



In Other News...

December 2020

President's Corner

Happy Holidays from HSMAI Ohio! As our year comes to an end, I would like to extend my appreciation to the 2020 Ohio Board of Directors for their dedication and teamwork throughout the year.

In reflection of the year and our commitment to you, our members, we aimed to provide you with up-to-date information and education during the most devastating time in the hospitality industry.



We kicked off the year with our **Ever Changing Workforce** event, and if we only knew then what we know now, our trends may have taken a different turn. Then we learned how to **Stand Apart on LinkedIn** - which we are using more than ever before! Then Covid-19 entered into our lives in March - we learned how to meet virtually, through **Zoom Lunches and Happy Hours**, checking on each other's wellbeing, sharing our experiences, and just staying connected. Next, we united with many of our planners and association leaders - **A Meeting of the Minds**, to learn new best practices, and how to move forward, working together to recover our industry. The **Hotelier's Playbook** assisted us with Budgeting, Planning and Recovery with the insight and data from Kalibri Labs. We then gathered together in person, discussing how we could **Market on Empty**, upgrading our hotel's online presence, and social media engagement. Last month, in collaboration with OHLA's Annual Conference and Gala, we ended our year with the **HSMAI OHIO Sales Leader of the Year Award**, please join me in congratulating Lauren Beech, the Director of Sales, DoubleTree by Hilton Newark, for her achievements and success!

I would also like to recognize and thank the National HSMAI staff for their invaluable support this year and special contributions to our chapter and

members including free programming, discounts on our certifications, membership extensions and continued communication within our industry.



In conclusion, please join me in welcoming the 2021 board of directors. **Our President for 2021 is Halle Markwas**—she is no stranger to you, as she has been a valuable member of our board for the past five years. Halle serves as the Director of Strategy and Engagement with OHLA. I am excited for her to lead the Ohio Chapter and joining Halle are the following board members:

John Brich, VP Searchwide Global - Vice President

Zach Boor, Catering Sales Mgr., Renaissance Columbus Westerville - Managing Director

Kaitlyn Wightman, Brand Content Mgr., Red Roof Corp. - VP of Communication

Fran Brown, Kalahari Resorts Senior Sales Mgr. - VP of Membership

Phil Ball, Director of Sales Marriott/Residence Inn University Area - VP of Education

Molly Curnutte, Director of Sales, Aloft Columbus University Area - Director, Membership

Stacey Somerville, Director of Sales, Shaner Corp. - Director

Galen Gordon, Business Travel Sales Mgr., Hilton Cincinnati Netherland Plaza - Director

Carrie Boor, Director of Sales, Courtyard by Marriott Columbus New Albany - Past President

It has been an honor serving you as the HSMIA Ohio Chapter President for the last three years, I have enjoyed every minute and have learned so much along the way. This year has made us stronger, opened our minds for new challenges and we have found ourselves to be resilient! Be proud of what you all have accomplished this year, and look forward to the New Year ahead!

I wish you all the best—stay well, be safe and have a very special holiday season!

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

Save the Date Refresh Your Career in 2021 series

Start the new year right!

We're offering a professional development series this January
focused on getting your hospitality career back on track.

Join us for one, two or all three events.

Personal Goal Setting

Presented by by Kim White

Thursday, January 14

11AM - 12:30PM

Virtual



What do you want to achieve—and how do you get there? Kim provides guidance on how to define your goals and create an action plan designed to make your dreams a reality.

Resume & LinkedIn Revamp

Presented by TJ Markwas

Thursday, January 21

11AM - 12:30PM

Virtual



How well do you articulate your strengths? Give your resume and LinkedIn profile a well-needed makeover as TJ presents strategies on how to promote yourself professionally.

Moving on Up: Confidence & Style Coaching

Presented by Samantha Arrowhead

Thursday, January 28

11AM - 12:30PM

Virtual



You got the interview—now what? Samantha uncovers professional tactics on how to sell yourself with confidence and poise so that you land the job.

Early Bird Pricing
Members: Complimentary

Non-Members
One Event: \$25
Two Events: \$40
Three Events: \$55

STAY TUNED FOR REGISTRATION INFORMATION!

Event Recap: OHLA Annual Conference & Gala 2020

OHLA's 2020 Annual Conference & Gala held on November 23 and 24 was just a bit different this year. For the first time in its 127-year history, the association conducted their annual conference in a completely virtual manner.



2020
Annual
Conference
& Gala
Nov. 23-24
Columbus, Ohio
Hilton Columbus at Easton

Despite not being in person OHLA still delivered top-notch education, recognition of the industry's best, and the industry still came together as it does every year—just with a bit more physical distance between.

Attendees got to fully experience all conference content including eight live presentations, seven additional on-demand breakout sessions, live awards recognition, 18 virtual exhibitors, and our virtual silent auction bidding supporting the Education & Training Fund & Hospitality Helping Hands program.

[READ FULL EVENT
RECAP](#)

Welcome New HSMIAI Members



Phil Ball
Dual Director of Sales and Marketing,
Marriott and Residence Inn Columbus University Area

Stacey Somerville
Area Director of Sales,
Shaner Hotels

Heather Turkey
Director of Sales and Marketing,
Renaissance Columbus Westerville-Polaris Hotel



HSMAI Foundation Career Center

In an effort to assist members in attracting new talent to the hospitality sales and marketing profession, and in filling open positions, HSMAI is part of the Marketing Career Network (MCN) to enhance the HSMAI Career Center. The MCN is an alliance of trade and professional associations with a combined registered membership of over 150,000 marketing, advertising and sales professionals with reach to over 750,000 industry practitioners. The MCN includes a searchable resume database of nearly 30,000 resumes.

HSMAI members can post open positions that will automatically be listed on all MCN Partner Career Centers at no extra charge, and at significantly discounted rates. In addition HSMAI members now have access to exclusive Career Development resources, such as resume critique and career coaching services in the HSMAI Career Center.

For Employers

- Quick and easy job posting
- Quality candidates
- Online reports with job activity statistics
- Simple pricing options, including optional enhanced listings
- Special HSMAI member pricing and package pricing

**SUBMIT A JOB POSTING
NOW**

For Industry Professionals

- Career Development Resources
- Free resume posting

- Advanced job searching options
- Increased exposure for your resume
- Optional email alerts of new jobs

[SIGN UP NOW](#)



Hospitality Business Acumen simulation & eLearning course now open to individuals!

RELEVANT. RESPECTED. RECOGNIZED.



SPECIAL 50%
COVID-19 CRISIS
PRICING

HSMIAI CERTIFICATION UPDATES

In partnership with Russell Partnership Technology, HSMIAI 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, HSMIAI is offering the new individual option for 50% off the regular price of \$695.00, or \$347.50, through **December 31, 2020!** Until now, the Certified in Hospitality Business Acumen (CHBA) has been offered only as part of an instructor-led group class.

[LEARN MORE](#)

DUAL MEMBERSHIP OPPORTUNITY



Hospitality Sales and Marketing Association International (HSMIAI) 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](#)

READY TO BE AN HSMIAI MEMBER?



HSMAL is your go-to organization delivering value, education and professional development for every stage of your career covering every part of the sales, marketing, revenue and our hospitality industry.

Interested? Please reach out to **Fran Brown** to discuss HSMAL membership at 419.433.3661 OR fbrown@kalahariresorts.com

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

Interested in Becoming a Sponsor of HSMAL Ohio Chapter?
For more information on how your company can sponsor one of our events, please contact **John Brich**, HSMAL 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 HSMAL, 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!

