

HSMAI: The Essential Link

Many of the skills you learn by participating in HSMAI directly correlate to real-world job skills that bosses want you to know, but don't have time to teach you.

<u>Chapter Skill</u>	<u>Real-World Skill</u>
Team building	= Staff management
Consensus Building	= Decision Making
Negotiating	= Negotiating
Public Speaking	= Presentation skills
Issues management	= Set priorities
Fiscal responsibility	= Handling Money
Fundraising/ Membership	= Sales & Marketing
Networking	= Contacts and Relationships
Contacts	= Business Partners

FAQ

(Frequently Asked Questions)

Q- What's expected of me?

A- To participate in Student Club activities and events, as much as your schedule allows. This includes using the opportunities available to students such as the monthly Arizona Chapter educational meetings and events. To follow through on any commitments you make.

Q- What training will I get?

A- The HSMAI Student Relations Committee members are the main contacts for the Student Clubs. The committee as well as the Arizona Chapter Leadership Team can assist the Clubs with procedural, ethical and practical questions for running their Clubs. Many of the tasks learned through participation directly relate to useable on-the-job skills. It offers a great chance to hone your current skills and acquire new ones which can help when job hunting.

Q- How much time are you asking of me?

A- Time commitments will vary by position and Student Club requirements. A minimum of an 1 1/2 meeting per month. Officer positions may require more time.

Q- Who else has volunteered?

A- Students interested in learning more about Hospitality Sales & Marketing from current industry leaders and who want to network with future potential employers. Students that want to stand out in the industry.

Q- Has anyone like me volunteered?

A- Student members have different goals, and bring a wide variety of skills and potential to the Clubs and the future of our industry.



Hospitality Sales & Marketing
Association International

The Essential Link
between school and
real-world educations.



HSMAI /Arizona Chapter
P.O. Box 40096
Phoenix, AZ 85067
602-240-5552
www.hsmal-az.org

What is HSMAI?

HSMAI is an 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. Founded in 1927, HSMAI is an individual membership organization comprising nearly 7,000 members worldwide, with 41 chapters in the Americas region.

Greater Phoenix Chapter

The Greater Phoenix Chapter of HSMAI is committed to improving the future of our industry through mentoring programs for students. We offer quality educational programs and a certification program. We also offer numerous networking and leadership opportunities.

Student Relations Committee

The Student Relations Committee is committed to getting students the tools and resources they need to succeed in the hospitality industry.

Call them for more information:

Board Liaison:

Byron Marlowe/ AZ Tourist News

Phone: 602-499-4438

Co-Committee Chairs:

David R. Landau/ Scottsdale Community

College and Scottsdale Culinary Institute

Phone: 480-507-2325

Larry Lesser/ Lesser & Associates

Phone: 480-991-5830

Top 10 Reasons to Join HSMAI

10. HSMAI Marketing Review subscription.
9. Bi-monthly Industry Update Newsletter.
8. Member Only resources at: www.hsmal.org.
7. Access to job opening listings and resume posting service.
6. 50% Discounts on course registration for onsite or online courses with HSMAI University.
5. Student Loan Program
4. Advance receipt of HSMAI Foundation scholarship applications.
3. Interaction with students from all schools in Combined Student Club.
2. Local and worldwide industry contacts.
1. Reduced membership rates for up to three years after graduation, as long as you are employed in a sales and marketing capacity within the hospitality industry.

Student Membership Fees

Your membership includes International as well as local chapter dues.

Student/ Faculty Membership \$60/ year

Three ways to sign-up for HSMAI/Arizona Chapter:

1. Call 602-240-5552

2. Email: JoJoWin@aol.com

3. On-line: Click link at-

<http://www.hsmal-phx.org/stdntrel.htm>

Arizona Chapter Additional Benefits for Students:

In addition to the fantastic benefits you get as a member of HSMAI, The Greater Phoenix Chapter also offers:

1. Combined Student Club- Students from all Greater Phoenix and Northern AZ schools interested in Hospitality Sales and Marketing join together to run the club, with support from faculty members and HSMAI Leaders.
2. Student Relations Website section-
*We feature a section with your picture and goals to assist you in getting a job in the industry.
- *We also feature Student Chapter news.
3. Student Relations Newsletter section-
*We feature Student Chapter news.
4. Internship programs- Great opportunities to work with valuable industry leaders.
5. Scholarships- Opportunities for assistance to reach your educational goals.
6. Networking- Meet and develop business relationships with peers, professionals and potential employers
7. Free educational meeting attendance-
Offered to student members for educational meetings. Fee for other special events.