

HSMAI Honors Chapter Excellence at Annual Leadership Conference

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The Hospitality Sales and Marketing Association International (HSMAI) honored 17 of its chapters with 'Chapter Best of the Best Awards' in the 2007 Frank W. Berkman Chapter Awards Program at the 2008 Annual HSMAI Leadership Conference at The Broadmoor in Colorado Springs, Colo. March 25-27, 2008.

HSMAI presented the "Chapter Best of the Best Awards," an award representing chapter excellence and performance, for three groupings - large, medium and small chapters - in 11 categories. HSMAI received a record number of entries for the competition from more than half of HSMAI's 39 Americas Region chapters.

"HSMAI created the awards to recognize chapters that embody the organization's values and set an example for the industry," said Robert A. Gilbert, CHME, CHA, president and CEO of HSMAI. "The program also provides a venue for each chapter to share creative programming ideas and provide inspiration throughout our network."

Recipients of the "Chapter Best of the Best Awards" include:

Large Chapter Winners

Arizona Chapter won for best Awards and Recognition

Big Apple Chapter received awards for Collegiate Chapter, Customer Interaction and Fundraising/Community Involvement

Central Florida Chapter received awards for Communications, Education Programs, Membership, Partnership and Web Site

Washington, D.C. Chapter received the award for Customer Interaction

Medium Chapter Winners

Mid South Chapter won for Awards & Recognition, Collegiate Chapters, Customer Interaction, Fundraising/Community Involvement, Leadership Development, Membership and Partnership. The Mid-South chapter was also named HSMAI Chapter of the Year for 2007.

Los Angeles Chapter received the award for Communications

Mexico Chapter received awards for Education Programs and Web Site

Carolinas Chapter received the award for Membership

Small Chapter Winners

Missouri Chapter won for best Awards and Recognition and Leadership Development

Nebraska Chapter received the award for Collegiate Chapters

Northeast Florida Chapter received awards for Communications and Fundraising/Community Involvement

Southern Colorado Chapter received the award for Education Programs

Greater Houston Chapter received the award for Membership

Curacao chapter received awards for Partnership and Web Site

In addition to giving out the chapter awards, the HSMAI Americas board of directors, members of the Special Interest Group Advisory Boards (SIGs), managing directors and presidents of more than 30 chapters, collegiate chapter presidents and faculty liaisons gathered together for two days of strategic planning, discussions and brainstorming during the HSMAI Annual Leadership Conference which focused on "Reaching Higher Ground, Exploring New Heights." Each year, HSMAI hosts chapter, SIG and student leaders at this special conference to meet with other association leaders, discuss common issues and hear from renowned industry leaders on best practices related to key hospitality issues.

This year's program kicked off with former Olympian, Andrea Wieland, M.B.A. PhD who spoke about leadership performance including how to motivate engaged efforts, and balance life and work. The conference featured a mix of business and association management speakers and sessions including John Parke, President and CEO of Leadership Synergies, Jim Davidson, an international expedition leader, high-altitude rescuer and survivor, Carol Clark, VP of Social Responsibility for Anheuser-Busch and a panel of industry leaders discussing their paths to leadership with David Peckinpugh, President of the San Diego, CVB, Mike Dimond, formerly SVP Sales & Marketing at The Broadmoor, Jeff Senior, SVP Fairmont Hotels & Resorts, and Kim Schaller, CMO Hershey Entertainment.

Sponsors of the HSMIAI Leadership Conference were American Airlines, American Express, The Broadmoor, HSMIAI Southern Colorado Chapter, J&S Audio Visual, Inc., Jim Salestrom, Colorado Springs Convention and Visitors Bureau, Destination Services of Colorado, Inc. and Broadmoor Entertainment.

About HSMIAI

HSMIAI is an organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMIAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at annual events, including HSMIAI's Affordable Meetings(r). Founded in 1927, HSMIAI is an individual membership organization comprising more than 7,000 members worldwide, with 39 chapters in the Americas Region. For more information on HSMIAI, contact the Hospitality Sales & Marketing Association International, 8201 Greensboro Drive, Suite 300, McLean, VA 22102, phone (703) 610-9024, fax (703) 610-9005, or visit the website at www.hsmiai.org.

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