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Mid-South Chapter

www.hsmaimidsouth.org

LETTER FROM YOUR 2009 PRESIDENT

"EMBRACE CHANGE". BY ARMING YOURSELF WITH KNOWLEDGE OF THE LATEST INDUSTRY TRENDS AND MARKETING TACTICS - AVAILABLE TO YOU FROM HSMIAI.



Can YOU Sell HSMIAI Mid-South?

Our chapter has had phenomenal growth in the last few years, and we have won several awards as testament to that growth. Woo-hoo! I love winning awards, but more than that, I love all the amazing connections that happen when we bring like-minded people together. The synergy and energy in our chapter are truly uplifting, and we are ready to "kick it up another notch". Our membership drive is the perfect vehicle for bringing even more great people into our circle. Plus, you can win fabulous prizes!

The very best prize is that you can share HSMIAI Mid-South with others who can both

benefit from and complement our group. I know I still really appreciate the people who brought me into HSMIAI (Thanks, Carrie, Cindy, & Tracey) and although I've only been a member for five years, I have had some fantastic experiences and made some wonderful friends in that short time.

We'll talk a lot about member benefits in our meetings and communications, but if you need more ammunition, our Board members can help you out. There's a list on the back of the newsletter with our contact information.

At the risk of preaching to the choir (and peppering this note with more clichés than you can shake a stick at), you should be ready to speak to some of the obstacles you might hear when inviting friends, colleagues and co-workers to join HSMIAI Mid-South. I know that as stellar sales people, you do this everyday, but to save you a bit of time, here are just a couple of ideas:

"Not in the budget". Some things are worth veering off-budget for, and this is one of them. There's not a better value around. You get

access to the most up-to-date hospitality sales information, great speakers and educational programs that can immediately impact your job performance, and you get to connect with the best of the best, the elite in the hospitality business, on a local and national level.

"Not enough time". HSMIAI Mid-South is an excellent use of your time. It's one of those "important, not urgent" things that can help you reach your bigger goals. Time poverty is very real these days, but successful people still have to make time for networking and education. Here, you have the opportunity to commit to yourself that you will do what's important and you can do it in just a couple of hours a month.

Of course, you know all this already, dear Member. Now is the time to share it with others. I have no doubt that with all the sales and marketing super-talent we have, we will blow the roof off with this contest. And, for the winners, we'll even throw in a certificate you can use to add to your "brag wall" (which I'm sure is on Facebook now.) Truly, winning this contest will be a great boon to your career success and personal satisfaction, and I am eagerly looking forward to handing you the Grand Prize.

All My Best, Deb

WELCOME NEW MEMBERS!

Richard Pauley
Director of Sales & Marketing
The Chattanooga Hotel & Conference Ctr.



AND THE AWARD GOES TO . . .



Wayne Tabor, General Manager, Holiday Inn Select Downtown Memphis wins the Billy Hicks Award, presented to him by Kevin Kane on Wednesday, June 24th, 2009 at the Memphis Convention and Visitor's Bureau summer mix. Wayne has been the General Manager at the Holiday Inn Select in Downtown Memphis since 1996. With over 30 years experience in

the Hospitality Industry, he has held previous positions as General Manager, Regional Manager and Vice President of Operations for a number of hotels. He is the past president for the Tennessee Hotel & Lodging Association and the Memphis Metropolitan Hotel & Lodging Association. He has held Board of Director positions with the Tennessee Hotel & Lodging

Associations, Memphis Convention & Visitors Bureau, Memphis Shelby County Convention Center Commission, Memphis Rotary Club, Memphis Restaurant Association and the Fogelman Downtown YMCA.

Congratulations, Wayne!

2009 HSMIAI MID-SOUTH CALENDAR OF EVENTS

EMBRACING CHANGE: SPEAKERS AND LOCATIONS SUBJECT TO CHANGE.
CHECK THE WEBSITE FOR CURRENT INFORMATION. WWW.HSMIAIMIDSOUTH.ORG

AUGUST 12

Work/Life Balance

Speaker: Ollie Mannino, Associates
Consulting & Training Services, Inc.
Location: Harrah's Casino - Tunica

SEPTEMBER 18

2nd Annual Chinese Auction

Location: Doubletree Memphis East

OCTOBER 14

Staying Safe in a Scary Society

Speaker: Memphis Police Department
Location: Mahaffey Tent with
catering by Delectables

NOVEMBER 11

Leading Through Change GM/Member Appreciation

Location: Madison Hotel

DECEMBER 1

Mind Your Meetings Industry Day & Expo sponsored by HSMIAI Mid- South and Tennessee Chapter of Meeting Professionals

Location: Memphis Cook
Convention Center

DECEMBER 9

Happy Holidays to You

Annual Mid-South Chapter Holiday
Luncheon with Child Advocacy Teddy Bear
Drive and 12 Baskets of Christmas Raffle
Location: Holiday Inn Select Downtown

HSMIAI AMERICAS EVENTS

AFFORDABLE MEETINGS

HSMIAI's Affordable Meetings National and
Event Technology Expo
Location: Walter E. Washington
Convention Center
From: Sep 09, 2009
To: Sep 10, 2009

Celebrating our 20th
Anniversary Year in 2009

Tradeshow brings in over 1500 qualified
meeting planners over a 2 day show

Delivers a 3:1 ratio of planners to exhibitors

Over 90% of attendees come looking
for new resources and more than
56% of Affordable planners do not
attend any other tradeshows

Profile of attendee planner at the National
show is 28% association, 15% independent
planner, 15% corporate, 15% non-profit,
13% government planner and 14% other

Mark your calendars for HSMIAI Mid-South's 2nd Annual Chinese Auction!

Friday, September 18, 2009

Doubletree Memphis, 5069 Sanderlin Avenue 6:30pm

How can you help? The success of this event depends on you. Please consider donating an auction item (ex.: vacation/airline packages, art pieces, gift items, attraction tickets, gift baskets, dining certificates, etc.). Or perhaps purchasing a corporate table sponsorship for what is sure to be a spectacular night! Your donation will not only be listed in all event programs and auction item collateral, but your generosity will be tremendously appreciated by our chapter and more importantly, by The Memphis Child Advocacy Center. This is your opportunity to be a part of this special evening of networking and fun, while supporting outstanding charitable causes and gaining exposure for your company. For more information please visit www.hsmiamidsouth.org. If you have questions, please contact us.

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**2009
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WE'RE CONNECTED!

VISIT OUR SOCIAL NETWORKING SITES

MySpace

Twitter

LinkedIn

Facebook

Cafe Press Store

Squidoo



Our Mission

To be the hospitality industry source for knowledge, community, and recognition for leaders committed to professional development, sales growth, revenue optimization, marketing, and branding.

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"Can anybody remember when the times were not hard and money not scarce?."

- Ralph Waldo Emerson

