



In Other News...

June, 2020

President's Corner

Hello Members and friends of HSMAI Ohio! I hope you are all well. These last few months have been challenging for all of us, and you may have heard the saying “we are all in the same storm, but not in the same boat”, please read the following by an unknown author.



WE ARE NOT IN THE SAME BOAT ...

I heard that we are all in the same boat, but it's not like that. We are in the same storm, but not in the same boat. Your ship could be shipwrecked and mine might not be. Or vice versa. For some, quarantine is optimal. A moment of reflection, of re-connection, easy in flip flops, with a cocktail or coffee. For others, this is a desperate financial & family crisis. For some that live alone they're facing endless loneliness. While for others it is peace, rest & time with their mother, father, sons & daughters. With the \$600 weekly increase in unemployment some are bringing in more money to their households than they were working. Others are working more hours for less money due to pay cuts or loss in sales. Some were concerned about getting a certain candy for Easter while others were concerned if there would be enough bread, milk and eggs for the weekend. Some want to go back to work because they don't qualify for unemployment and are running out of money. Others want to kill those who break the quarantine. Some are home spending 2-3 hours/day helping their child with online schooling while others are spending 2-3 hours/day to educate their children on top of a 10-12 hour workday. Some have experienced the near death of the virus, some have already lost someone from it and some are not sure if their loved ones are going to make it. Others don't believe this is a big deal. Some have faith in God and expect miracles during this 2020. Others say the worst is yet to come. So, friends, we are not in the same boat. We are going through a time when our perceptions and needs are completely different. Each of us will emerge, in our own way, from this storm. It is very important to see beyond what is seen at first glance. Not just looking, actually seeing. We are all on different ships during this storm experiencing a very different journey.

- by an unknown author

HSMAI understands that it's our job to not only be here for you, but to keep

you updated on the changes in the industry and to continue to provide valuable educational opportunities.

The CHBA certification is now being offered, for a limited time at 50% off! Also, members can download for no charge the e-books for both CRME and CHDM, this is a great value as a member, so be sure to take advantage of this! More information is below regarding these new offers.

Please stay connected - join us for our many upcoming meetings listed below and we look forward to being with you all soon!

Be your best!

Thank you,

Carrie Boor

HSMAL Ohio Chapter President, 2018, 2019 and 2020

HSMAL Offers Members More Options!

We are all searching for ways to stay connected and updated on the latest trends and education available. To support this, HSMAL is hosting a variety of FREE events for active members across the country to access!

UPCOMING EVENT **TUESDAY JUNE 9th - 2pm EST**

Topic

Finding Success in the Middle of Chaos

Description

During this pandemic, there is so much going on it's sometimes hard to sort out what needs to happen next. Yet, you know that this is not the time to do nothing because these times will not last. We will be back to business "as usual", although we don't what "as usual" will look like. What we do know is we need to continue to make sure we are poised and ready when we are back to business. That is what this workshop is all about. In this interactive virtual workshop, you will learn to:

- Identify and celebrate your wins. Yes, you are still having wins!
- Plant the right seeds now and build relationships
- Revamp, reframe and reengage

About our speaker:

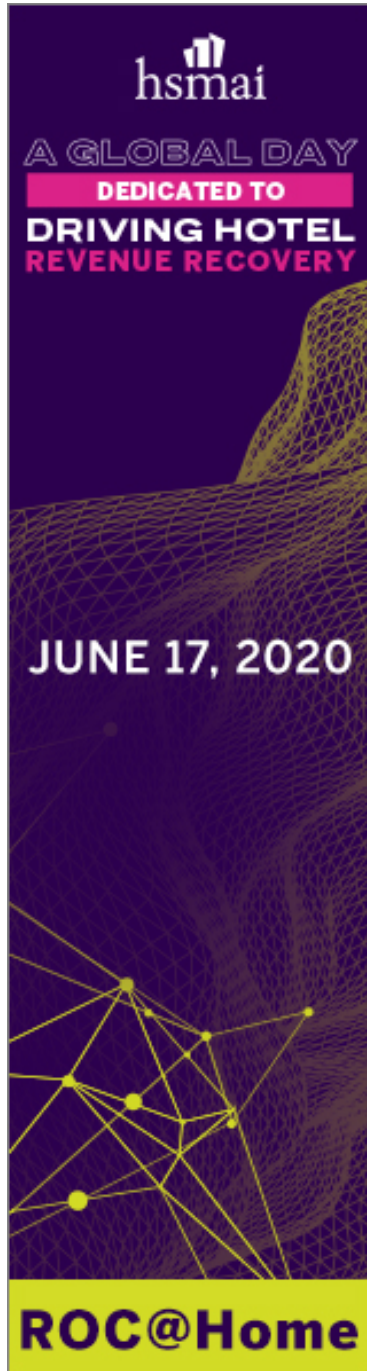
Bob Anderson, President, Star Performance

Bob Anderson's entertaining and upbeat presentation style has earned him rave reviews from many hospitality organizations. He was named one of HSMAL's Top 25 Extraordinary Minds in Hospitality Sales, Marketing and Revenue Optimization in 2015. Anderson has served as a hospitality business coach, results-driven trainer and business development consultant for more than 25 years. He presents a unique approach to sales and sales



prospecting through his three systems, Building the Sales Pipeline, Building the Culture of Service and Point of Contact Reservation Selling. Bob is also a member of the HSMAl Sales Advisory Board.

June 9th Meeting Registration



HSMAl ROC@Home - June 17th, 2020

HSMAl's ROC is the premier event for hospitality revenue optimization professionals.

In response to the unique challenges of 2020, HSMAl Global is proud to present ROC@Home – a day-long experience designed to fuel your revenue recovery efforts. Join the global community of hospitality leaders for ROC@Home.

About ROC@Home

Neither a virtual conference nor a replacement for HSMAl's in-person ROC programs, ROC@Home is an opportunity for hotel revenue professionals to reset, refocus, and re-energize, with an exclusive toolkit to guide engagement with your team and more than 20 live expert sessions hosted by HSMAl regions around the globe.

LEARN MORE:

<https://global.hsmal.org/roc/hsmal-rochome/>

SAVE THE DATE: JUNE 24, 2020 | 2 p.m.

Joint Industry Virtual Event: A Meeting of the Minds

Building Unity Within the Meetings Community



Presented
by:



HSMAI Ohio is pleased to partner with other meetings industry professional organizations!

Meeting Professionals International (MPI) - Ohio Chapter, Ohio Hotel & Lodging Association (OHLA), Ohio Society of Association Executives (OSAE) and The POWER Chapter of the Professional Convention Management Association (PCMA) to bring together an industry-leading virtual event to demonstrate the collaborative nature of Ohio's meetings industry.

Leaders and representatives from each organization will gather in a **virtual Fishbowl** to help hash out best practices, steps to move forward to ensure guest safety and satisfaction, answer the questions of customers and clients and work to better understand each other as we work together to recover our industry from COVID-19.

We are pleased to welcome special guest, industry mastermind and our moderator, **Michael Dominguez, President & CEO of Association Luxury Hotels International!** More details about this virtual event coming VERY soon!



Hospitality Business Acumen simulation & eLearning course now open to individuals!
RELEVANT. RESPECTED. RECOGNIZED.



SPECIAL 50%
COVID-19 CRISIS
PRICING

HSMAI CERTIFICATION UPDATES

More than ever it is essential that you know what contributes to the bottom line of your business, not only from your perspective but from all departments. You have to demonstrate business acumen.

In partnership with Russell Partnership Technology, HSMAI offers the **CHBA (Certified in Hospitality Business Acumen)**, an eLearning and simulation certification course in business acumen that is relevant, respected, and recognized by professionals in more than 40 countries.

During the COVID-19 crisis only, HSMAI is offering the new individual option for 50% off the regular price of \$695.00, or \$347.50, through July 31, 2020! Until now the Certified in Hospitality Business Acumen (CHBA) has been offered only as part of an instructor-led group class.

LINK TO CHBA
CERTIFICATION



FREE CERTIFICATION OPPORTUNITY

Nearly 30 years ago, HSMAI introduced certification for hotel sales professionals. Today, HSMAI offers training and credentialing in several disciplines, including revenue management, business acumen, and digital marketing. HSMAI certifications are important because the more you know – and the more you can demonstrate what you know – the better ROI you can provide to your company, the more you can improve its bottom line, and the better you can position your career.

We are excited to announce that HSMAI has provided the Ohio Chapter with two complimentary certifications - one in Revenue Management(CRME), and the other in Digital Marketing(CHDM)!

Could you see yourself with these letters after your name? If so, please reach out to our Managing Director, [Zachary Boor](#), to learn more!



HSMAI MEMBERSHIP UPDATES

GREAT NEWS!

If your membership just recently expired or you are coming up soon to your annual renewal, **HSMAI has extended your membership through July 31st, 2020.**

Please reach out to **John Brich** to discuss HSMAI membership at 513-508-2809 OR brich@searchwideglobal.com

WE CONTINUE TO WELCOME NEW MEMBERS - YOU MAKE US STRONGER!

Molly Curnutte, Director of Sales - Aloft Columbus University Area

Christine Barker, Sr. Digital Marketing Manager - Concord Hospitality

Lauren Beach, Director of Sales - Doubletree Newark Ohio

Zach Brust, Sales Manager - Hilton Garden Inn Columbus Airport

Andy Conklin, Executive VP, Marketing - Cincinnati USA Convention & Visitors Bureau

Megan Duty, Sales Manager - Hampton Inn and Suites Columbus Hilliard

Adrienne Fenorchito, Sales Manager - Hampton Inn and Suites OSU
Kimmie Fitzhugh-Kelly, Director of Sales - Embassy Suites Pittsburgh Downtown
Nicole Oldach, Area Revenue Manager - Greenwood Hospitality Group
Steve Palmison, Director of Events - Duetto
Grant Smith, Sales Manager - Hampton Inn Airport

INDUSTRY UPDATES

300-person limit is per venue, not per event

The limit of 300 people for Banquet & Catering Facilities/Services is per facility, and means that venues can host events with a total of up to 300 people - not separate events with up to 300 people. A property cannot have three different 300-person events at the same time in separate banquet rooms.

This clarification was issued by Ohio Governor Mike DeWine's Press Secretary Dan Tierney, speaking to the Cleveland Plain Dealer. The requirement is included in the official Responsible RestartOhio Operating Requirements for [Restaurants, Bars, and Banquet & Catering Facilities/Services](#).

In the mandatory items for employees, it states:

Banquet and catering facilities/services must not serve more than 300 guests at one time.

This is an excerpt from a recent OHLA announcement. You can view the message in its entirety [here](#). For questions, please contact our partners at the Ohio Hotel & Lodging Association at (614) 461-6462.

What Will Happen With RFP Season?

By Kaaren Hamilton, CMP, Vice President of Global Sales, RLH Corporation, and chair of HSMAL's Sales Advisory Board

At the end of April, the Global Business Travel Association (GBTA) put out a statement after meetings and discussions with members that endorsed the postponement of the 2020 hotel RFP season until 2021 due to the coronavirus pandemic's effects on the travel industry and encouraged hotels to roll all 2020 rates for 2021. HSMAL's Sales Advisory Board (SAB) members discussed the statement and debated their views on a call on May 14.

Here are some of their thoughts, presented in their own words: [CLICK HERE](#)



A big THANK YOU for everyone that was able to join the Women In Lodging CONNECT Virtual Meeting on May 14th.

70 of you joined us for the first virtual version of this meeting!
Please connect with the [Ohio Hotel and Lodging Association](#)
for more events!

**WINNER ANNOUNCED FOR
THE HSMAI
OHIO WELLNESS CHALLENGE**

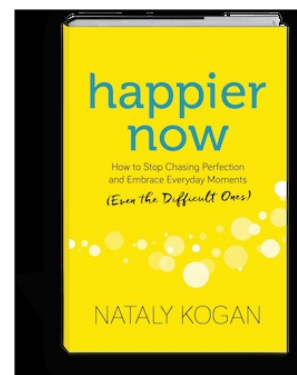
Jennifer Ruiz
Regional General Manager
Commonwealth Hotels



Congratulations Jennifer on your participation and meeting the challenge and logging all your great activity with HSMAI Ohio!

Jennifer will be receiving a copy of the book ["Happier Now" by Nataly Kogan](#).

**We appreciate everyone's participation
and we look forward to another
contest soon!**



Be sure to stay tuned to all upcoming events on [LinkedIn](#) or [HSMAIOHIO.ORG](#)

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!

