

# Welcome to HSMAI!

I have a login.... Now what?



# HSMAI Members Only Access

HSMAI Global Foundation About Contact

MY HSMAI

LOGIN

JOIN



Insights Events Membership Career Development Certification Partnership Q

AMERICAS

**Step 1:** Log in at [americas.hsm.ai.org](https://americas.hsm.ai.org)

**Step 2:** Enter your unique username and password (usually your email address all in lower case and your last name with appropriate upper case – both can be changed in your profile)

## Forgot your Username or Password?

No worries! Select the “Lost your password” icon. You will be prompted for your last name and email address. Use the email that is likely on file for HSMAI communications. You will receive a link to reset your password and/or username...



## Log In

Username

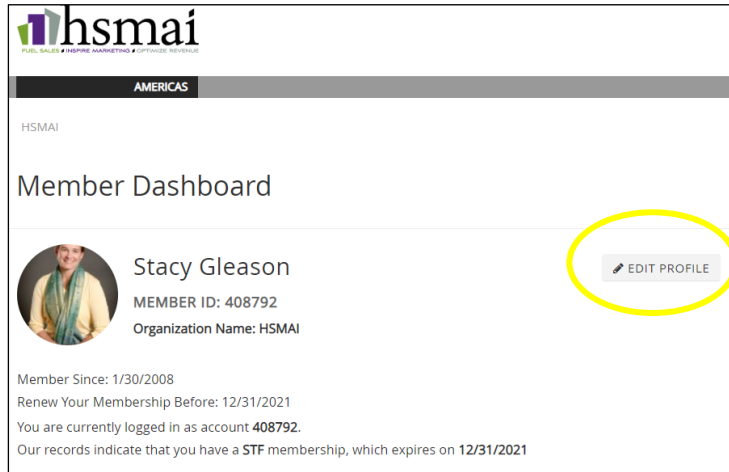
Password

☐ Remember Me

Log In

Lost your password?

# HSMAI Member Orientation

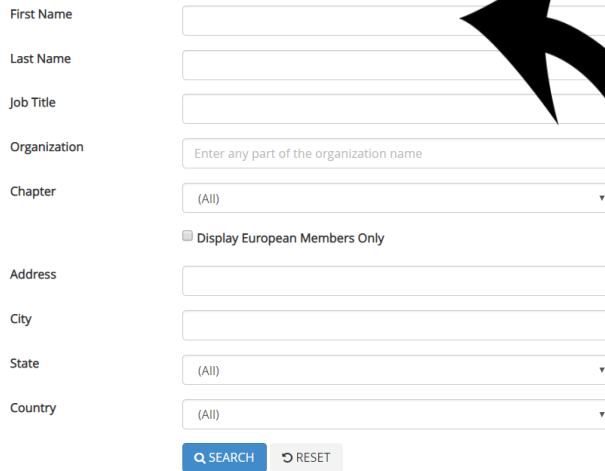


The screenshot shows the HSMAI Member Dashboard. At the top is the HSMAI logo with the tagline 'FUEL SALES & MARKETING • COMMERCIAL SERVICES'. Below the logo is a navigation bar with 'AMERICAS' selected. The main heading is 'Member Dashboard'. On the left is a profile card for Stacy Gleason, showing her photo, member ID 408792, and organization name HSMAI. Below this card are details: 'Member Since: 1/30/2008', 'Renew Your Membership Before: 12/31/2021', 'You are currently logged in as account 408792.', and 'Our records indicate that you have a STF membership, which expires on 12/31/2021'. On the right side of the profile card, the 'EDIT PROFILE' button is circled in yellow.

**Step 3:** Update your information at MY HSMAI. Your member number and expiration date are also here. Click EDIT PROFILE for other info.

**Step 4:** Set your contact preferences (thank you GDPR!), update your username or password, register for an event, look at your transaction history, pay an invoice, etc.

## Member Search



The screenshot shows the Member Search form. It includes input fields for First Name, Last Name, Job Title, and Organization (with a placeholder 'Enter any part of the organization name'). There is a Chapter dropdown menu set to '(All)' and a checkbox for 'Display European Members Only'. Below these are input fields for Address, City, State (dropdown set to '(All)'), and Country (dropdown set to '(All)'). At the bottom are 'SEARCH' and 'RESET' buttons. A large black arrow points from the 'SEARCH' button towards the right side of the page.

- ☐ Don't share my information with outside business related organizations.
- ☐ Don't send me HSMAI promotions via FAX.
- ☐ Don't send me HSMAI promotions via MAIL.
- ☐ Don't list me in the online Membership Directory.
- ☐ Don't send me HSMAI promotions via EMAIL.
- ☐ Don't call with me with HSMAI promotions via PHONE.

**Step 5:** Search for other members! This is a great tool to connect with people while you travel, or to connect with those in your own back yard!

# HSMAI Member Orientation

**Step 6:** Navigate to the Insights tab to see what's going on in Sales, Marketing, and Revenue Optimization. Click on a specific tab to see just one subject area...

Fuel Sales	Inspire Marketing	Optimize Revenue
		
<b>Force Majeure and Other Coronavirus Legal Questions</b>	<b>Marketing in the Age of Coronavirus</b> MARCH 5, 2020	<b>The First Rule of Coronavirus: Don't Panic</b>

**Step 7:** Find articles, presentations, and more under the subject area tabs...

## Fuel Sales

All Articles Best Practices Presentations Reports Tools Videos White Papers

# HSMAI Member Orientation



**Step 8:** Access HSMAI conference specific videos under the Events tab. All are free to members!



**Step 9:** Know someone who loves to be on stage? Maybe they'd like to speak at an HSMAI event! Find calls for presenters here too...

## HSMAI Career Center

**Step 10:** Under Career Development you can visit the career center to post your resume or post a job!

### For Employers:

- Quick and easy job posting
- Quality candidates
- Online reports with job activity statistics
- Simple pricing options, including optional enhanced listings
- Special HSMAI member pricing and package pricing

REGISTER NOW

### For Industry Professionals:

- Career Development Resources
- Free resume posting
- Advanced job searching options
- Increased exposure for your resume
- Optional email alerts of new jobs

REGISTER NOW

# HSMAI Member Orientation

## In This Section

Certified Hospitality Revenue Management Executive (CRME)

Certified in Hospitality Business Acumen (CHBA)

Certified Hospitality Digital Marketer (CHDM)

Publications & Study Guides

Certified Revenue Management Analyst (CRMA)

**Step 11:** Do you qualify for a certification? Look at your options and the available publications under the Certifications tab!



# HSMAI Member Orientation

## In This Section

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Adrian Awards Partnership  
Opportunities

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ROC Partnership Opportunities

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Marketing Strategy Conference  
Partnership Opportunities

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Executive Roundtables Partnership  
Opportunities

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**Step 12:** Partner with HSMAI! Under the Partnership tab, find opportunities to get your company out in front of other HSMAI members at upcoming events. Or talk with your local chapter about how you can partner there!



# HSMAI Chapter Leadership

Interested in being even more involved? Become a volunteer chapter leader!



- Stand out at chapter events!
- Get involved and make a difference!
- Assist with the growth and direction of HSMAI!!



- Be invited to the once-a-year Mike Leven Leadership Conference! A not-to-miss event!





# So, let's get started!



## FUEL SALES

- Build relationships with and learn from local market sales professionals at chapter events!
- Participate in a Sales2Win course!
- Learn through resources in the HSMAI Foundation Knowledge Center!

## INSPIRE MARKETING

- Enter and review previous winners in the Adrian Awards competition!
- Take the CHDM exam and become certified!
- Share with and learn best practices in marketing from other marketing professionals!

## OPTIMIZE REVENUE

- Attend HSMAI's annual Revenue Optimization Conference!
- Take the CRME exam and become certified!
- Boost your knowledge through our many free webinars!
- Participate in a RO2Win course!

