

The Business Link

A COMMUNICATION NEWSLETTER PRODUCED BY HOSPITALITY RESOURCE GROUP, INC.

SUMMER 2009



Dear Friends and Colleagues:

This spring, HRG was thrilled to accept the 2009 Entrepreneurial Success "Hall of Fame Award" from The Business Council of Westchester. As a Westchester County businessperson, this award has tremendous significance for me and the associates at HRG as we continue to build our presence in the County we love. Over the past 13 years, it has been the people in Westchester County who have supported HRG's endeavors and for that, I say "Thank You!"

As we begin to see small signs of economic progress, it is more important than ever to "think out of the box" when it comes to creative selling. Keeping up with the times and managing relationships with tools like LinkedIn,

Facebook and Twitter, is now a norm rather than an exception. Maximizing the benefits of these sites is not only a way to stay current, but to take your marketing initiatives to a new level. Likewise, the traditional method of face-to-face relationship building is a standard that HRG will continue to maintain and fine-tune. It is quite literally our business model.

As you examine your own business needs and objectives, we hope you'll look toward some of the amazing clients we have partnered with as examples. In this issue of The Business Link, you'll find partnerships for a good cause with Entrée to Hope; innovative teambuilding ideas used at Pfizer; and companies that take

their annual meetings to new heights, like United Rentals. I know each of them will provide inspiration to you in your workplace.

I wish all of you success in this difficult year and know that HRG will always be there to support your needs as you have supported us for so many years.

Warmest Regards,

Robert O. Sanders, Jr., CMP
Founder & CEO
Hospitality Resource Group, Inc.
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HRG Receives 2009 Entrepreneurial Success Hall of Fame Award

In front of a packed room of supporters and colleagues at the Glen Island Harbor Club on April 22nd, Hospitality Resource Group accepted the 2009 Entrepreneurial Success Award from The Business Council of Westchester and was officially inducted into the Westchester Business Hall of Fame.

The Entrepreneurial Success Award is awarded annually to a company that began as a small business and has since developed and grown into a larger

one. The criteria used to determine the winning company includes growth and increase in annual sales, innovativeness in products and services, and contribution and commitment to the community.

"I am very proud and excited by this opportunity and recognition," said Robert O. Sanders, Jr., CMP, the Founder and CEO of HRG. Robert tributes his amazing staff and business partners



Robert Sanders, Laura McNerney and Michael Lattari

for their dedication and hard work and is confident that this award will help to position HRG for future growth.

Business expansion continues to be a priority for HRG with plans to open a Miami based office in the fall of 2009.

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OUR FAMILY OF COMPANIES



YOUR TOTAL BUSINESS LINK

Event Solutions' CALENDAR

- APRIL 29, Mercy College** hosted the 28th Annual Trustees Dinner at The Pierre Hotel in New York City.
- APRIL 30, Pace University** held their Leaders in Management Awards Dinner at Cipriani Wall Street in New York City.
- MAY 1, The Charter School of Excellence** hosted the Bright Futures Benefit Luncheon at X2O in Yonkers.
- MAY 9, Lutheran Healthcare** held their Annual Dinner Dance at Abigail Kirsch at Chelsea Piers in New York City.
- MAY 19, FECA** hosted the Spring In The Park Gala at Bryant Park Grill in New York City.
- MAY 21, The American Red Cross Westchester County Chapter** held a Heroes' Breakfast at the Hilton Rye Town in Rye Brook.
- JUNE 3, The Burke Rehabilitation Hospital** hosted The 2009 Burke Award Reception at The Burke Rehabilitation Hospital in White Plains.
- JUNE 6, The Boys and Girls Clubs of Northern Westchester** held the 15th Annual Humanitarian Award Dinner at The Westchester Marriott in Tarrytown.
- JUNE 9, Pace University Siedenber School** held its Award Reception for Leadership Service in Technology at The Bank of New York Mellon in New York City.
- JUNE 11, Pace University Law School** hosted its Annual Golf and Tennis Classic at The Mount Kisco Country Club in Mount Kisco.
- JUNE 22, Entergy and HRG** host the Third Annual Not-For-Profit Educational Summit at The Westchester Marriott in Tarrytown.
- JULY 15, Entergy** sponsors The Best of Westchester at the Glen Island Harbor Club in New Rochelle.

Welcome!

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

The Burke Rehabilitation Hospital
 Fox Sports Pfizer
 Mercy College T.S. McTeigue

"Planning Ahead" Helps Not-For-Profit Events

If you are hosting a not-for-profit event, log on to www.HRGinc.net and click on "Planning Ahead" to post your event for all of Westchester County to view.

For more information or insight, call HRG at (914) 761-7111

An "Entrée to Hope" for Westchester County's Neediest



Entrée to Hope, a new Westchester County-wide initiative to raise funds and awareness for Westchester's neediest citizens, kicked off their innovative program with a press conference at Sam's of Gedney Way on May 7th. Allegis Communications created Entrée to Hope's branding and strategic direction, and also provided public relations and marketing expertise, garnering extensive media sponsorships for this county-wide initiative.

Modeled on a similar program taking place in England and Australia, Entrée to Hope encourages diners to donate \$1 per entrée at the end of a meal to support charities helping the hungry, homeless and those in need of education. These three essentials make up the building blocks one needs to emerge from poverty, thus creating an "Entrée to Hope." The program was also created in support of our local restaurant industry, encouraging dining out during a time when restaurants need more business.

"Entrée to Hope is a great reason for people to dine out and support these local community-minded restaurants, and to help Westchester County's neediest citizens during these challenging times," said Rick Sampson,



Entrée to Hope

FOOD, SHELTER & EDUCATION FOR WESTCHESTER'S NEEDIEST

President and CEO of the New York State Restaurant Association.

County Executive Andrew Spano spoke at the May 7th press conference, and showed the collateral materials in which diners in participating restaurants receive a check insert at the end of their meal encouraging them to donate \$1 per entrée. The County Executive gave a specific mention to the program's website, EntreeToHope.org, which was designed and hosted by the HRG team in partnership with our strategic partner, NetIntellects.

The three collaborating agencies are the Food Bank of Westchester, Grace Church Community Services and Literacy Volunteers of Westchester County, which are among the largest and best known not-for-profits serving Westchester County.

"We were thrilled to have provided the creative direction and marketing strategy for a program that provides for the neediest in our own county," said Andi Rosenthal, Allegis Communications Director of Marketing Communications. "The support for this program has been overwhelming."

Entrée to Hope runs through the end of June and will be repeated again during the 2009 holiday season. For more information or for a list of the nearly 50 restaurants that are participating in this program, or to find out how you can donate, please visit www.EntreeToHope.org.

The Sky Is The Limit for Event Solutions & United Rentals



In January, Event Solutions traveled to Orlando, Florida with United Rentals (UR) to produce their first ever supplier show. Due to space limitations, the show was held in the rear parking lot of The Rosen Centre Hotel under a 40,000 square foot tent. After one week of construction, the tent towered over medians, lampposts and trees. "It was an amazing feat!" said Michael Lattari, HRG COO. "Everyone at UR was amazed by the structure and the event was a 'huge' success." Event Solutions looks forward to UR's 2010 supplier show in St. Louis, Missouri.



Charter School of Educational Excellence and HRG Create A "Bright Future"



The mission of the Charter School of Educational Excellence (CSEE) in Yonkers is to "produce students who meet or exceed all New York State learning standards;" so when HRG began working with CSEE, it was clear that an event executed by Event Solutions should also "exceed standards." And that is just what they did.

The Bright Futures Benefit Luncheon was hosted by CSEE in Yonkers at X2O. As a result of the tremendous success of this first time fundraiser, CSEE is already planning to make this luncheon an annual event! The benefit met its financial goal and the funds raised will go toward rolling racks for the school's library.

Prior to the event, Allegis Communications partnered with CSEE to raise awareness for the school, creating a sharp new school brochure and recommending a business partner to update the school's website.

Strategic Training Solutions FOCUS

In challenging economic times, training is usually the first line item to be cut. Recognizing that HRG clients may not have the budget for training at this time, but still have the need for targeted facilitation, Strategic Training Solutions recently hosted two complimentary workshops addressing relevant topics for our current market.

In April, the workshop focus was, "No Excuses:" Driving Sales During Uncertain Times and participants engaged in a highly interactive course that focused on how to maximize limited resources, energize relationships with hesitant clients and enhance bottom-line results. May's workshop was Igniting Your Team's Productivity During Challenging Times. In this course, the attendees worked on concrete strategies to create a results-driven team during difficult times.

Both of the workshops were extremely well received and STS continues to receive e-mails of gratitude for filling a need for their clients, simply because it was in the clients' best interest. As a result of the overwhelming response, STS will look to hold additional workshops in the near future.



STRATEGIC
TRAINING
SOLUTIONS

Pfizer Hosts Cook-Off In Teambuilding Event



In an *Apprentice*-themed Mozzarella Cook-Off, Strategic Training Solutions facilitated a teambuilding event for Pfizer. Utilizing HRG's destination management services, HRG selected Make Your Own Wine in Elmsford, NY as the site for this exciting event. The attendees were divided up into groups and judged on the quality of their mozzarella, their marketing presentation and several other standards. In the end, participants sampled the mozzarella and several different wines. It was both an important teambuilding experience and great fun!

HRG Spotlight

MICHAEL PERRY from Opus Advisory Group



The Opus Advisory Group consults with HRG annually for their charity golf outing. HRG would like to thank our Strategic Partner, Michael Perry, for his insight in this article on our current economic climate.

While many investors are frightened by the turmoil our country and the world are facing, nearly 40 years of experience with clients of substance, tells me that many look at these tough times as opportunities to create wealth.

Individuals who are prepared to take advantage of current opportunities, and have been able to weather the recent "financial storm," seem to have common disciplines...

- They live below their means.
- They are compulsive savers.
- They are not compulsive buyers.
- They are educated consumers.
- They have balanced portfolios.
- They maintain low leverage.

Practicing these six relatively simple disciplines is basic common sense, but to achieve full financial security, one should also adopt a more comprehensive, economically efficient plan to manage cash flow and be nimble enough to change as conditions dictate.

Living below their means. Seems like an apparent concept, but every day we see individuals not only living on their salaries, but anticipating their bonuses for kid's summer camps, new cars, remodeling, landscaping, etc. Those able to take advantage of opportunities live on their salaries, and use bonuses to add to their savings.

Compulsive savers. Individuals who have the foresight to save money before thinking about where it can be spent have the resources to consider financial opportunities others must overlook. Most compulsive savers live below their means because their focus is not on the next bigger home, but on the accumulation of wealth in order to weather the inevitable financial storms.

Compulsive buyers. We all know them...they had the first 52" flat screen television, not just one for the family room, but a second for the study. They must have a new kitchen; after all, it will increase the value of their home. These purchases are "justified" through the value they bring: however, the incurred debt ultimately adds frustration and limits resources for future financial opportunities.

Educated consumers... the Madoff debacle has taught us that a few simple questions asked of the person selling a product or service could make a decision to "buy" much easier. In the future, I doubt that many individuals will invest without reading the prospectus, and understanding the risks involved prior to actually investing.

Balanced portfolio. Many "investors" believe that balancing their portfolio means their broker will reallocate their holdings quarterly so the percentage of stocks, bonds and cash will be returned to what they were the previous quarter. Our view of a balanced portfolio takes into account many other factors such as one's salary, bonus, 401k investments, stock bonus plan, real estate holdings, etc. For example, consider an

individual whose salary and bonus comes from XYZ Corp., his 401k plan is comprised of stock from XYZ Corp., his stock bonus plan is based upon the value of XYZ Corp. stock, and his mutual fund investments hold stock in XYZ Corp. This person ultimately may find it difficult to have a "balanced portfolio" when looking at his entire financial picture.

Low leverage. It is very easy for individuals to justify using increased values (equity) in their residence, and other real estate investments to make home improvements, to acquire additional property, or perhaps lease an airplane, or other equipment. The risk of a financial downturn should always be considered prior to leveraging an asset.

The professionals at Opus Advisory Group have many years of experience at dealing with these issues. Our clients are generally savvy about issues involving their businesses, but use us as a sounding board when financial opportunities arise because they are assured that we will perform the required due diligence and mathematical analysis to point out the advantages and disadvantages of "pulling the trigger" on any given financial decision.

At Opus, we change the conversation about money from product to process and service with the goal of empowerment. In today's tumultuous environment, it is clearer than ever before that responsibility must be associated with wealth. We help you make responsible decisions to ensure your lifestyle for today and tomorrow.

HRG INDUCTED INTO The Westchester Business Hall of Fame



HRG partners Robert Sanders, Michael Lattari and Laura McNerney are all smiles as they accept the 2009 Entrepreneurial Success Hall of Fame Award from The Business Council of Westchester's Dr. Marsha Gordon, President and CEO, and Kenneth Theobalds, Entergy Vice President, Governmental Affairs.

Annual TY Award Presented To Four Seasons Owners



Drew Nieporent presents the 2009 TY Award to Julian Nicolini & Alex von Bidder of The Four Seasons Restaurant on March 2, 2009, at the Tribeca Grill in New York City.

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more information on how we can transform your business into a winter wonderland, call HRG at (914) 761-7111

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