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## Virginia Association of Hospitality Sales & Meeting Professionals

# E-Newsletter

Volume 19, Number 4

July/August 2011

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Dear Colleague,

Summer is typically the time of year where business slows and many enjoy some much needed time off. Why not also take this time to engage in valuable training for yourself or a staff member? VHSMP has designed one day Meeting Planner Boot Camp and Hospitality Sales Boot Camp seminars to help you excel.

Our Meeting Planner Boot Camp is coming up on July 12<sup>th</sup> at the Richmond Marriott West and still has spaces available. This one day seminar will take you through the planning and contract process, while highlighting the use of social media.

The second training opportunity is for sales professionals who would like to learn from an industry professional on internet prospecting. The best part of this training is that you or your staff member will be working on a laptop with an internet connection as Lisa Barham helps you find new meeting leads. This training will be held at two venues in Virginia - the first is at the Wyndam Virginia Crossings Resort in Richmond on Thursday, July 21<sup>st</sup> and the second is at The Founders Inn in Virginia Beach on Friday, July 22<sup>nd</sup>.

### What's Happening?

**Meeting Planner  
Boot Camp:  
Be On TOP of**

Finally, I would like to ask for your input on programming or activities that you would like to see as a part of our annual offerings. The Board of Directors will meet in the late summer to set an agenda for 2012, and your input is very important to us. I hope you will take the time to reach out either to myself or any

## Your Game!

### Richmond Marriott West

July 12, 2011  
8:00 am - 4:00 pm  
Richmond, VA

[CLICK HERE](#)  
to Register

of our board members with your suggestions.

I hope you and yours have a very safe and enjoyable summer, and I look forward to seeing you at one of our events.

--Rick

[Rick Butts](#), President  
VHSMP

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

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### Hospitality Sales Boot Camp: Hands On Internet Prospecting with Personal Instruction with Lisa Barham

July 21, 2011  
8:00 am - 4:00 pm  
Wyndham VA  
Crossings  
Glen Allen, VA

July 22, 2011  
8:00 am - 4:00 pm  
The Founders Inn  
Virginia Beach, VA

[CLICK HERE](#)  
to Register

### 2nd Annual Meeting Planner Boot Camp:



## Be On TOP of Your Game!

July 12, 2011 from 8:00 am - 4:00 pm  
[Richmond Marriott West](#)  
Richmond, VA

with Lead Instructor Gary Hernbroth,  
Training for Winners

Ever want to know what a salesperson's thought process is?  
Are you keeping up with meeting technologies now that most  
everyone has a PDA?

Do contracts still give you fits as they keep changing the  
terms/clauses?

Do you think you could learn from your colleagues in a  
structured peer to peer exercise?

If you answered YES to any or all of these,  
then this Meeting Planner Boot Camp is for you.

- You WILL learn how to save money and be more productive and efficient.
- Attendees at your own events will benefit from better, more creative events.
- The world is changing; gain tips on how to stay on TOP of the changes!

#### Tuesday, July 12, 2011

8:00 am Registration and Breakfast

8:30 am Psychology of A Hospitality Salesperson and How It  
Can Help Me - Joe Hart, Jo Edgerton Heath

9:45 am Refreshment/Communication Break

10:00 am Technology/Social Media to Improve the ROI of Your  
Meetings & Events - Nhat Pham

11:15 am Contracts: What's New that Can Jump Up and Bite You?  
Part I - Gary Hernbroth

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### Upcoming Events

August TBD  
**Networking Social**  
Colonial Downs  
More information to come!

October 5, 2011  
7:00 am - 3:00 pm  
**17th Annual Golf Invitational**  
The Crossings Golf Club  
Glen Allen, VA  
[CLICK HERE](#) for more information and for a sponsorship form.

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

- 12:30 pm Lunch
- 1:15 pm Contracts: What's New that Can Jump Up and Bite You? Part II - Gary Hernbroth
- 2:00 pm Refreshment/Communication Break
- 2:15 pm Best Practices Learning Labs - Gary Hernbroth
- 3:45 pm Wrap-up and Q & A Session

The investment you make in this training now is guaranteed to provide an excellent ROI in money and time saved in the future.

LAST CHANCE TO REGISTER!!

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

SPONSORSHIP OPPORTUNITY:

The lunch sponsorship is taken, but there are a few other sponsorships available. If you would like to be a sponsor or have a table at the Meeting Planner Boot Camp, [CLICK HERE](#) for the sponsorship form.

THANK YOU to our Lunch Sponsor - OMNI Charlottesville!



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## Quick Links

[Our Website](#)

[VHSMP Membership Application](#)



[Join Our Mailing List!](#)

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6th Annual Hospitality Sales Boot Camp:



Hands On Internet Prospecting with Personal Instruction with Lisa Barham

One Day Seminar - choose your date/location:

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## Our Sponsors

THANK YOU 2011 Sponsors!

[July 21, 2011](#) - 8:00 am - 4:00 pm  
Wyndham Virginia Crossings, Glen Allen, VA

[July 22, 2011](#) - 8:00 am - 4:00 pm  
The Founders Inn, Virginia Beach, VA

PLATINUM SPONSOR:

Wouldn't Your Job be Easier & More

Visual Aids Electronics  
Mr. Greg Lupsha  
804-353-3700



GOLD SPONSOR:

Covington Meetings & Events  
Ms. Dee Dee White  
804-747-4129



SILVER SPONSORS:

AFFLINK  
Ms. Terry Lynn Cunningham  
804-237-1153



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

Profitable If...

- You knew when and where virtually every association/ corporate/ military/ government meeting in the world meets and you had the contact information available to you? AWESOME!
- You knew how to find the groups staying at your competitor's hotels, with contact information, rates they are paying and more? EXCITING!
- You could easily find contact information on over 17,000 sports and fraternal organizations and over 20,000 religious organizations? INCREDIBLE!
- If you could find websites listing Educational Training Classes for major corporations with contact information? SHOW ME HOW!

**GUARANTEED RESULTS!**  
You will WALK OUT with solid leads!

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

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## 17th Annual Golf Invitational



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

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. [We invite you to sponsor an event or a team at the tournament.](#)

You may enter a team of players, sponsor a golf hole, beverage cart, cigar cart, or other portion of this event. 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.

Beverage cart sponsorships are sold out - Get your form in soon in order to get your hole/sponsorship preference!

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

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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



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




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#### BRONZE SPONSOR:

Neathawk Dubuque and  
Packett  
Ms. Shaun Amanda Herrmann  
804-783-8140




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For more information on the  
Sponsor Program,  
please [CLICK HERE](#)  
or contact

## 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 during September - November 2011.

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

Please contact:

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

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



#### Boar's Head wins Pinnacle Award

[Kathie Joseph](#), Senior Sales Manager, announces that The Boar's Head has won one of the most prestigious awards in the meetings field - The Pinnacle Award. As voted by the readers of Successful Meetings magazine, this recognition by meeting planners was based on accommodations, amenities, Meeting Facilities & Services, and Food & Beverage. Outstanding, Boar's Head!

#### Delaney Elected Vice President

[Veronica Delaney](#), Director of Catering at the Hilton Norfolk Airport, was recently elected Vice President of Programs & Education in the Hampton Roads Chapter of ISES. We wish you success, Veronica!

#### Doughty Receives Promotion

[Holly Doughty](#), former Catering Sales Manager at the Hilton Norfolk Airport, was recently promoted to Room Sales Manager. Way to go, Holly!

#### Eisenman & Associates hires Joe Hart

Rick Eisenman, CAE, President & CEO, announces that Eisenman & Associates, Inc. has hired VHSMP member [Joe Hart](#) (former Director of Sales for Showcase Meeting Planning) as Vice President of Consulting Services. Joe will run the newly opened Virginia Beach Office. We wish you success, Joe!

#### Grady Receives Promotion

[Tracie Grady](#), former Director of Administration at Eisenman &

[Tami Guthrie](#)  
at (804) 747-4971  
ext. 114.

Associates, Inc., has recently been promoted to Vice President of Member Services. Congratulations, Tracie!

We encourage you to patronize those that support us!

Norman Gets Hitched

[David Norman](#), Executive Director of the VA Golf Course Superintendents Association, was married on June 24th to Sherri Buxton of Winston-Salem at Colonial Williamsburg's Providence Hall House. Best wishes to the newlyweds, David and Sherri!

Saulnier Named Supplier of the Year

[Stephanie Saulnier](#), Sales Manager at Colonial Williamsburg Hotels, was recently named 2010-2011 Supplier of the Year by the Virginia Chapter of Meeting Professionals International (VAMPI) at their Annual Awards Luncheon. Way to go, Stephanie!

Smith Earns Certification

[Rebecca Smith](#), Sales Manager at the Hilton Norfolk Airport, is now a Certified Government Sales Professional. Outstanding, Rebecca!

Sudduth Graduates from Leadership Program

[Steve Sudduth](#), Sales Manager at the OMNI Charlottesville Hotel, recently graduated from "Leadership Charlottesville", a nine month program presented by the Chamber of Commerce that shapes future leaders of the community. Good job, Steve!

Wydra Welcomes Baby

[Courtney Wydra](#), Sales Manager at the Wyndham Virginia Beach Oceanfront, announces the birth of her son William Douglas Wydra on May 18th. Courtney returns from maternity leave this month. Congratulations, Courtney and husband Douglas!

Wyndham Virginia Crossings Receives Honor

Wyndham Virginia Crossings Hotel & Conference Center announces that they were recently honored as Wyndham Hotels and Resorts' Count on Me! Committee of the Year for 2010. Outstanding, Wyndham Virginia Crossings!



Virginia Association of Hospitality Sales & Meeting Professionals

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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](#)  
[Ryan Chunn](#)

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# Welcome New Members!



We've added 4 new members this month!

HOSPITALITY SALES

The George Washington Hotel - Winchester, VA:  
[Ms. Suzi Smith](#), Director of Sales

National Conference Center - Leesburg, VA:  
[Ms. Alison Farr](#), Sales Manager

OMNI Charlottesville Hotel - Charlottesville, VA:  
[Mr. Steve Sudduth](#), Sales Manager  
[Ms. Sara E. Wilson](#), Catering Sales Manager

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.

[Lauran Dangler](#)  
[Melinda Laughon](#)  
[Jennifer Mayo](#)  
[Tim Stacer, CMP](#)  
[Dee Dee White](#)

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Meeting Planner Member:  
[Georgi Engiles](#)

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

Account Manager:  
[Tami Guthrie](#)

Editor: [Mary Ellen Smith](#)

## 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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