

The Business Link

A COMMUNICATION NEWSLETTER PRODUCED BY HOSPITALITY RESOURCE GROUP, INC.

SPRING/SUMMER 2016



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Welcome New Clients

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A Message From Our Chairman

Dear Friends, Partners and Colleagues,

Summer is upon us, and we are sailing into the season with renewed optimism, well on our way to achieving our goals. As a changing market presents new challenges ahead, we remain excited about growing our business. In this edition of our Spring/Summer HRG newsletter, we cover some of the dynamic and innovative developments that are driving organizations forward, and

share highlights on how our company has worked with strategic partners and clients to promote higher levels of community and commerce. As our family of companies work together in our 19th year in business, we are excited about the road ahead, and look forward to building on our success in creating effective event management, training and marketing solutions.

Here's to continued growth and success in your summer season!

Warmest regards,

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



The Heart of Hospitality

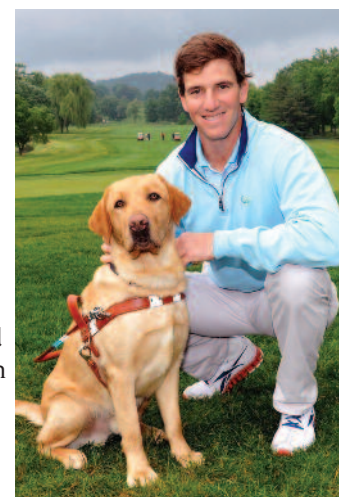
Hospitality Resource Group was featured in a *914Inc. Magazine* article that covered our company, dating back from our start in 1997 through today. Thanks to all of you – our clients, strategic partners and colleagues – who have played a prominent role in helping us earn our reputation for quality in event management, workforce training and branding solutions.

Putting Heart Into Hospitality reviewed how HRG has “grown steadily by combining a personal approach with a flair for technology” and that our “evolution is a classic story of organic growth and word-of-mouth advertising.”



Eli Manning Raises Funds at Guiding Eyes Annual Dinner and Golf Outing

The 39th annual Guiding Eyes Golf Classic and dinner event hosted by New York Giants Super Bowl MVP Eli Manning was held on June 13th at Mt. Kisco Country Club. Over 300 attended this special program to benefit Guiding Eyes for the Blind, the internationally accredited non-profit based in Yorktown Heights N.Y. Guiding Eyes provides guide dogs to people with vision loss, as well as service dogs to children with autism at no cost to their students and graduates.



OUR FAMILY OF COMPANIES



YOUR TOTAL BUSINESS LINK



STRATEGIC
TRAINING
SOLUTIONS



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.

To publish information about your upcoming event, visit HRGinc.net and click on the Planning Ahead button or call HRG at (914) 761-7111 or email Jenna@HRGinc.net

HOSPICE OF WESTCHESTER 14th Annual Golf Invitational June 21, 2016

Westchester Hills Golf Club, White Plains, NY

WOMEN'S ENTERPRISE DEVELOPMENT CENTER WEDC Annual Luncheon & Marketplace June 23, 2016

Tappan Hill Mansion, Tarrytown, NY

CEREBRAL PALSY OF WESTCHESTER 15th Annual Golf Classic June 28, 2016

Quaker Ridge Golf Club, Scarsdale, NY

NEW ROCHELLE HUMANE SOCIETY 16th Annual Dog Wash Fundraiser July 17, 2016

New Rochelle Humane Society, New Rochelle, NY

FRIENDS OF KAREN 10th Annual Golf Tournament July 18, 2016

Salem Golf Club, North Salem, NY

WESTCHESTER COUNTY ASSOCIATION Health Tech '16 September 28, 2016

Doubletree by Hilton, Tarrytown, NY

HUDSON VALLEY ECONOMIC DEVELOPMENT CORP 4th Annual Beer, Wine, Spirit & Cider Summit October 4, 2016

Culinary Institute of America, Hyde Park, NY

WESTCHESTER COUNTY ASSOCIATION Women in Tech Awards Luncheon October 20, 2016

Tappan Hill Mansion, Tarrytown, NY

ENTERGY AND HRG You are "Cause" for Celebration December 6, 2016

C.V. Rich Mansion, White Plains, NY

HRG Chairman Featured in 914Inc. Magazine Top 50 Names You Need To Know in Westchester



Hospitality Resource Group, Inc. Chairman

Robert Sanders was featured in *914Inc. Magazine* as one of 50 business leaders you "need to know". The editors recognized this small group of industry "go-to" people, stating "If business success is more about who you know than what you know, look no further. Whether you want to secure business funding, land a big contract, negotiate tricky legal concerns, gain PR assistance or just learn to schmooze like a pro, these are the folks you need in your network." Others recognized in the top 50 included County

Executive Rob Astorino, Robert P. Weisz, Louis R. Cappelli, as many of our long-time colleagues and friends, including Chris O'Callaghan, Jones Lang LaSalle, Natasha Caputo, Westchester County Office of Tourism, Larry Gottlieb, Hudson Valley EDC, Peter X Kelly, Xaviars Restaurant Group, Dan Conte, Westchester Marriott, Cynthia Rubino, White Plains YMCA, William M. Mooney Jr., Westchester County Association, Marsha Gordon, Westchester Business Council, William M. Mooney III, Westchester County Office of Economic Development, Peter Herrero of NY Hospitality Group, John Tolomer of Westchester Bank, and Janet Langsam of the Westchester Arts Council.

Entrepreneurship Grows in the Valley: STS Bets on Better Business with HVEDC

The changing landscape of business is rapidly evolving, as major corporations including Starwood, IBM and Pepsi Bottling are downsizing and moving out, replaced by merging healthcare employers and high growth entrepreneurs. Here in the Hudson Valley, we are seeing a tremendous surge in new businesses, as smart, creative, hardworking people are coming together to promote commerce and grow our communities. One example of this trend is a new, innovative program that offers regional



In the fall, the HVEDC Food and Beverage Alliance will bring together regional entrepreneurs to hear from industry experts on how to grow their businesses at the Culinary Institute of America in Hyde Park NY for the 4th Annual Beer, Wine, Spirits and Cider Summit.

DID YOU KNOW

The spirits industry is currently generating \$27B of business in New York State.

food and beverage entrepreneurs a unique opportunity to learn from area hospitality experts about how to overcome critical challenges they face in taking their business to greater heights. The Hudson Valley Economic Development Corp. (HVEDC) and HRG have partnered to develop an interactive program that offers aspiring business leaders a mix of classroom instruction and on-site job shadowing experience at area hospitality venues. HRG is working with prominent entrepreneurial business owners including celebrity chef Peter X. Kelly of Xaviars Restaurant Group in the launch of this important initiative. Later this summer, HVEDC will host *The State of Entrepreneurism in the Hudson Valley* featuring a diverse panel of experts who will come together to review the region's

entrepreneurial landscape and the future of the Hudson Valley economy.

Every day we come across inspiring success stories from entrepreneurs who are forming strategic partnerships to drive our economy forward. From youth programs in STEM at the Digital Arts Experience to creative culinary collaborations, it is a very exciting time to create a new business. At HRG, we embrace the spirit of entrepreneurship in everything we do, from our event solutions to our customized training programs and marketing. If you need an entrepreneurial team to help you grow, contact us at (914)761-7111 or walter@hrginc.net



Peter X. Kelly, Award Winning Restaurateur

HRG Supports Regional Healthcare Jobs Initiative

In a world with more than its share of cynicism, we seldom come across a truly good news story that is at once inspiring and encouraging, and that promotes both community and commerce where the public and private sectors work together toward a common good. Here is one we are most proud of at HRG.

Last year, Hudson Valley healthcare employers signed on to apply for a federal grant to help meet their need to find workers to fill jobs, and the Westchester/Putnam Workforce Development Board was awarded a three year, \$9.8 million Ready to Work grant managed by the Westchester County Association to help long term unemployed in our region return to work.

The HRG team has worked with the Westchester County Association to develop healthcare employer support throughout the region, and provide job candidates with training for job preparation and communication skills. The program is off to a

tremendous start, as over 100 individuals have participated in specialized training “boot camps”, and over 30 have been offered jobs at area healthcare employers, including ENT & Allergy

Associates, NY Presbyterian, Crystal Run Healthcare, WESTMED, and Cabrini Healthcare.

For more information, visit www.JobsWaiting.com



HRG Awarded Contract to Manage Business Sector Partnership

Hospitality Resource Group was awarded a contract by the Westchester-Putnam Workforce Development Board (WPWDB) to manage the Westchester/Putnam Business Sector Partnership. This public/private partnership was created to promote area workforce and career development. Under HRG's direction and guidance, the Business Sector Partnership brings together business leaders to review and develop strategies to support 7 key industry sectors, including Advanced Manufacturing, Biotech, Green, Healthcare, Hospitality, Not for Profits and Professional Services.

The Business Sector Partnership works closely to share expertise and best practices, education programs, and development of employer member opportunities for training, apprenticeships, and communication for the Westchester/Putnam One Stop Center

portal to encourage employer and job seeker participation. Business Sector Partnership cochairs include: Joe DiCarlo, SVP Human Resources, WESTMED; Eric Saidel, Director Human Resources, ENT & Allergy Associates; Len Vallender, president of Fenbar Precision; Harold King, president, Hudson Valley Council of Industries; Robert Sanders, Chairman, HRG; Natasha Caputo, Director, Westchester County Office of Tourism and Film; Dani Glazer, CEO Green Team Spirit, Scott Fernqvist, Westchester Green Business Challenge, Joanna Straub, NonProfit Westchester, Cindy Rubino, Executive Director YMCA Westchester; Alana Sweeney, CEO, United Way of Westchester and Putnam, and Richard Greenwald, President, Concorde Staffing.

For more information, visit westchesterputnamonestop.com/employer/business-sector-partnerships

Family Services of Westchester Gala Features Iconic Sports Figures

HRG was honored to work with one of the great not for profit organizations who are making a difference in young people's lives, at the annual Family Services of Westchester gala in New Rochelle. The star-studded evening honored Westchester

philanthropists and long-time not for profit advocates Jody and Mark Rollins, former Yankee great Andy Pettite, and legendary Indiana University coach Bobby Knight.

Other special guests included NY Giants Super Bowl MVP O.J. Anderson, Former

NY Mets star Mookie Wilson, and Daniel “Rudy” Ruettiger, who shared his story as featured in the classic film. Steiner Sports was the presenting sponsor, and their CEO

Brandon Steiner was on hand to introduce the celebrities and give thanks to Family Services for their important contributions to area families in need.



Legendary Indiana University coach Bobby Knight and former Yankee great Andy Pettite.

Hospitality Evolution – Technology and the Personal Touch



The world of hospitality is changing, as robots are starting to appear with hotel room service, smartphones serve as room keys, and tablets are controlling the room temperature. But in a recent article in USA TODAY, human interaction remains the key to guest's loyalty to a hotel brand.

Welcome!

HRG is pleased to announce
the following new clients:

Family Services of Westchester
Original Energy
New York Medical College

HRG's Event Solutions Delivers on Global Stage



This spring, HRG travelled overseas to Brussels, Belgium for the *POI Global Promotion Optimization Summit* at the Sheraton Brussels Hotel, as leading companies from around the world including



Michael Kantor presents check to Mélanie Zylberberg, Legacy and Philanthropy Manager at Croix-Rouge de Belgique and Belgian Red Cross

Johnson & Johnson, Coca-Cola, P&G, Molson Coors, General Mills, Goodyear, Mars, and Danone convened to learn about the benefits of joint business planning, promotion and collaboration, and more.

Event planning started close to a year in advance, and there were many challenges for the HRG Event Solutions team, which was led by Director of Meetings and Events Susan McHenry. Then, less than two months prior to the event, terrorists attacked the city of Brussels. Immediately following this tragedy, Michael Kantor, CEO and Founder of the Promotion Optimization Institute, was faced with the daunting decision on whether to proceed with the POI Summit as planned, consider a new location, or postpone it. For Kantor, the decision to press forward in

the face of adversity was clear, as he recalled his personal experiences in NYC on 9-11-2001 standing by people and a community in need. Personal calls were placed to the Belgian Red Cross and leading companies from the region were invited to join in solidarity. To kick off the event, Kantor awarded a check to the Belgian Red Cross, as a contribution to support their efforts and important work, in light of the terrorist raid in Belgium two short months before.

Spotlight: HRG Event Solutions

Despite the considerable challenges of managing the logistics of an event of this scale, from maintaining sponsorships to venue negotiations and communications under extreme stress and pressure, the event was considered an overwhelming success, as a record number of representatives from leading worldwide brands made their way to the host city.

McHenry and the Event Solutions team managed the entire event process, including venue contract negotiations, managing registration, developing the agenda and program guide, and coordinating presentations.

HRG has partnered with POI since 2012, and this year worked closely together to produce events in Chicago IL, Miami, FL, St. Louis, MO and Dallas, TX. Looking for a dependable and reliable partner to work on your next global or local event? Call HRG Event Solutions at 914 761-7111.

Strategic Training Solutions Drives Youth Job Readiness



STRATEGIC
TRAINING
SOLUTIONS

HRG's Director of Learning Renee Fogarty completed a 5-week pilot of a new HRG Job Readiness curriculum developed for the Westchester County Workplace Attributes Initiative. This program is designed to enhance Social-Emotional Learning (SEL) among youth who will be participating in the program. Workplace Attributes is scheduled to launch in the Youth Bureaus and other after-school programs in the Fall. SEL has been proven to improve well-being, social relations, and academic performance in schools throughout the U.S. HRG has been at the forefront of developing these skills for youth providers in the region.

About Strategic Training Solutions

STS offers customized training programs, human resource management consulting and organizational development services for corporations, healthcare providers, hospitality companies, not for profit organizations, education institutions and growing small businesses. For more information, visit www.HRGInc.net or call (914) 761-7111.