The HSMAI Arizona Chapter is going to relive the 1980’s! We invite you to join us on Thursday, November 29th at The Venue in Scottsdale, Arizona for the Annual HSMAI-AZ Holiday Celebration and Awards Gala!

The Special Events Committee was informed that our 2007 President, Melanie Volkers, envisioned a fun 1980’s theme for her holiday gala, so the committee has planned an event so spectacular that even Jeff Spicoli would call it “totally awesome dude!”. Prizes will be given out for the Best Female costume, the Best Male costume and the Best Couple costume. So, here’s your chance to wear your high school prom dress, be yuppie, a punk rocker, Madonna or...well, you get the idea!

This is also the event where our stars of the chapter will be recognized with the Chapter Awards of Recognition, to include General Manager of the Year and the Hospitality Sales & Marketing Professional of the Year. You won’t want to miss it.

Help HSMAI-AZ celebrate the “Season of Giving” by bringing an unwrapped item to the holiday party to be donated to the Children’s Angel Foundation, HSMAI-AZ’s 2007 “Charity of the Year”. Suggestions include sensory tactile stimulation toys for all ages (if it makes a noise, plays a song, has lights, etc.), hand held games, sing-along CD’s, painting items or other crafts. No stuffed animals please.

HSMAI-AZ Holiday Celebration & Awards Gala
Thursday, November 29, 2007
The Venue of Scottsdale
7117 E. 3rd Avenue, Scottsdale, AZ
5:30PM – 9:00PM

Cash Bar, Buffet Dinner, Costume Party, Entertainment, Awards, Fun!
BE THERE OR BE SQUARE!

PLEASE ROUTE TO:  ____ G.M.  ____ Sales Staff  ____ Catering Staff
FROM THE PRESIDENT
Melanie Volkers
Radisson Fort McDowell Resort & Casino

I can not believe that I’m sitting here writing my final HSMAI president’s message! It doesn’t seem like a year has already passed since my presidency began, and now I’m preparing to hand the baton off to Pam Patterson and her leadership team at the holiday party later this month.

At the beginning of the year, I asked you to join me as we embarked on a journey towards the creation of “Brand You” for our members as individuals and our chapter as a whole. The transformation into a brand of excellence doesn’t happen overnight, but I hope that over the course of this past year, we have given you some of the tools to help get you to where you want to be through our educational programming, community service projects, and networking events.

As we continue to develop our new brand as HSMAI-Arizona, we set some aggressive goals at the beginning of the year for the chapter as a whole. So, it’s only fitting as my term is winding down to take a look at those goals and let you know how we did.

We set out to grow our membership over our 2006 year end totals. As of mid-November, we have grown by about 50 members—and the year isn’t quite over! While this is an incredible result, there are still so many more opportunities to grow our membership by engaging revenue managers and creating program content relevant to that discipline. There are still many hotels and resorts which are surprisingly not part of HSMAI-Arizona as well. So, while we had great results, we have to keep pushing forward and continue working towards that brand of excellence!

We set out to offer new educational opportunities by offering the HSMAI University webinars to our members. Unfortunately, this didn’t happen this year, but it’s something that we believe in, so I hope to see the new board work toward this goal.

We set out to help our student members on the path towards their professional development. Our student membership continues to grow, and we continue to see record numbers of students at our monthly meetings. Additionally, several of our leaders have spoken to classes at ASU, SCC, and Scottsdale Culinary Institute. We recognize that our student members are the future of our industry, and it is our responsibility to engage them and mentor them.

We set out to strengthen our financial position, and thanks to our growing membership and the generosity of some key sponsors this year, we are doing very well financially. Our members have been extremely generous this year, and I can’t thank you enough for your commitment to our success.

Finally, we set out to explore new community service opportunities. The community outreach committee was very active this year, and has added new programs for our members.

Looking back, it has been a great year! I am proud to have served as president of this amazing chapter and thank you for placing your trust in me to lead this association.

Wishing you all a great holiday season and all the best in 2008!

Yours in hospitality,
Melanie
Annual Golf Tournament Hits A Hole in One!

The Annual HSMAI Golf Event took off again this year with great players, great weather and a really great course. Thanks to the Orange Tree Golf Resort, the HSMAI golf tournament was a success. The food catered was delicious with tiny desserts that followed an excellent Mexican meal.

The winning foursome was our team from Quest: David Dameron, Ruben Valenzuela, Bob Andersen and Jon Liton.

A very special thank you to our committee and volunteers. Without you, our event would not be possible. Thank you for all of your hard work and dedication: Gigi Rock, Chair, Bill Mesa, Board Liaison, Liz Bauer, Angela Gomez, Pam Patterson, Rebecca Roth, Melissa Sullivan, Melanie Volkers, Jeni Wilson, and Kandi Roeser.

THE ARIZONA CHAPTER OF HSMAI WISHES TO THANK ALL OF OUR SPONSORS AND CONTRIBUTORS FOR THEIR SUPPORT OF THE ANNUAL HSMAI GOLF CLASSIC!

**Title Sponsor:**
Casino Arizona

**Eagle Sponsors:**
Best Western International
GES Exposition Services
Modern Exposition Services

**Birdie Sponsor:**
Radisson Fort McDowell Resort & Casino

**Hole Sponsors:**
The Parking Spot
Val Pak of Arizona

**Tournament Sponsor**
Orange Tree Golf Resort

**Airline Sponsor:**
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Picture Phoenix

**Signage Sponsor:**
GES Exposition Services
Children’s Angel Foundation

Thrift & Boutique

The Children’s Angel Foundation Thrift & Boutique benefits kids with special needs at Hacienda HealthCare

Shop · Volunteer · Donate

All proceeds from the Children’s Angel Foundation Thrift & Boutique will directly help the infants, children and young adults served through Hacienda HealthCare, which provides a wide variety of programs and services in Arizona. For more information about Hacienda HealthCare and its affiliates, please visit HaciendaHealthCare.org.

Boutique Hours
Monday — Friday 10 a.m. to 6 p.m.
Saturday 9 a.m. to 5 p.m.
Closed Sundays

4648 North 16th Street
Phoenix, Arizona 85016
Phone: 602.795.0834
Web: ThriftandBoutique.com
Andrea Beaulieu was our featured speaker at the September 20th meeting at the Chaparral Suites. With her presentation, "Unleash Your Creativity and Experience the Extraordinary", she shared her seven practices to find and follow your authentic voice — that intuitive wisdom and creative voice we all have — so we can all bring our creative genius to the table and experience greater happiness, fulfillment and success.

Guests learned:
• The secret to enhanced creativity.
• How to access your highest level of creativity and use it to discover new solutions and opportunities in whatever area you desire.
• How to move beyond current perceived limitations and experience uncertainty and risk-taking as allies in creating new possibilities.
• Simple communication techniques to enhance your relationships.

Thank you to Andrea for enlightening all of us. Additional thanks also go to our gracious hosts, the Chaparral Suites, to Bill Johnson for providing the LCD projector and to The Carefree Resort & Villas for accommodating our NAU students.
Do you influence others in your current role? If so, are you using it to deliver value to your organization, your customers, and your team?

Thomas Bogart, Strategic Marketing Coach, LLC walked us through the steps of identifying what influence is by determining who has had an impact on our lives and who we may in turn be impacting.

Who are the past or present leaders you respect? What leaders are impacting hospitality, business, sports, and politics the most today, and why? Are you a leader? You may have more influence than you think. Know your strengths and the strengths of those you work with. Ernest Hemingway says, “Now is no time to think of what you do not have. Think of what you can do with what there is.”

In your current role do you add value, contribute or consume? There are four types of people; those who add, subtract, multiply and divide. Who you are really determines the role you represent; not what you do!

What is your level of influence? Be an encourager, a coach, a change agent, foster innovation. Where ever you are in the organization you can be an influence. Get involved and engaged.

Are you playing to your strengths? Marcus Buckingham says, “There are many good levers for engaging employees and driving team performance; but the master lever is getting each employee to play to his/her strengths; and engaged team will be the result.”

Create and foster inspiration where you are. How can you inspire your team? Stay charged up. Learn what inspires each person and learn their language. Identify demotivating issues at work and reduce/remove them. Celebrate!

You can have influence from any position! But you can’t do that unless you get involved.

Thank you to the Radisson Ft. McDowell Resort & Casino for stepping in to host this meeting for us AND treating us to a top notch meal. They not only support us with the many staff who are HSMAI members, but they are always willing to help our chapter out. They also provided accommodations for the NAU students who drove down from Flagstaff to join us. Additional thank yous to Bill Johnson for providing the LCD projector and to Richard Carmer and Picture Phoenix for the photo memories.
Welcome New Members!

Please help welcome our September and October new members at our next event:

**September:**
Emily Bailey-Stoner, Northern Arizona University
Maaike Banning, Best Western International
Jenny Behan, Fort McDowell Adventures
Elizabeth Davey, Northern Arizona University
Tricia Duffney, Rancho de los Caballeros
Laurie Gardner, Copper Hospitality
Maggie Horwitz, Best Western International
Sara Huddleson, Hyatt Regency Scottsdale Resort & Spa
Holly Krecklow, Best Western International
Csesalie Lease, Northern Arizona University
Matt Lowney, Copper Hospitality
Jill Malczewski, Best Western International
Alyssa Maxey, Northern Arizona University
Vicki Mayo, Kokopelli Suites
Nash Mittelman, Northern Arizona University
Terri Nelson, Best Western International
Sheryl Price, Best Western International
Bekki Ramsey, Best Western International
Tracy Rizzo, Loreto Bay Company
James Roddy, Northern Arizona University
Adam Sosna, Northern Arizona University
Melissa Sullivan, Modern Exposition Services
Christopher Tallman, Northern Arizona University
Byron Tatsch, Northern Arizona University
Thomas Waters, Northern Arizona University
Florian Weiss, Best Western International
Terry Williams, City of Glendale
Jory Zimmerman, Northern Arizona University

**October:**
MaryLou Adney, Coastal Hotel Group/Lodge on the Desert
Stefanie Behn, Northern Arizona University
Heidi Brashear, Starwood Hotels & Resorts
Rachel Brown, Northern Arizona University
Ryan Chester, Cayenne Consulting
Sloane Clayton, Sheraton Phoenix Airport Hotel
Shallana Edwards, Shell Vacations Hospitality
Jamal El Habach, Northern Arizona University
Kyle Gantt, Northern Arizona University
Colby Kahl, Arizona State University
Jan Kolbe, Northern Arizona University
Susan Kruglick, Arizona State University
Robert McCracken, Madden Preprint Media
Drew Nestler, Arizona State University
Jyothi Sampat, Best Western International
Rita Tiltges, Best Western International
Katharina von Sassen, Northern Arizona University
Corey Wolter, Northern Arizona University

Member News

**Corissa Kopp,** Orange Tree Golf Resort and our Special Events Chair, gave birth to Carly Ann on October 9th. Congratulations to Pete & Corissa!

In other baby news, **Angela Gomez** with Loews Ventana Canyon Resort in Tucson is expecting her first baby in February. Congratulations Angela!

**Angela Armstrong,** GES Exposition Services, has been promoted to General Manager/Director of Sales of the company's Phoenix operations. Way to go Angela!

**Jill Longfellow** has been promoted to Hotel/Convention/Meeting Planner Account Manager for Enterprise Rent A Car. This is a newly created position with ERAC. Enterprise's new focus is on helping with the rental needs for everyone's conventions, meetings and hotel guests.

**Encore Creative** is growing! They recently acquired Set Monsters, making them a great source for professional meeting sets, props, theme parties, decor, design, entertainment and events.

A BIG congratulations to the **Scottsdale Convention & Visitors Bureau**! They are celebrating their 20th Anniversary this year.

Congratulations to **The Phoenician Resort** for receiving the Five-Diamond Award from AAA!

*Do you have any news you would like to share?*

**Three Upcoming HSMAI Events:**

**Travel Internet Marketing Strategy Conference**
December 3, 2007
Pointe South Mountain Resort, Phoenix, AZ

**2007 Adrian Awards and 51st Anniversary Gala**
January 28, 2008
Marriott Marquis, New York, NY

**8th Annual Resort Conference**
April 16-18, 2008
Hotel del Coronado, San Diego, CA

*For more information on any of these International events, visit www.hsmai.org.*
On several occasions my desire to see the good in people has blinded me to the arguably brutal negativity that some misdirected souls feel entitled to inflict on their co-workers. Perhaps the greatest betrayal is when someone we trust or look up to is mean to us.

Some people use meanness to get their way. We've all had new bosses who thought that becoming Attila the Hun was an appropriate form of supervision. Management by intimidation never works.

At other times meanness can appear to be an equalizer, giving someone the perception that they can protect themselves from an emotional terrorist. People who try to vanquish negativity in this manner are usually over matched. It's also hard to keep mean energy inside you if you are not really a mean person. And yes, most unfortunately, truly mean people do exist.

Even some overtly aggressive leaders act out in ways that they sense will make their staff cower. Most normal team members who are being treated this way will submit to almost anything to get rid of the pain and anxiety. Mean people also enjoy the feeling of power that their behavior gives them. For them, being mean is an addiction, and the meanness becomes something they try to keep burning inside themselves. They must be unaware of how this type of personality will eventually destroy any relationship, business or personal, that might have come their way.

It seems that there is more meanness today than before. I witness rudeness to entry level interns who are doing their job with a smile, peers insulting each other as though it were an art form, and disgruntled employees trying fruitlessly to seek revenge through the courts. Everyone feels like they have to win, and most who get into this pattern will stop at nothing. When this happens, everyone ends up losing. And your business ends up suffering. If you have to deal with a mean co-worker on a regular basis, here are three things you can do:

- Get support. Telling someone in HR or your supervisor what you are going through will help give you a place to put your pain and perhaps give you some perspective. Whether this is a onetime event or an ongoing tragedy, the benefit of discussing this with a professional in your office will help.

- Realize you have a choice. If you've been brought up around mean people, being around someone who understands and is sensitive can be an eye opener. Not everyone behaves in a toxic manner. Choose to work with people who are kind.

- Get out of the way. Most people leave their jobs because they don't get along with their bosses. It's okay to leave or to end something if you are being abused. This goes for personal as well as professional relationships.

I don't think I've ever seen someone respond positively to meanness. It's a poor tactic and never works in the end. If you are mean, give it up. Like the song says, "Mean people suck."

For more than two decades Fortune 500 companies, educational institutions, and government organizations worldwide have relied on Dr. Barton Goldsmith to help them develop creative and balanced leadership. He is a highly sought-after keynote speaker, business consultant and author. His columns appear in over 500 publications, including the Chicago Sun-Times, the Detroit News, and the Los Angeles Business Journal. Considered an expert on small business, he has spoken worldwide to groups of 10 to 5,000, and is in high demand for Keynotes, Training and Consulting. He may be contacted through his web site BartonGoldsmith.com or at (818) 879-9996.

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Mark Your Calendars ...

The HSMAI Community Outreach Committee is going holiday caroling!

Thursday, December 13th

Members, Guests and Santa's Elves will be visiting convalescent homes in Old Town Scottsdale.

Contact Deliah Rose for more information (drose@legacygolfrresort.com) or check out hsmai-az.org for more details.
INDUSTRY CALENDAR OF EVENTS

NOVEMBER/DECEMBER 2007

28 ... ISES "Fire and ISES" Holiday Gala and Silent Auction, Inspirador, 6:00-10:30 p.m.
29 ... HSMAI Annual Holiday Gala, "Relive the 80's", The Venue of Scottsdale, 5:30-9:00 p.m.
  4 ... AzSAE Holiday Gala and Awards Dinner, Glendale Civic Center, 6:00 p.m.
  4 ... HIP "Home for the Holidays" Event, Scottsdale Waterfront Residences, 5:30-7:00 p.m.
  8 ... NSA-AZ Holiday Party
 11 ... NACE Holiday Mixer, The Phoenix Zoo, 5:30-8:30 p.m.
 12 ... MPI Annual Holiday Party, "Ho, Ho, Ho at the Valley Ho", 6:00-9:00 p.m.
 13 ... HSMAI Holiday Caroling Event, Old Town Scottsdale
 14 ... AzHLA Stars of the Industry Luncheon, Hyatt Regency Scottsdale, 11:30-2:30 p.m.
 19 ... SGMP Holiday Festival and Silent Auction, Hyatt Regency Phoenix, 11:30-1:00 p.m.
 19 ... AzBTA Holiday Party, Tempe Mission Palms Resort, 5:00-7:00 p.m.
 19 ... SITE Annual Holiday Luncheon, Royal Palms Resort & Spa, 11:00-1:30 p.m.

For a complete Industry Calendar for the year, visit: http://www.my.calendars.net/azevents2

CONTACT NUMBERS

HSMAI Arizona (Hospitality Sales & Marketing Association International) ... 602-240-5552 or www.hsmai-az.org.
MPI (Meeting Professionals International) ... 602-277-1494 or www.azmpi.org
AzSAE (AZ Society of Association Executives) ... 602-266-0133 or www.azsae.com
SGMP (Society of Government Meeting Professionals) ... 480-949-8472 or www.sgmpaz.org
NACE (Nat'l. Association of Catering Executives) ... 480-659-4333 or www.phoenixnace.com
AzBTA (AZ Business Travel Association) ... 480-836-5318 or www.azbta.org
SITE (Society of Incentive Travel Executives) ... 480-816-6465 or www.azsite.org
ISES (International Special Events Society) ... www.isesaz.com
HIP (Hospitality Industry Professionals) ... hip-az.org

Visit www.hsmai.org for a complete and up-to-date listing of all International meetings and events.

COW CORNER

ALL I NEED TO KNOW ABOUT LIFE I LEARNED FROM A COW:

Don't cry over spilled milk.

Turn the udder cheek and moo-ve on.
HSMAI's Mission Statement
"To promote active participation of the membership with quality education, opportunity for professional growth and networking in the hospitality industry. To focus on: integrity and ethical practices, open forum and exchange of ideas, commitment to excellence and community support"