



In Other News...

August, 2018

President's Corner

How often do we find ourselves saying the same thing over and over, to find out that we aren't winning the business?

HSMAI OHIO AND OHLA are joining forces bringing a Sales Track to the OHLA Annual Conference, November 19-20, 2018, at the Nationwide Hotel & Conference Center. We have been collaborating with Signature Worldwide creating a great schedule for all Sales and Marketing Managers. Set for day two of the conference will be two fabulous breakout sessions: Writing a Winning RFP and Persuasive Presentations. But plan to come for both days as we will be featuring the Sales Scout Award at the Gala Dinner. Also join us for the Women in Lodging (WIL) event featuring national speaker, David Lund, "How to Create a Financially Engaged Leadership Team".



In preparation for this event a survey was sent out to our members, below is one response to support our efforts.

"As the owner of the Inn & Spa at Cedar Falls attending the OHLA conference has always been important to me. For the first time, I will be sending two additional staff members because of the diversity and content being offered this year. The new sales track available through the collaboration with Hospitality Sales & Marketing Association International (HSMAI) and Signature Worldwide, offers an excellent and needed training opportunity for my key sales person."

Stay tuned for additional information coming soon!

Thank you,
[Carrie Boor](#)

**OHIO HOTEL & LODGING ASSOCIATION
2018 CONFERENCE & GALA**



**PORTRAITS OF THE PAST
FACES OF THE FUTURE**

**JOIN US FOR A LOOK INTO
THE FUTURE OF LODGING**

- Privacy, fraud, and liability concerns in your hotel
- Culture and communication within your team
- Hotel Industry growth and versatility

New Sales-Specific Track
Unique Lodging of Ohio (ULO) Track
Resource Management Track
New Expanded Exhibitor Experience



In Case you missed it:

Throughout the summer, we have learned from our speaker, Alan Assaf, and have become fluent in the STR Reports and Budgets.

Don't miss our final session to learn about Profit and Loss (P&L)!

Please join us at the Hilton Garden Inn, Columbus OSU, on August 28, 2018 for our final lunch and learn of the annual summer series.



Register Today!

Calling All Sales Superstars!

Nominations opened on August 15 for the HSMAI - Ohio Chapter Sales Scout of the Year. Past winners have been recognized for “far exceeding the expectations of job performance” and “demonstrates

[leadership] through diligent focus, attention to detail and professional manner”.

Do you know a colleague or peer that is a leader within the hospitality sales community?

Nominations can be submitted [here](#). The Sales Scout of the Year

award is presented in conjunction with the Ohio Hotel & Lodging Association’s Annual Conference in Gala, November 19 & 20 at Nationwide Hotel & Conference Center.



Education Update:

HSMAI Ohio has been busy this year and we hope you have liked our topics that were suggested by members. The team is in the process of planning for 2019 and would like to develop our content based on what members want to hear and learn. Please send in your suggestions [here](#) and we will start putting together programs you want to see!

Mark Your Calendars for our upcoming events, and we look forward to seeing you there!

HSMAI Ohio Chapter Schedule of Events:

- 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, The Estates at New Albany
- Joint In-depth Sales Training & OHLA Annual Conference - November 19-20, Nationwide Hotel & Conference Center
- December Chapter Meeting - Information Coming Soon!

Welcome To Our New Members!

- Sandy Smith, Regional Director of Sales, SJB Hotel Management, Inc.

**Thinking about becoming a member of HSMAI?
Now is the time!**

New member promotion:

Join HSMAI by October 31st, and your first meeting is free!
HSMAI will cover the cost of your first meeting for new members registered by October 31st, 2018.

*Offer valid for chapter meetings up to \$35 value. Offer not Valid for OHLA Annual Conference. New members only.

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



Member Spotlight!



It is our pleasure to introduce Kevin Scholl, Director, Digital Marketing and Partnerships at Red Roof Inn!

Kevin's first hospitality job was Managing a team whose role was a part of the training program for front desk employees and hospitality call centers. His most memorable moment in his career is when he understood that in digital your market segment does not define the digital experience you provide your guests. Kevin loves to travel

anywhere with mountains and can be described as “the middle of nowhere”. Something you may not know about Kevin is that he builds replica droids from Star Wars...although with the new movies it's not as hidden a talent as it once was.

Would you like to be in the spotlight?

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

Just Enter. The 2018 Adrian Awards Are Open!

Now in their 62nd year, the Adrian Awards recognize hospitality brands and agencies for creativity and innovation in advertising, digital marketing, and public relations. Winners of the 2018 Adrian Awards will be honored at the HSMIA Adrian Awards Gala on January 22, 2019 at the New York Marriott Marquis. HSMIA members and non-members are welcome to enter the competition. HSMIA members receive a preferred rate - [learn more and join](#).



Interested in Becoming a Sponsor of HSMIA 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 HSMIA, 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!

