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Virginia Association of Hospitality Sales & Meeting Professionals

E-Newsletter

Volume 19, Number 3

May/June 2011

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Dear Colleague,

Our calendar year is off to a quick start. If you didn't get a chance to attend, we had an extremely successful annual conference in late March which was highlighted by impactful training, valuable networking, and industry updates from hospitality and tourism leaders.

Moving forward, please mark your calendars for our networking social at the Virginia Museum of Fine Arts Jazz Cafe on May 19th, and our next educational session on June 2nd. We are fortunate to have Paul Mellor as our featured speaker in June. He will be conducting a 90 minute session on improving your memory. Paul has helped thousands of professionals retain information in seminars nationwide. To read more about Paul, please [CLICK HERE](#) to visit his website.

On a business note, I want to let our membership know that Eisenman & Associates, Inc. has informed the VHSMP Board of Directors that they will not seek to renew their contract to manage our association for 2012 and beyond. Rick Eisenman, principal of Eisenman & Associates, Inc., has managed and served as Executive Vice President for 17 years. Rick and his staff have helped to grow, guide and promote professionalism in the hospitality industry during their tenure, and we are very grateful to them. As a result, we will begin the process of hiring a new management company. Please [CLICK HERE](#) for our recently issued RFP, and we hope to have a new management company secured by the end of June. We welcome suggestions and feedback regarding this important search.

Thank you all for your continued support, and please know that your suggestions are always welcome. We want to continue to provide you with the services to help you grow professionally and personally.

--Rick

What's Happening?

May Networking Social

Virginia Museum of Fine Arts
Jazz Cafe

May 19, 2011
6:00-7:30 pm
Richmond, VA

[CLICK HERE](#)
to RSVP

[Rick Butts](#), President
VHSMP

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

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May Networking Social:



VA Museum of Fine Arts Jazz Cafe

May 19, 2011 from 6:00-7:30 pm
Richmond, VA

Join VHSMP members at the Virginia Museum of Fine Arts Jazz Cafe for an evening of networking and jazz entertainment.

Upcoming Events

June 2, 2011
3:30 - 5:00 pm
"Fix My Memory"
Seminar

Wyndham Richmond Airport
[CLICK HERE](#) to Register.

July 12, 2011
2nd Annual
Meeting Planner
Boot Camp
Richmond Marriott West
More information to follow.

July 21, 2011
6th Annual
Hospitality Sales
Boot Camp
Wyndham Virginia Crossings
Glen Allen, VA
More information to follow.

July 22, 2011
6th Annual
Hospitality Sales



VMFA Jazz Cafe

Admission is FREE!
Meeting Planner members get their 1st drink free!
Other food and drinks are available for purchase at the cafe.

Please RSVP with [Mary Ellen](#) at (804) 747-4971 x111
No later than Friday, May 13th.

Sponsored by:

[Harbourtowne Resort & Conference Center](#)
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Boot Camp
The Founders Inn
Virginia Beach, VA
More information to follow.

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.

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June Seminar: **Fix My Memory** with Renowned Trainer Paul Mellor

June 2, 2011
3:30 - 5:00 pm
[Wyndham Richmond Airport](#)



Paul Mellor

Join VHSMP for this entertaining session on recalling lists, remembering dates, and beating absent-mindedness. The results will astonish you!

Paul Mellor's memory seminars are highly interactive, very entertaining and fast moving, proving that everyone can be more productive and efficient with a better memory. At the end of the session you will take with you the ability to remember names and faces, the confidence to get through a day without the fear of forgetting, and the knowledge and application to retain information.

A finalist in the 2008 USA Memory Championship in New York City, Mellor remembered the names of over 90 people in less than 15 minutes, recalled the exact order of over 100 single-digit numbers after reviewing them for less than five minutes, and recalled the exact order of a shuffled deck of playing cards after less than a three-and-a-half minute review. Don't let the gray hair fool you - Mellor's memory is sharper than ever. He's learned quite a few memory techniques which he enthusiastically shares with audiences throughout the United States and Canada.

**Paul Mellor will inspire and lift you
to accomplish any of your goals.**

Networking will be available in the hotel's Terra Nova Grille and Lounge after the program.

Early Registration Fee by May 20th:
\$35 per VHSMP member and \$45 per non-member.

[CLICK HERE](#) to register!

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2011 Dee Harris Scholarship Winner

Every year VHSMP provides scholarships to deserving students in hospitality, sales and meeting programs in Virginia. Students must submit an application along with a brief statement of their personal accomplishments, their need for the scholarship and goals for the 5 years following graduation. In addition, the applicants submit their



Mr. Greg Lupsha
804-353-3700



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Ms. Dee Dee White
804-747-4129



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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



college transcript as well as a recommendation from their advisor.

2011 Dee Harris
Scholarship Winner

This year we are pleased to announce Patrick Ciullo as the 2011-2012 Annual Dee Harris Scholarship Winner! Ciullo majors in Hospitality and Tourism Management at Virginia Polytechnic Institute and State University (Virginia Tech). He will graduate in May 2012. His current experience includes an internship with Pop Century Resort, a Disney Resort, as well as work experience with the Inn at Virginia Tech. He is sure to have a bright future in the hospitality industry. Patrick Ciullo was recognized at the 2011 Annual Conference at the Kingsmill Resort. Congratulations, [Patrick!](#)

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2011 VHSMP Annual Conference:



Continuing on the Road to Recovery!

On March 24-26, 2011 VHSMP meeting planners and hospitality professionals met at Kingsmill Resort in Williamsburg for the 2nd Annual VHSMP Educational Conference. The weekend included many great educational sessions including:

- Understanding Buyer Behavior and Capitalizing on It!, Brad Dawson, LTV Dynamics,
- Beyond Contracts: Legal Issues Facing Meeting Planners, James M. Goldberg, Goldberg & Associates, PLLC
- All Third Parties Aren't Created Equal, Panelist discussion with facilitator Ed Denton, Afton Hospitality Management,
- Battlefields to Business: How to Incorporate Military Tactics into Your Sales Plan
- What's the Role of Today's GM in the Sales Process, Panelist discussion with facilitator Gary Hernbroth, Training for Winners
- Socialize Your Brand: Impact of Social Media & Mobile Technology, Steven Seghers, MHS, HyperDisk Marketing
- Meetings Marketing that Works: Online Tools for Driving Awareness and Attendance, Brittany Spano, Cvent.

The Keynote speaker for the weekend was Roger Dow of the U.S. Travel Association who provided a Travel Industry Update.

In addition to these great sessions, conference attendees also enjoyed a welcoming reception and Dinner & Dunks, including sports, video games and great networking on Thursday evening. Many also participated in a wine tasting and cooking demonstration and a game of golf on Saturday afternoon. Everyone enjoyed the beautiful accommodations at Kingsmill Resort in Williamsburg, VA.

We received an array of positive feedback on the educational and networking opportunities the conference made available. Here is one comment that sums it up, "This was a fantastic opportunity to network with clients AND peers within our industry with the direct focus on how we ALL can improve the overall meeting experience." -- Gary Hernbroth, Training for Winners.

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
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804-545-5544



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

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2011 John R. Dufour Lifetime Achievement Award Winner

The winner of the 2011 John R. Dufour Lifetime Achievement Award is Rick Eisenman, CAE, President and CEO of Eisenman & Associates, an association management firm. Rick has over 25 years experience in the hospitality industry and has dedicated his many talents to the success of the Virginia Association of Hospitality Sales and Meeting Professionals (VHSMP), including a two-year volunteer term as President of the Board. He currently acts as the Executive Vice President for VHSMP.



Rick Butts with Rick Eisenman, 2011 Dufour Lifetime Achievement Award Winner

The John R. Dufour Lifetime Achievement Award is given out every year to an individual who meets the following criteria:

- Dedication, professionalism, integrity and leadership
- Extended service to VHSMP
- Involvement and leadership with other related organizations
- A minimum of 10 years in the hospitality industry
- Member of VHSMP in good standing

Jeff Ford, a past Dufour award recipient himself, presented the award and said this of Eisenman: "He is a sharp hospitality professional who is not afraid to speak his mind and a perfectionist when it comes to details... He is the consummate friend who would indeed give you the shirt off his back and who is the kind of friend we all hope we can be."

It was this type of praise and acknowledgement by his peers that encouraged the VHSMP Board of Directors to nominate Eisenman for the award with a unanimous vote. The Lifetime Professional Achievement Award was presented to a surprised Eisenman on March 25, 2011 at the VHSMP Annual Conference Awards Luncheon in the presence of his colleagues, friends and family. Congratulations, [Rick!](#)

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2011 Annual Conference Session Wrap-up:

"What's the Role of Today's GM in the Sales Process?"

Panel Discussion with Moderator Gary
Hernbroth, Training for Winners



Kurt Krause

The Opening General Session at the recent VHSMP 2011 Annual

We encourage you to patronize those that support us!



Virginia Association of Hospitality Sales & Meeting Professionals

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

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[Rick Eisenman, CAE](#)

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Conference, held at the Kingsmill Resort in Williamsburg, was a Panel Discussion on "What's the Role of Today's GM in the Sales Process?", with Moderator Gary Hernbroth of Training for Winners along with General Manager panelists Robin Carson of the Kingsmill Resort, Kurt Krause of the National Conference Center, and Bruce Smith of the Newport News Marriott.

The following is part of a letter sent to VHSMP by Kurt Krause where he shares his reflections on this panel discussion:

I thoroughly enjoyed being part of your panel with Robin and Bruce, discussing the role of the General Manager in the sales process. I truly believe that for any lodging facility to be successful, the entire enterprise must become a selling organization. First impressions are as critical as the closing ones, the cleanliness during the site inspection is vital to the negotiations, and associate eye contact is a telling sign of how intuitive a property will be during the actual meeting. It is the General Manager that sets this tone and attitude.

To be able to discuss on a panel with my peers was a delight; however, to have more General Managers in the room would have made the conversation thrilling. No telling what ideas or standards we could have set. Or what communication lines we could have opened with sales people that potentially have struggles and product objections with their prospects.

Clearly the conversation with Roger Dow (President of the U.S. Travel Association, who spoke during a Bonus Session on "Virginia's and the Nation's Legislative Initiatives for Tourism" as well as giving a Travel Industry Update during Thursday's Awards Luncheon at the 2011 Annual Conference), was a dynamic one and offered great insight into the travel industry. I can only hope that in the future we will see more General Managers listening, involved, and engaged in the sales process. With more and more brands leaning toward a regional sales office approach, someone on property needs to be the selling champion.

Cheers,

[Kurt Krause](#), General Manager
The National Conference Center
703-724-5648

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2011 Annual Conference Session Wrap-up:

"Understanding Buyer Behavior and Capitalizing on It"
by Brad Dawson, LTV Dynamics



Brad Dawson

Dear Colleague,

Editor: [Mary Ellen Smith](#)

Recently, I gave a presentation to a group of sales and marketing professionals at the VHSMP 2011 Annual Conference. The session focused on ways that sales professionals can use emerging technologies to foster two-way communication with their target audiences - leveraging behavioral cues to achieve higher levels of sales success.

In the presentation, I highlighted several statistics that bear-out the fact that sales success can be predicted and, moreover, customer revenues can be accurately estimated for nearly a five year period - all before you ever make that first sales call.

I encourage you to download the presentation and see for yourself how changing your sales paradigm will increase your revenues!

Sincerely,

[Brad Dawson](#)
LTV Dynamics
703-753-2886

[CLICK HERE](#) to view the slide presentation from Brad's presentation at the VHSMP 2011 Annual Conference at the Kingsmill Resort.

Brad Dawson is the Managing Director of LTV Dynamics, an internationally-recognized business strategy and growth-oriented sales and marketing management consulting firm. Brad's 30 year career includes senior-level positions with KPMG Consulting, IBM Consulting and Hewlett-Packard. In addition to being an adjunct professor with Moscow State Institute of International Relations (MGIMO - Russia), he conducts over 70 presentations annually at national and international business events and serves as a contributing writer to numerous international management and leadership publications. Please visit Brad's website at www.LTVdynamics.com.

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Become a Travel Advocate



The U.S. Travel Association is working together with millions of travel industry employees to Champion, Protect, and Improve travel in America. Through these objectives, The Power of Travel Coalition will establish the value of travel and stand up for the men and women that work in this incredible industry. You, too, can be a part of the grassroots army of the American travel community by getting involved.

U.S. TRAVEL
ASSOCIATION

To find out more, [CLICK HERE - Power of Travel Coalition: Together, We're Stronger.](#)

Visit www.travelcoalition.org for more information and to support the efforts of more than 10 million individuals working in the travel community to spread awareness of how important this industry is to America.

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MEMBERS IN THE NEWS



Welcome New Babies!

Joe Hart, Director of Sales for Afton Hospitality Companies, welcomed a new baby girl to his family. Kate Elizabeth Hart was born on April 18, 2011. Congratulations, [Joe!](#)

Angela Petruso, Sales Manager at the Wyndham Virginia Beach Oceanfront, has given birth to a bouncing baby boy on March 17th at 1:30 am. Eli Lowell Langenkamp came into the world at 10.8 lbs. and is a cute little bugger! Angela will be back to work at the end of May. Congratulations, [Angela!](#)

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Welcome New Members!



We've added 4 new members this month!

HOSPITALITY SALES

Hilton Garden Inn Kitty Hawk - Kitty Hawk, NC:

[Ms. Robin Rector](#), Director of Sales & Catering

[Ms. Cherry Ann Shuey](#), Assistant Director of Sales & Catering

Norfolk Waterside Marriott - Norfolk, VA:

[Ms. Gina Ferraro](#), Director of Sales

Wyndham Virginia Beach Oceanfront - Virginia Beach, VA:

[Ms. Emilyn Espiritu](#), Director of Catering

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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