

MEDIA ALERT

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**SOUTHERN CALIFORNIA HOSPITALITY EDUCATIONAL CONFERENCE
PROVIDES A HALF-DAY OF WORKSHOPS FOR HOSPITALITY INDUSTRY
SUPPLIERS**

*Los Angeles, Orange County & San Diego Chapters of Hospitality Sales & Marketing Association
International Hosts Educational Conference on September 9, 2008*

DATE: Tuesday, September 9, 2008

TIME: 11 a.m. – 7 p.m.

LOCATION: Anaheim Marriott
700 West Convention Way
Anaheim, CA 92802

EVENT DETAILS: The Los Angeles, Orange County and San Diego chapters of HSMIAI are hosting a half-day educational workshop geared toward hospitality industry suppliers including sales and marketing professionals and meeting planners.

Event activities include: a luncheon on the impact of online reservations, emerging trends and how to make them work for hospitality organizations, and how to increase RevPar and the importance of Rate/Inventory Parity; breakout sessions on the effects of Southern California's Open Skies Agreement on the hospitality industry; a professional development session on work/life balance, how to get the results you want and how to handle chaos with confidence; and a closing session on sales and marketing in the new generation.

SCHEDULE OF

ACTIVITIES: 11:00 a.m. Registration and Networking

12:00 p.m. Luncheon: "Impact of Online Reservations"
2:00 p.m. Keynote address: "Do You Shine or Whine?"
3:00 p.m. Breakout Sessions: "Southern California Airports Update"
and
Meeting Planner Panel
4:00 p.m. "Keeping Your Head: Sales & Marketing in the New World"
5:00 p.m. Reception

SPEAKERS:

Traci Mercer, Director, Hotel Market Management, Expedia Partner Service Group

"Impact of Online Reservations"

Carolyn Gross, Motivational Speaker, Author, Facilitator, Creative Life Solutions
"Do You Shine or Whine?"

Hampton Brown, Airport Services Development San Diego Airport

Nancy Castles, Public Relations Director, LAX

Rachel Gibson, Customer Service, John Wayne/Orange County Airport

"Southern California Airports Update"

John Fareed, Fareed Zapala Koepke, LLC

"Keeping Your Head: Sales & Marketing in the New World"

REGISTRATION:

The cost of registration for HSMIAI members is \$99 before 8/20, \$125 before 9/8, and \$150 at the door. The cost of registration for non HSMIAI members is \$125 before 8/20, \$150 before 9/8, and \$150 at the door. Price includes lunch and evening reception.

To register, e-mail Dee Dee at drieck@anaheimoc.org.

ABOUT HSMIAI:

HSMIAI is a global 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 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, HSMIAI is an individual membership organization comprised of nearly 7,000 members from 35 countries and chapters worldwide. HSMIAI's Americas Region, headquartered in McLean, VA, consists of 38 chapters in three countries. HSMIAI'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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