



HSMAI Austin

2017 Chinese Auction

FRIDAY AUGUST 11, 2017

6:00pm- 9:30pm

CIRCUIT OF THE AMERICAS

AUSTIN, TEXAS 78617

BENEFITTING THE TERRELL W. ABBOTT

SCHOLARSHIP FUND



A NOTE FROM OUR PRESIDENT

HSMIA Austin- Chapter President Susan Greenberg, CMP, CASE

Thank you, to all our members for your participation and support of the HSMIA Austin Chapter. As a leader in any organization it is crucial to review the mission statement and ensure every activity is aligned with this emphasis. As HSMIA our mission is:

The Hospitality Sales and Marketing Association International (HSMIA) is committed to growing business for hotels and their partners, and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals & their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue.

One of the best ways to meet this goal is to collaborate and engage with the Hospitality community. This objective was met during the half of the year at the HSMIA Austin Chapter events. These past events include:

April 6th GMID – Global Meeting Industry Day where your HSMIA Austin Chapter, along with 10 other industry organizations, was an integral part of leading the successful event as Co-Chair.

On April 21st, we joined forces with the Zonta Club of Austin to co-host a Poetry Slam and silent auction dedicated to making Austin a Slave-free city and supporting efforts to stop human trafficking. Over 98% of all human trafficking victims spend some time in a hotel. As an industry, we need to continually educate ourselves about this heinous crime and what we can do to make a positive impact and give all people back their “free-will”.

Together we can make a positive impact as an organization to the community and increase our knowledge of the industry. I look forward to seeing all of you at our remaining 2017 events.

Be the BEST you can be!

Susan Greenberg, CMP, CASE
HSMIA President – Austin Chapter



EVENING PROGRAM

6:00 PM:

FOYER: REGISTRATION

Purchase Additional Paddles & Coins
Heads or Tails Raffle

EVENT CENTER A:

Photos by CLN Photography
Silent Auction Open
Cash Bar Open

6:45 PM:

Guests Seated for First Course

7:00 PM:

Program Announcements
Entrée Service

7:45 PM:

Chinese Auction Begins

8:15 PM:

Silent Auction Closes
Chinese Auction Continues

9:00 PM:

Silent Auction Winners are Announced

谢谢 THANK YOU
晚安 GOODNIGHT



HSMIAI Austin

2017 Chinese Auction

CHINESE AUCTION COMMITTEE

Committee Chairs:

Tracy Terrell~ Circuit of The Americas
Jennifer Schlabach~Wyndham Garden Hotel Austin

Master of Ceremonies:

Susan Greenberg~ Hotel Equities

Auctioneers:

Tracy Terrell~ Circuit of The Americas
Susan Greenberg~ Hotel Equities
Denise Eisman~ Austin Hotel and Lodging Association

Committee:

Susan Greenberg~ Hotel Equities
Necah Cannon~ Austin Convention Center
Monique Romero-Green~ SuperShuttle / ExecuCar
Laura Kamenzind~ Austin Community College International Programs
MaryKay Hackley~ Visit Austin
Nour Hammoudeh~ Consultant
Marta Lopez~ Consultant
Claire Vachon~ Westin Austin at the Domain
Ashley Sansalone, CMP~ Whim Hospitality
Regina Aubuchon~ DoubleTree Suites by Hilton
Katarina Staley~ Holiday Inn Austin Town Lake
Tyler Carwell~ AT&T Hotel & Conference Center
Sarah Hannah~ Whim Hospitality



This Inaugural Chinese Auction will provide funding for our
TERRELL WILLIAM ABBOTT Scholarship Fund

The fund supports several areas:

Financial Support:

- For students and industry professionals who are pursuing education and training in the tourism and hospitality fields.
- For veterans who are personally getting re-trained into the tourism and hospitality fields, or whose dependents are doing so.

Support:

- For educational programs which provide learning opportunities for our members and communities.
- For the International HSMIAI Foundation: Established in 1983 to serve as the research and educational arm of the Hospitality Sales and Marketing Association International; the HSMIAI Foundation's mission is to develop knowledge and insights for the future to fuel sales, inspire marketing and optimize revenue.

WHO IS TERRELL WILLIAM ABBOTT, AND WHY IS OUR SCHOLARSHIP FUND NAMED AFTER HIM?



The HSMAl Austin Chapter established a scholarship fund in Terrell's honor and memory to benefit those individuals (young or old) pursuing an education in tourism and hospitality.

Terrell William Abbott was born in Houston, Texas, on May 24, 1977. He attended Jersey Village High School and graduated from Lamar High School.

Terrell attended Tyler Junior College where he interrupted his college career and volunteered to serve in the United States Army from November 1996 until his honorable discharge in July 2004. While serving his country, Sergeant Terrell Abbott participated in Task Force Panther, the first force to enter a combat zone from the 82d Airborne Division in response to 9/11. Terrell was hand-selected by his company commander to deploy to Afghanistan in support of Operation Enduring Freedom.

Terrell transitioned out of the military and moved to Austin, Texas, in August 2004 where he worked full time and resumed his college studies at Austin Community College and graduated with a bachelor in History and Business Administration in May 2009 from Texas State University in San Marcos at the age of 32. He celebrated his college graduation along with acquiring Registration Assistant, the company he worked for during college.

In 2009, he co-founded RegStep Technologies and SOF.WAT. He was instrumental in establishing the HSMAl Austin Chapter as a founding board member and Vice President of Communications – beginning with the first meeting at the Four Seasons in 2009.

In 2012, Terrell began to direct his energy and talents full time on his SOF.WAT business as it was the vehicle for his true passion and mission – to help Special Forces veterans, transition out of the military into the civilian world successfully. He knew first-hand the difficulties veterans experience and wanted to build successful businesses that would value these veterans' expertise.

His passion and conviction inspired everyone he engaged. Unfortunately, Terrell's time with us was cut short on January 22, 2014, at approximately 10:37pm in a non-military related tragic car accident, on Hwy 1 in of Southern Pines, NC, near Fort Bragg. We are so proud to be able to honor his memory with our scholarship fund!





HSMAI Austin

2017 Chinese Auction

CHINESE AUCTION HISTORY AND CONCEPT

The Chinese Auction was conceived in 1982 by the Greater Phoenix Chapter of HSMAI. This event has gained national recognition and has been adopted by numerous HSMAI and MPI chapters throughout the U.S. and Europe as their major fund-raiser.

The auction was originally given the Chinese theme due to the location of the event – the former China Doll Restaurant in Phoenix. Over the years, the auction has grown in size and has moved its location to larger venues. However, the Chinese theme has remained. The idea of the auction is to allow guests the opportunity to win amazing prizes, valued at several hundred dollars, while spending just a few \$1 coins.

Each guest is provided a numbered paddle and each table is supplied with a bucket that is placed in the middle. Starting with each item, the auctioneer describes that item and asks the guests who are interested in bidding, to toss purchased coins into the bucket for each paddle.

The guest then holds their paddle(s) in the air. The auctioneer calls out the paddle numbers that are held up.

A “gonger” (who cannot see or hear what is going on) is responsible for ringing the gong after a short period of time.

The last number called out when the gong is rung wins that particular prize.



AUCTION EDUCATION

Heads or Tails

This year we are continuing "Heads or Tails" to kick off the evening and warm everyone up prior to the Chinese Auction beginning. At registration purchase a \$10 chance at winning! Due to the nature of the game, each guest is limited to one chance per person.

Chinese Auction (using paddles)

You can only use the paddle provided with your registration, including any additional paddles that you have purchased.

After each item is described, and the amount of \$1.00 coins is announced in order to bid – bidder will place the appropriate amount of coins in the red tin bucket in the center of their table. Example: For a "two coin" bid, the bidder would place two \$1.00 dollar coins in the bucket for each paddle being held in the air. One paddle = 2 coins; Two paddles = 4 coins; and so on!

Once all bids have been thrown into the bucket, the auctioneer will call out numbers, and when the Gong is hit – the last number called is the winner of the item! The more paddles you purchase, the better your odds!

Silent Auction

The silent auction is uploaded on <https://hsmaiaustin2017.eflea.ca>. The bid will be pulled at 8:15pm and highest bidders will be announced at 9:00pm. All Silent Auction purchases are through PayPal. Pick up your items after 9:00pm at the registration desk.

Live Auction

A few items during the evening will be offered in "true auctioneer style" by our local celebrity, Denise Eisman. **Highest monetary bid wins!** Collect and pay for your items at the registration desk.



YEAR OF THE ROOSTER

PLATINUM TABLE SPONSORS

Kalahari Resorts and Conventions
Austin Convention Center
Fairmont Austin
JW Marriott Austin
AT&T Hotel and Conference Center
Visit Austin
Courtyard & Residence Inn Austin Downtown
Hyatt Regency Lost Pines Resort and Spa

GOLD TABLE SPONSORS

Omni Austin Downtown

BRONZE TABLE SPONSORS

Westin Austin Domain
Aloft and Element Austin Downtown
W Austin



AUCTION DONORS

Visit Austin
Lavish Leathers
Manuel's
Austin Country Club
CRP Salon
Cover3
Hilton Dallas/Plano Granite Park
Kent Rathbun Concepts
CorePowerYoga
AustinBouldering Project
Kendra Scott
Professional BullRiders/ IMG
Starbucks-Slaughter & Brodie
Art on 5th
Aloft Austin Downtown
Westin Austin Domain
Jordan Flowers & Events
Jack & Ginger's Irish Pub
Grand Lux Café
Luxe Anthropology
Home2Suites Austin North
Holiday Inn Austin Town Lake
Hotel Galvez & Spa, Galveston
JW Marriott- Osteria Pronto
DoubleTree by Hilton Austin
Sonesta Bee Cave
Embassy Suites Town Lake
Terrell-Pena Family
Austin Detours
Avery Ranch Golf Club
DoubleTree Guest Suites
Austin Duck Tours
Risay y Sonrisas Spanish for Kids
Whim Hospitality
Truluck's Seafood
Culinary Drop Out
Access ATX
InnovAtx
Christine Carwell
Necah Cannon
Terrell-Pena Family
Darling Promo
A Statement in Food
Circuit of The Americas
Austin 360 Amphitheater
SuperShuttle / ExecuCar
Hotel VanZandt
La Corsha Hospitality Group
Fairmont Austin
Robin Jackson Photography



The Austin Chapter of the Hospitality Sales and Marketing Association International is an organization of professionals representing all segments of the hospitality industry.

With a strong focus on education, HSMIA 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 revenue management disciplines. HSMIA-Austin is the hospitality industry's source for knowledge, community and recognition for leaders committed to **professional development, sales growth, revenue optimization, marketing and branding.**

The Austin Chapter has already won numerous national awards in its first 9 years of existence, for community partnership, leadership and education. Every part of the hospitality industry is represented in our membership, including hoteliers, venues, destination management companies, audio-visual suppliers and entertainment providers.

Why do we all attend? To continue our education, as well as network with potential clients/colleagues and to stay abreast of what is happening in the industry.

If you would like to become a member of this exciting organization, visit our website at www.hsmaiaustin.org, or speak to any member.

THANK YOU FOR JOINING US THIS EVENING!



THANK YOU TO OUR
GENEROUS EVENT SPONSORS

CHINESE AUCTION LOGO AND INVITATION



Out Plan. Out Play.
Out Party!

AUCTION BUCKETS



Rise to the
Occasion.

EVENT MANAGEMENT AND LINENS



We bring people
together!

AUCTION PADDLE SPONSOR



bookheregivehere.com

BOOK HERE, GIVE HERE

travel that gives

PHOTOGRAPHY



CLN Photography

Facebook:

@photographycln

Email:

caleighniemann@
yahoo.com

CHINESE GONG



STRONG EVENTS

*Inspiring Design,
Superior Craftsmanship,
and Impeccable
Execution*

AUCTION GIFTS



VENUE



The premier destination for world-class motor-sports and entertainment in the United States

TRANSPORTATION



Upfront Pricing,
Professional
Drivers,
Reliable Service.

MUSIC & DJ EXTRAORDINAIRE



619.793.8957
Cwallace415@gmail.com

AUCTION ITEMS



I N N O V A T I X

Leading the Way in
Meetings, Incentives,
Events and Austin
Destination Management

THANK YOU TO ALL OF OUR STUDENT VOLUNTEERS!

2017 MID-YEAR NEWSLETTER

SPONSORSHIP

Your local HSMIAI chapter is excited to announce a partnership with an incoming neighbor, Kalahari Resorts! This mega 990 room conference resort with planned up to 200,000 sq feet of meeting space and another 200,000 sq feet of water park, is estimated to open in 2020.

Their contribution to our organization gives them insight into our hospitality family. You must attend our next event so we can all give them a big 'Hey Y'all!' and learn more about their exciting new hotel. Sponsorships such as this allows your chapter to continue to bring education and resources to benefit your membership and build our students for our future employment funnel. When you decide to make the same investment, you are building our industry to succeed in upcoming years. We are sales people and we like to be the best at what we do!

Consider support <http://www.hsmaiaustin.org/sponsors.html> to propel forward. We could not have put on our Q1 events without other in-kind assistance such as STAR Bar for our January SW Showcase Kickoff, LoneStar Court and University of Houston February Mixer, and Forthright at the March student event. Thank you all for your generosity!

The Year of the Rooster is the epitome of fidelity and punctuality. Which means you must attend, be on time and support the Annual Chinese Auction. To Support the Annual Gala, or for more information, contact Tracy Terrell at gala@hsmaiaustin.org or visit our sponsor page.

Connecting with HSMIAI professionals through online sponsorship builds brand awareness and sales by advertising in publications read by over 20,000 members of the hospitality community quarterly, giving you a huge advantage over competitors. Studies have shown that 70% of members manage their businesses through online distribution channels. Members are looking to buy anything from advertising, cell phones, copiers, printers, and laptops to promotional items, revenue management systems and web design; and that's just to name a few. If you are a part of any of these businesses, you could take advantage of a comprehensive list of hospitality providers in your area and around the world.

2016 Organization consists of 86 Members. That of which are:

· Hotel Associates 43%

(Includes Director of Sales, General Managers, Revenue Managers, Hotel Management Companies, etc.)

· Associate Membership 21%

(includes CVB, Meeting Planners, Transportation, Tourism, etc.)

· Partner Supplier Membership 12.8%

(includes Consultants, Digital Marketing, Travel Agencies, Service Providers, etc.)

AUSTIN SPONSORSHIP OPPORTUNITIES 2017

To participate in any of the above options or for more information
Contact Jennifer Schlabach at 512-592-9248 or
sponsorship@hsmiaustin.org

ANNUAL SPONSORSHIP	Sponsor \$2,500	Sponsor \$1,250
Complimentary attendance for 1 person at chapter meeting	4 educational meetings	First meeting
Complimentary membership for one year to HSMIA Austin.	1	1
Table for 8 at Annual HSMIA Chinese Auction Gala with Special Recognition as Sponsor		
Announcement about your sponsorship to distribution list of over 400 members/hospitality industry contacts via email, chapter website and social media	✓	✓
Ad on chapter website	12 months	6 months
Company logo/link on sponsor page of chapter website	✓	✓
Company name listed as sponsor on meeting/event email notifications	✓	✓
Podium time at Events	All events	2 events
Company recognized verbally as Sponsor at meetings/events	✓	✓
Display your company literature on the registration table	✓	
Marketing materials at each place setting at all meetings	✓	
Promote your company's product/service to the entire HSMIA Austin Chapter twice per year	4 times per year	2 times per year
Mentions via chapter social media	12 months	6 months

MONTHLY MEETING SPONSORSHIP

We are committed to offering our members superb education, as well as the opportunity to showcase their company. An RFP will be distributed by the end of 2016 for your organization to consider hosting and/ or sponsoring. Each month attendance estimates around 60 people.

	HOST SPONSOR In Kind donation. HSMIA pays \$0 per person Food and beverage provided by venue	VENUE SPONSOR HSMIA pays \$20 inclusive per person. Food and beverage provided by venue.	ENHANCEMENT \$500 monetary or In Kind	TABLE SPONSOR	RAFFLE DONATION
FEB – Educational MAR – College Event MAY – Educational JUNE – College Event JULY – Educational SEPT – College Event OCT – Educational NOV – College Event DEC – Breakfast Awards & Recognition					
Attendee Registration to Meeting	8	4	2	8	
Reserved Table Seating	✓			✓	
Chapter Website Advertisement	3 Months	3 Months	3 Months	1 month	1 month
Event Email Advertisement	✓	✓	✓		
Chapter Social Media Advertisement	3 Months	3 Months	3 Months	1 month	1 month
Podium Time	✓	✓	✓		
Collateral at Place settings	✓				
Inclusion in Slide Show	✓				
Meeting Attendee Contact List	✓	✓			
Your Investment	\$1,000	\$500	\$500	\$350	\$25+ you decide!



2017 MID-YEAR NEWSLETTER

MEMBERSHIP

Exclusive HSMIA Member Advantages include:

Hotel: Insight from experts, free webinars, marketing intelligence, Knowledge Center resources, peer network, customized leads, and savings on individual events

Partner: insights from experts, networking, relationship building, free webinars, speaker and sponsorship opportunities, knowledge center resources, savings on individual events

Students: industry contacts, expanded curriculum, leadership building, mentoring, industry experience, scholarship opportunities

Faculty: opportunities for your students, best practice business exchange, networking, discipline education

Hotel/associate: \$385.00 per year

Partner/supplier: \$415.00 per year

Student: \$70.00 per year

Faculty: \$100.00 per year

Corporate (11 of more): \$280 and less per year

HSMIA/MPI Dual Membership: \$690.00 per year (can be prorated) *Join both MPI and HSMIA to become a member of both associations. Renew dates will sync and dues can be prorated.

HSMIA National

Training and certifications are available in several disciplines, including:

- CHDM: Certified Hospitality Digital Marketer
- CRME: Certified Revenue Management Executive
- CHBA: Certified in Hospitality Business Acumen

Free Educational Videos including:

- Recorded sessions from the 2017 HSMIA Digital Marketing Strategy Conference and the 2016 HSMIA Revenue Optimization Conference
- Full access to articles, presentations, templates, multimedia, and much more from HSMIA and industry leaders. can be found under the Knowledge Center resources on the national website

Questions? Contact Monique at: membership@HSMIAaustin.org



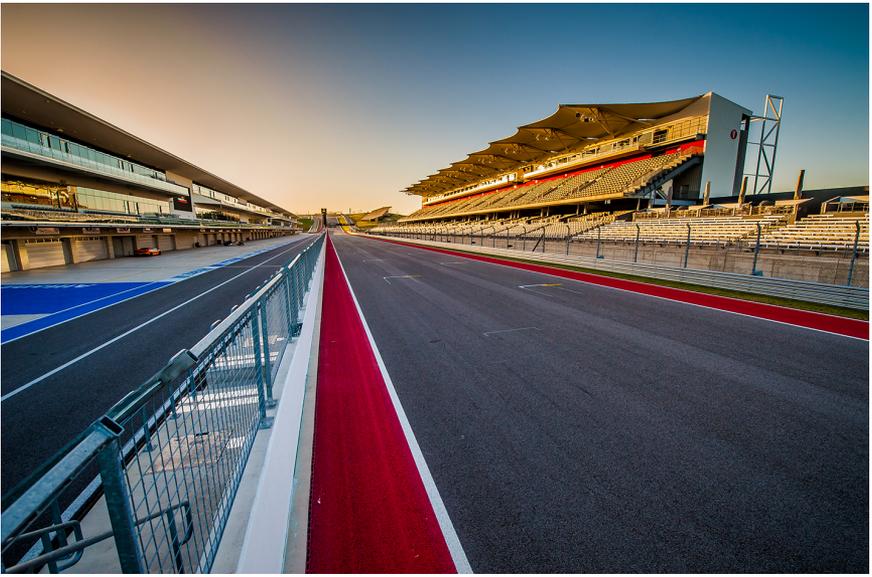
SAVE THE DATE UPCOMING 2017 EVENTS

- September 18th, 2017:
 - AHLA & HSMIAI Educational Luncheon
- October 5th, 2017:
 - AHLA- CBRE (formerly PKF) Luncheon
- November 16th, 2017:
 - Tentative College Event
- December 13th, 2017:
 - Annual Awards Breakfast
 - Time: 8:30 AM - 10:30 AM
 - Location: Embassy Suites Austin Central
 - Address: 5901 N IH 35 Austin, TX 78723

*Are you interested in hosting an HSMIAI Austin Chapter at your venue/
event space? Contact Jennifer Schlabach at 512-592-9248 or
sponsorship@hsmaiaustin.org for more information*

*Did you know that as an HSMIAI Austin Chapter Member you have
the ability to post available CAREER and VOLUNTEER opportunities on
our chapter website FOR FREE?*

*Contact Laura Kamenzind at connect@hsmaiaustin.org
for more information!*



Thank you to Eric Paradis, Vice President of Business Development, and the team at Circuit of The Americas and RS3 for your amazing talent and support!

