

The Business Link

A COMMUNICATION NEWSLETTER PRODUCED BY HOSPITALITY RESOURCE GROUP, INC.

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Dear Friends, Partners and Colleagues:

As we hit the ground running in this, our 17th year in business, we are excited about the road ahead, as we look to build upon our success working with HRG clients, business partners and colleagues.

Following the best year in our company's history in 2013, we thought this would be a perfect time to recognize the people who have been at the core of our growth. First, a note of gratitude to our clients, as they continue to give us opportunities to earn their trust. We recognize their success is tied to ours, and

remain optimistic about 2014 and beyond. To our business partners- we thank you once again for all you do to support our mission: to **ignite** market interest, **engage** consumers, and **educate** employees.

Finally, a special thanks to our team at HRG, a dedicated, hard working group of people who are 100% committed to our clients. You continue to earn our reputation for quality and attention to detail that remain the hallmark of our company.

Moving forward, we are excited about our prospects, as

we prepare to expand on the long-lasting relationships we have enjoyed through the years.

Here's to continued growth and success to you and your teams!

Warmest regards,

Robert O. Sanders, Jr., CMP
Chairman
Hospitality Resource Group, Inc.
Robert@HRGinc.net



HRG Spotlight

The Dynamics of Planning "Big Game" Events

Following the announcement 3 years ago that the New York/New Jersey Super Bowl Committee was selected to host this year's game at MetLife Stadium, the NFL tapped Al Kelly, a Westchester County resident and former president of American Express to lead the effort. His team of event planners and staff engaged in hundreds of meetings to prepare for the big game, working closely with stadium operations, hotel management and media in the NY Metro area. From the first snap that sailed over Peyton Manning's head to the unusually mild weather, there were a number of unexpected



United Rentals 2014 Annual Strategic Suppliers Show, Indianapolis Convention Center, Indianapolis, Indiana

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OUR FAMILY OF COMPANIES



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CALENDAR

Promotion Optimization Institute Summit

April 6-8, 2014

Hyatt Regency Hotel, Chicago, IL

FECA Spring Reception

April 24, 2014

The Pierre Hotel, NYC

Legal Services of the Hudson Valley

April 24, 2014

The Ritz-Carlton Westchester

Westchester County Association Innovation in Healthcare Conference

May 7-8, 2014

DoubleTree by Hilton, Tarrytown

Lutheran HealthCare Annual Dinner Dance

May 17, 2014

Pier 60, NYC

Boys & Girls Club of Northern Westchester Annual Humanitarian Award Dinner

June 7, 2014

Lexus of Mt. Kisco

Guiding Eyes for the Blind Golf Outing

June 8 & 9, 2014

Mt. Kisco Country Club, Mt. Kisco & Fairview Country Club, Greenwich, CT

HRG Chairman Elected President of Leading Event Planning Organization

HRG founder and Chairman Robert Sanders has been elected president of the Greater New York Metro chapter of Meeting Planners International (MPI), the premier global association community for meeting and event professionals. As president-elect, Robert will serve on the Executive Committee of the Board of Directors, and play an active role in setting the strategy and vision for MPI, one of the ten largest MPI chapters in the world, with over 600 members representing over \$790M in annual spending on events and meetings. MPI members include corporate and association event planners, universities, hotel partners, convention bureaus, domestic and international tourism offices and independent business owners who service the meetings and event industry. For more information about MPI, visit their web site at www.MPI.org



STS Serves up Sales Training for Hospitality Leaders

A major priority for growing companies is to retain their most productive sales leaders. In an increasingly competitive market, employers invest in training these top performers, as research indicates a strong ROI from greater employee retention, increased productivity and reduced expenses from turnover:

- An **ASTD** study found firms that spend \$1,500 in training costs per employee vs. \$125 generate 24% higher gross profit margins, and 218% higher income per employee



- A **Louis Harris** poll found 41% of employees who say their company offers poor or no training plan to leave within a year; a similar study showed employees with no training take up to 6X longer than those trained to perform the same tasks
- **Harvard University** research found commercial training programs show greater improvements in sales performance vs. courses developed "in-house"

The Strategic Training Solutions team has worked in partnership with hospitality industry leaders to design and deliver customized sales training for Destination Hotels and Resorts, Marriott International, and the Event Leadership Institute. STS designed programs for these organizations to develop insight and expertise on a variety of topics, incorporating live on-site training, webinars and case studies that covered a wide range of topics, including:

- How to deliver an effective "elevator pitch"
- How to develop networking skills and create "face time" opportunities
- Adapting to customer buying styles
- How to sell against your competition
- Networking and the role of social media
- Engaging business associations, committees and boards
- Understanding and exploiting economic cycles
- How to enhance your site visit

Is your company looking to retain and turbo charge your top sales performers this year? Contact STS today to learn more about our customized sales training programs, at (914) 761-7111, or email Laura@HRGinc.net

Did You Know?

- According to the **Society of Human Resource Management** it costs up to 9 months salary in recruiting and training costs for a business to replace a salaried worker
- 49% of employers surveyed by **Career Builder** say they plan to train and hire workers in 2014, up from 39% in 2013
- Only 14 % of viewers could recall brands advertised during the 2014 Super Bowl, according to **Nielsen Research**

"Planning Ahead" Helps Not-For Profit Events

HRG and the Westchester County Business Journal have renewed their agreement to produce the Planning Ahead Calendar for 2014.



Sponsored by Entergy, this unique resource provides information about events, sponsorship and philanthropic opportunities offered by not for profit organizations in the Westchester area. To publish information about your upcoming event, visit our website at www.HRGinc.net and click on the Planning Ahead button. Questions? Call HRG at (914) 761-7111 or email Jenna@HRGinc.net

Welcome!

HRG would like to extend a warm welcome to our newest clients:

- Capital Banking Solutions
- State of Connecticut
- Verisign
- Northern Westchester Hospital
- Manhattanville College

Not for Profit Leaders Gather for Annual Educational Summit

The 7th Annual Educational Leadership Summit was held at the Westchester Marriott in Tarrytown, New York, as more than 150 not for profit leaders turned out for a full day of professional development, networking and refreshments. This event was presented by Entergy with sponsors WESTMED, Regeneron, Westchester Marriott, Westchester Bank, Caperberry Events, Jackson Lewis P.C., Westchester OneStop, Plan Guru and Corporate Audio Video.

Attendees participated in lively discussions, seminars and workshops offered by HRG's Strategic Training Solutions, along with industry experts in grant writing, innovation leadership and health benefit management. HRG led a panel discussion on Best Practices and Partnerships for innovative event strategies.



Summit attendees join in team-building exercise



HRG Chairman Addresses Educational Summit

"Thank you for an excellent event. What a great day of knowledge, networking, food and drink! HRG runs a top notch show. I made many good connections."

Mary T. Rahe

Director of Development, New York School for the Deaf

"I am always inspired by engaging with other non-profits and consultants willing to share their knowledge. This year's program brought together outstanding speakers with expertise for handling current challenges relevant to any organization. We all gained new tools and information that can help us be more effective, strategic leaders."

Sue Dishart

VP Marketing, Guiding Eyes for the Blind



Applause For Educational Leadership Summit

HRG Spotlight

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developments. And while the outcome of the game left many disappointed, the events were widely recognized as a huge success.

Although few of us will ever have the opportunity to be involved in organizing or managing an event of the size and scale of the Super Bowl, the planning and management techniques their team applied can help execute any "game plan". Earlier this year, HRG's Event Solutions team was chosen once again to manage the annual United Rentals trade show in Indianapolis, the home of last year's Super Bowl. The HRG team played a lead role in working with the world's largest equipment rental provider to manage this show, from designing the floor plan to coordinating setup and site selection for over 200 exhibitors. And though the winter weather and a huge snowstorm presented major challenges to the logistics for Event Solutions and United Rentals, the event was considered a tremendous success by the "home team".

Whether you are preparing for a major conference at a large scale sports venue, a business meeting at a hotel conference center, a

board meeting, or an annual retreat, the elements needed to produce a successful event remain the same, and include:

- Develop your strategy with a partnership attitude, as venues and vendors will be key players on your team
- Create and communicate your plan up front, share it with your staff and event partners, and engage in dialogue every step of the way
- Design a contingency plan and be prepared to "audible", from securing backups for guest speakers to considering alternative venues
- Post-game planning – evaluate and compare the results of your plan to the goals you set for your event, and engage in direct, honest discussions about areas of improvement

Looking for a key player to manage your next meeting or event? Since 1997, Event Solutions has played a lead role in planning, developing, and managing events, from producing conferences for Fortune 500 companies to managing fundraisers, galas, sales meetings and retreats for small to mid-sized companies, major hospitals, not for profits and education institutions. For more information, contact HRG at (914) 761-7111 or email info@HRGinc.net.

Opus Foundation Surpasses \$1M in Funds Raised for Westchester Not for Profits



HRG Event Solutions partnered with the Opus Foundation to manage their annual fundraiser golf outing to raise awareness of not for profit organizations in Westchester County. Allegis Communications provided marketing communications and public relations, with media coverage by Cablevision 12, the Journal News and the Northern Westchester Examiner.



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STS and Clients Engage in Long-Term Growth Strategy

STS has established strategic relationships with a growing number of clients. Pentegra, a \$7.5B leader in retirement products and services, chose STS to design and facilitate workforce training programs, including Leadership, Managing Remote Employees, Business Writing, Customer Service, Time Mastery, and HR Officers Training. Colleen Zanicchi, VP of HR at Pentegra, said: "Over the past 4 years, as our company has expanded, we have turned to STS to provide cost-effective training solutions, and they have responded by developing programs that support our specific needs. We value their advice as a true business partner." STS has also forged a strategic partnership with Strauss Paper Company, a leading wholesale distributor of supplies,

equipment and sustainable products, to design customized training programs. STS will offer a series of workshops for Strauss Paper in 2014, including Accountability, Embracing Change, Time Mastery, DiSC, Interview Skills, Coaching and Counseling, and Building Dynamic Teams. According to Strauss CFO Rachel Eckhaus: "As a rapidly growing business, I have always held a firm belief that, as we invest in our people, we invest in our future. As our company continues to grow and flourish, we will rely on the training and strategic direction STS provides us, as our trusted partner. For more information about STS human resources consulting and training programs, contact Laura McNerney at (914) 761-7111 or Laura@HRGinc.net

Entergy and HRG—Cause for Celebration

Over 200 not for profit leaders and their employees joined with business leaders and sponsors at the C.V. Rich Mansion at the 8th annual "You are 'Cause' For Celebration", presented by HRG and Entergy. This special event recognizes the commitment and hard work of the area not for profit community. Attendees included



Westchester County Association President William Mooney, Westchester Arts CEO Janet Langsam, Boys and Girls Club of Northern Westchester Executive Director Brian Skanes, Nonprofit Westchester Executive Director

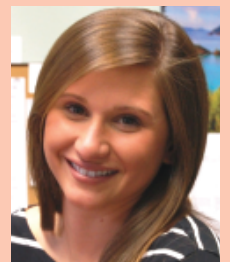
Joanna Straub, Business Council of Westchester EVP John Ravitz, Guiding Eyes for the Blind VP of Marketing and Development Sue Dishart and Food Bank for Westchester Sr. Director of Development Katy Coppinger. Additional sponsorship was provided by WESTMED, Westchester Bank, Caperry Events, Corporate Audio Visual and WestchesterGov.com.

Welcome New HRG Team Members

We are pleased to announce the addition of two new members of the HRG client services team. Julia Emrick will be working with Ovation Travel Group as Director of Sales - Meetings & Events, based at our offices in White Plains. Julia has over 12 years of experience in business and event management, primarily in the hospitality industry and the nonprofit sector. Prior to joining Ovation, Julia was Director of Events for The Westchester County Association, and previously worked as a Sales Manager at Abigail Kirsch Catering Relationships, and as Director of Catering at Restaurant Associates.



Nicole Alvino has joined HRG as an Event Manager, and she has already demonstrated the qualities and skills needed to support our growing client base for Event Solutions. Prior to her current role, Nicole completed her internship with HRG, and recently graduated from Pace University, where she earned her degree in Communications and Media Arts, with a Minor in Public Relations.



Please join us in welcoming Julia and Nicole to our team!