

MEDIA ALERT

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**HSMAL GREATER LOS ANGELES, ORANGE COUNTY, SAN DIEGO AND
NORTHERN CALIFORNIA CHAPTERS HOST
2009 CALIFORNIA HOSPITALITY EDUCATIONAL CONFERENCE**

All California Hospitality Sales & Marketing Association International Chapters to Host 2nd Annual Educational Conference on September 2, 2009 to Address Importance of Education as Tool for Greater Success and Competitive Edge

DATE: Wednesday, September 2, 2009

TIME: 8:00 a.m. – 7:00 p.m.

LOCATION: Crown Plaza Anaheim Resort & Hotel
12021 Harbor Blvd
Garden Grove, CA 92840

EVENT DETAILS: Education is universal and the objective is to bring education to the forefront as a smart ROI for HSMAL members and hospitality industry professionals. The forum is HSMAL California's 2nd Annual Educational Conference. Last year the first conference was a combined effort of San Diego, Orange County and Los Angeles HSMAL chapters and it was so well attended that this year **ALL** the California chapters of HSMAL have combined resources, including Northern California's chapter, to bring together an expanded and exceptional program that brings value to attendees and their companies during this difficult economic time.

The conference is expected to bring more than 200 key industry professionals, speakers and panelists together in a full-day of educational presentations and programs; a great opportunity for networking and collaboration.

KEYNOTE

SPEAKERS: Cindy Novotny, Consultant, Speaker, Author and Executive Facilitator, Founder, Master Connection Associates (MCA)

Steven O'Malley, Vice President of Maritz Travel

Jorge Lopez, founder and current President, J & M Entertainment
"The Strategist with Humor" and Author of "Identify Your Clients & Increase Your Sales"

SCHEDULE OF ACTIVITIES:

9: 00 a.m.	Opening Session with Steven O'Malley
9: 50 a.m.	1 st Morning Breakout Sessions (Concurrent) Session #1: Revenue Management Panel Session #1: Meeting Planner Panel
11:05 a.m.	2 nd Morning Breakout Sessions (Concurrent) Session #2: Social Media Speaker Session #2: California Airport Administrator Panel
12:15 p.m.	Keynote Speaker Luncheon with Cindy Novotny
2:10 p.m.	Afternoon Breakout Sessions (Concurrent) Session #3: IDS/GDS Panel Session #3: Personal Branding Speaker
3:35 p.m.	Closing Session with Jorge Lopez
4:40 p.m.	Hosted Networking Reception and "CasinoTainment"
7:00 p.m.	Conference Ends

REGISTRATION:

The cost of registration for HSMAl members is \$99 before 8/7, \$125 before 9/1, and \$199 at the door. The cost of registration for non HSMAl members is \$125 before 8/7, \$150 before 9/1, and \$199 at the door. Price includes parking, AM/PM Breaks, breakfast, lunch and evening dinner/cocktail/casino reception.

To register, visit www.hsmaillax.org, e-mail Jjerauld@HSMAILAX.org or Call: (213-536-4182)

ABOUT HSMAl:

HSMAl is a global organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMAl has become the industry champion in identifying and communicating trends in the hospitality industry while operating as a leading voice for both hospitality and sales and marketing management disciplines, as well as connecting its members with customers. Founded in 1927, HSMAl is an individual membership organization comprised of nearly 7,000 members from 35 countries and chapters worldwide. HSMAl's Americas Region, headquartered in McLean, VA, consists of 38 chapters in three countries. HSMAl's European Region, headquartered in Oslo, Norway, consists of five national chapters in Europe. The Asia Pacific Region is under development. The

HSMAI Foundation was established in 1983 to serve as the research and educational arm of HSMAI.

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