

From: VHSMP [info@vhsmp.org]
Sent: Thursday, September 15, 2011 10:30 AM
Subject: VHSMP September/October 2011 E-Newsletter

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Virginia Association of Hospitality Sales & Meeting Professionals

E-Newsletter

Volume 19, Number 5

September/October 2011

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Dear Colleague,

I hope that you, your families and friends have been safe during the last few weeks of unprecedented weather and earthquake related events. From a business perspective, VHSMP can be utilized as a resource during these times to communicate needs to relocate groups and/or staffing needs. Additionally, our network is also a great resource to post job listings within your organizations. Recruiting is always difficult, and receiving an endorsed candidate is helpful. Please contact Tami in our office if we can assist with business relocation or job opportunities.

On a much brighter note, we are gearing up for our Annual Golf Invitational at The Crossings in Glen Allen, VA on Wednesday, October 5th. All ability levels are welcome at this tournament. This is a great time to entertain your clients and thank them for their support throughout the year. Additionally, this is a great time to give your organization exposure through sponsorship. Many of the area's top Sales Directors and Meeting Planners will be in attendance. I personally look forward to catching up with friends in the industry at this event in order to get a sense of our economy and markets moving into the last quarter of 2011 and into 2012. And I look forward to seeing you there.

What's Happening?

Our year will wrap up with a can't-miss seminar on Government Meetings: Are You Getting Your Fair Share? with Eric Whitson on November 16th at the Markel Corporation offices in Glen Allen, the Winter Online Auction from November 11-18th, and the Holiday Reception at the Hilton Richmond Hotel & Spa at Short Pump on December 1st. Please

17th Annual Golf Invitational

October 5, 2011
7:00 am - 3:00 pm
The Crossings Golf Club
Glen Allen, VA

[CLICK HERE](#)
for more
information and for
a sponsorship form

make a point to sign up soon as the end of the year will be here before you know it.

--Rick

[Rick Butts](#), President
VHSMP

PS: Remember, Continuing Education credits for CAEs and CMPs are now available for VHSMP events.

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17th Annual Golf Invitational



Just 3 Weeks Away!

Wednesday, October 5, 2011
The Crossings Golf Club
Glen Allen, VA

Upcoming Events

[November 16, 2011](#)
8:30 - 10:00 am

Government Meetings

Markel Corporation Offices
4501 Highwoods Parkway
Glen Allen, VA

[CLICK HERE](#) for more
information and for a
sponsorship form.

The VHSMP Golf Invitational is the premier networking tournament in the Commonwealth.

Held the day before the VSAE Meetings & Events Expo, it is an opportune time to network with meeting planners who are arriving in the area for this event, and to entertain or thank customers/partners, meet potential clients and support the hospitality industry.

**ENTER A TEAM -
and/or SPONSOR a GOLF HOLE,
a BEVERAGE HOLE or LUNCH -
All other sponsorships are sold!**

[November 11-18, 2011](#)
Winter Online
Scholarship Auction

[CLICK HERE](#)
for a Donation Form.

Sponsors get exposure with signage at the event and recognition on all printed material, but also will have time at the tournament to meet customers and develop or strengthen relationships with them.

[CLICK HERE for more information and for a sponsorship form.](#)

[CLICK HERE](#)
for a Complete
Calendar!

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November Seminar:

Government Meetings:
Are You Getting Your Fair Share?

with Eric Whitson



Eric Whitson

Quick Links

[Our Website](#)

[Wednesday, November 16, 2011](#)

[VHSMP Membership Application](#)



[Join Our Mailing List!](#)

8:30 am - 10:00 am

Markel Corporation Offices

4501 Highwoods Parkway, Glen Allen, VA 23060

Join VHSMP for this informative and timely session on how you can tap into the government meetings market!

Real Change in Washington...
for Government Meetings:

Several new developments last year indicate that the federal government and, specifically, the General Services Administration (GSA), is recognizing the volume of government meetings occurring in the marketplace and the need to make it easier for federal agencies to buy the right meeting product at the right place. Soon, government meeting planners will be able to submit RFPs for conferences via GSA's e-buy, making buying meetings much simpler. The number of facilities in a new "conference facilities" category with GSA will grow, creating the opportunity for government meetings to be purchased quickly, easily, and at the best rates and terms available.

Our Sponsors

THANK YOU
2011 Sponsors!

PLATINUM SPONSOR:

[Visual Aids Electronics](#)
Mr. Greg Lupsha
804-353-3700



How can you tap into this increased government market?

Over the past several years, with the weak economy causing many association meetings to shrink and some corporate meetings to disappear, many hotels, resorts and conference centers have shifted strategy to court the government meetings market. Among them is The National Conference Center in Leesburg, VA, which is the nation's largest marketing conference center and the first to be awarded a GSA Schedule Contract. The National Conference Center hosts more than 80,000 government room nights each year, a market that represents more than 50% of their annual business.

Our speaker Eric Whitson, as Director of Sales and Marketing at The National Conference Center, is uniquely qualified to lead this session, having learned from his seasoned government sales team many of the nuances of working with the federal government. Don't miss this interactive and informative session!

GOLD SPONSOR:

[Covington Meetings & Events](#)
Ms. Dee Dee White
804-747-4129



Join us on [November 16th](#) as we learn some government meeting tips that will help you be competitive in this growing market!

[CLICK HERE for more information on this seminar and to register.](#)

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SILVER SPONSORS:

[AFFLINK](#)
Ms. Terry Lynn Cunningham
804-237-1153

Dee Harris Scholarship
**2011 Winter
Online Auction**





Afton Hospitality
Management
Mr. Ed Denton
757-333-7176



Bizport
Ms. KayLeigh Vodenichar
804-283-3430



Cvent
Mr. Dan Stone
703-226-3508



HelmsBriscoe
Ms. Jo Edgerton Heath
804-364-5383



James Limousine
Mr. Randy Allen
804-273-1540



Richmond Metropolitan
CVB
Ms. Nancy Bass
804-783-7420



Virginia Business
Ms. Susan Horton
757-625-4233

November 11-18, 2011

DONATIONS NOW BEING ACCEPTED!
[CLICK HERE](#) for Donation Form.

Donors receive great publicity as bidders look for holiday gifts, winter getaways and spring fever trips.

- Hotel weekend getaways with extra activities or event tickets
- Gift baskets
- Golf items or packages
- Sporting event tickets
- Any item with your logo
- Other creative ideas

A portion of the proceeds from the auction goes towards scholarships for deserving hospitality sales and meeting planner students in Virginia through the Dee Harris Scholarship Program.

Please Donate TODAY For This Worthy Cause!
Your generosity is crucial to the success of this important event!

Thank you to the following who have already donated:
[OMNI Charlottesville](#) - VA Wine Getaway with Overnight Stay
[Virginia Tourism](#) - Virginia is for Lovers Gift Basket

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John Dufour Lifetime Achievement Award



John
Dufour

Nominations Now Being Accepted!
[Please CLICK HERE for a Nomination Form.](#)

The John R. Dufour Lifetime Professional Achievement Award was created to recognize an individual who possesses dedication to the hospitality industry, integrity, honesty, professionalism, leadership, compassion, and dedication to the hospitality industry.

The award was named for John Dufour of Hot Springs, VA. He was a longtime member and the 1997 VHSMP President. He is a legend in the hospitality industry for his integrity, honesty and professionalism.

Nominated by your peers as a recognized and respected professional in the hospitality industry, the recipient is chosen by the VHSMP Board of Directors. The criteria used to choose the best candidate for the award include, but are not limited to:

- Dedication to the industry
- Integrity



Virginia Tourism Corporation

Ms. Joni Johnson, CTP
804-545-5544



BRONZE SPONSOR:

Neathawk Dubuque and Packett

Ms. Shaun Amanda Herrmann
804-783-8140



For more information on the Sponsor Program, please [CLICK HERE](#) or contact [Tami Guthrie](#) at (804) 747-4971 ext. 114.

We encourage you to patronize those that support us!



Virginia Association of Hospitality Sales & Meeting Professionals

10231 Telegraph Road,
Suite A
Glen Allen, VA 23059
(804) 747-4971 x114
Fax: (804) 747-5022
E-mail: [CLICK HERE!](#)

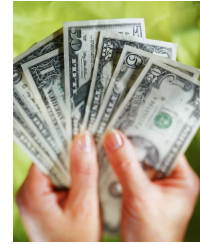
- Professionalism
- Leadership
- Compassion
- Extended service to VHSMP
- Involvement and leadership with other related organizations
- Minimum of 10 years in the hospitality industry
- Member of VHSMP

The winner will be presented his/her award at an event next spring.

Deadline for submitting a nomination is January 14, 2012.

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It Takes Money To Make Money



Understanding the Proper Sales and Marketing Cost Allocation Levels for Sales Success

Today, to maintain previous revenue levels, many firms are attempting to generate as much as 60% of their revenues from new customers while, at the same time, reducing the absolute cost of their sales and marketing budgets.

It should be no surprise that sales success is not occurring. You see, working harder with less resources has little chance of attaining any sort of sales stretch goal.

The current economic downturn has forced many contracting firms to take a hard look at their sales and marketing costs. Typically viewed as a discretionary cost, sales and marketing costs are often the first cut when overall firm profitability comes into question. But, have firms actually cut these costs down too far? What is the proper cost allocation that will still ensure sales success?

So, what is the answer?

[CLICK HERE](#) to read the entire article...

[Brad Dawson](#) is the Managing Director of LTV Dynamics - an international sales management consulting firm located just outside of Washington, DC. His clients regularly double in size every 12-24 months. He can be reached at BLDawson@LTVdynamics.com.

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Free On-Site Meeting Help Available



Students from Virginia Tech's Hospitality and Tourism Management Department in the Meetings and Conventions Management class are available to provide on-site assistance with your meeting, conference, convention, trade show, or special event between September - November 2011.

This is a required, graded laboratory assignment for the course.

Website: www.vhsmp.org

Students can work with you for 1-3 days without pay, but they do need to receive room, meals, and auto mileage reimbursement to your location and back to Blacksburg.

Board List: [CLICK HERE](#) for Contact Information

Please contact:

[Howard Feiertag, CMP, CHME, CHA](#)
Department of Hospitality & Tourism Management
Pamplin College of Business
Virginia Tech
Blacksburg, VA 24061-0104

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[Jennifer Mayo](#)
[Tim Stacer, CMP](#)
[Dee Dee White](#)

Doughty Receives Promotion

Holly Doughty, former Catering Sales Manager at the Hilton Norfolk Airport, has recently been promoted to Room Sales Manager. Well done, [Holly!](#)

Meeting Planner Member:
[Georgi Engiles](#)

Smith Earns CGMP Certification

Rebecca Smith, CGMP, CGSP, Sales Manager at the Hilton Norfolk Airport, has recently earned her CGMP certification. Congratulations, [Rebecca!](#)

Executive Vice President:
[Rick Eisenman, CAE](#)

VALA Website Wins Hermes Award

[Judy Hackler](#), Executive Director, announces that the VA Assisted Living Association (VALA) received an honorable mention for their website by Hermes Creative Awards during their 2011 international awards competition for creative professionals involved in the concept, writing and design of traditional and emerging media. Outstanding, VALA!

Account Manager:
[Tami Guthrie](#)

Editor: [Mary Ellen Smith](#)

VHSMP Members Win 2011 Pinnacle Award

Congratulations to the following VHSMP members who were winners of the 2011 Pinnacle Award: The Boar's Head and Colonial Williamsburg Hotels won in the Hotel/Resorts Category, and the Kingsmill Resort won in the Conference Center Category. These award winners were selected by the readers of Successful Meetings magazine based upon real-life meeting experiences. The Pinnacle Awards celebrate hospitality excellence by identifying the CVBs, hotels and conference centers that set the standard for others to follow. Keep up the good work!

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Welcome New Members!



We've added 3 new members this month!

HOSPITALITY SALES

The Cavalier Hotel - Virginia Beach, VA:
[Ms. Carleen Lombardo](#), Senior Sales Manager

The Greenbrier - White Sulphur Springs, WV:
[Mr. Greg Furlong](#), Director of National Sales

Holiday Inn Koger Conference Center - Richmond, VA:
[Ms. Tina Bell](#), Director of Corporate Sales

Please feel free to introduce yourself and welcome these new members to VHSMP by clicking on their names!
More complete information on all VHSMP members can be found in the MEMBERSHIP DIRECTORY on our website.

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VHSMP Mission Statement & Vision



Mission Statement:

VHSMP serves hospitality sales and meeting planning professionals in Virginia through the promotion of education, interaction and recognition, with the purpose of ensuring their success and professionalism.

Vision:

- VHSMP provides educational and networking opportunities for hospitality sales and meeting professionals.
- VHSMP promotes professionalism and advancement within the hospitality industry through public, print and electronic mediums.
- VHSMP fosters relationships between hospitality and meeting professionals as well as affiliated organizations.
- VHSMP promotes and supports hospitality and tourism initiatives.
- VHSMP serves as a voice for the hospitality sales and meeting community.

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