A Message From Our Founder

Greetings Friends,

We are very pleased and proud to be celebrating our 20th anniversary in business here at Hospitality Resource Group, and I would like to take this time to thank you for your support over the last 20 years.

It has been an amazing experience for all of us who were involved in the formation of HRG as an event management company, working (literally) from my garage back in 1997. Back then, I realized there was an opportunity to create a new company centered on partnerships and the principles of hospitality that I had learned working at the Marriott Corporation.

Following one of our first major events, the American Red Cross annual “Touch of Red” fundraising gala honoring President Clinton, I was encouraged by the positive response we received, as it led to referrals that sparked the growth of our company.

Today, as we have evolved into a unique company that offers event management, training and marketing services, we continue to adhere to the principles that have made us successful. Thank you for being an important part of this success, as we never would have survived and thrived all these years without you!

Warmest regards,
Robert O. Sanders, Jr., CMP
Founder and Partner
Hospitality Resource Group, Inc.

HRG Spotlight: 20th Anniversary – A Retrospective

It’s hard to believe, but HRG has reached a milestone that few other small businesses have. And as we celebrate our 20 year anniversary, we continue to work hard to earn our reputation as a leader in event management, training and marketing. In this edition of our newsletter, we thought it would be fun to share a few highlights we experienced along the way.

Look inside for HRG timeline.

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

On June 12th, HRG team up with Guiding Eyes for the Blind for the 40th annual Guiding Eyes Golf Classic and dinner event hosted by New York Giants Super Bowl MVP Eli Manning at Mt. Kisco Country Club. Over 300 attended this special program to benefit Guiding Eyes and support their work to train and provide guide dogs to people with vision loss, at no cost to their students and graduates. To learn more about Guiding Eyes and how to donate to their organization, visit www.guidingeyes.org
Have you run an event for many 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?
Area Businesses And Communities Do Well by Doing Good!

We work and live in a society that often measures success by growing market shares and expanding stock portfolios. Meanwhile, a parallel universe of people are working just as hard to achieve goals that have nothing to do with profits, in support of the communities we live and work in.

One of the best ways to grow a business is to be involved and engaged in these communities, and whether you work for a private sector employer or a not-for-profit organization, we all have a shared stake in our success. This trend towards “strategic philanthropy” is being driven by the benefits of doing well by doing good, and it is gaining ground with companies across all industry sectors.

Businesses Investment In Causes – The Payoff
Recent research by Fortune Magazine has shed new light on the growing support from companies who find that promoting the “greater good” is actually also good for their bottom lines. These businesses have found that supporting a cause pays off, and reflects well on their brands.

Area Businesses Leading the Charge
Here in Westchester, there are many examples of businesses that have made a dedicated, long-term commitment of their time and resources to support the not-for-profit community. Companies large and small have continued to invest in regional efforts to promote good works. Examples include:

- **MasterCard** This financial services leader promotes their support for “a sustainable future in everything we do, every day, advancing social sustainability, conducting business in an open and transparent way, and responsibly managing our environmental footprint.”

- **Heineken USA** This global brand powerhouse is “driving innovative, purposeful sustainability and responsibility programs by embedding Brewing a Better World (BaBW) into our business.”

- **Local small businesses are also deeply involved in supporting important causes, including:**

  - **Original Energy and Robison Oil** These family-owned companies have been major supporters of local causes for decades. The Original Energy Shine a Light on Veterans project offers cities and towns the opportunity to install LED lighting at Veterans memorial sites at no cost. CEO David Singer was honored with the 2017 Outstanding Corporate Philanthropy Award by the Association of Development Officers of Westchester.

- **PKF O’Connor Davies** One of the leading accounting firms in the NY Metro area, this company provides support for area schools and not-for-profits, including Stepinac High School, Nonprofit Westchester, and a major national veterans services organization.

- **Wilson and Son Jewelers** This family-run business based in Scarsdale supports many area nonprofit organizations, including the Westchester Philharmonic, Boys & Girls Club of Northern Westchester, Guiding Eyes for the Blind, American Diabetes Association and Visiting Nurse Service of Westchester.

The Westchester Bank
This regional financial services company supports a wide range of charitable causes, including the March of Dimes, Guiding Eyes for the Blind, and Greyston Bakery. CEO John Tolomer is one of the most visible figures in the county, and their commitment to area causes is an important part of their strategy as a community bank.

The Bottom Line, and Beyond
The importance of giving through “strategic philanthropy” offers opportunities for companies to show their support, and provide a higher profile for their business at the same time. With growing pressure on governments and the private sector to cut back on spending, business leaders are filling the void and today, through their contributions, they are finding that their efforts are actually helping them grow.

Did you Know? According to Forbes, 50% of millennials are willing to make a purchase to support a cause, and more than a third say they’ll pay extra if they deem a cause or brand worthy.
Welcome!

HRG is pleased to announce the following new clients:

- Boys & Girls Club of Mt. Vernon
- Brainard Ridge Realty
- Maria Regina High School
- New York Medical College
- Original Energy

Public/Private Partnerships Drive Economic Growth

Workforce development and entrepreneurship are at the heart of a healthy economy, and public/private partnerships play an important role in support of our commerce and communities. Our HRG Strategic Training Solutions team supports workforce development initiatives that create jobs, develop careers, and help businesses grow. Some examples of our work here in the Hudson Valley include:

Hudson Valley Jobs Waiting

HRG’s STS works with the Westchester/ Putnam Workforce Development Board and the Westchester County Association to provide training and career counseling to help long-term unemployed residents prepare to pursue a career in healthcare. HRG has developed relationships with over 100 area healthcare employers to position these candidates for jobs. Over the past year, this program has helped over 160 people return to work.

For more information, visit www.JobsWaiting.com

HVEDC / Bet on My Business

HRG, in partnership with the Hudson Valley Economic Development Corporation’s Food and Beverage Alliance, created The Bet on My Business Academy to help area entrepreneurs in the food and beverage industry grow their businesses. HRG’s STS provides training in sales and marketing to help improve their marketability.

For more information, visit www.hvedc.com/bet-on-my-business-academy/

Business Sector Partnership

HRG has worked with the Westchester/ Putnam Workforce Development Board since 2012 to engage area employers in this unique public/private partnership of 7 major industry sectors. Over the past year, membership has continued to grow, as HRG has led workforce development programs with Manufacturing, Hospitality, Healthcare, Technology, Nonprofit, Biotech and Green sector leaders.

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

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, visit www.HRGinc.net or call (914) 761-7111.

ADO Honors Business Leaders at Annual Awards Breakfast

This spring, HRG worked with the Westchester Chapter of the Association of Development Officers (ADO) to produce and manage their annual Philanthropy Awards breakfast at Tappan Hill, honoring area business leaders who support their mission.

ADO members include Nonprofit Fundraisers, Board members, Executive Directors and Communication professionals who play a vital role in our community.

DID YOU KNOW?
The Westchester ADO is the oldest and largest organization dedicated to philanthropy and fundraising in the lower Hudson Valley.