



VisitGlendale
A R I Z O N A

2018



2018 HSMAI ARIZONA CHAPTER LEADERSHIP TEAM: Top row: Amanda Saye, Juliann Drew, Stephanie Long, Jennifer Swanson, Oscar Mastrantuono, Andrea Neece, Cheryl Street, Erik Dorr, Megan Padish, Stephanie Liegeois, Shannon Johnson and Kevin Duncan. Bottom row: Terry McDonald, Lynn Flosi, Rochelle Barton, Kerrell Dunsmore, Joanne Winter, Becky Bulkley, Lori Morris and Barry Nakano. Not pictured: Penny Allphin, Leilani Cabuntala, Wendy Johnson, Alma Pink, Tara Thain and Holly Zoba.



AzBusiness

SECOND ACT



HSMAI president traded in a career in theater to become a leader in Arizona's hospitality industry

By ERIN THORBURN

Who better to command the helm of the Arizona Chapter of the Hospitality Sales and Marketing Association International (HSMAI) than a self-driven, ambitious, mother of four (including an 8-month-old) with a deep-rooted history in hospitality sales and marketing than Rochelle Barton?

In addition to serving as HSMAI's Arizona chapter president, Barton is the director of event sales for Topgolf Gilbert and is always at the ready for a new challenge.

Az Business talks with Barton to find out what makes this local mover and shaker an inspiration and valuable leader to HSMAI members and professionals within the industry.

Az Business: What led to you becoming HSMAI's Arizona Chapter president?

Rochelle Barton: I began my career in hospitality with the Hard Rock Café in New York City, Times Square. Talk about being thrown into the deep end without water wings. It was an incredible experience and a spark was lit for an industry that

I had not previously considered. At the time, I was pursuing a professional career in theatre and was in-between shows. What started as a temporary solution to survive in New York City, became a very fulfilling career. I stayed with Hard Rock Café for a little more than 12 years in New York, as well as Phoenix. We moved to Arizona for my husband to further his career with Major League Baseball.

After our move, I began attending various local networking meetings and researching professional organizations within the industry. I soon discovered HSMAI, which not only offers monthly networking opportunities, but also provides outstanding educational resources. I quickly jumped in full force by volunteering as a committee member and ultimately into various roles on the leadership team. I never would have imagined that eight years after joining HSMAI, I would be serving as president. Through my various connections with HSMAI, as well as the local chapter of Meeting Professionals International, I was able to land my

About HSMAI

WHAT IT IS: The Hospitality Sales and Marketing Association International (HSMAI) is a global 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 while operating as a leading voice for both hospitality and sales and marketing management disciplines, as well as connecting its members with customers. The Arizona Chapter was established in 1968 and is the second largest chapter in the U.S.

INFORMATION: hsm-az.org



LEADING THE BEST: Rochelle Barton, director of event sales for Topgolf Gilbert, is president of the Arizona Chapter of the Hospitality Sales and Marketing Association International (HSMIA), which earned HSMIA's Frank W. Berkman "Best of the Best Awards" for Community Involvement and Fundraising.

PHOTO BY MIKE MERTES, AZ BIG MEDIA

current role as director of sales for Topgolf Gilbert and I have been with them for the last 3 years.

AB: How has HSMAI impacted your career?

RB: Throughout my journey, HSMAI has provided a resource for connecting me with other professionals in sales and marketing through a worldwide network. I have had the opportunity to participate in the Mike Leven Leadership Conference a couple of times, as well as local market conferences. The HSMAI Arizona chapter has given me the motivation to further my education in revenue management, as well as the digital marketing platform. I learn something new on a regular basis — either through monthly educational meetings or online with podcasts and the knowledge center. I hope to continue and grow with Topgolf and having HSMAI as a constant resource will be a contributing factor to that growth.

AB: How is HSMAI instrumental in attracting new meetings, events and conventions to Arizona?

RB: HSMAI has always been a leader in hospitality sales and marketing by identifying the hottest trends and communicating with its members. With a foundation that began in 1927, the organization has endured the test of time and brings 90 years of innovation and progression to an ever-evolving industry. Here in the Valley, HSMAI is celebrating 50 years of educating local industry leaders on what's new and what will set Arizona apart for meetings and conventions. Of course it helps to live in a paradise of year-round options.

AB: What issues or trends will have the biggest impact on your industry in the coming year or two?

RB: As the world continues to move in such a fast-paced digital direction, I definitely see discussions centering around how those advancements will affect the hospitality industry in sales, marketing and revenue management. I know HSMAI is committed

to staying on top of those advancements and offering educational resources to stay ahead of the game. HSMAI was the first organization to offer professional certification in digital marketing with the Certified Hospitality Digital Marketer, or CHDM.

With any large gathering, I know safety is of utmost importance and I see this topic having a presence and being addressed throughout the year. That's part of what I love about HSMAI – the organization is not afraid to tackle the difficult and sometimes sensitive subjects that we all want to talk about, but may not know how to start the conversation.

AB: What are you most looking forward to in your role as the local HSMAI president?

RB: Over the last eight years, I have had the opportunity to build lasting relationships in the hospitality industry and I look forward to not only strengthening those relationships, but getting to know more of the 250 total members in our local chapter. I am also looking forward to leading a stellar team in an industry that I'm passionate about.

AB: What are some of the challenges?

RB: As a busy mom of four children ranging in age from 8 months old to 10 years old, that's always my biggest challenge. I hope, however, that by serving in this capacity, not only will I discover new ways to share experiences of how to manage work-life balance, but that I'll also have the opportunity to set a positive and encouraging example for other working mothers in the industry.

AB: In addition to your role as HSMAI president, if you were gifted one superpower, what would it be?

RB: I'm a healer by nature and I think if I could have any superpower, that would be it. If anyone around me is hurting, my first instinct is to take away that pain. I know that once people found out about it, I might never get a moment's rest, but I'm a people person, so bring it on. **AB**

HSMAI leaders

Here are the winners of the Arizona Chapter of the Hospitality Sales & Marketing Association International (HSMAI)

2017 AWARDS OF EXCELLENCE:

- **Hospitality Sales & Marketing Professional of the Year:** Amanda Saye, GreenTree Hospitality Group, Inc.
- **Hospitality Student of the Year:** Sheryl Wood, NAU
- **General Manager of the Year:** Bleu Petty, GreenTree Inn & Suites Phoenix Sky Harbor
- **Sponsor of the Year:** Best Western Hotels & Resorts
- **Leadership Appreciation:** L'Auberge de Sedona
- **Sponsor of the Year:** Sonata Venture
- **Revenue Management Professional of the Year:** Kevin Duncan, Classic Hotels & Resort
- **Committee of the Year:** Student Relations Committee
- **Spirit of Hospitality:** The Event Team, Inc.
- **Shining Star:** Oscar Mastrantuono, North Central Group
- **Rising Star:** Shannon Johnson, Experience Scottsdale
- **Host Venue of the Year:** Doubletree Resort by Hilton, Paradise Valley-Scottsdale
- **President's Achievement:** Amanda Saye, GreenTree Hospitality Group, Inc.



THE RIGHT SETTING CAN TURN AN ORDINARY MEETING INTO AN EXTRAORDINARY ONE.

Discover an intimate alternative to convention hotels at the AAA Four-Diamond Hermosa Inn. Centrally located, yet tucked away in the shadow of Camelback Mountain, our 43-room resort provides a secluded retreat in which to focus, in close proximity of the endless recreation Arizona has to offer. Our casually-elegant meeting settings, ideal for groups of 10 to 65, feature authentic furnishings, fireplaces, wood beamed ceilings, artwork by original owner and artist Lon Megargee, and lush outdoor patios. Post-meeting, enjoy globally-inspired Arizona fare at LON's and signature cocktails on the newly-expanded bar and fireside patio at LON's Last Drop.

Discover an *#UnmistakablyArizona* place where modern technology, thoughtful service and Southwestern hospitality come together for beautifully inspired meetings.

For more information or to inquire about meetings at The Hermosa Inn, please call 602-792-1914 or email info@hermosainn.com.

5532 N. Palo Cristi Rd. Paradise Valley, AZ, 85253 | hermosainn.com





TODAY'S STUDENTS, TOMORROW'S LEADERS

H SMAI creates a link between education and leadership in the hospitality industry

By ERIN THORBURN

You don't have to be a science major to appreciate the value of symbiotic relationships. In fact, no one understands the power of symbiosis in success more so, perhaps, than a hospitality major, as well as leaders within the hospitality industry. And, there to reinforce and enhance this relationship is the Arizona Chapter of Hospitality Sales & Marketing International (H SMAI).

Through partnerships with Arizona State University, Northern Arizona University, Scottsdale Community College, Scottsdale Culinary Institute and Thunderbird University, H SMAI is providing exposure, resources and opportunities for students to increase their understanding and education through mentorships, industry experience and more. For hospitality employers, H SMAI is shaping and reinforcing an invaluable workforce of skilled labor that offers a competitive edge and undeniable return on investment.

Mentorship and apprenticeship

While Arizona's educational institutions offer exceptional programs in hospitality, mentorship and apprenticeship programs

serve as a supplemental and invaluable real-world experience for both students and hospitality leaders.

"Mentorship and apprenticeship programs will allow hospitality students to bring to life key concepts they learn in a classroom with the additional structure of real-world experience and guidance," says Janelle Hoffman, professor of Hospitality & Tourism Management for Scottsdale Community College. "Apprentice programs, like the recent program launched by AzLTA, for example, allows people dedicated to a career path in hospitality to forge relationships with mentors and people with many years of experience."

For students, mentorships, internships and apprenticeships provide a tangible connection to the local hospitality world and a path toward leadership in the industry.

"These supplemental programs give inexperienced job seekers an opportunity to learn first-hand how a job or position functions within the industry," says recent NAU hospitality graduate Sheryl Wood. "This type of opportunity can ignite drive and excitement for interns to help focus their career path."

Fellow NAU Hotel and Restaurant Management graduate Kerry Anderson has also found mentorship to be invaluable during her educational experience and beyond.

“One of my mentors is Lance Rohs, a college professor I had while in school,” Anderson says. “I still talk to him a few times a month about my career and if I have any questions, he helps me take a step back and really analyze the situation. I recently started my career with Marriott Vacations Worldwide and I’m already looking at everyone I meet there as a possible mentor.”

The link to the “live” world of hospitality in the form of mentorship not only offers what Hoffman refers to as “a sounding board of solid experience and opportunities to explore different areas of the industry,” it takes networking to the next level by introducing an expanded and more personalized circle of support.

As a result of professional mentoring and supplemental programming, Arizona’s hospitality industry is, in turn, offered highly educated, adept and experienced graduates with expansive skill sets. By sharing their experiences, leaders of the industry benefit by hiring recipients of apprenticeships, mentorships and internships who are deeply vested in hospitality and tourism career paths.

The “why”

You’ve probably heard the buzz surrounding, “What’s your why?” The answer is intended to reinforce and validate why what you do personally or professionally is of value. If we apply the question to why is a “super-sized” education and experience in the hospitality of utmost importance today, what’s the answer?

“A generation ago, the hospitality industry was one in which as long as you were willing to work hard, you could get ahead,” Hoffman explains. “Today’s business climate has a much stronger focus and appreciation for education and training. One thing we have learned in the last decade is that many things can be taken away from you – maybe quicker than imagined. Education, training and experience are things that you can never lose.”

And, “the why” doesn’t simply apply on a macro level. There are as many micro caveats of education in which the “why” manifests as an essential skill set borne of combined classroom and real-time application, as demonstrated by one of Wood’s top educational takeaways.

“One of the biggest challenges I overcame during my educational program was facing my fear of public speaking,” Wood says. “Through HSMIAI connections, I met a person involved with Tovrea Castle at Carraro Heights in Phoenix. One thing led to another and I found myself in training, then certified and giving speaking tours to the public as a volunteer at the castle for two years while going to college.” **AB**



Kerry Anderson



Janelle Hoffman



Lance Rohs



Sheryl Wood

HSMIAI offers a boost

In addition to an opportunity for students to qualify for a Student Membership rate of \$70 for three years after they graduate (versus the regular fee), HSMIAI offers scholarship opportunities for local and international students. Learn more about the many benefits HSMIAI offers students enrolled in an educational hospitality program at (hsmiai.org/Resources/student.cfm). Here is a sneak peek of what’s available to student members of the HSMIAI Arizona Chapter:

- Access to industry publications: HSMIAI Marketing Review, HSMIAI Insights Newsletter, Student Update e-newsletter and Arizona Chapter e-newsletter.
- Complimentary rates for chapter education programs and reduced rates for networking and special events.
- Mentoring opportunities through the chapter Student Relations Committee.
- Members-only resources at hsmiai.org and hsmiai-az.org.
- Internships and temporary sales opportunities through the Student Relations Committee.

LOOK

Meetings and conventions help make tourism Arizona's most lucrative export industry

By ERIN THORBURN

Most people don't think of tourism as an export industry. And when it comes to Arizona, the state's tourism export industry is an impact player.

Just think of the five C's of this export industry: Climate, cacti, canyons, culture and conventions. And that's just the C's.

How big the the state's tourism export industry? Last year, 43 million people visited our desert state and during their stays, they collectively spent \$21.2 billion. Tourism is more than an economic guiding force; it's an export industry that is providing funding for our education system and infrastructure and impacting our overall economy in the best ways possible, according to experts from the Hospitality Sales & Marketing International Arizona Chapter.

BRINGING IN THE BIG BUCKS AND BUSINESS

From Phoenix and Glendale to Flagstaff and Tucson, the business of conventions and meetings is booming in Arizona. This is no

doubt a result of Arizona's land of plenty in terms of hospitality, meeting space and unique, engaging amenities, but there's more to the story. Arizona's tourism entities are vigilant, creative and persistent in marketing the state and creating innovative campaign strategies to draw in new business and opportunities.

"This year, Experience Scottsdale is focused on generating business from new destinations, in addition to our key target markets," says, Experience Scottsdale President and CEO Rachel Sacco. "We've been hitting the road for trade shows, sales calls and client events in cities like Austin, Nashville and Kansas City. In doing so, we hope to introduce planners to the destination and build lasting relationships that bring new business to the community."

"Hilton has created a co-op for Phoenix area hotels," adds Robert Rauch, CHA president and CEO of RAR Hospitality. "They are pooling the marketing dollars from Phoenix-area Hilton branded hotels and using that for more extensive advertising specifically to the Phoenix market. Some areas of focus are drive

ECONOMIC ATTRACTION

Is it any wonder that Arizona's rich export tourism industry supports a healthy economy, contributes to education, infrastructure and more? Here are some of the upcoming events that help drive the tourism and hospitality industry.

- Cactus League spring training takes place Feb 23 - Mar 25 and has an annual economic impact of nearly \$1 billion.
- Phoenix Comic Fest — formerly known as Phoenix Comicon — takes place over Memorial Day Weekend and attracts more than 200,000 visitors, many of whom fill downtown hotels and restaurants.
- The American Alliance of Museums will host its annual meeting in Phoenix from May 6-9 and is expected to draw more than 5,000 attendees. Anyone who is anyone in the world of museums will come to Phoenix and get to experience the rich and varied collections of curated artistic content.
- ACT-W — Advancing the Careers of Technical Women — will host its annual event April 10-13 in Phoenix. ACT-W is a national organization serving thousands of women through tech programs and related events.
- The League of United Latin American Citizens' National Convention and Exposition, which takes place July 17-21, is expected to draw more than 3,000 registered attendees and will host several extravaganzas around town to engage Arizona's rich and diverse Latino community.
- The Net Impact Conference will convene its annual gathering of more than 3,000 attendees Oct. 25-27. Net Impact is an organization that mobilizes new generations to use their skills and careers to drive transformational social and environmental change.

HERE

A man and a woman are hiking on a rocky peak at sunset. The man is on the right, wearing a blue shirt, brown shorts, a brown cap, and a large backpack. The woman is on the left, wearing a plaid shirt, khaki shorts, and a blue backpack. They are both looking out over a valley with mountains in the distance. The sky is a mix of blue and orange from the setting sun.

markets, Cvent (company that specializes in meetings management technology) campaigns, weddings and sporting events.”

And, while forces in hospitality, meeting planning and tourism unite, cities are working together to increase Arizona’s offerings even more.

“Greater Phoenix is continually welcoming new bars, restaurants, resurgent neighborhoods and micro-hoods that are adding vibrancy under the Sonoran Desert sky,” says Lorne Edwards, vice president of sales and services for Visit Phoenix.

“We will continue to leverage the collective resources of our greater hospitality partners, as well as those within the local industry to create unique convention experiences that provide engaging content and entertainment.”

THE IMPACT OF THE EXPORT

Let’s circle back to the previously mentioned statistics, this time adding another number that emphasizes the

value of Arizona's tourism as an "export industry." In Scottsdale alone, nearly 9 million domestic visitors explored the city, spending \$1.5 billion.

"Those are dollars spent at hotels and resorts, restaurants, shops and attractions," Sacco says.

"The Phoenix area offers many top-tier hotels and resorts, but many people don't know how much group business fills these hotels every year," Edwards explains. "According to STR Inc. reports, from January through November 2017, nearly half of all occupancy at the luxury and upscale hotels in the Phoenix area was from group business — those booking at least 10 or more rooms per night."

Individual visitors, groups and large conventions assuredly continue to reflect impressive spending, but again, there's more to the story of our export-tourism industry.

"These 18 million-plus visitors generated \$443 million in state and local tax revenue in 2016," Edwards says.

This revenue is what creates jobs – 184,200 in direct employment, according to Rauch.

REVENUE REVS ECONOMY

"Tax revenue from our meetings and conventions are used for everything from police, fire and roads to education," Rauch says. "Because Gov. Doug Ducey is both education-minded and economic development-minded, those added tax dollars can be put to work to benefit both education and economic development."

Scottsdale, similar to Phoenix, can thank group meetings and business for the influx of tax revenue, which accounts for nearly



Lorne Edwards



Robert Rauch



Rachel Sacco

half of all tax revenue in the city, according to Sacco.

"In the first half of the 2017-18 fiscal year, Experience Scottsdale booked 285 meetings and 90,624 incremental room nights into Scottsdale market area hotels and resorts," she says. "Our efforts equate to \$44.5 million in economic impact."

In the case of the City of Phoenix, a 5.3 percent bed tax is applied to guests' hotel stays, with a small portion going to Visit Phoenix and destination marketing efforts, and the rest going toward community development and improvement and the city's general fund.

"When groups host meetings in Phoenix," Edwards says, "they are contributing to the local economy's continual growth. The city and its residents rely on the taxes generated by the hotels to support city services, and these hotels need a steady flow of group business to stay full." **AB**



HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL

HSMAI is committed to growing business for hotels and its partners, and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as the Adrian Awards, Digital Marketing Conference, Revenue Optimization Conference and ROCET Conferences. HSMAI is an individual membership organization comprised of more than 7,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMAI at hsmi.org.

Active since 1968, the Arizona Chapter is HSMAI's second-largest chapter. Although the main core of membership is hotel sales and marketing professionals, the association serves supplier/partner members such as transportation companies, golf courses, restaurants, convention and visitors bureaus, entertainment companies,

entertainment venues, photographers, public relations/marketing companies, as well as student and faculty from local colleges and universities. In addition, HSMAI is the only professional association for the hotel revenue management professional.

The Arizona Chapter has been recognized as the most award winning HSMAI chapter of all time and was recognized as HSMAI's 2015-16 "Chapter of the Year." Its chapter offers members a variety of benefits including monthly education programs targeted specifically to the sales and marketing and revenue management professional, a variety of networking and fundraising events, leadership development training and community service volunteer opportunities. The bottom line ... HSMAI provides member companies with added and measurable value. For more information, contact Executive Director Joanne Winter at 602-240-5552 or visit the chapter website athsmi-az.org.

BEYOND THE BALLROOM



See why Tucson's one of a kind culture creates an experience that extends beyond the ballroom.
Book now through 2020 and earn up to **\$15,000** OFF your Master Account.

Find out more: [TucsonOnUs.com](https://www.tucsononus.com)

Pamela Traficanti, National Sales Manager
520.770.2150 | ptraficanti@VisitTucson.org

FREE YOURSELF.®

tucson
VISITTUCSON.ORG