



In Other News...

February, 2019

## President's Corner

We're off to a great start in 2019!

I hope you all enjoyed the first meeting of the year, The Business of Hotels. The wonderful information shared from our panel reminds us how important Sales, Revenue Management and Marketing is to our industry's development. Last year proved to be a strong one for the US hotel industry, and we will see many hotels added in our market. Please be sure to review the [Top 7 Hospitality Trends Every Hotelier Should Watch in 2019](#), by Tammy Farley.



In addition, there is so much happening this year with HSMAI Ohio; the programming for 2019 is a full one, and it is our goal and privilege to bring you great learning experiences and current information in our industry. This task, however, is not an easy one, and it takes a team of volunteers to make it all happen. We need your involvement. The exciting part of an organization is being on the team, please consider giving a few hours a month, join a committee and experience the fun, making HSMAI Ohio the best it can be!

Please feel free to reach out to me or any of the current HSMAI Ohio board members to find out more, or complete and submit the [online form](#) below and I'll contact you soon!

Thank you,  
Carrie Boor  
HSMAI Ohio Chapter President, 2018 and 2019

[Volunteer with Us Today!](#)

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Education Update



We appreciate your continuous feedback regarding our meetings the past few years. We will deliver programs that provide insight to the industry combined with content that will help your ongoing professional growth.

**Here is a glimpse of what you will see this year...**

**Tuesday, February 19 - Stop Human Trafficking From Checking In**

*Attendees will learn how to recognize and stop human trafficking through an active discussion with our speaker, **Maria Busch**, Anti-Trafficking Program Specialist with the Ohio Department of Public Safety's Office of Criminal Justice Services.*

**Register Today!**

**Thursday, April 11 - Are you Smarter Than A Hospitality Student?**

*Back by popular demand -- we will see who knows more...  
The professionals or the students at Columbus State Community College*



**HSMAI & MPI are thrilled to bring you our Signature Buyer Event: Meeting Matchmaking.**

*This event will bring together planners and venues in a new, exciting format. Meet with multiple qualified planners and discuss next steps to book their business. **After Meeting Matchmaking concludes, continue your conversation with hot prospects over lunch at Martini Modern Italian.***

**Wednesday, June 26  
Martini Modern Italian**

445 N High Street  
Columbus, OH 43215



*Space is limited and reserved for HSMAI & MPI Members only.*

To reserve your spot now,

contact [Halle Markwas](#).  
More information to come!

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Have a meeting topic you would like to see? Send us an [email](#) with ideas; we still have open dates with content to create!

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## Did you know you can receive a discount with HSMAI and MPI Dual Membership?

Hospitality Sales and Marketing Association International (HSMAI) and Meeting Professionals International (MPI) recently announced the launch of dual membership in both organizations designed to promote the new relationship. A special membership promotion discount is now available.

[Learn More Today!](#)



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### **THANK YOU!**

To all our members for your continued support for the chapter!

As we all continue to grow our knowledge through education and networking, we look forward to your continued support by sharing what you gain with your industry peers. Renewing or joining as is easy as clicking on this [link](#).

For assistance and more information, please

contact [John Brich](#), Co-Vice President, Membership



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## Welcome To Our New Member!

Rebecca Gorman, Director of Sales,  
Crowne Plaza Columbus Downtown



## Member Spotlight!

It is our pleasure to introduce Tallene Eichelberger, CHDM, General Manager at The Inn at Ohio Northern University!

Tallene's first hospitality job was in the capacity of an outside sales manager. Within her first year, she had the 'aha moment' realizing she was on a career path that would bring her much joy. In 2008, she was recruited by Ohio Northern University to open their hotel in northwest Ohio, after a lifetime of living in New England. The depth and breadth of the opening experience is the most memorable and extraordinary experience within her career. Tallene's favorite travel destination is the seacoast; especially in the off season. She is most fond of both the Maine coast and Cape Cod. Something you may not know about Tallene is that her non-professional talent is painting. She is currently working on a botanical series.

Would you like to be in the spotlight?  
Contact [Austin Ackerson](#), Co-Vice President, Membership,  
for more information!

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## HSMAI OHIO GIVES BACK Campaign

During the HSMAI OHIO GIVES BACK campaign, we will be hosting a series of events allowing our members learn more about what we can do regarding Human Trafficking in Hospitality, and provide valuable resources to help those in need relaunch their lives.

**OUR NEXT DONATION COLLECTION WILL BE FEBRUARY 19<sup>th</sup>, 2019**

**Please bring and donate women's clothing in good condition:**

Dresses + Skirts Jeans | Tops | Jackets + Coats |  
Jewelry + Accessories | Handbags  
Any Season, Any Brand  
*(Especially need sizes 10 and up!)*

*Our board is working in partnership with Angie Ashbaugh at [fab'rik Easton](#) for this collection effort.*

For More Information:

Please contact Sara Djubek,  
Vice President, Philanthropy,  
via [email](#) or by phone  
(614.738.4373).



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**Save The Date: ROC  
(Revenue Optimization Conference)**

**June 18 - 19, 2019  
Minneapolis, Minnesota, USA**

For more than 15 years, HSMAI's Revenue Optimization Conference (ROC) has been the place where hotel revenue leaders unite for education, collaboration, and innovation. Every year this conference delivers the most compelling and comprehensive revenue-management event for the industry, with more than 650 key stakeholders coming together to address the most critical trends affecting

revenue management in hotels today.

Learn More About ROC



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

For more information on how your company can sponsor one of our events, please contact [Halle Markwas](#), HSMIAI Ohio Executive Vice President.

## 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!

