



Hospitality Sales & Marketing Association International San Diego Chapter

Between the Sheets

Newsletter for HSMIAI Members

Fall 2002

2002

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Angel Tassone
Doubletree Hotel

Jacqueline Tonnaer
Hornblower Cruises and Events

Midsummer Monday Madness

HSMIAI Spares Little to Strike it Big – Again for a Good Cause



BOWLING FOR DOLLARS

The third annual Midsummer Monday Madness Bowling for Dollars Fundraiser – or Big Hair and Bowling with Babette event – was DA BOMB. Everyone styled their hair and got into costume – ‘cuz HSMIAI rolled out the lanes for a fun-filled night of bowling and carousing – 50’s style. With Sunset Bowling Alley decorated in black, turquoise and pink and adorned with a barber chair and centerpieces made up of hair curlers, hair spray, clips, etc., the evening was all about BIG HAIR BOWLING.

The colorful and dazzling Babette Schwartz, our Master/Mistress of Ceremonies, kept everyone charmed and entertained. She (he?) was the hostess with the mostest on the ball (or the “hottest with the most balls”, as she puts it).

Everyone filled up on pizza, imbibed at the bar, and “grooved” to the music while bowling to raise money (**a record setting \$10,000!!!**). And how could they go wrong with team names such as:

*The Higher the Hair
the Closer to Elvis*
Humphrey's Half Moon Inn

Harlem Coach Trotters
Sundance Stage Lines/
Contact Tours/Cloud 9

The Bowlottas
Bollotta Entertainment and
Shari, our Prez!!!

La Valencia Kingpins
La Valencia

The Cookie Monster
Doubletree Del Mar
Old Town Chili Peppers
Holiday Inn Old Town

Pin Pals
PRA Destination
Management



Third Annual **BOWLING FOR DOLLARS** Fundraiser

July 2002

It was all for charity and there were plenty of opportunities to win raffle prizes (a \$500 cash grand prize and 25 fabulous prizes provided by our generous partners), to go in the money-grabbing booth, and to bid on the incredible silent auction. Lucky Laurie Hartz of ConVis won the \$500.00 grand prize!

As usual, an event like this cannot be pulled together without the help of many many people, and the generosity of local businesses. So, thank you to the fundraising team and everyone on the HSMAI board. A very special thank you to our contributors who gave of their time and energy during the event. And, as always, THANK YOU to the wonderful companies who donated so many items for our raffle and silent auction.

Everything you spent benefited our charities: **\$10,000 was raised for Project Concern**, an international health organization that saves the lives of children by preventing disease and providing access to clean water and nutritious food, and the **HSMAI Scholarship Fund**, which helps local students at the **SDSU Hospitality Tourism Program** enter the hospitality industry by providing deserving students with cash for studies, books and supplies.



All smiles.



Babette and friend. She's the one on the right.



Money grabbing.



Ready for my shot.



It's all about the hair.

THANK YOU, Contributors!

- Arcade Amusements
- Balloonit
- Doubletree Hotel Del Mar
- Freeman Decorating
- Humphrey's
- Music As You Like It
- Pacific Event Productions
- Print Craft
- Pro Digital Photography
- Sunset Bowling Alley



**THANK YOU,
Raffle Prize and
Silent Auction Donors!**

- Act One Pictures
- American Golf
- Arcade Amusements
- Babette Schwartz Boutique
- Balloon It
- Bartell Hotels
- Beverly Heritage Hotel
- Bristol Court Hotel
- Contact Tours & Charter Services
- Courtyard by Marriott
- Destination Concepts
- Doubletree Club Mission Valley
- Doubletree Golf Resort
- Doubletree Hotel Del Mar
- Doubletree Hotel Mission Valley
- Doubletree Hotel Pasadena
- Embassy Suites Hotel Anaheim
- Embassy Suites La Jolla
- Embassy Suites Temecula
- Entertainment Solutions West
- Gordon Biersch Brewery
- Hennessey's Tavern
- Hilton San Diego Mission Valley
- Holiday Inn Harbor View
- Hornblower Cruises & Events
- Hotel Rex - San Francisco
- House of Blues
- Humphrey's Half Moon Inn & Suites
- Improv Traffic School
- Karl Strauss Brewery
- La Valencia Hotel
- L'Auberge Del Mar Resort and Spa
- Legoland
- Meadows Del Mar
- Minuteman Press
- Music As You Like It Production
- Old Town Trolley Tours
- Pacifica Restaurants
- Pacific Event Productions
- Pala Mesa Resort
- Pro-Digital Photography
- Rancho Bernardo Inn
- S.D. Hall of Champions
- San Diego Harbor Excursion
- Sea World
- Sheraton San Jose
- Sheraton Sunnyvale
- The Freeman Companies
- Yellowfish Promotions



Big hair, Baby, big hair.

**THANK YOU,
Fundraising Team!**

- Tracey Adams
- Rosie Aguirre
- Anthony Bollotta
- Tracie Crawley
- Elisabeth English
- Laurie Hartz
- More below*



The HSMIAI board.



Is this the salon?



We're too kool for skool.



It's all in the wrist.

**THANK YOU,
Fundraising Team!**

- Diane Lombardo
- Darla Methey
- Rhonda Skippon
- Angel Tassone



Straight Talk from the Meeting Planners: WHAT They Expect ***September 2002***

What if you could get it straight from your customers' mouths? What if you could have an opportunity to ask your customers how to best reach them or how much "sucking up" they expect? Participants in this month's program pulled no punches when they had an opportunity to ask a panel of local meeting planners some direct questions.

The panel was diverse and responsive. We thank the following for their participation:

Linda Gayhart, Conference Meeting Planner for First Allied Securities

Joe Berge, Corporate Travel Manager for Peregrine Systems

Diane Guthrie, Meeting Planning Management – Guthrie & Associates

Alison Harris, Conference Service Manger for LPL Financial Services

Nancy Clow, Meeting Manager with Elan Pharmaceuticals

Jan Davis, previously with Elan Pharmaceuticals, now doing vacation travel

And some of the questions asked:

Q How have things changed for you?

A Can't predict anything; making decisions later in the game; more promotion needed, as lower attendance experienced.

Q What is the best way for suppliers to get information to you?

A Telephone calls are the worst; do homework ahead of time; tailored e-mails.

Q What resources do you use? How do you get info on your suppliers?

A Destination brochure; directories; internet; bureaus; hotel travel index; national reps.

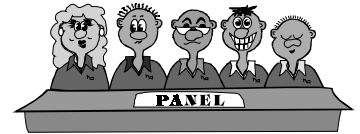
Q How do we get our foot in the door with you?

A Existing vendor has to mess up; be honest; timing is key; make planner look good.

Q Is "sucking up" important?

A Service is most important.

Thank you to the Hyatt Regency Islandia, (619) 224-1234, for helping make the day a success.



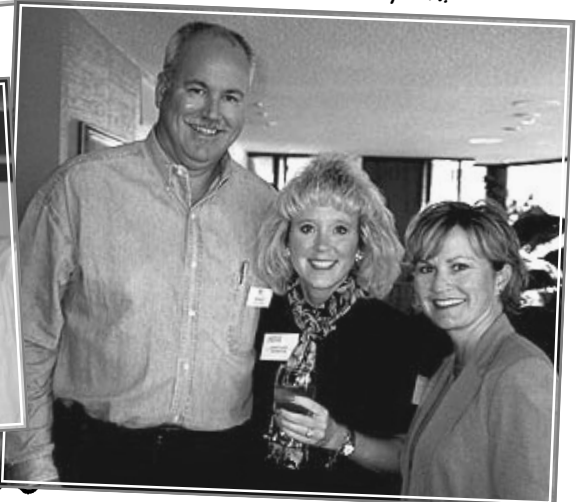
Diane and Linda, members of our panel.



Ready to ask the tough questions.



So, tell us more.



We came to learn.



Closing the Deal by Overcoming Objections

October 2002

This month's program, held at SeaWorld (Garden Plaza), was chockfull of useful information – especially in these tough economic times. Our speaker was Rodger Price of Jungle Communications. Rodger explained how most companies try to go directly from Awareness (the “Marketing”) to Action (“asking the customer to buy”) without spending enough time developing the interest and the desire – to pre-dispose the customer to buy from us.

He then emphasized the importance of having “one” compelling reason for your clients to use your product or service, and how to go about defining it.

And, mostly, Rodger concentrated on specific techniques on how to overcome resistance. He suggested preparing for resistance, rehearsing responses and role-playing.

Examples:

Client: “Send me some information and I’ll look it over.”

You: “Sure, that’s no problem. To make sure I send you relevant information, let me ask you a couple of quick questions.”

Client: “We don’t need/want your services. I am not interested.”

You: “May I ask you why? Would you be willing to do me a favor by...”

Client: “The economy really stinks; can’t you do better than this?”

You: “Our entire goal is to help you plan the most cost effective meeting with the least amount of headaches. Tell me about your biggest budget concerns.”

Rodger Price of Jungle Communications can be reached at (619) 741-7888 or rbp@junglecomm.com. You can check out his website at www.thejungledrum.com.



Rhonda at the mike.



Our speaker, Rodger Price.

We can all benefit from some helpful information.



All smiles.



It's a good day.



This trio is ready.



More learning for us.



The perfect setting at SeaWorld.



NEW MEMBERS

HELLO AND WELCOME
to our Newest Members:

Andrea Dodson
PARADISE POINT RESORT

Sandy Hanshaw
ROOM STAR

Courtney Kane
PRA

Brian Landrum
ENTERPRISE RENT A CAR

Brenda Nielson
HILTON SAN DIEGO
GASLAMP QUARTER

Danielle Parker
SUN DIEGO CHARTER COMPANY

Lori Sipe
SDSU

Jacqueline Tonnaer
HORNBLOWER CRUISES AND EVENTS

Remember, if you would like to become a member, please contact Rhonda Skippon, Membership Vice President, at (619) 224-3411 or Sales@halfmooninn.com. You can also contact HSMIAI International at (202) 789-0089.

Missing Persons We try very hard to keep track of all our members and their moves, but are missing a few people. Can you help us track them down? If you know “where they are now,” please contact Rhonda Skippon:

Jim Davis (formerly with Quality Resort); **Kathi Jackson** (formerly with Valley View Casino); **Howard James**; **Tanya Rogers** (formerly with Pechanga Entertainment Center). ↗

CALENDAR OF UPCOMING HOSPITALITY EVENTS

HSMIAI Events

November – Thursday, November 14, 2002

Salute to Services Night – the James V. Cunningham award. As always, we will honor the individual (and company) who has given service beyond that expected. Be sure to nominate YOUR candidate (contact any board member for a nomination form).

December – Thursday, December 12, 2002

Holiday Lunch program. As in previous years, this will also be an assistant appreciation event, so mark your calendars now. We plan to put you “in the mood” for the season and will bring you some surprises.

On a National level, you will probably want to attend:

- ✉ International Association for Exhibition Management (IAEM) Annual Meeting and Expo! Expo!, December 10-12, Orlando, FL, www.IAEM.org or (972) 687-9208. This event is the premier event for the decision-makers of the exposition throughout the world
- ✉ Insurance Conference Planners Association (ICPA), November 3-7, Seattle, WA, (604) 988-2054 <http://www.icpanet.com/>
- ✉ National Tour Association (NTA) Annual Meeting, November 8-13, Los Angeles, CA, www.ntaonline.com or (800) 682-8886
- ✉ HSMIAI Meetings Quest, December 5, Disneyland Hotel, Anaheim, CA, www.HSMIAI.org, (703) 610-9024. Meetings Quest is a one-day format show featuring morning educational programs for meeting planners and suppliers, followed by a luncheon and speakers program, and an afternoon trade show providing an opportunity for meeting planners to visit one-on-one with suppliers
- ✉ Association Forum of Chicagoland (AFOC) Holiday Showcase, December 18, Chicago, IL, www.associationforum.org or (312) 236-2288. ↗

HSMIAI Board Retreat

The HSMIAI, SD Chapter Board held their annual retreat in Palm Springs. During this event, the board discussed upcoming programs and the ideal location for each. Due to the down economy, the board feels that it would be advantageous for organizations within our industry to “team together” presenting educational programs to our industry. This would accomplish two things: attendees would have an opportunity to network with people that they would not necessarily meet, and most importantly, as budgets play a big factor, this would reduce the number of meetings held every month. It is the intent of the board to discuss this strategy with other leaders of various organizations such as MPI, ISES, NACE, etc.



Chapter "Chit Chat"

Itching to make a difference? We are looking for energetic, enthusiastic people to volunteer to be on the HSMIAI, SD Chapter Board. As a director, you will help set policy for the chapter, establish the schedule of events, formulate and present compelling programming, represent member needs and support fundraising goals. If you think you can make a contribution, please call or e-mail our current president, Shari Martinez (858) 278-5600 or Shari_Martinez@advisor.com. She will be glad to send you a nomination form.

Membership information When a member transfers to another job, HSMIAI's policy is to transfer the membership with that person **AND** offer a complimentary membership to the replacement at the old job; so be sure to notify Rhonda Skippon (619) 224-2411 or Sales@halfmooninn.com of any changes, so as not to miss any mailings.

World wide web address Visit us at www.hsmiai.org (username is your last name and password is the first six number of your membership number) or on our chapter site: www.hsmiaisd.org. There, you can check out upcoming programs, view pictures of past events, or even download a membership application.

Four ways to get the most out of membership Someone once said that belonging to a membership-type organization is like joining a healthclub: just paying your dues will not help you get in shape. Your membership is only as good as your attendance, active participation and level of involvement. So to make your membership worthwhile by: 1) Paying your dues; 2) Attending the lunches and workshops; 3) Meeting and networking with other industry members; 4) Participating as a volunteer on committees and the board of directors.

SNOOP du Jour

News of Members on the Move

"Babies are beautiful, wonderful, exciting, enchanting, extraordinary little creatures – who grow up into ordinary folk like us" ~ Doris Dyson

Hornblower Sales Manager, **Cori Lentine**, had her baby. New crew member, Megan Elizabeth Lentine, was born on Thursday October 3rd, 2002. And the Meeting Manager has a new baby: Raegen Hanks on July 2nd, born to **Jason & Christy Hanks**.

News From the Welk Resort: **Jeanette Eddery**, DOSM, became a grandmother in June to little Emily Eddery. While Jeanette looks entirely too young to be a grandmother, she's truly enjoying the role.

"Marriage: this I call the will that moves two to create the one which is more than those who created it" ~ Friedrich Nietzsche

Your Snoop du Jour Diva has a new last name: I (**Denise Simenstad**, Director of Sales at the SD Convention Center) recently married **John Vissat**, General Manager of Hornblower Cruises & Events. Three guesses where we were married and the first two don't count (yes, it was on a Hornblower Yacht: *The High Spirits*). But mine wasn't the only wedding: **Kari Olson Lusti** of the Meeting Manager wed **Chris** at the beautiful Loews Coronado Resort. *Continued on page 8*

Industry Trends

Economic and Security Concerns Temper Lodging Demand – according to PCMA News. Instead of gaining momentum, the economy is now expected to grow below trend pace for at least another two quarters. The effects of this, along with the erosion in consumer confidence, ongoing security concerns, and the travel "hassle" are contributing to a decline in RevPAR (revenue per available room) of 2.3 percent in 2002 and a projected increase of only 3.5 percent in 2003, reports PricewaterhouseCoopers LLP. A better outlook is projected for 2004, when RevPAR is expected to improve by 5.6 percent.

Revised Travel Forecasts Show Recovery Still Slow Scrub the federal aviation forecasts published before Sept. 11, 2001. The *New York Times* reported that domestic air passenger traffic by 2005 will be 9 percent below 2000 levels, according to a new forecast from the Boyd Group, an aviation consulting company. As a result, some of the largest air carriers expect to lose \$7 billion this year. Although a House subcommittee just approved a bill to help struggling airlines, passage is seen as unlikely this year.

Meanwhile, domestic leisure and business travel since Sept. 11 is still slow to recover, according to the Travel Industry Association of America. While leisure travel gained nearly 2 percent in volume in the first six months of 2002 over the same period last year, business travel is a clear drag-dropping nearly 9 percent in the period January to June 2002. Domestic travel spending fell \$27 billion to \$455 billion in 2001, with a further \$2 billion drop expected this year.



SNOOP du Jour

Continued from page 7

**“Change alone is unchanging”
~ Heraclitus**

Diane Lombardo is back downtown. After a year at the Shelter Pointe Hotel, she just accepted a Director of Sales position at her old stomping grounds, the Westgate. And **David Drummond** just reappeared after a short vacation (after leaving the Concourse). He is now at the Holiday Inn Mission Valley Stadium. Also not seen in a while: **Paul Ouelette** is back – now at the Hilton Mission Valley. Guess he just couldn’t stay away from San Diego. And remember **Lori Ball** (previously Hanger)? She is now National Sales Manager at La Costa Resort & Spa, handling WDC and the Southeast US. New hires at the Meeting Manager include **Kim Gartner**, Account Executive and **Deborah Osaki, CMP**, Account Manager.

Michael Krizanic, Director of Sales for the Hilton Gaslamp, is packing it in. He is moving to Palm Springs! He plans on finding himself a sales manager’s job and taking life less seriously. He has already sold his house and bought one in the desert. **Rachel Bender** also left the Hilton SD Gaslamp and joined Special Event Marketing as Director of Sales. And ACCESS California has two new team members: **Tracie Crawley**, formerly with The Event Team and **Sterena Strickland** from PGI.

**“Change is the only constant. Hanging on is the only sin”
~ Denise McCluggage**

Finally, after many years downtown, **Audrey Steidl** felt it was time to get closer to the water. She left the Westgate to join the Shelter Pointe Hotel as

Director of Sales. And following her at the same bayfront property is **Karen Lamkford**, also from the Westgate. Speaking of water, the Clarion Hotel Bay View has hired a new Sales Manager: **Katie Cress**. Katie was formerly with Blue and Gold Fleet, San Francisco Bay cruises and tours.

Quality Resort San Diego welcomed a new Sales Manager to its team: **Ann Schaller** will be handling the government and SMERF markets. And the Hanalei Hotel has two new hires: **Mary Wines** has replaced **Sally Gibb**, who retired on August 1 and **Kathy Espinola**, who is replacing **Keith Donner**. **Mark Dibella** is the new Director of Sales for the Wyndham properties. (Mark was formerly the Director of Food & Beverage).

“Change is one thing, progress is another. ‘Change’ is scientific, ‘progress’ is ethical; change is indubitable, whereas progress is a matter of controversy” ~ Bertrand Russell

Sylvia Press of the SD Concourse was promoted to National Sales Manager. And at the Meeting Manager, **Trevor Hanks** was also promoted to Director of Sales. Speaking of **The Meeting Manager**, the company recently received the 2002 Family-Owned Business award in the small business category, presented by the Family Business Forum and the *San Diego Business Journal*.

Success Story for **Barbara Jukich** and **Gail Rettig** of the SD Convention & Visitors Bureau: both have been promoted from Convention Assistants to Convention Services Coordinators. **Lana Ybarra** has been promoted to E-Marketing Coordinator for the Lawrence Welk Resort and will be assisting the other Welk Properties plus the timeshare division with their e-marketing needs. **Roger Hedgecock** sold his interest in Roger’s on Fifth to his partners; the new name is Georges on Fifth.

“A new world is not made simply by trying to forget the old. A new world is made with a new spirit, with new values” ~ Henry Miller

La Costa Hotel & Spa was recently purchased by KSL, and is in the midst of a long-awaited \$60 million transformation. \$25,000 is being invested in each guest room – all 478 to be completed by Super Bowl 2003! Spa La Costa is being recreated from the ground up and will put La Costa back on the radar as the #1 spa destination in America.

San Diego Hotel Reservations, Inc., has announced its new name, **RoomStar, Inc.**, effective immediately. RoomStar, Inc. will also deliver low cost hotel reservations (including car rental, airline, and the new option of cruise reservations) worldwide to both the consumer and meetings market.

The Ayres Hotel Group has just opened it’s 17th hotel in Southern California, **The Ayres Hotel Seal Beach** – with chapter member **Dana Meyer** as Regional Sales Director in charge.

And look out for the **“W” Hotel**, scheduled to open mid-December. Occasional hardhat tours are currently being scheduled.

“Delicious autumn! My very soul is wedded to it, and if I were a bird, I would fly about the earth seeking successive autumns” ~ George Eliot.



Snoop DIVA