

# The Business Link

A COMMUNICATION NEWSLETTER PRODUCED BY HOSPITALITY RESOURCE GROUP, INC.

WINTER 2012



## Dear Friends and Colleagues:

With 2012 well underway, all of us at HRG want to take a moment to say "thank you" to our amazing clients, partners and friends that have helped us to make 2011 our most successful year on record. We couldn't have done it without you and we take a lot of pride in the strategic partnerships we have that make our business a success going into our 16th year in business.

One of our amazing success stories last year was our continued strategic partnership with Ovation Travel Group in New York. As our relationship continues to grow and expand, we are pleased to extend our reach of services to the many wonderful Ovation clients that we are now working with in our Meetings & Events Division. This division is growing very quickly and we are excited about our continuing partnership in 2012.

Moving forward, HRG continues to invest in the activities that we feel are not only important to our business but also imperative to our community. With a philanthropic and volunteer focus, we are excited to do our part to contribute to the growth and success of Westchester County and we will continue to do so moving forward. This is a very important part of who we are and over the last 16 years in business, we have forged so many wonderful relationships.

Also, our corporate offices at 237 Mamaroneck Avenue have received a wonderful facelift, both internally and externally and, as always, we invite you to stop by and say "hello" to our team. Our doors are always open to you!

Lastly, I would be remiss if I didn't give a shout out to the

New York Giants!!!

As a die-hard Giants fan, I was so impressed by the way they stuck together as a team and stayed focused on the one core message from the coach, "FINISH". This is a great way to look at any opportunity or challenge, work hard, believe in your team and Finish!

Looking forward to a great 2012 with all of you.

Warmest regards,

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



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## 5 Ways Nonprofits Can Use Social Media to Increase Fundraising

By: Dawn Dankner-Rosen,  
President, DDR Public Relations

Are walk-a-thons, galas and raffles losing their effectiveness in raising funds for your cause? Has it become passé to pick up the phone to talk to your friends, family and co-workers about your organization and to ask them to make a donation? The answer is absolutely "NO!"

People-to-people marketing will

never go out of style. That warm and fuzzy aspect of looking someone in the eye, engaging with them and taking the time to enjoy their company will always be a most powerful tool for relationship-building, creating awareness for your cause and eventually (and hopefully) taking this awareness to the next step – raising money!

Your fundraising and relationship-building campaign can reach a

whole new level by leveraging the ever-growing popularity of Facebook, Twitter and other social networks. Integrating social media strategies into your current fundraising program can open the door to a whole new universe with great opportunities and relationships coming your way that would otherwise never have been there. Utilizing social media networks will effectively

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OUR FAMILY OF COMPANIES



YOUR TOTAL BUSINESS LINK



STRATEGIC  
TRAINING  
SOLUTIONS

## Event Solutions' CALENDAR

**JANUARY 5 - 9**

**United Rentals' Annual Supplier Show** at The Edward Jones Dome, St. Louis, MO.

**MARCH 4 - 6**

**International Restaurant Show of New York** at The Jacob Javits Convention Center, New York, NY.

**APRIL 18 & 19**

**Promotion Optimization Institute** at Intercontinental Hotel, Chicago, IL.

**MAY 16**

**The Foundation for Educating Children with Autism's Annual Spring Reception** at Bryant Park Grill, New York, NY.

**MAY 19**

**Lutheran HealthCare's Annual Dinner-Dance** at Abigail Kirsch at Pier 60, New York, NY.

**JUNE 2**

**Boys & Girls Club of Northern Westchester's Annual Humanitarian Award Dinner** at Lexus of Mt. Kisco, New York, NY.

**JUNE 10 & 11**

**Guiding Eyes for the Blind's Annual Golf Classic** at Mt. Kisco Country Club, Mt. Kisco, NY & Fairview Country Club, Greenwich, CT.

**JUNE 21**

**Pace University Seidenberg School of Computer Science and Information System's Leadership in Service and Technology Award Reception** at PricewaterhouseCoopers in New York City.

**JULY 31**

**Boys & Girls Club of Northern Westchester's Annual Golf Classic** at GlenArbor Golf Club, Bedford Hills, NY.

## Leading To Win

In November 2011 Event Solutions partnered with Hilton Worldwide to produce their "Leading to Win" Engineering Operations Conference at the Hilton Anatole in Dallas Texas. Event Solutions managed the Supplier Partners' Exhibit throughout the three day conference, which was held alongside Hilton's engineering conference, and assisted in the production of two themed events for all the attendees. On November 29th, the attendees enjoyed a Texas Barbeque style reception complete with Mechanical Bull Riding, Lasso Games and Line Dancing. The next day the attendees were ushered to Cowboys Stadium where Hall of Famer and former Dallas Cowboys player Drew Pearson took to the stage and signed autographs. Later the crowd was treated to a performance by the famous Dallas Cowboys Cheerleaders. Attendees were also able to participate in a "Punt, Pass & Kick" competition. Featured at right: HRG's Michael Lattari and the Dallas Cowboys Cheerleaders.



HRG's CEO Michael Lattari (center)

## Robert Sanders Receives Prestigious Award of Excellence from the International Association of Conference Centers (IACC)



At the most recent annual conference of the International Association of Conference Centers, IACC Americas President Peter J. Stockmann presented The Award of Excellence to Robert Sanders, Chairman of Hospitality Resource Group, Inc.

Robert was delighted to accept the prestigious Award of Excellence. The award itself was established ten years ago by the IACC Board of Directors to underscore IACC's commitment to education and to give heightened recognition and visibility to those individuals who give of

their time, talent and resources to expand and enhance IACC's educational offerings.

In presenting the award, Stockmann referred to Robert's creation of IACC's in-depth Strategic Plans and his work with the Board of Directors to ensure that these plans guided all of IACC's programs and services. A frequent presenter at IACC Conferences, Robert also contributed considerable time and resources to conceptualize and create IACC's first component of the Sales Tool Kit; a webinar that helps sales managers use the benefits of IACC to sell more effectively.

Robert, and all of HRG, has a tremendous commitment to volunteerism and service to the community and is very honored to receive this award from a group he holds in the highest of esteem.

## Not-For-Profit Success

HRG believes strongly in the work that our local not-for-profit organizations perform in Westchester County. The services that they provide to our community is a valuable resource and it is why HRG was proud to collaborate in presenting two note-worthy events for the not-for-profit arena this past winter.

Together with Entergy, Westchester gov.com, Rollins Insurance and NonProfitGuard, HRG hosted a record-breaking attendance at the 5th Annual Not-For-Profit Educational Leadership Summit where not-for-profit leaders engaged in a full day of complimentary workshops, networking and a keynote speaker address by Robert P. Astorino, Westchester County Executive. The day was extremely well received and participants left the summit armed with "Lessons Learned and Sustainability in 'The New Normal'."

Likewise, HRG, Entergy, Rollins Insurance and Caperberry Events Catering thanked the very dedicated community of not-for-profit organizations with the 6th annual "YOU are 'cause' for celebration!" holiday party. Held at the C.V. Rich Mansion in White Plains, the festive holiday party was a fantastic opportunity for us to say "thank you" while party-goers enjoyed great food, entertainment and fantastic door prizes.

# Strategic Training Solutions FOCUS

## Hospitality Sector Update!



STRATEGIC  
TRAINING  
SOLUTIONS

Strategic Training Solutions continues to partner with the Westchester/Putnam Workforce Investment Board (WIB) to provide important training for local hospitality businesses. Throughout 2011, STS delivered English as a Second Language (ESL) classes to 13 Westchester hotel properties and, this past Fall, completed a series of Management and Supervisory Skills training sessions and two regional programs designed to meet the specific training needs of the Hospitality Sector in Westchester. During 2012, STS will partner with the Westchester Hotel Association to provide management skills, sales training, action planning and additional ESL classes.

## Welcome New HRG Team Members

HRG would like to introduce and extend a warm welcome to our newest team members.



**Jenna Donnellan** has joined HRG as an Event Manager. She graduated in May of 2011 from Quinnipiac University in Hamden, CT with a degree in Marketing and has quickly become an essential part of our staff.



**Susan McHenry** joins the HRG team as our Senior Event Manager. Susan brings a great deal of expertise and knowledge to our team with her past experience organizing meetings around the world with both Quintiles Transnational and Veritas Communications, Inc.



**Kevin Casey** has joined the HRG team as an Event Coordinator. Prior to working with our team, Kevin graduated from the University of Western Ontario in London, Ontario with a BA in Business Administration. He has his own company, Kevin Casey Music, and works with various NYC venues.

*Welcome to the team, Jenna, Susan and Kevin!*



## HRG Spotlight



## Pernod Ricard USA

Pernod Ricard USA, based in Purchase, NY is the premium spirits and wine company in the U.S., and the largest subsidiary of Paris, France-based Pernod Ricard SA, which employs more than 18,000 people worldwide. The company's leading spirits and wines include such prestigious brands as Absolut® Vodka, Jameson® Irish Whiskey, Malibu® flavored rum, Kahlúa® Liqueur, Beefeater® Gin; such superior wines as Jacob's Creek® and Brancott Estate®; and such exquisite champagnes and sparkling wines as Perrier-Jouët® Champagne.

Pernod Ricard USA's contributions to Westchester County reflect its parent's global commitment to corporate social responsibility. Since 2004, the company has been listed in the FTSE4Good Index, which measures the social and environmental performance of leading businesses.

Over the past few years, Pernod Ricard USA has developed a robust employee volunteer program involving all departments and levels of the organization. The program reflects the company's philosophy of "doing well by doing good", meaning that volunteers' efforts not only are helping the community, but also are helping the company by breaking down barriers and encouraging teambuilding. During semi-monthly "volunteer days", employees spend their days doing any sort of work needed at non-profit companies.

Westchester-based activities are at the core of Pernod Ricard USA's employee volunteerism. These programs primarily have focused on the needs of the hungry, particularly because recent statistics have shown that roughly 20% of Westchester County residents are either hungry or at risk of hunger. The primary beneficiary is Food Bank for Westchester, where dozens of employees have contributed their time and energy. Activities have included sorting and packaging food for delivery to local pantries, including participation in a

"Giveback" Olympics, where within one hour employees packed 1 ½ tons of pasta for delivery to the needy in several Westchester communities.

Building on the success of this ongoing Westchester-based activity, some Purchase-based Pernod Ricard USA employees teamed with colleagues in the company's New York City office to support a similar charity, "God's Love We Deliver," which provides meals to homebound people with terminal illnesses. This effort involved the company's entire executive committee, which volunteered in the organization's kitchen, thus sending a message to the entire company about the importance of volunteerism and in turn stimulating further sign-ups for Westchester-based activities.

In May, 2011, all of Pernod Ricard's employees participated in a worldwide "Corporate Social Responsibility Day," during which management stressed the need for employees to be ambassadors of responsibility. Nowhere is that commitment more evident than in the company's commitment to promoting responsible drinking. Pernod Ricard USA supports both internal and external campaigns to ensure responsible consumption of its products, ethical marketing practices, and high standards of conduct for employees, customers and consumers. The company developed its own initiative, "Accept Responsibility," a website that aims at reducing underage drinking, drunk driving and binge drinking by highlighting the excuses people make when engaging in these destructive behaviors. The multifaceted campaign includes Public Service Announcements that aired on multiple cable channels in Westchester County during 2011.

For more information you can visit the company website – [www.pernod-ricard-usa.com](http://www.pernod-ricard-usa.com)

*Written by Marissa Frisina, Public Relations & Event Manager*



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## 5 Ways Nonprofits Can Use Social Media to Increase Fundraising

expand your audience of supporters, help you remain in constant contact with your current donors and will ensure that you avoid the high costs of implementing print, mail and special events campaigns.

In fact, the results of a recent study found that participants who use social networking tools like Facebook, Twitter and YouTube actually communicated with their networks more regularly and saw fundraising increase by up to 40%!

So, if your nonprofit isn't taking advantage of online fundraising tools – and not just by setting up a Facebook page or opening a Twitter account – start now!

Here are five tips to help you use social media for fundraising more effectively:

1. **Educate and Captivate:** Use social media to build awareness and draw in potential donors and supporters. Bring your story to life. People donate money to people, not organizations. They need to see faces and hear voices; they need to understand the emotions and plights of the people you serve. Its good common sense, if you know someone directly affected – or at least feel as if you do – you are more likely to show support and compassion.
2. **Encourage Posts & Passion:** Use Facebook to generate active support, enthusiasm and passion for your cause; ask supporters to post about their experiences and activities relating to your organization. Encourage people to share why they support your organization; ask them to tell their story on Twitter in 140 characters or less. On YouTube, they can post a real-life video about how the organization has changed/affected their life; in return,

you can create a personalized thank you video for all those who donate.

3. **You Can Make A Difference, But How?:** It's important to make clear how a specific donation translates into impacting someone's life. It's not enough to say that your money helped to fund a program. Which one and who has it helped or saved specifically? For example, instead of just saying that \$xxx was raised to provide Thanksgiving dinners to families in need – post information about the number of families, where they're from, why they're in need, how many children, etc.
4. **Offer Incentives:** Offer prizes to donors, which can include gift cards, t-shirts, tickets, memberships etc. For example, the fifth person who makes a donation on Facebook gets a free t-shirt; the 30th Gala ticket sold, receives an additional one free, etc. In addition, opportunities to be recognized in your newsletter or on your website in the form of posting donor photos and stories are additional incentives that can go a long way.
5. **Think Out-of-The-Box!** Online games, contests and interactive activities are helping many charities stand out in a highly-competitive fundraising environment. The Food Bank of New York City found a creative way to conduct its food drives online by allowing donors to shop in virtual grocery aisles. Ronald McDonald House Charities offered supporters an opportunity to build a virtual gingerbread house. Toys for Tots donors played with a virtual toy from their smartphones during this past holiday season. Synergy Westchester, a New Rochelle nonprofit gained global support with a program that asked children to create comic book

characters with superhero powers.

Once you've set your social media fundraising campaign in motion, you'll be surprised by how much more "personal" your fundraising activities will become and how you'll actually see more of your donors! A recent "Social Mythbusting" study confirmed that there is an increase in face-to-face interaction after connecting with people on social networks. The numbers here are fascinating: 27 percent of Facebook users and 46 percent of Twitter users then meet their friends in person. What this means is that social networks are not just for communicating and promoting. The greatest impact comes from their effectiveness in building "intimate" relationships between nonprofits and donors that include a genuine sense of emotion, compassion, loyalty and trust – and that can only lead to long-lasting support and financial benefits!



*Dawn Dankner-Rosen is president of DDR Public Relations, an award-winning public relations firm located in Westchester County, NY, specializing in nonprofits, businesses, schools, real estate and healthcare professionals and companies. Founded in 1989, we offer out-of-the-box thinking combined with more than 23 years in business to create dynamic public relations campaigns, media relations and social media strategies, as well as cause marketing and special events programs. Dawn Dankner-Rosen has many written articles, as well as made speeches and led workshops on Public Relations and Social Media for Nonprofits. The next "Social Media for Nonprofits" workshop, presented by Dawn Dankner-Rosen with Ilana Arazie of DDR Public Relations, will be on March 9th from 1:00-3:00pm at the Ossining Public Library, part of the Hudson Fusion "Small Business Series." For more information, contact [ddr@ddrpr.com](mailto:ddr@ddrpr.com).*

## Welcome!

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

AVRASA	ING
Central Amusements International	Pace University – Lubin School of Business
Edith Macy Conference Center	Promotion Optimization Institute
Guiding Eyes for the Blind	Sheraton Tarrytown
Hilton Worldwide	Dominican Sisters

## Planning Ahead

After four successful years, HRG continues to manage Planning Ahead for the Westchester County Business Journal. A joint venture with Entergy, Planning Ahead is your source for upcoming not-for-profit events, philanthropic and sponsorship opportunities. If your not-for-profit would like to post an event, log on to [www.HRGinc.net](http://www.HRGinc.net) and click on the Planning Ahead icon to submit your event for publication. Questions? Call HRG at (914) 761-7111.

