

The Business Link

A COMMUNICATION NEWSLETTER PRODUCED BY HOSPITALITY RESOURCE GROUP, INC.

SPRING/SUMMER 2018



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Greetings Friends,

We are very pleased and proud to be starting the next chapter in our business here in Westchester! Following a tremendous year celebrating our 20th anniversary, we enter the spring/summer season with renewed optimism, and remain excited about the road ahead, as we look to build upon our success working with HRG clients, business partners and colleagues.

This year, we are off to a fast start, and we thought this would be the perfect time to recognize the people and organizations who continue to form the foundation for our growth.

First – a note of gratitude to our long-term clients who have come to trust us as true partners, including the outstanding people at Ovation Corporate Travel. Next – we salute our strategic business partners, for all you do to support our clients as an extension of our team. And last – but certainly not least – a special shout out to our team here at HRG, the most dedicated, hard-

working group of people we know, as they bring their best every day to demonstrate our commitment to our clients. You continue to help us to earn our reputation for quality, with the highest level of attention to detail that remains the hallmark of our company.

We look forward to growing with you in new and innovative ways, and thank you all for being such an important part of the success we have enjoyed all these years!

Warmest regards,



Robert O. Sanders, Jr., CMP
Partner
Hospitality Resource Group, Inc.



Michael Lattari
Partner
Hospitality Resource Group, Inc.

Eli Manning Raises Game at Guiding Eyes Annual Fundraiser



The 41st annual Guiding Eyes for the Blind Golf Classic and dinner was held on June 11th at the Mt. Kisco Country Club, featuring New York Giants 2-time Super Bowl MVP Eli Manning. Over 300 attended this special program to benefit

Guiding Eyes for the Blind, the internationally accredited nonprofit based in Yorktown Heights N.Y. Guiding Eyes provides guide dogs to people with vision loss at no cost to their students and graduates.

For more information, visit www.guidingeyes.org/

HRG Spotlight: Hudson Valley Hospitality is HOT

The leisure and hospitality industry has continued to grow here in the Hudson Valley region, creating new jobs and excitement in every corner of our economy. With construction costs in NYC skyrocketing, the region has become more attractive to companies large and small.

According to the NY State Department of Labor, the Hudson Valley hospitality and leisure sector added over 37,000 jobs between June 2016 and 2017, ranking third behind healthcare and business services.

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OUR FAMILY OF COMPANIES



STRATEGIC
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CALENDAR

**Entergy Sponsors
Westchester
Business Journal
Planning Ahead Calendar**



HRG and the Westchester County Business Journal produce the *Planning Ahead Calendar* sponsored by Entergy. This unique source of information for area not for profits provides details on events, sponsorship and philanthropic opportunities.

If you work for a nonprofit and would like to publish information about your upcoming events, or inquire about the opportunity to feature your organization, visit us online at HRGinc.net and click on the Planning Ahead button, call HRG at 914.761.7111 or email Jenna@HRGinc.net.

**WESTFAIR COMMUNICATION
Westchester Doctors of Distinction
Awards
September 20, 2018**
Location TBD

**BOYS & GIRLS CLUB OF MOUNT
VERNON
Annual Golf Outing and Dinner
September 24, 2018**
Mount Kisco Country Club, Mt. Kisco, New York

**TODAY'S STUDENTS TOMORROW'S
TEACHERS
October 11, 2018**

**NEW YORK MEDICAL COLLEGE
Founders Dinner
October 14, 2018**
DoubleTree Hotel, Tarrytown, New York

**THE ARC OF WESTCHESTER
FOUNDATION
A Matter of Taste
October 16, 2018**
Glen Island Harbour Club, New Rochelle, New York

**WESTFAIR COMMUNICATIONS
C-Suite Awards
October 18, 2018**

**HOSPITALITY RESOURCE GROUP
Not for Profit Educational Summit
October 2018**
Brae Burn Country Club, Purchase, New York

**YOU ARE CAUSE FOR
CELEBRATION
Not-for-Profit Holiday
Celebration, Hosted by Entergy
December 2018**
White Plains, New York

HRG Spotlight: Hudson Valley Hospitality is **HOT** continued

Recent developments that have brought further focus on this dynamic sector include:

MGM Purchase of Empire City Casino –

MGM announced their plan to purchase Empire City Casino and Yonkers Raceway for \$850 million. The sale gives the hospitality and casino goliath one of the largest entertainment and gaming destinations in the Northeast.



Resorts World Catskills Resort –

Earlier this year, Empire Resorts opened the \$1.2 billion Resorts World Catskills casino and resort in Monticello. A new destination venue in the northern Hudson Valley. Empire Resorts has promised they would hire workers from the region.

Alexandrion Holdings Distillery –

Carmel officials announced a \$100 million project that will bring an internationally known distillery to the town and provide a boost to the local economy. Representatives are seeking site plan approval to open a distillery that will produce premium spirits, host guided tours, and offer a visitor center, tasting area and bar/terrace. The business is expected to create 400 jobs.



The Hudson Valley HVEDC has also reported that many wineries, distillers and craft beer businesses are booming, as they host tours and corporate events. These small businesses contribute \$27 billion to the New York State economy.

Hudson Valley Hospitality Sector Workforce Development

The hospitality and tourism sector expansion is expected to continue for the foreseeable future. With a steady rise in employment, these businesses will need to prepare their staff to serve a growing number of customers, from tourists to corporate clients looking for meeting and event space.

HRG's Strategic Training Solutions, Event Solutions and Allegis Communications has been



serving up a healthy dose of hospitality to area organizations for over 20 years. As a company with roots in this sector, our event planning team, training solutions consultants, and innovative event marketing team are ready to support this growth.

Jobs Initiative Reaches Milestone

The Jobs Waiting program celebrated their 300th job placement on June 18th at the Westchester County Executive Offices in White Plains.

HRG is a proud partner of this program, working with the Westchester County Association, the Westchester-Putnam Workforce Development Board and area healthcare employers to help participants.



Jobs Waiting graduate Maribel Valencia-Barajas with Westchester County Executive George Latimer (*above*).

Hospitality Resource Group Announces Service Excellence Training

Hospitality Resource Group's Strategic Training Solution's Service Excellence workshop series can be tailored to address the specific needs of hospitality companies, healthcare organizations, and other businesses who consider service to be a key differentiator. Service Excellence provides instruction on communication, collaboration, teamwork, and other service skills and strategies to create positive customer experiences.

About Strategic Training Solutions –

STS offers customized training programs, human resource management consulting and organizational development services for corporations, healthcare providers, hospitality companies, nonprofit organizations, education institutions and growing small businesses. For more information, contact Laura McNerney at Laura@HRGinc.net or call 914.761.7111.



STRATEGIC
TRAINING
SOLUTIONS

Creative Event Solutions – Keeping it Fresh

Producing a successful event requires a significant amount of time and effort in planning, marketing and execution. And while these elements hold the keys to your success, there is the ongoing challenge for event planners to come up with new design concepts to generate that “wow” factor that will resonate for years to come.

What are some of the key factors in developing a memorable and effective event concept?

Event Theme

The key to creating a new event concept is to fully understand the audience, the organization, and trending topics that will resonate. It is essential for event planners to carefully consider any generational differences and come up with themes that work on different organizational levels to encourage participation and drive engagement.

Venue

Depending on your theme, location, and time of year, your options include hotels, convention centers, and ballrooms. The selection of your event venue should dovetail closely with your theme to help generate positive outcomes. What does the space offer in terms of acoustics, lighting, and seating options? Are there adequate transportation options? What seasonal issues or opportunities should you consider (particularly for outdoors)?

Speakers



To fully leverage a creative event concept, you need effective speakers to help drive home your theme. Find a speaker who can cover contemporary issues and come across as credible and

qualified to speak to the trending topic. This will also offer sponsors more value, and tie in with their effort to align their brand with your event.

Food & Beverage

For many, this is as important as any factor in their event experience.



tailored to your theme, as they will literally and figuratively leave a good taste in the mouths of the attendees. You can also make the F&B preparation a way to engage, offering attendees an opportunity to work with their fellow attendees to prepare the meal.

Entertainment

There are several factors to consider in planning your entertainment options, and it can be very challenging to meet the interests of an increasingly wide range of demographics with generational preferences. As audience engagement has become tremendously important, planners need to offer more innovative options, from interactive arts to music that engages and entertains across multiple generational and organizational levels.



“The HRG team was extremely responsive to our needs in working with us to plan, produce and manage our annual recognition and colleague event. They were totally committed to our success from the outset and worked closely with our team as a true partner to achieve our event goals. I would highly recommend HRG to any organization looking for a strategic event partner!”

Marissa Weidner,
Director of Talent Strategy,
Culture & Communications, FVP,
Sterling National Bank



HRG Partners with Westfair Communications

Hospitality Resource Group and Westfair Communications have come together to partner on planning, marketing and producing the Westfair Westchester/Fairfield Barracuda Tank event, the Doctors of Distinction and Women Run Food Businesses Events

in September, and C-Suite event in October.

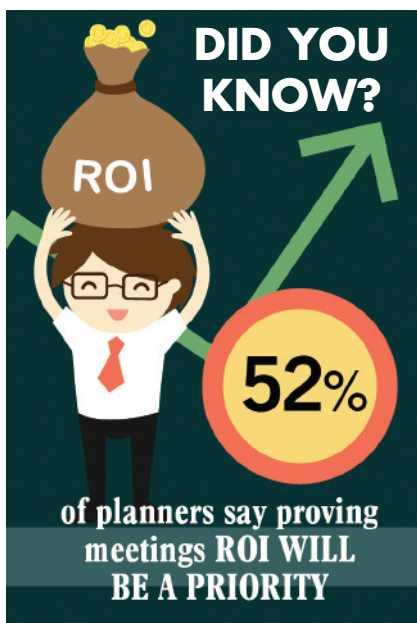
HRG and Westfair will also produce the Westchester County Business Journal Planning Ahead Calendar for area nonprofit organizations.

For more information visit westfaironline.com/events/

Welcome!

HRG is pleased to announce
the following new clients:

Sterling National Bank
Westfair Communications
Arc of Westchester



HRG Offers Free Event Audit

- Have you run an event for several years and started to question if it still delivers on your objectives?
- Has your fundraising and attendance at your signature event reached a plateau?
- Has your organization changed its mission or leadership?
- Has the makeup of your target audience changed?
- Have you lost a celebrity or major donor who has been a key factor in your success?
- Are your stakeholders, donors and staff "maxed out" on the same type of event every year?

High profile events offer a unique opportunity to position and promote your organization, raise awareness of your mission, and generate good will to support your fundraising efforts. These events can also place considerable strain on your management and staff, as the demands on time and resources can drain energy and result in missed opportunities to achieve your goals.

HRG's Event Solutions event "audit" offers an opportunity to review your event outcome, evaluate your current strategy, and adjust your "game plan" moving forward. To schedule your free audit, contact HRG's Event Solutions team at (914) 761-7111.



Former NY Yankee Pitches in for Family Services of Westchester

HRG was proud to partner with Family Services of Westchester to produce their 2018 Star gala at Glen Island Harbour Club in New Rochelle. Robert Weisz, CEO RPW Group, with honoree and Yankee great Jim Abbott and Brandon Steiner (*L to R*).

Boys and Girls Club of Mt. Vernon Honors Today's and Tomorrow's Leaders at Annual Gala

HRG was pleased and proud to work in partnership with the Boys & Girls Club of Mt. Vernon on their annual gala at the Surf Club in New Rochelle. Congratulations to B&G Mt. Vernon Youth of the Year award winner Jhayden Devaughn, as he delivered an amazing and inspiring speech about the role of his mentors at the Club and overcoming adversity. It was truly a night to remember for all who were there!

