

## Revenue Idol Awards Honor Hospitality Industry Professionals

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Angie Belknap Presented with Inaugural HSMAI Idol Award

In its inaugural year, the Hospitality Sales & Marketing Association International's (HSMAI) Revenue Idol Award, designed to promote excellence and advance the Revenue Management profession in the hospitality industry, produced steep competition. The 2008 HSMAI Revenue Idol Award winner was Angie Belknap, director of revenue management, Radisson Ft. McDowell Resort & Casino and Radisson Poco Diablo Resort. Christine Kramer, director of revenue management, Omni Hotel San Diego, was a finalist. The awards are sponsored by TravelCLICK and were presented at the HSMAI Revenue Management Strategy Conference in Austin, Texas.

Angie is a seasoned Revenue Manager with more than 10 years experience who embraces new and innovative methods within the profession. At her resort, Angie implemented resort 'best practices' including, 'day of week' selling strategies, forecasting workbooks to track trends and a SMART action plan for revenue management. Angie's greatest impact has been on the Internet, learning Web 2.0 strategies to enhance the resort's reach online. To address the continuing education needs of her sales and revenue teams, she created a two-day Revenue Summit/Workshop. Angie is currently preparing to take the HSMAI Certified Revenue Management Executive exam and become the first CRME in the HSMAI Arizona Chapter, which nominated her for the award.

Christine, known as 'Chris' by most her colleagues, is the backbone of her team, actively participating in daily activities and providing guidance to team members. Her leadership and dedication to driving revenue, directly impacts the performance of her property. Additionally, Chris is an outstanding mentor to her team, taking the time to coach and train through weekly revenue meetings especially for new front office members. She is a sincere and passionate professional who serves as a resource for advice and guidance for her fellow Omni Directors of Revenue Management. Even with her busy schedule, she manages to still find time to work towards her HSMAI Certified Revenue Management Executive (CRME) accreditation. Christine was nominated by the HSMAI San Diego chapter.

Each HSMAI chapter was allowed to nominate one person for consideration as the Revenue Idol on the national level. To be eligible for the award, nominees must have a minimum of one year of experience dedicated to revenue management and be a member of HSMAI. Selection criteria included nominees' implementation of best practices, their commitment to communication and education, their ability to enhance and develop talent in the revenue management discipline, and their ability to build and strengthen relationships with other disciplines, allowing these disciplines to be more effective. The nomination process was managed by the HSMAI Revenue Management Special Interest Group Advisory Board.

More information on the 2009 Revenue Idol competition will be available in December 2008.

For more information on HSMAI's resources for revenue management professionals, visit [www.revmanagement.org](http://www.revmanagement.org).

### **About HSMAI**

HSMAI is an organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at annual events, including HSMAI's Affordable Meetings(R). Founded in 1927, HSMAI is an individual membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. For more information on HSMAI, contact the Hospitality Sales & Marketing Association International, 1760 Old Meadow Road, Suite 500, McLean, Va. 22102, (703) 506-3280, fax (703) 506-3266, or visit the website at [www.hsm.ai.org](http://www.hsm.ai.org).

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