

Dear Local Tourism Industry Supporter:

Austin has kept it weird for a long time by supporting our local businesses. We are lucky to be in a position now, to truly be called one of the leading meeting and convention destinations in the country! All thanks to the support of our local and national business communities.

Now, is the time to truly invest in the future of our local tourism, travel and hospitality industry. We need to continue to keep Austin as a leader in the tourism business by investing more into local businesses, national partnerships and community outreach.

Our future is only as good as who we invest in, to carry Austin into the future.



H SMAI AUSTIN

2018 CHINESE AUCTION

According to the Chinese horoscope 2018, the Year of the Earth Dog 2018 is a good time for lifestyle changes and for the start of new business ventures. The Dog is a very active creature, and the only people who will gain its favor are those who are used to working a lot, who look at the coming day with hope and are prepared to invest the most strength and energy for the sake of their tomorrow.

The Inaugural H SMAI (Hospitality Sales and Marketing Association International) Austin Chapter **CHINESE AUCTION** will take place on **Friday, August 17, 2018**, at the highly anticipated Fairmont Austin.

The evening is an opportunity for the local hospitality community to bring together hospitality colleagues and clients to support our investment into the scholarship funds for those interested in the hospitality and tourism industry.

The 4th Annual H SMAI Austin Chapter Chinese Auction Dinner & Fundraiser will provide funding for our TERRELL WILLIAM ABBOTT Fund

The fund supports several areas:

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

[Register to Attend](#)



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



The HSMAI 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 resumed his college studies and worked full time. He graduated with a bachelors 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 HSMAI 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 Southern Pines, NC, near Fort Bragg.



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HOW CAN YOU HELP?

We are in need of in-kind donations to provide items for our Chinese Auction. Small, large, creative, one-of-a kind items, services, artwork, local or national travel items or monetary gifts are all welcome.

By donating, your company will be exposed to 200 top industry influencers with the following benefits:

- Company name and logo displayed at event
- Company name and logo on HSMAI Austin Website
- Special Recognition throughout event

Thank you for your consideration & support of the Austin Tourism and Hospitality Industry. Our city's future depends on it!

Prefer digital? Use this [Link](#)

Name of Company: _____

Company Contact: _____

Phone Number: _____

Address: _____

Email Address: _____

Item to be donated*: _____

****If the item is a gift certificate, please make it valid through August 2019 AND send a brochure with pictures, thank you.***

Estimated value of donated item: _____

Item to be picked up by HSMAI Austin volunteer: YES or NO

Item/Certificate to be mailed: YES or NO

**Please mail items to:
HSMAI Austin Chapter
Jennifer Schlabach
1712 Cheetah Cv
Round Rock, TX 78664**

****PLEASE NOTE THAT WE MUST HAVE THE ITEM IN HAND BY FRIDAY, August 10th IN ORDER FOR YOUR COMPANY NAME TO BE PROMOTED****



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