



March 2, 2009

Dear Sam,

This is just a note to thank you personally and HSMAI LA for your excellent service to ChannelRUSH in expanding our company presence to hoteliers in the Southern California market. As an active member of the Central Florida Chapter, HSMAI, it was natural for us to research your chapter as an avenue to expand our business.

We began with a sponsorship of the 2008 SoCal Hospitality Conference last September and what a success! Your entire staff maintained constant contact and Mitch Wooley made sure my logo was featured on the invitation material for maximum pre exposure. When I arrived at the meeting, I met Jennifer Kim, who made sure to introduce me to as many members as possible. Jennifer checked with me throughout the day to make sure that I was happy and meeting key contacts. By the end of the meeting, my contact business base and awareness of my product was a success because of Jennifer's diligence in checking with me during the conference.

Marissa DiDomenico followed up with me very efficiently about sponsorship of the HSMAI LA Revenue Manager's luncheon for February. I accepted and let me tell you, that was the best sales decision I could have ever made! The panel subject and exposure to my product matched so perfectly. And Sam, all of your personal assistance, down to sending me map quest directions from my hotel to the meeting, did not go unnoticed and made my trip so much easier. Again, Jennifer Kim, you, and Mitch Wooley all went out of your way to make the sponsorship a huge success for ChannelRUSH. Several references were made from the panel members to my product as a solution to the hotels revenue management needs. I also appreciated the opportunity to say a few words to introduce myself and ChannelRUSH before the luncheon.

Our measurable tangible return on investment was 15:1! I have the potential of adding over 15 new hotels to my client base just from the revenue luncheon. The HSMAI LA chapter's team passion is evident in every email, introduction, and luncheon. We could not have covered so much ground in Southern California without you! We look forward to expanding our partnership in 2009 and for many years to come.

Kind Regards,

**Susan Spencer**

Vice President Hotel Affiliates

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