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Back Row, Left to right.
Teresa Bledsoe, Amy Barton, Deborah Crawford, Carrie Turner

Front Row, Left to right.
Katie Hart, Christy Berry

Our Mission

To be the leading source for sales and marketing information, knowledge, business development, and networking for professionals in tourism, travel, and hospitality.

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"To think is easy. To act is difficult. To act as one thinks is the most difficult. "

- Johann Wolfgang Von Goeth

2008 SPONSORS

- ENTICE ADVERTISING & DESIGN
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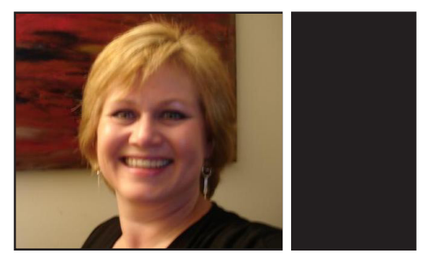
HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL
Mid-South Chapter

www.hsmaimidsouth.org

LETTER FROM YOUR 2008 PRESIDENT

OUR THEME FOR 2008 IS "A BRAND NEW YOU" AND YOU WILL FIND "YOU" ARE THE HEADLINER IN EACH AND EVERY ONE OF OUR MEETINGS AND EVENTS.



Our focus this year is you, Dear Member! Our theme for 2008 is "A Brand New You" and you will find "you" are the headliner in each and every one of our events.

First of all, let me congratulate YOU for winning 7 out of 10 "Best of the Best" awards at this year's HSMAI Leadership Conference in Colorado Springs, and being named "Chapter of the Year!"

Shall I repeat myself—Chapter of the Year! Yee-haw! In competition with almost 40 chapters in the US and abroad, we are so very proud to have achieved the distinction of winning the coveted "Chapter of the Year" award.

That is such a huge accomplishment. I hope each and every one of you feel how proud and excited I am to have the honor of being your president!

I have to send an enormous "Attagirl" to Amy Barton, our Immediate Past President, who worked so very hard for the past two years. She was the very determined driving force that set her sights on this award. Amy has proven beyond a doubt that we are not just contenders, we are champions. So, thank you, Amy, for being such a dedicated champion for this chapter. You do exemplify leadership in building a team and helping them exceed their own expectations. Attagirl!

Of course, no girl is an island, and I know Amy would be the first to tell you how many other people helped reach this mountainous goal. So, on behalf of Amy and the entire Board of Directors, to the entire chapter membership and all our supporters, "thank you".

I wish you all could have been there to hear "Mid-South" repeatedly called up to accept seven Best of the Best Awards, and then when it came time to announce "Chapter of the Year", to hear "You know, it's gotta be Mid-South!" Trust me, it was a proud moment.

So, where do we go from here? Wow—good question! I don't know that I've ever had the pleasure of following such a great leader and being handed such a great team. It's a bit intimidating, but refreshing. I look forward to working hard myself to bring this chapter to even greater heights and bringing you even more opportunities for learning, self-improvement, and maybe a little bit of fun. We have many new and exciting adventures planned for this year. I hope to see you there at every single one!

Yours,
Deborah Crawford, President

WELCOME NEW MEMBERS!

Bob Adams, CTC
Acxiom Corporation

Lisa Catron
Memphis CVB

Christina Chandler
Resource Entertainment Group

JaNae Cook
Wyndham Garden Hotel

Susan Covington
Springhill Suites Downtown

Jeremi Griggs
Lewis Communications

Kerry Guice
Ruth's Chris Steak House Inc.

Liz Harrison
Grand Events

Michael Kochanski
Holiday Inn Mt. Moriah

Emily Lynn
Memphis CVB

Ashley McGhee
National Civil Rights Museum

Preston Medlock
Presto Partyz

Linda Milan
Knoxville Tourism & Sports Corporation

Phyllis Newsom
Memphis CVB

Paige Perkins
Memphis Grizzlies

Chris Roan
Memphis CVB

Tucker Taylor
Hilton Hotels Corp

Doug Turner
MicroStar

Edgin Wright
Mahaffey Tent and Party Rentals

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University of Memphis

Daniela Chan
University of Memphis

Karly Hines
University of Memphis

Derek Hoffmann
University of Memphis

Rachel Mason
University of Memphis

Ashley Sanchez
University of Memphis

Clarence Smith
University of Memphis

Nick Sowell
University of Memphis

Kathlyn Walter
University of Memphis

Eric Wilson
University of Memphis

PERSONAL BRANDING: WHAT IS IT?

Personal branding is the process whereby people and their careers are marked as brands. It has been noted that while previous self-help management techniques were about self-improvement, the personal branding concept suggests instead that success comes from self-packaging. The term is thought to have been first used and discussed in an 1997 article by Tom Peters. [Wikipedia, http://en.wikipedia.org/wiki/Personal_branding]

In other words, your personal brand is what used to be called your reputation. However, in a fast-paced world of job hopping and corporate downsizing, it is more important than ever to promote yourself. What better way to find that perfect job or move up the corporate ladder than by making yourself well known in your industry?

You may start with something as simple as your email signature or maybe you create a personal profile for yourself. Whatever you do keep a consistent message in all of your communications. Ask your co-workers, friends, and family to describe you in three words to determine how others see you and allow yourself to build your brand based on your strengths.

Do you practice personal branding?

2008 HSMAI MID-SOUTH CALENDAR OF EVENTS

A BRAND NEW YOU: SPEAKERS AND LOCATION INFORMATION FOR ANTICIPATED EVENTS IS FORTHCOMING!

April 9
Presenting You

See how to show off your most excellent self through image, presentation, professional etiquette, skills, etc. Be sure to invite your administrative assistant in celebration of Administrative Professionals Day!

APRIL 12
The Child Advocacy Center's
"Walk for Children"
9:00 AM at Shelby Farms

HSMAI Mid-South is sponsoring a team and WE NEED WALKERS! Call Deb Crawford to participate, 901-508-0527.

Following a brief opening ceremony and warm-up, walk participants will step-off with a 1.5 mile Family Fun Walk around Patriot Lake complimented by the longer Chickasaw Trail equaling a 4.5 mile trek, for those who wish to keep walking! During and following the walk, teams and children can participate in arts and crafts, enjoy music and interact with the Kids on the Block Puppets. Bring your entire family! For more information go to http://www.memphiscac.org/HowYouCanHelp/walk_for_children08.asp.

May 14
What's New for You in Revenue

Update on trends in Revenue Management.

June 11
How to See You in Nashville

The Mid-South Chapter will travel to Nashville and hear from experts on how to sell the destination. Come and network with your peers from feeder cities.

July 9
Taking Care of You

Renewing & Revitalizing yourself.

August 13
How to See You in Arkansas

The Mid-South Chapter will travel to Little Rock and hear from experts on how to sell the destination. Come and network with your peers from feeder cities.

September 10
Bowling and You

Annual fundraising bowling tournament sponsored by Jillian's.

October 8
New Technology and You

What you need to know to sell effectively using new advances in technology and media.

November 12
Thank You!

General Manager and Member Appreciation Luncheon.

December 10
Happy Holidays to You

Annual Mid-South Chapter Holiday Luncheon.

HSMAI AMERICAS EVENTS

April 8
Advanced Sales Series with John Parke, President & CEO, Leadership Strategies*
Three-Part Series

April 8
Travel Internet Marketing Strategy Conference
HSMAI's 10th Travel Internet Marketing Strategy Conference

April 9
HSMAI's Affordable Meetings Mid-America

April 15
Are you Linked In or Left Out?*

April 16
Eighth Annual Resort Conference
Co-sponsored by HSMAI

May 6
View from the Top*
Two-part Series

June 11
HSMAI's Affordable Meetings West

June 16
HSMAI Revenue Management Strategy Conference
HSMAI's 5th Annual Revenue Management Strategy Conference - Co-located with HITEC 2008.

June 17
Are Travel Agents Destined For Extinction? Myths and Reality*

June 26
The Next Gen Traveler*

September 9
Hotel Sales Strategy Conference
HSMAI's 2nd annual Hotel Sales Strategy Conference

September 10
HSMAI's Affordable Meetings National

** HSMAI University Webinar*