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## Virginia Association of Hospitality Sales & Meeting Professionals

# E-Newsletter

Volume 19, Number 1

January/February 2011

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### What's Happening?

### How to Increase

#### Dear Colleague,

On behalf of our Board, I would like to extend a sincere "thank you" for your support in 2010 and hope you will find that your membership in 2011 is an integral and rewarding part of your professional and personal development.

The past two years have proven to be the most challenging in business history. I believe when all of the dust has settled that the meetings, travel and hospitality segments will be regarded as one of the industries hardest hit. The good news is that our industry, historically, is one of the quickest to recover and as professionals we need to be ahead of the curve.

How can VHSMP help you stay ahead of the curve? I believe that innovative and informative education is the first priority. We are very excited about the upcoming schedule of seminars this year. We kick off our first quarter with three key events. Dr. Richard Coughlan led an open forum "Coffee Talk" on January 7<sup>th</sup>, which will be followed by a joint seminar with VSAE on "How to Increase Sales in a Sluggish Economy" on February 4<sup>th</sup>, and capping off the quarter with our Annual Conference at the renowned Kingsmill Resort March 24<sup>th</sup> through 26<sup>th</sup>.

Our second priority is to provide you with unique and fun networking events like our Annual Golf Tournament in October. Industry peers can be one of your greatest assets when it comes to learning and building your business. We all feel more comfortable doing business and talking business with those that we trust. Our goal is to provide you, the member, with those quality opportunities to develop meaningful relationships.

Finally, our third goal is to give support to students in the hospitality profession

## Sales in a Sluggish Economy with Laura Posey

February 4, 2011  
9:00 am-1:15 pm

OMNI Richmond Hotel  
Richmond, VA

[CLICK HERE](#)  
for more  
information or to  
register.

who are challenged by the increasing costs of a college education. We do this each year through the Dee Harris Scholarship award which is funded by our annual online auction.

Thank you for your support on these important initiatives. Your participation will be the key to our success as an organization and to your success as a Hospitality and Meetings Professional. I would personally welcome any encouragement or feedback on how to provide the most value for your participation in VHSMP.

Thank you, and best wishes for a great new year!

--Rick  
[Rick Butts](#), President  
VHSMP

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

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## How to Increase Sales in a Sluggish Economy

--Laura Posey



Laura Posey

### Upcoming Events

March 24-26, 2011  
**Annual Conference**  
Kingsmill Resort & Spa  
[CLICK HERE](#) for more  
information.

April TBD  
**Brown Bag Lunch**

May 18, 2011  
**Networking Social**  
Virginia Museum of Fine Arts  
More information to follow.

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

**Joint VHSMP/VSAE Meeting**  
Friday, February 4, 2011  
9:00 am - 1:15 pm  
OMNI Richmond Hotel

Has the economy got your sales in a slump? Find out five proven ways you can increase sales in any market. In this workshop, you will learn how to focus on the things that will make a difference, even when money is tight and buyers are hesitant to contract.

#### About Our Speaker:

Laura Posey - "Firecracker" is the word most used to describe Laura Posey. Her blend of humor, blatant honesty and passion for profit makes her one of the most dynamic speakers you'll hear this year. As a past top sales and management performer for a Fortune 100 company and owner of four successful small businesses, Laura knows sales. Laura is the "Chief Instigator" at Dancing Elephants Achievement Group. Her passion is helping organizations create selling systems that generate ever-increasing cash flow with less and less work by the leadership team.

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### Quick Links

[Our Website](#)

[VHSMP Membership Application](#)

Join us on Friday morning, February 4, 2011 at the OMNI Richmond Hotel for this joint VHSMP/VSAE seminar and luncheon.

[CLICK HERE for more information or to register.](#)



Join Our Mailing List!

## Our Sponsors THANK YOU 2011 Sponsors!

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804-353-3700



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Ms. Nancy Bass  
804-783-7420

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## VHSMP Board News



We would like to take this opportunity to thank the 2010 VHSMP Board for all their hard work, as well as welcome this year's 2011 Board:

### President

[Rick Butts](#), Director of Sales & Marketing, The Jefferson Hotel

### President-Elect

[Cathy Grieve](#), Regional Director of Sales, TPG Hospitality Management

### Secretary/Treasurer

[Nancy Bass](#), Sales Manager, Richmond Metropolitan CVB

### Past President

[Edward Denton](#), Executive Vice President, Afton Hospitality

### Executive Vice President

[Rick Eisenman, CAE](#), President/CEO, Eisenman & Associates, Inc.

### Directors

[Jamie Caron](#), Director of Sales, Virginia Beach Resort Hotel & CC

[Lauran Dangler](#), Director, Group Sales, OMNI Richmond Hotel

[Teri Hickman](#), Account Manager, AFFLINK

[Melinda Laughon](#), Director, National Accounts, Marriott & Renaissance Caribbean & Mexico Resorts

[Jennifer Mayo](#), Director of Sales & Marketing, OMNI Charlottesville Hotel

[Jeff McCall](#), Sales Manager, National Conference Center

[Tim Stacer, CMP](#), National Sales Manager, Kingsmill Resort & Spa

[Dee Dee White](#), Meeting Planner, Covington Meetings & Events

### Meeting Planner Member

[Georgi Engiles](#), Executive Assistant, Markel Corporation

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## Welcome New Board Members!



Georgi Engiles

Georgianna (Georgi) Engiles is an Executive Assistant at Markel Corporation, an international property and casualty insurance company headquartered in Richmond, VA. Ms. Engiles is an assistant to the executive staff, specifically Steve Markel, Vice Chairman; Richard Whitt, President and Co-Chief Operating Officer; and Anne Waleski, Vice President, Treasurer and Chief Financial Officer. In addition to her daily duties, Ms. Engiles assists with various staff meetings and is the coordinator for the annual shareholders meeting. Prior to her promotion in October 2008, Ms. Engiles was the Administrative Assistant in the Accounting and Finance Department where she planned the annual Accounting Meeting, which included attendees from Markel offices throughout the United States and internationally. Before joining Markel in 2003, Ms. Engiles worked at The Reciprocal Group for 8 years as an Executive



Virginia Business  
Ms. Susan Horton  
757-625-4233



Virginia Tourism  
Corporation  
Ms. Joni Johnson, CTP  
804-545-5544



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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!



Assistant, where she worked in Operations, Business Development and the Executive Area. Ms. Engles is a member of the Old Dominion Chapter of the International Association of Administrative Professionals. She has volunteered with many community activities in Central Virginia. She is married and is the proud mother of two sons: a Marine currently serving in Afghanistan and a freshman at Old Dominion University.



Jennifer Mayo

this was a welcome move! Jennifer lives in Earlysville, VA with her husband Mark and their two cats, Calvin and Hobbes.

Jennifer Mayo is Director of Sales and Marketing at the OMNI Charlottesville Hotel. After graduation from Vanderbilt University in 1994 with an East Asian Studies degree, Jennifer began her hospitality career at The Ritz-Carlton, Atlanta as a sales assistant. After promotions to Account Manager and then Business Travel Sales Manager, Jennifer moved to Chicago where she began her career with OMNI Hotels and Resorts in 1998. Working at the Ambassador East Hotel and then the OMNI Chicago on Michigan Avenue as a Group Sales Manager, Jennifer was promoted and transferred to the OMNI Charlottesville Hotel as Director of Sales and Marketing in 2004. Her parents were raised in and currently reside in the Charlottesville area, so



Jeff McCall

Emergency Response Team at the National Conference Center.

Jeff McCall has been Sales Manager at The National Conference Center for 7 years, and Conference Planning Manager there for 6 years. He is a member of ASTD, a member of MPI - Potomac Chapter and on their 2011 Strategic Planning Committee, a member of VSAE, and a member of Reston Chamber and on their Membership and Golf Committees. Jeff has a B.S. in Business Administration from Strayer University. He's married with four children, and has been a resident of Winchester, VA for the past 21 years. He enjoys golf, softball, hiking and fishing, and he's active in Church Youth Group events. He has been Youth Basketball Coach and Referee for 5 years, and is a First Responder, AED, CPR and member of the Medical

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## John Dufour Lifetime Achievement Award



John Dufour

Last Chance to Submit  
Your Nominations!  
**Deadline is January 14th!**  
[Please CLICK HERE for a nominaton 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 and compassion.

## Virginia Association of Hospitality Sales & Meeting Professionals

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

Website: [www.vhsmp.org](http://www.vhsmp.org)

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

### OFFICERS

President:  
[Rick Butts](#)

President-Elect:  
[Cathy Grieve](#)

Secretary/Treasurer:  
[Nancy Bass](#)

Immediate Past President:  
[Ed Denton](#)

### DIRECTORS

[Jamie Caron](#)  
[Lauran Dangler](#)  
[Teri Hickman](#)  
[Melinda Laughon](#)  
[Jennifer Mayo](#)  
[Jeff McCall](#)  
[Tim Stacer, CMP](#)  
[Dee Dee White](#)

Meeting Planner Member:  
[Georgi Engiles](#)

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

Account Manager:  
[Tami Guthrie](#)

Editor: [Mary Ellen Smith](#)

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
- 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 this Friday, January 14, 2011.

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## 2011 VHSMP Annual Conference:



# Uncover, Discover & Recover!

March 24-26, 2011  
Kingsmill Resort & Spa  
Williamsburg, VA

Improve Your Skills at These Educational Sessions\*:

- All Third Parties Aren't Created Equal
- Battlefields to Business: How to Incorporate Military Tactics into Your Sales Plan
- Beyond Contracts - Legal Issues Facing Meeting Planners

- Meetings Marketing that Works: Online Tools for Driving Awareness and Attendance
- Socialize Your Brand: Impact of Social Media & Mobile Technology
- Understanding Buyer Behavior and Capitalizing on It!
- What's the Role of Today's GM in the Sales Process?

And Learn from These Dynamic Speakers:

Brad Dawson, LTV Dynamics  
Jim Goldberg, Goldberg & Associates, PLLC  
Gary Hernbroth, Training for Winners  
Steven Seghers, MHS, HyperDisk Marketing  
Brittany Spano, Cvent

Network at Some Great Social Events:

Two Receptions (Thursday and Friday)  
Dinner & Dunks (Thursday Evening - separate fee)  
Two Breakfasts/One Lunch (Friday and Saturday)  
Golf (Saturday - separate fee)  
Wine Tasting/Cooking Demo/Lunch (Saturday - separate fee)

Please mark your calendars now to participate in this special conference!

For more details, please [CLICK HERE](#). Full Registration Forms will be coming soon!

\*Educational Sessions qualify for CAE/CMP Continuing Education Credits!

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Free On-Site Student Help Available for Hospitality Sales Prospecting



Howard Feiertag

Students from Virginia Tech's Hospitality and Tourism Management Department in the Pamplin College of Business are available to provide on-site assistance with your prospecting for new business during the period of mid-February through April 2011.

This is a required, graded laboratory assignment for one of their courses. Students can work with you for 2-3 days without pay, but do need to receive room and board plus auto mileage reimbursement from Blacksburg, VA.

Contact: [Howard Feiertag](#)  
 Department of Hospitality & Tourism Management  
 Virginia Tech  
 901 Prices Fork Road  
 Blacksburg, VA 24061

E-mail: [howardf@vt.edu](mailto:howardf@vt.edu)  
 Phone: 540-231-9459  
 Fax: 540-231-0117

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## MEMBERS IN THE NEWS



### Dilorio Welcomes New Baby!

Linné Dilorio, CMP, Senior Sales Manager at the Greater Richmond Convention Center, announces the birth of her first child, Sophia Marie, on December 3, 2010. Sophia weighed 7 lbs. 8 oz. and was 20 inches long. Mother and baby are doing great. Congratulations, Linné and husband Mike!

### Free Agents Event Management Opens New Office

Tara Wolicki, CMP, Event Manager, Hampton Roads, announces that Free Agents Event Management has opened a second office in Hampton Roads in order to provide greater accessibility and increased interaction with clients in eastern Virginia and northern North Carolina. Way to go, Free Agents!

### Lally Ties the Knot!

Stephanie Lally, Conference Sales manager for Colonial Williamsburg Hotels, married Ron Saulnier on Saturday, January 8, 2011 in Williamsburg, Virginia. Stephanie's name will be Stephanie G. L. Saulnier and her email will remain [slally@cwf.org](mailto:slally@cwf.org) for the immediate future. Congratulations, Stephanie and Ron!

### McFarlane Earns CGMP Designation

Tim McFarlane, Director of Group Sales at the Holiday Inn Koger Conference Center, has completed studies and has earned the CGMP (Certified Government Meeting Professional) designation from the National Society of Government Meeting Professionals. This certification is awarded upon completion of a broad educational course and passing the required examination. Those who attain the certification have demonstrated a thorough knowledge of Federal and State procurement policies and laws governing procurement and conference planning. Keep up the good work, Tim!

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## Welcome New Members!

We've added 7 new members this month!



[HOSPITALITY SALES](#)

Afton Hospitality Management - Virginia Beach, VA:  
[Ms. Terri Davis](#), Sales Manager  
[Mr. Joe Hart](#), Director of Sales

The Cavalier Hotel - Virginia Beach, VA:  
[Mr. Christopher Lush](#), Director of Sales & Marketing

Nemacolin Woodlands Resort - Farmington, PA:  
[Mr. Dennis Noonan](#), VP of Sales & Marketing  
[Mr. Jerry Taggart](#), Director of Group Sales

### MEETING PLANNERS

VA Bankers Association - Glen Allen, VA:  
[Ms. Amy Binns](#), Training Events Manager

VA Society of American Institute of Architects -  
Richmond, VA:  
[Mr. Wayne Conners](#), Director of Professional Development

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 at [www.vhsmp.org](http://www.vhsmp.org)

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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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