



In Other News...

December, 2019

President's Corner

As 2019 comes to a close, I'd like to thank all of you for your membership and support throughout the year. We have accomplished many of our goals, bringing great programs and events to our members, collaborating with OHLA, MPI, NACE and Columbus State Community College. I applaud our HSMAI Ohio Board for all of their hard work and time they have committed in making this a successful year.



Our Leadership will have a few changes for 2020. I would like to give a Big Thank You to Jennifer Assaf, our Education VP for another great year, bringing us the wonderful programs over the last 3 years! Jennifer will be stepping down as VP, however will be staying on as a Director, assisting when needed. I'd also like to give a Big Thank You to Austin Ackerson, our Membership VP, over the last 2 years Austin has been assisting and connecting with our members. Austin will be focusing on her new responsibilities at Le Meridien, The Joseph. Wishing them both the best!

I would like to welcome our new Directors and introduce our 2020 HSMAI Ohio Board:

- Carrie Boor - President (Director of Sales Courtyard by Marriott New Albany)
- Halle Markwas- Vice President (Manager of Strategic Initiatives & Partnerships OHLA)
- Zach Boor- Managing Director (Catering Sales Manager Renaissance Columbus Westerville-Polaris Hotel)
- Sara Djubek- Communications VP (National Director of Sales Signature Worldwide)
- John Brich- Membership VP (VP SearchWide Global)
- Jennifer Assaf- Director (Sales Executive Marriott International)
- Molly Curnutte- Director (Director of Sales Aloft Columbus - opening Q1)
- Trisha Grisko- Director (Cleveland Division Sales Manager - Sandpiper Hospitality)
- Kaitlyn Wightman- Director (Brand Content Manager Red Roof Corporate)
- Fran Brown - Director (Senior Sales Manager Kalahari Resorts & Conventions)

We look forward to serving you this upcoming year! If you would like to get involved, please feel free to contact me for more information!

Happy Holidays and Cheers to a New Year!

Thank you,
Carrie Boor
HSMIA Ohio Chapter President, 2018, 2019 and 2020



News from the 2019 OHLA Annual Conference & Gala

We were so excited to partner with the Ohio Hotel & Lodging Association again this year for the 2019 OHLA Annual Conference & Gala. For the second year, we hosted the HSMIA Sales Track, with speakers discussing negotiating and pipeline/prospecting development. We had over 50 attendees for these tracks, and had many individuals take advantage of the FREE conference registration for

secondary registrants participating in the Sales Track. We are thrilled that the OHLA Conference is returning to Columbus in 2020 and look forward to another opportunity to provide topnotch education to Ohio's hospitality sales & marketing force.

Additionally, we had the opportunity to present the first ever **Signature Worldwide Sales Leader of the Year Award** (formerly HSMIA Sales Scout) and would like to congratulate Brad Russell with the Canopy by Hilton Columbus Downtown for this honor. Thank you to our award sponsor, Signature Worldwide.

Halle Markwas
Manager of Strategic Initiatives & Partnerships
Ohio Hotel & Lodging Association



Register Now for the Upcoming January 9th Session
HSMIA: Strategic Recruitment & Talent Management Session AND
OHLA / Greater Columbus Lodging Council Meeting

Strategic Recruitment & Talent Management

Presented By: John Brich, Vice President, SearchWide Global

The issue of talent acquisition and retention continues to be a significant and never-ending concern in the hotel industry - from the corporate executive level through the property level. Talent, both quantity and quality, has been an issue for Sales, Revenue and Marketing for over two decades and while there are examples of success, it remains a foundational problem for the discipline with a “one step forward, at least a half step back” reality.



OHLA and The Greater Columbus Lodging Council will be sharing the latest updates on legislative issues in your area. We will go over the exclusive Hotel Supply Change/Pipeline Report from Allied Member, Newmark Knight Frank.

And learn about OHLA updates & events for the 2020 year!



[Register Today!](#)

Date: Thursday January 9th, 2020

Time: 11AM - 1PM

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

Location:

Marriott and Residence Inn Columbus University Area
3100 Olentangy River Road, Columbus, OH 43202

Parking: Complimentary

Cost: \$45 Members, \$55 Non-Members

Registration Deadline: Monday, January 6th, 2020



2020 Save The Dates

Please join us for the upcoming HSMAI sessions focused on Sales, Marketing & Revenue Management! Be sure to stay tuned to all upcoming events on [LinkedIn](#) or [HSMATIOHIO.ORG](#)

FEBRUARY

Stand Apart on LinkedIn
Lunch & Learn
Cleveland Area

MARCH

The Student - Professional Challenge
Columbus Area

APRIL

Full Day Revenue Summit
with HFTP
Columbus Area

JUNE

Meeting Matching
HSMAI Signature Buying Event
Columbus Area

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!](#)

Welcome To Our New Members!

Mackenzie Spicer, Sales Manager
Renaissance Columbus Westerville-Polaris Hotel

Jennifer Donahue, Owner, Sentiment Manager
Positive Sentiment

Gretchen Friend, Assistant Professor
Columbus State Community College

Emily Johnson, Group Sales Manager
Cincinnati Marriott at RiverCenter

Theresa Paolo, Sales Account Manager
Cincinnati Marriott at RiverCenter

Joan Arrowsmith, Regional Director of Sales
Great Ohio Lodges



Member Spotlight!

It is our pleasure to introduce Pamela S. Lindley,
Chief Operating Officer at Hotel Development
Services, LLC.

What was your first hospitality job?

My first hospitality job is my current one although



through the last 22 years, my knowledge, experience, and role has changed drastically. I was first hired at Hotel Development Services to assist them administratively on their start up turn-key hotel development and construction company. Our company now has investments in over 30 hotels, multiple brands, states, and we manage the two hotels that are literally within walking distance of our office in Oxford, Ohio, home of Miami University.

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

I LOVE how repeat guests become like family and

friends to our staff.

What is your favorite travel destination?

New Orleans for Jazz Fest - music, food, culture. What more is needed?

Do you have any hidden talents?

I'm not sure it's a talent, but my husband and I get together weekly with a group of friends and we play doubles ping-pong. The youngest is 46 and the oldest is 65. We have a blast! And yes, it is common to have injuries, but the look on the doctors' faces is priceless when they ask how the injury was incurred.

Would you like to be in the spotlight?

Contact [John Brich](#), Membership VP,
for more information!

HSMAI Adrian Awards Dinner Reception & Gala

Now in their 62nd year, the HSMAI Adrian Awards recognize hospitality brands and agencies for creativity and innovation in advertising, digital marketing, and public relations. The HSMAI Adrian Awards embraces every segment of the industry, including hotels, airlines, cruise lines, car rental companies, destinations, and more. Winners are selected from a field of nearly 1,200 entries by senior industry and media experts and honored at the Adrian Awards Gala.

[Learn More About The Adrian Awards](#)

Interested in Becoming a Sponsor of HSMAI Ohio Chapter?

For more information on how your company can sponsor one of our events, please contact [Halle Markwas](#), HSMAI 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 HSMAI, 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!

