



In Other News...

June, 2019

President's Corner

Hello, my name is...

In today's world, prospecting is something that has evolved over the years. I was drawn to the article below listed in the recent HSAMI Insights / Fueling Sales. Could this be why you are not getting a response from a potential client? Take time to position yourself, and make an impact!

Have a productive day!

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



How to Prospect in
2019



**We are thrilled to launch our signature event,
Meeting Matching.**

This event is a partner event with Meeting Professionals International - Ohio Chapter and HSMAI Ohio, that brings together Ohio Suppliers and Ohio Planners for a speed dating style afternoon of meeting matching! The event will take place on Wednesday, June 26 at Martini Modern Italian.

We are excited to announce that this event has sold out for suppliers with a waiting list to participate. Participants includes branded hotels, unique lodging properties, Convention & Visitors Bureaus, Convention Centers and Special Event Venues. These properties will have the opportunity to meet with corporate and association meeting planners to offer special incentives and fill meeting space for 2019 and 2020. Participating planners include Mettler Toledo, Cardinal Health, American Express, Ohio Trucking Association and many more.

It is the goal of HSMAl to make this an annual event - stay tuned for future Meeting Matching events!

Questions? Contact [Halle Markwas](#)

Register Now for the upcoming HSMAl Lunch & Learn Session - August 22nd

Stand Apart on LinkedIn

Sara Djubek from Signature Worldwide will discuss how hospitality sales leaders can influence the buyer's journey with key steps to make your LinkedIn profile stand apart, grow your current network and how to share great content to influence the conversation with prospects. Learn how to be a knowledge leader, and influence key decision makers to contact your property first!

Be sure to bring a smartphone or computer to access your LinkedIn profiles for hands on learning!



[Register Today!](#)

Date: Thursday August 22nd, 2019

Time: 11:30 AM - 1 PM

Registration and Networking at 11:30 AM, Lunch served at 12PM

Location: Hilton Garden Inn Columbus-University Area
3232 Olentangy River Rd, Columbus, OH 43202

Parking: Complimentary

Cost: \$35 Members, \$45 Non-Members, \$25 Students

(members: Please contact [Austin Ackerson](#) for details on how to receive member pricing)

Registration Deadline: Monday, August 19, 2019



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

HSMAI is excited to participate in the OHLA Volleyball Tournament benefiting Freedom a la Cart!

We would like YOU to join our team! Participation is \$50 per person and includes lunch and a drink ticket. You must be 21 to participate. If you'd like to play on the HSMAI team, email [Halle Markwas](#).

 Register your leadership team today for a day of friendly competition & a good cause!

Saturday, July 13
10:00am-4:00pm
Woodlands Backyard Columbus

\$275.00 - 6 per team
Registration includes: 6 food vouchers, 6 drink tickets & colored bandannas.

presented by  **All proceeds will benefit** 

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.



Welcome To Our New Members!

Mandy Colvin, Sales Manager
Bertram Hotel & Conference Center

Trisha Grisko , Division Sales Manger
Sandpiper Hospitality

Pamela Lindley, COO
Hotel Development Services, LLC

Amber Paxson, Sales Manager
Renaissance Columbus Westerville-Polaris Hotel



Member Spotlight!

It is our pleasure to introduce Kaitlyn Whightman, Brand Content Manger at Red Roof Corporate Headquarters.

What was your first hospitality job?

My very first job was in hospitality. For three years, I served as the Head Hostess of Kruse and Muer at the Lake (now Kruse & Muer Roadhouse), which is part of a fine-dining restaurant collection in the Metro Detroit

area. I loved the thrilling challenge of providing the best guest experience every night. This position was the best of both worlds: I continually interacted with guests while collaborating with my peers in providing the best service. I eventually expanded my role and also worked as a Prep Chef in the mornings. When I left the restaurant for college, I knew I wanted my career to return to the hospitality industry.

What is your most memorable hospitality/sales/marketing moment?

My most memorable hospitality marketing moment was the first time I understood how my actions impacted a guest's experience, even before their journey began. I was contracted by Pink Jeep Tours to rewrite their tour descriptions that captured the entire tour experience. I didn't understand how powerful words could be until I saw what I wrote live on their new website. It really put in perspective for me the responsibility I carry as a marketer in hospitality.

What is your favorite travel destination?

I love traveling throughout the Southwest. There's nothing like driving along winding highways lined by red rocks and desert sky. I lived in Flagstaff, AZ for my first marketing position, which meant packing my car to the brim and driving 2,000 miles towards my next career adventure. I am always drawn back to the parks of Utah, Arizona and New Mexico. Years later, I still have so much left to explore!

Do you have any hidden talents?

Not many people know this but I am quite decent at karaoke. Not something I normally tout because I'm not sure if it's just my humble opinion or if it's really a solid skill I have. I can also strum a few chords on the ukulele.

Would you like to be in the spotlight?

Contact [Austin Ackerson](#), Co-Vice President, Membership,
for more information!

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 CAMPAIGN EFFORT WILL BE AUGUST 22nd, 2019

Please bring and donate Non-Perishable Food Items:

Lasagna Noodles or Pasta Noodles | Spaghetti Sauce |

| Green Beans, Carrots or Corn - Canned |

Biscuit Mix or Roll Mixes | Cake or Cupcake Mixes/Frosting

The HSMAI Ohio Board will be preparing a group dinner for The Well Meal.

The Well is The Salvation Army's Daytime Drop in Center for women who

*have been sexually exploited and trafficked in our city.
The goal of The Well is to provide these women a peaceful sanctuary as a
place they can call their own.
One of the best ways to create a home like environment and develop
community is to eat together.
We will be creating a meal for 40.*

For More Information:

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



A BIG Thank You to the recent Donors of
Clothes from a recent Women In
Lodging Event presented by the Ohio
Hotel & Lodging Association.

Lauren Stazen and Michele Marcinick
from OHLA helped load the donations!

CHDM: Certified Hospitality Digital Marketer

Are you working on digital marketing in the hotel industry? Looking for an edge to set you apart from your peers? Prove your skills and experience by earning a globally-recognized certification administered by HSMIAI.

Created by hoteliers for hoteliers, the CHDM recognizes digital marketing professionals for their expertise in leveraging digital channels to maximize online revenues. CHDMs are the digital marketing experts hotels need today.

Take this [quick quiz](#) to see if the CHDM might be right for you (and get a sneak peek at what to expect from the certification exam).

Learn More About
CHDM

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!

