

## **Virginia Association of Hospitality Sales & Meeting Professionals**

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# **VAHSMP Changes Name to Better Reflect Membership**



### ***For Immediate Release***

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Over the last several months, VAHSMP has experienced a tremendous response from the Meeting Planner community, which now comprises 35% of the membership. Since its inception in April, VAHSMP has offered value to Meeting Planners with its cost effective dues structure, free entrance to social events, Job Bank and opportunities to earn CE credits towards CMP/CAE.

As a new organization, VAHSMP continues to try and bring the most value to its members. It is with this in mind that the Executive Board has made the decision to change the name of the organization to the **Virginia Association of Hospitality Sales & Meeting Professionals**. This change, effective immediately, reflects the pivotal role that Meeting Planners are now playing in VAHSMP.

In the coming year, VAHSMP will continue to offer meetings and training beneficial to both hospitality sales professionals and meeting professionals, including VAHSMP's Annual Educational Symposium on March 21-22, 2010, at The Jefferson Hotel in Richmond, Virginia.

Contact VAHSMP at 804-747-4971 for more information.

The Virginia Association of Hospitality Sales and Meeting Professionals, formerly a two state chapter of a national hospitality sales and marketing association, has been serving the hospitality professionals in Virginia for over half a century. The independent organization was founded in April 2009 and while the association operates with a new name and identity, but the core purpose of our organization remains unchanged.

### **Mission Statement:**

VAHSMP 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**

- VAHSMP will provide educational and networking opportunities for hospitality sales and marketing professionals.
- VAHSMP will promote professionalism and advancement within the hospitality industry through public, print and electronic mediums.
- VAHSMP will foster relationships between hospitality and meeting professionals as well as affiliated organizations.
- VAHSMP will promote and support hospitality and tourism initiatives.
- VAHSMP will serve as a voice for the hospitality sales and meeting community.

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