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Virginia Association of Hospitality Sales & Meeting Professionals

E-Newsletter

Volume 19, Number 2

March/April 2011

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Dear Colleague,

We are less than three weeks away from our 2011 Annual Conference at the Kingsmill Resort & Spa on March 24th-26th. The Board, along with Eisenman & Associates, has been working hard to make the final arrangements for what I believe will be a top-notch experience.

For those who aren't aware, we have confirmed Roger Dow as our lunch speaker on Friday, March 25th. Roger is the President and CEO of the United States Travel Association. I am looking forward to his comments on the state of travel at the national level.

If you haven't signed up for the Annual Conference, I urge you to please consider participating. Our ability to continue to offer affordable programming hinges on your support.

Additionally, we are starting to finalize plans for our May networking social, June seminar and summer Boot Camp series for Hospitality Professionals and Meeting Planners. Please watch for updates.

Thank you all for your continued support, and I look forward to seeing you in Williamsburg later this month.

--Rick

[Rick Butts](#), President
VHSMP

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

What's Happening?

2011 Annual Conference

Continuing on the

Road to Recovery! [Back to top.](#)

March 24-26, 2011
Kingsmill Resort
Williamsburg, VA

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

2011 VHSMP Annual Conference:



Continuing on the Road to Recovery!

Upcoming Events

[April TBD](#)
Brown Bag Lunch
More information to follow.

[May 19, 2011](#)
6:00 - 9:00 pm
Networking Social
Virginia Museum of Fine Arts
Jazz Cafe
More information to follow.

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

Quick Links

[Our Website](#)

[VHSMP Membership
Application](#)



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

Improve Your Skills at These Educational Sessions*:

- All Third Parties Aren't Created Equal - Panel Discussion with Moderator Ed Denton, Afton Hospitality Management
- Battlefields to Business: How to Incorporate Military Tactics into Your Sales Plan - Gary Hernbroth, Training for Winners
- Beyond Contracts - Legal Issues Facing Meeting Planners - Jim Goldberg, Goldberg & Associates, PLLC
- Meetings Marketing that Works: Online Tools for Driving Awareness and Attendance - Brittany Spano, Cvent
- Socialize Your Brand: Impact of Social Media & Mobile Technology - Steven Seghers, MHS, HyperDisk Marketing
- Understanding Buyer Behavior and Capitalizing on It! - Brad Dawson, LTV Dynamics
- Virginia's and the Nation's Legislative Initiatives for Tourism - Interactive Session with Alisa Bailey, President of VA Tourism Corporation, and Roger Dow, President of U.S. Travel Association
- What's the Role of Today's GM in the Sales Process? - Panel Discussion with Moderator Gary Hernbroth, Training for Winners

[Don't Miss a Special TRAVEL INDUSTRY UPDATE
by Roger Dow, President, U.S. Travel Association!](#)

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)

[Join Our Mailing List!](#)

Registration Rates Go UP after
Friday, March 11th:
REGISTER TODAY to participate in
this special conference!

Our Sponsors

THANK YOU
2011 Sponsors!

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Mr. Greg Lupsha
804-353-3700



For complete details, [CLICK HERE](#) for the full registration brochure.

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

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GOLD SPONSOR:

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



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.

SILVER SPONSORS:

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



Contact: [Howard Feiertag](#)
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Fax: 540-231-0117

[Afton Hospitality Management](#)
Mr. Ed Denton
757-333-7176



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Customers for Life!
Sales Training Article by John Boe,
John Boe International



[Cvent](#)

The most successful companies place great

Mr. Dan Stone
703-226-3508

cvent

HelmsBriscoe
Ms. Jo Edgerton Heath
804-364-5383



James Limousine
Mr. Randy Allen
804-273-1540

James Limousine

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



Virginia Business
Ms. Susan Horton
757-625-4233

**VIRGINIA
BUSINESS**

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

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is for Lovers®

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value on developing lifetime relationships with their customers. In today's competitive marketplace, they are aware that their customers are aggressively prospected and their loyalty cannot be taken for granted. Customer focused companies recognize that relationship building and follow up service are critical components for promoting both customer retention and revenue growth.

John Boe

First Build a Relationship

Today we have access to innovative tools such as the Internet, social media, cell phones, faxes and voicemail, all designed to enhance our ability to communicate. Nevertheless, even with all of these technological tools at our disposal, the alarming number of dissatisfied customers, lost sales and failed relationships all reflect the fact that none of us are as effective at communicating as we would like to believe.

To read more of this article including [Building a Relationship, Communicating Effectively, Little Things that Make a Big Difference, and 5 Powerful Customer Service Tips](#), please [CLICK HERE](#).

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John Boe presents a wide variety of motivational and sales-oriented keynotes and seminar programs for sales meetings and conventions. John is a nationally recognized sales trainer and business motivational speaker with an impeccable track record in the meeting industry. To have John speak at your next event, visit www.johnboe.com or call 937-299-9001. Free Newsletter available on website.

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MEMBERS IN THE NEWS



Feiertag Appointed to Advisory Board

Howard Feiertag, CHME, CHA, CMP, Instructor at Virginia Tech Dept. of Hospitality & Tourism Management at the Pamplin School of Business, was recently appointed to the Editorial Advisory Board of the Hotel Management magazine, a publication of Questex Publications. Congratulations, Howard!

Rubies & Pearls Celebrates 10 Years

Pearl Walden Thomas, Event & Wedding Planner and Owner, announces the 10 Year Anniversary Celebration of Rubies & Pearls LLC. . . Occasions to Remember. Pearl feels quite fortunate and blessed to have been asked by many brides and business clients to assist them with planning their events. Congratulations, Pearl and Rubies & Pearls, LLC!

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Welcome New Members!



We've added 12 new members this

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

Website: 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](#)

month!

HOSPITALITY SALES

Darden School Foundation - Charlottesville, VA:
[Ms. Bridget Merker, CMP](#), Sales Manager

DoubleTree Hotel Virginia Beach - Virginia Beach, VA:
[Ms. Cara Clark](#), Sales Administrator

Hampton Inn Norfolk Airport - Norfolk, VA:
[Ms. Cecille Sabile](#), Sales Manager

Hampton Inn Norfolk/Chesapeake-Greenbrier - Chesapeake, VA:
[Ms. Karen Brissom](#), General Manager

Hilton Norfolk Airport - Norfolk, VA:
[Ms. Holly Doughty](#), Catering Manager

The Jefferson Hotel - Richmond, VA:
[Mr. Mark Paterson, CMP](#), Sales Manager
[Ms. Cathy Schefstad](#), Sales Manager

Ramada Plaza Richmond West Hotel - Richmond, VA:
[Ms. A. Monique Peterson](#), CS/Sales Manager

Richmond Metropolitan CVB - Richmond, VA:
[Ms. Linda Worthington](#), Director of Sales & Services

MEETING PLANNERS

Afton Consulting/PlanMeeting.com - Virginia Beach, VA
[Ms. Annabelle Evans](#), Meetings Consultant

United Network for Organ Sharing - Richmond, VA:
[Ms. Jennifer Gavin](#), Director of Conference Planning

VA Bankers Association - Glen Allen, VA:
[Ms. Anna Clay](#), Training Events 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.

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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



DI RECTORS

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

- 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.

::

Meeting Planner Member:
[Georgi Engiles](#)

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

Account Manager:
[Tami Guthrie](#)

Editor: [Mary Ellen Smith](#)

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