



CONNECT

DO YOU KNOW WHO WE KNOW?



DO YOU KNOW WHO WE KNOW?

WE KNOW YOU'RE LOOKING FOR A BANQUET OF RESOURCES, AND WE'RE RIGHT THERE, FEEDING YOU THE LATEST INDUSTRY TRENDS AND CONNECTING YOU WITH CUSTOMERS. YOU'RE THIRSTING FOR KNOWLEDGE, AND WE'RE YOUR EDUCATION, WITH PEER INTERACTION SESSIONS, INDUSTRY CONFERENCES, CHAPTER PROGRAMS AND INDUSTRY CERTIFICATIONS. YOU'RE READY TO PICK UP THE PHONE AND MAKE THE RIGHT CONNECTIONS, AND WE'RE YOUR DIRECT LINE TO INDUSTRY INSIGHTS, REGIONAL AND NATIONAL NETWORKS AND A WHOLE DATABASE FULL OF OPPORTUNITY. WE'RE HSMIA! AND TRUST US, YOU'LL ENJOY YOUR STAY.



FUEL SALES

IT'S A HIGHLY COMPETITIVE WORLD OUT THERE BUT WE'RE ALWAYS ON YOUR SIDE, PROVIDING YOU WITH TOOLS TO PINPOINT NEW OPPORTUNITIES AND MAXIMIZE CURRENT ONES.

INDEED, AS AN HSMIAI MEMBER, YOU WILL NOT ONLY OBTAIN VALUABLE BUSINESS LEADS THAT HAVE BEEN WHOLLY CUSTOMIZED FOR YOUR NEEDS, BUT YOU'LL ALSO HAVE ACCESS TO WEEKLY INSIGHTS FROM SALES, MARKETING AND REVENUE OPTIMIZATION EXPERTS TO HELP YOU GAIN AN EDGE OVER THE COMPETITION.

WITH RELEVANT ARTICLES, WHITE PAPERS, CONFERENCE PRESENTATIONS AND TEMPLATES AT YOUR FINGERTIPS, YOU'LL BE PERFECTLY POSITIONED TO FUEL SALES WITHIN THE ORGANIZATION AND TO MOTIVATE AND COACH YOUR SALES TEAM.

GET INVALUABLE ACCESS TO WEEKLY INSIGHTS FROM SALES, MARKETING AND REVENUE OPTIMIZATION EXPERTS TO HELP YOU GAIN AN EDGE OVER THE COMPETITION.



“HSMAl has given me far more resources, professionally and personally, than any other industry organization I’ve been involved with for 20 years. Since my involvement with HSMAl over the past four years, I have grown professionally to three new positions within the same organization and I thank HSMAl for the endless education and leadership.”

-LINDA MAURER

DIRECTOR OF NATIONAL ACCOUNTS, NORTHEAST, TERRANEA RESORT & SPA

VISIT HSMAl.ORG TO CONNECT.

LINDA
MAURER

CURRENT CITY: AUSTIN, TX

HOMETOWN: AUSTIN, TX

FIRST JOB: COSMETICS AT WALGREENS

ROLE IN HSMAl: CHAPTER PRESIDENT

FAVORITE BLOG: DH&R’S HEALTHY MEETINGS

THINGS YOU NEED MORE OF: EXERCISE

THINGS YOU NEED LESS OF: SLOW PEOPLE IN THE FAST LANE



INSPIRE MARKETING

EVER WISHED YOU COULD PICK THE BRAINS OF TOP MARKETERS TO OBTAIN INDUSTRY INSIGHTS? GOOD NEWS: THROUGH MARKETING TEMPLATES, HSMIAI UNIVERSITY LIVE, ARCHIVED WEBINARS AND HSMIAI ADRIAN AWARDS CASE STUDIES, YOU'LL HAVE THE OPPORTUNITY TO DO JUST THAT, LEARNING BEST PRACTICES FROM THE INDUSTRY'S TOP MARKETERS.

PLUS, WITH THE CUSTOMER MARKET AND BUSINESS KNOWLEDGE ACQUIRED FROM HSMIAI PROGRAMS AND PUBLICATIONS, YOU'LL BE EQUIPPED TO FURTHER BUILD YOUR BUSINESS STRATEGY AND CAPITALIZE ON NEW OPPORTUNITIES. WITH THE HELP OF OUR EXPERTS, YOU'LL BE WELL ON YOUR WAY TO BECOMING AN INDUSTRY LEADER YOURSELF.

THROUGH MARKETING TEMPLATES, HSMIAI UNIVERSITY LIVE, ARCHIVED WEBINARS AND HSMIAI ADRIAN AWARDS CASE STUDIES, YOU'LL HAVE THE OPPORTUNITY TO LEARN BEST PRACTICES FROM THE INDUSTRY'S TOP MARKETERS.





“HSMIAI has challenged me to step out of my comfort zone and think outside of the box. It has inspired me to be a leader of both the next generation and previous generations; to work together to come up with new innovative ideas in order to take our industry to the next level.”

EMILY BORING

DIRECTOR OF SALES AND CATERING, THE INN AT CHERRY CREEK

VISIT HSMIAI.ORG TO CONNECT.

EMILY
BORING

CURRENT CITY: DENVER, CO

HOMETOWN: WHITMORE LAKE, MI

FIRST JOB: FRONT DESK AGENT

ROLE IN HSMIAI: PRESIDENT OF DENVER CHAPTER

FAVORITE BLOG: DAILY JENNY

THINGS YOU NEED MORE OF: TRAVELING TO NEW COUNTRIES

THINGS YOU NEED LESS OF: BLACKHAWKS WINNING THE STANLEY CUP



OPTIMIZE REVENUE

WE'RE HERE TO HELP GROW YOUR BUSINESS AND MAKE IT AS SUCCESSFUL AS IT CAN BE. WHETHER IT'S CREATING NETWORKING AND RELATIONSHIP BUILDING OPPORTUNITIES WITH CUSTOMERS OR CONNECTING YOU TO INVALUABLE RESOURCES TO OPTIMIZE YOUR REVENUE (INCLUDING PRESENTATIONS FROM HSMAI'S REVENUE ARTICLES, REVENUE MANAGEMENT TEMPLATES AND HSMAI UNIVERSITY LIVE AND ARCHIVED WEBINARS), IT'S ALL ABOUT HELPING YOU CAPITALIZE ON OPPORTUNITIES.

HSMAI IS HERE TO HELP GROW YOUR BUSINESS AND MAKE IT AS SUCCESSFUL AS IT CAN BE.



“ I have just completed a 2 year term as president of the NY Chapter and have been involved in leadership with HSMAl for the past 7 years. I can think of at least 10 top performing hotels or portfolios where we either signed them up via an HSMAl event or the bond we have with them is stronger due to our mutual involvement in HSMAl.”

LOU ZAMERYKA
REGIONAL MANAGER, BOOKING.COM

VISIT [HSMAl.ORG](https://www.hsmal.org) TO CONNECT.

**LOU
ZAMERYKA**

CURRENT CITY: NEW YORK CITY, NY
HOMETOWN: WILLISTON PARK, NY
FIRST JOB: RESERVATIONS AGENT
ROLE IN HSMAl: PAST PRESIDENT HSMAl GREATER NY CHAPTER
FAVORITE BLOG: HOTEL INTERACTIVE PODCASTS CHANNEL
THINGS YOU NEED MORE OF: FAMILY TIME AND HOTELS WITH FREE BOTTLED WATER
THINGS YOU NEED LESS OF: EMAILS AND BUSINESS TRIPS



TRENDS & RESEARCH

STAY AHEAD OF THE CURVE BY DEVELOPING IN-DEPTH KNOWLEDGE OF INDUSTRY TRENDS. AN HSMAI MEMBERSHIP GRANTS YOU ACCESS TO EXCLUSIVE CONTENT FROM INDUSTRY THOUGHT LEADERS VIA HSMAI FOUNDATION PUBLICATIONS, RESEARCH REPORTS AND INSIGHTS FROM CHIEF EXECUTIVES IN SALES, MARKETING AND REVENUE MANAGEMENT. YOU'LL ALSO HAVE UNLIMITED ACCESS TO THE EXTENSIVE ONLINE HSMAI FOUNDATION KNOWLEDGE CENTER - A TRULY INVALUABLE RESOURCE.

AN HSMAI MEMBERSHIP GRANTS YOU ACCESS TO EXCLUSIVE CONTENT FROM INDUSTRY THOUGHT LEADERS.



“ HSMAI provided the resources and guidance for me to truly advance my knowledge in this field and I am proud to have obtained my Certified Revenue Management Executive (CRME) designation from HSMAI. I have been able to grow our average daily rate (ADR) by 11% over last year which clearly illustrates the impact that HSMAI can have on your bottom line.”

CONSTANTINO PAPADOPULOS, CHRM, CRME
GENERAL MANAGER, HOLIDAY INN EXPRESS & SUITES, HIALEAH/MIAMI LAKES

VISIT HSMAI.ORG TO CONNECT.

CONSTANTINO PAPADOPULOS

CURRENT CITY: HIALEAH, FL

HOMETOWN: MIAMI, FL

FIRST JOB: OFFICE ASSISTANT TO MY FATHER

ROLE IN HSMAI: VP OF MEMBERSHIP AT THE SOUTH FLORIDA CHAPTER

THINGS YOU NEED MORE OF: KNOWLEDGE

THINGS YOU NEED LESS OF: DEBTS AND SHOES



CAREER DEVELOPMENT

HSMAI IS A VALUABLE TOOL, WHETHER YOU'RE JUST STARTING OUT OR ARE A SEASONED INDUSTRY VETERAN.

IF YOU'RE A STUDENT, MEMBERSHIP IS A PROACTIVE STEP TOWARDS SECURING A SUCCESSFUL FUTURE IN THE HOSPITALITY INDUSTRY. YOU'LL GAIN KEY INDUSTRY KNOWLEDGE TO HELP BUILD JOB OPPORTUNITIES, HAVE ACCESS TO HSMAI PROGRAMS THAT COMPLEMENT YOUR ACADEMIC CURRICULUM, AND CONNECT WITH INDUSTRY LEADERS THROUGH CHAPTER AND PROGRAM PARTICIPATION. YOU WILL ALSO HAVE THE CHANCE TO BE INVOLVED IN INTERNSHIPS, JOB FAIRS AND CHAPTER BOARDS, AS WELL AS BE KEPT ABREAST ABOUT EXCITING SCHOLARSHIP OPPORTUNITIES OFFERED ANNUALLY BY THE HSMAI FOUNDATION.

IF YOU ARE CURRENTLY WORKING IN THE HOSPITALITY INDUSTRY, HSMAI OFFERS DISCIPLINE-SPECIFIC EDUCATION THROUGH ITS EXTENSIVE KNOWLEDGE CENTER RESOURCES AND HSMAI UNIVERSITY PROGRAMS. IT ALSO CONNECTS YOU TO AN EXTENSIVE NETWORK OF LOCAL, NATIONAL AND INTERNATIONAL PEERS, GRANTS BENEFICIAL LEADERSHIP OPPORTUNITIES THROUGH CHAPTER BOARDS, EXECUTIVE ADVISORY BOARDS AND COMMITTEES AND OFFERS CERTIFICATION OPPORTUNITIES IN SALES, REVENUE MANAGEMENT, DIGITAL MARKETING AND BUSINESS ACUMEN.

WITH ACCESS TO INDUSTRY DISCIPLINE SPECIFIC EDUCATION TOOLS, YOU'LL BE BETTER EQUIPPED THAN EVER TO BUILD YOUR BUSINESS STRATEGY AND GET RESULTS.



EDUCATION

ONE OF THE KEYS TO SUCCESS IS TO NEVER STOP LEARNING. AND, H SMAI HELPS YOU DO JUST THAT WITH ACCESS TO INDUSTRY DISCIPLINE SPECIFIC EDUCATION TOOLS IN THE REALMS OF SALES, MARKETING AND REVENUE MANAGEMENT. MEMBERS ALSO LOVE EXCLUSIVE ACCESS TO H SMAI PROGRAMS AND PUBLICATIONS AND UNLIMITED ACCESS TO ARCHIVED H SMAI UNIVERSITY WEBINARS FOR PERSONAL DEVELOPMENT AND TEAM EDUCATION. WITH H SMAI YOU'LL BE BETTER EQUIPPED THAN EVER TO BUILD YOUR BUSINESS STRATEGY AND GET RESULTS.

WITH ACCESS TO INDUSTRY DISCIPLINE SPECIFIC EDUCATION TOOLS, YOU'LL BE BETTER EQUIPPED THAN EVER TO BUILD YOUR BUSINESS STRATEGY AND GET RESULTS.



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