Sales Pitch, Start the Conversation - May 17, Columbus Airport Marriott
  - Lunch & Learn Series - STR Report - June 21, Hilton Garden Inn, Columbus OSU
  - Lunch & Learn Series - Budgets - July 26, Hilton Garden Inn, Columbus OSU
  - Lunch & Learn Series - P&L Review - August 30, Hilton Garden Inn, Columbus OSU
  - HSMAI Chapter Meeting - The Customer Point of View - September 27, Renaissance Columbus Westerville-Polaris Hotel
  - HSMAI Chapter Meeting - Telling Your Story Through Social Media - October 18, Columbus
  - Joint In-depth Sales Training & OHLA Annual Conference - November 19-20, Nationwide Hotel & Conference Center
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### President's Corner

Don't miss out-  
be sure to get the most of  
your membership!

Happy Spring everyone! I'd like to take a minute and remind you that there are many great webinars and videos on the HSMAI website at no additional charge! By signing in with your HSMAI user name and password you

will find Videos from the 2017 Digital Marketing Strategy Conference, the Revenue Optimization conference (ROC) and a variety of topics from Internet Marketing, Revenue Management and Business Development. Take advantage of these educational opportunities and stay updated with the latest information in the Hospitality Sales & Marketing Industry!

[Carrie Boor](#)

HSMIAI Ohio Chapter President, 2018



### HSMIAI In the News

At HSMIAI's Chief Digital Officer Executive Round-table in New York City on Feb. 22, facilitator Dr. Donna Quadri-Felitti opened the program by asking participants to share the one trend that has most surprised them — including challenges, opportunities, and pain points. [Read the 10 observations they shared here.](#)

### Interested in Becoming a Sponsor of HSMIAI Ohio Chapter?

For more information on how your company can [sponsor](#) one of our events, please contact [Victoria Kipp](#), Vice President of Sponsorship.

### Not A Member Yet?

We know you're looking for a banquet of resources, and we're right there, feeding you the latest industry trends and connecting you with customers. You're thirsting for knowledge, and we're your mini-bar of education, filled with peer interaction sessions and industry certifications. You're ready to pick up the phone and make the right connections, and we're your direct line to industry insights, regional and national networks, and a whole database full of opportunity. We're HSMIAI, and trust us, you'll enjoy your stay.

Join  
Today!

Want to make sure you're in the loop? Stay connected with us on Facebook and LinkedIn for industry news, upcoming events, and much more!

