



## Mid-South Chapter

HSMAI provides all the resources you need to succeed!!

# DID YOU KNOW?

HSMAI provides all the resources you need to succeed!!

HSMAI is a global organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry while operating as a leading voice for both hospitality and sales and marketing management disciplines, as well as connecting its members with customers.

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

www.hsmi.org provides:

- Business directory
- Career Center
- EConnect
- Marketing Review
- Professional Development
- Research Projects
- Student Resources

www.hsmaimidsouth.org provides:

- Events Calendar
- Online Registration Access
- Member Directory
- Sponsors & Resources
- Photo Gallery
- Board Contact Info



- Industry News & Events
- Research Papers & Documents
- SIG information
- Industry Links & Resources
- KnowledgeBase Search Engine
- HSMAI Update

### SIG's (SPECIAL INTEREST GROUPS)

- Hotel Dir. Sales & Marketing
- Resort Marketing
- Revenue Management
- Travel Internet Marketing

Sig's provide specialized information in these designated areas. Conferences, webinars, and newsletters are just a few of the additional items these SIG's offer.

A member can opt into any SIG by revising their member record on the website at [www.hsmi.org](http://www.hsmi.org).

NEW MEMBER WEBINARS are available to each new member. Watch for an email from HSMAI headquarters to take advantage of this opportunity to learn more about what your membership can do for you!!



# ATTENTION MID-SOUTH GM'S

If you have been wondering whether or not it was worthwhile for your key staffers to become involved with HSMIA, let us put your concerns to rest.

"HSMIA members represent all segments of hospitality, travel and tourism, with sales and marketing professionals from hotels, resorts, conference centers, airlines, cruise lines, car rental companies, railroads, convention and visitors bureaus, area attractions and destinations. In addition,

HSMIA members include owners, executives and managers, as well as professionals from supplier organizations, and students and faculty from hospitality degree programs." - www.hsmia.org.

To reap the most benefit from a membership, you have to give a little to gain a lot. Volunteer to help out on a committee. Do as little or as much as you can, but jump in and lend a hand. We promise you won't be sorry!

## THANK YOU SPONSORS!



OPEN ROAD  
TECHNOLOGIES  
COMPUTER & A/V SERVICES

## HOW TO SEE YOU AT HSMIA: HIGHLIGHT YOUR TALENTS

FIND YOUR NICHE BY JOINING A COMMITTEE NOW

**PROGRAMS:** Delivers meaningful programs and educational experiences. Secures presenters for a minimum of four significant educational programs per year. Works with fundraising to schedule two fund raising events per year. Negotiates with meeting and event sites to obtain the best possible price, trade outs, arrangements, etc.

**MEMBER CARE:** Keeps the chapter membership roster updated. Promotes HSMIA Membership Campaign. Maintains statistics on percent of retention and number of new members. Creates an annual membership directory for distribution to all members and to the membership of customer organizations.

**NEW/PERSPECTIVE MEMBERS:** Responsible for membership growth and retention. Conducts membership drives using sales blitzes, direct mail campaigns, and other efforts to create new members in HSMIA.

**COMMUNICATIONS:** Creates and distributes the chapter newsletter. Works with printer to ensure a timely, high quality newsletter product. Sells advertising space to offset production costs. Maintain and update website on a monthly basis. Tracks website usage by evaluating reports received from HSMIA headquarters

**FUNDRAISING:** Sells raffle tickets providing revenue for educational programs, supporting local charitable causes and the HSMIA foundation. Solicits donations of raffle prizes from members and hospitality partners. Works closely with Programs to develop, market, and produce two fund-raising events each calendar year. Secures sponsorships, as required, for special events.

**MEMBER LIASON:** Contacts each new member outside of the Memphis area to pair them with an existing Memphis member.

Co-ordinates with Host & Hospitality to introduce these new members at their first attended event. Assists VP Membership-New/Prospective Members to actively pursue new members in areas outside of Memphis.

### EDUCATIONAL PROGRAM

#### ADVISORY COUNCIL:

Facilitates relationship between students and members to increase student involvement. Works with Membership-New/Prospective Members to increase student membership.

**SCHOLARSHIP:** Work directly with universities and colleges in the areas the chapter has members to gain submissions. Review past scholarship program and revamp to determine awards. Together with their committee, reviews all applications to determine a winner.