

The Business Link

A COMMUNICATION NEWSLETTER PRODUCED BY HOSPITALITY RESOURCE GROUP, INC.

WINTER 2013



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Dear Friends and Colleagues:

We welcome the arrival of 2013 with great excitement and anticipation! As we speak to our colleagues and partners, we are seeing some very positive economic lift, and are hopeful that this year will bring continued success and prosperity to our economy and our businesses.

This year, HRG will celebrate its 16th anniversary. As such, I would personally like to thank all of our loyal clients for thinking of us when it comes to their business needs. I would also like

to thank our team at HRG, who helped HRG to have its most successful year to date, and will always work with your best interests in mind and in heart, to deliver exceptional results.

In 2013, we will continue to invest in our company and our team. We look forward to new opportunities and new partnerships in the years ahead. Most of all, we wish each of you and your families, a very happy, healthy and peaceful year, filled with promise and good tidings!



Warmest regards,

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



HRG

Spotlight

A New Year Seen Through Optimistic Eyes

Laurence P. Gottlieb, *Director of Economic Development for Westchester County – New York's Intellectual Capital®*

Let me start the New Year by apologizing to all of the pessimists out there, because I am officially declaring 2013 as the Year of the Optimist. Why am I being so optimistic? Business leaders must always remain positive, even in the face of tremendous adversity.

The greatest opportunities come along during the toughest of times. Look no further than the words of former British Prime Minister Winston Churchill who said,

“A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.”

Part of my responsibility as Westchester County's “Chief Economist” is predicting those emerging business trends that will nourish the region's economy for the next decade and beyond. These promising developments are coming together and creating a clear picture of where we are heading in the near future.

Therefore, I give you Westchester County's sunny forecast:

- Let us call the next ten years the Mind and Body Decade, as the healthcare industry becomes THE leading employer for salaried workers and THE leading area for entrepreneurial opportunities. We are already seeing a mindboggling explosion in the construction of new healthcare facilities (Memorial Sloan-Kettering Cancer Center in Harrison), expansion of existing

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Hospitality Resource Group, Inc.
237 Mamaroneck Avenue,
Suite 201
White Plains, NY 10605
(914) 761-7111
www.HRGinc.net



OUR FAMILY OF COMPANIES



YOUR TOTAL BUSINESS LINK



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CALENDAR

United Rentals Annual Supplier Show and Meeting
January 3-9, 2013
Indianapolis, Indiana

Pace Law School 18th Annual Leadership Awards Dinner
January 31, 2013
Hilton Westchester, Rye Brook

Food Bank for Westchester Annual Valentine's Day Dinner
February 8, 2013
Abigail Kirsch at Tappan Hill, Tarrytown

The Foundation for Educating Children with Autism's Spring Reception
March 20, 2013
The Pierre Hotel, NYC

Promotion Optimization Institute Summit
April 13-16 2013
Chicago, Illinois

Legal Services of the Hudson Valley
April 24, 2013
Westchester Marriott, Tarrytown

Lutheran HealthCare Annual Dinner Dance
May 18, 2013
Pier 60, NYC

Pace Leadership in Service and Technology Award Reception
May 23, 2013
PwC, NYC

Lubin School of Business Annual Golf Classic
May 28, 2013
Wheatley Hills Golf Club, East Williston

Boys & Girls Club of Northern Westchester Annual Humanitarian Award Dinner
June 1, 2013
Lexus of Mt. Kisco

Guiding Eyes Golf Outing
June 9 & 10, 2013
Mt. Kisco Country Club and Fairview Country Club

Robert Sanders Appointed VP of MPIGNY Membership

Robert Sanders was recently appointed as the Vice President of Membership for Meeting Professionals International of Greater New York. (MPIGNY) Robert says, "I'm excited about the opportunity to work with such a fantastic group of people. I look forward to getting to know our membership group more closely and being a part of a team that continues to deliver excellent educational and networking programs."

To learn more about Meeting Professionals International, please visit www.MPIGNY.org



MEETING PROFESSIONALS INTERNATIONAL

Did You Know?

Not-for-Profit Organizations

The non-profit sector is a powerhouse within our region's economy: there are more than 5,000 registered non-profit organizations in Westchester County, with more than 90,000 employees- estimated at 20% of all employment – spending \$6.9 billion annually, according to Non-Profit Westchester and the Pace University's Wilson Center for Social Entrepreneurship.

\$11.7 billion Total 2010 assets of Westchester's registered nonprofits

\$7.3 billion Total 2010 nonprofit sector revenue

\$6.9 billion Total 2010 nonprofit sector expenditures

\$23.5 billion Total estimated economic impact of the Westchester nonprofit sector

Welcome!

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

- | | |
|-------------------------------------|------------------------------|
| Legal Services of the Hudson Valley | St. Johns Riverside Hospital |
| Northern Westchester Hospital | Serendipity Labs |
| Manhattanville College | White Plains Hospital |

Mobilize Your Social Media

As we look back at 2012 and consider the impact of social media and technology on marketing, nothing can match the incredible rise of social media and mobile coming together to create an entirely new media platform for consumers, businesses and not-for-profit organizations as well.

Over 70% of all social media interaction occurs over mobile devices. This seismic shift has created new opportunities from mobile apps, as Foursquare, Pinterest and Instagram and other online media continue to change the way we are exposed to brands. In the coming year and the foreseeable future, it is critically important to understand the impact of their presence on consumers and advertisers. According to a recent article in the Huffington Post:

- Monthly active Facebook users now total nearly 850M, with 488M regularly using Facebook mobile (source: All Facebook)
- A whopping 77% of B2C companies and 43% of B2B companies acquired customers through Facebook (source: Business2Community)
- 175M Tweets were sent daily via Twitter in 2012, which increased by 1M users (source: Infographics Labs)
- Twitter is projected to generate \$540M in advertising revenue by 2014 (source: Web Analytics World)
- 26% of retweets are incited by a request to retweet. (source: Web Analytics World)

What does this mean for the enterprising brand-builder for 2013? In a bit of an ironic twist, the most important element for today's successful marketer is to personalize and engage them! As people are active in social media these days, marketers need to create viable social media campaigns and humanize their brand and website. They can do so by sharing links, posting videos and photos, and interacting with networks of communities.



"Planning Ahead" Helps Not-For Profit Events

If you are hosting a not-for-profit event, log onto www.HRGinc.net and click on "Planning Ahead" to post your event for all of Westchester County to view. For more information, please call HRG at (914) 761-7111.





Laurence P. Gottlieb,
Director of Economic
Development for
Westchester County

locations (Northern Westchester Hospital, White Plains Hospital, etc.), adaptive reuse of older commercial properties (Kraft Foods former offices to become new location for Montefiore Medical Center), rapid growth of regional private healthcare providers (Westmed Medical Group) and potential mergers of others (Westchester Medical Center and Sound Shore Health System);

- However, this trend will be like a giant sea creature with many tentacles, spawning growth in different directions. From the migration to electronic medical records and operating room robotics to the deployment of state-of-the-art medical telemetry, we will see the fusion of science and technology come together like never before and generate amazing opportunities in multiple fields;

- In fact, Westchester County is already the epicenter of the NY BioHud Valley life sciences cluster with over 30 biotechnology companies in Westchester alone, including two of the largest in the world, Regeneron and Acorda Therapeutics. These incredible medical research leaders are working today on tomorrow's cures and treatments for some of the world's most complex diseases and medical conditions, and rapidly expanding by adding employees just to keep up with the demand. Every one new scientist adds five other jobs to the local economy – three professionals and two non-professionals;

- Where is the "Mind" part of this decade? Given the complexity of the Patient Protection and Affordable Care Act (better known as Obamacare), and a potential coming overhaul to the nation's tax code, we will experience a rapid increase in the need for consultation services just to handle all of the changes to the way we conduct business in both our personal and professional lives. It is not hard to imagine accounting and law firms, insurance providers and financial advisors all adding to their ranks, as new federal healthcare requirements and eventual tax code changes engulf a woefully unprepared public.

Opportunities are everywhere you look in Westchester County, but only optimistic eyes will see them.

Corporate & Incentive Travel

THE MAGAZINE FOR CORPORATE MEETING & INCENTIVE TRAVEL PLANNERS

Robert Sanders was recently quoted in Corporate & Incentive Travel Magazine for a destination meeting held in San Diego last year. He stated, "We did an extensive search. They (the client) wanted people to meet in an elegant environment to do productive business and celebrate a recent acquisition." The three-day annual meeting of 375 of the firm's partners and employees took place at the 757-room Hotel del Coronado, a beach resort with 65,000 sf of indoor and outdoor meeting space. "San Diego gave us everything we needed. It has an environment of elegance and lots of activities."



Did You Know?

Biotech

According to Westchester County Government, nearly 20 percent of the biotechnology workforce in New York – 8,000 employees – is located in Westchester County, which boasts the largest concentration of biotech in the State. Westchester is also home to the largest biotech company in New York, Regeneron, and plans are underway for additional lab space, incubator space and education programs. Regeneron's market valuation was \$16.8 billion at the end of 2012, with a stock price that increased 224%, and is ranked #1 in the world on the 2012 Science Careers Top Employers Survey.

HRG Awarded Contract to Manage County Business Sector Partnership



STRATEGIC
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SOLUTIONS

Westchester County Executive Robert P. Astorino announced the award of a contract between the Westchester Putnam Workforce Investment Board (WPWIB) and Hospitality Resource Group to manage the Westchester Putnam Business Sector Partnership.

HRG will provide services under a 3-year contract with the WPWIB, to include developing planning strategies, workforce training opportunities and industry events with "Sector Partners" to encourage and expand job growth and career development resources for major industry segments in Westchester and Putnam Counties. Key industry sectors include hospitality, healthcare, professional services, manufacturing, biotech, "green" businesses and not for profit organizations.

Area business leaders involved in planning and leading this innovative business/government partnership include David Singer, WPWIB Chair and President, Robison Oil, Donovan Beckford, WIB Director, Robert Sanders, Chairman of HRG, Inc., Jon Schandler,

Strategic Training Solutions

F O C U S

President and CEO of White Plains Hospital, Lisa Corcoran, Director, NorMet Hospital Association, Joe DiCaro, WESTMED Medical Group, Len Vallender, President, Fen Bar Precision, Harold King, President, Hudson Valley Council of Industries, Natasha Caputo, Director, Westchester County Tourism Office, Dani Glazer, CEO, Green Team Spirit, Neil Cutler, President and CEO, Synergis Zero Waste Group, Richard Greenwald, President and CEO, Cocncorde Staffing and Scott Fernqvist, Westchester County Director, Green Business Challenge.

Walter Recher will lead HRG's efforts to provide recruitment and retention of business sector members, working with the WPWIB, area business leaders and not for profit organizations to promote awareness and participation in the Sector Partnership Program.

The WPWIB offers job training, career fairs and workforce initiatives designed to promote job retention and growth in Westchester and Putnam Counties. For more information about the Westchester/Putnam Workforce Investment Board, visit www.WestchesterPutnamOneStop.com



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HRG does its "thing"!



Following the devastation of Hurricane Sandy, the Foundation for Educating Children with Autism (FECA) held their annual Gala at the Westchester Marriott and encouraged attendees to don costumes of their favorite storybook characters. The HRG "Things" were let out of the box for the evening to execute the event.

Managing Remote Employees in Demand at STS



Strategic Training Solutions has noticed a recent increase in demand for a relatively new training topic, *Managing Remote Employees*. While leadership and management development programs continue to be of high importance, companies are recognizing that there is a substantial difference in the way we manage people who aren't physically in the office. *Managing Remote Employees* addresses managers' concerns, debunks myths about at-home offices, and allows managers of remote employees to sharpen their skills and develop solid communication plans for more successful and productive relationships.

For more information, call HRG at (914) 761-7111 or email Laura@HRGinc.net.

Welcome Two New HRG Team Members

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



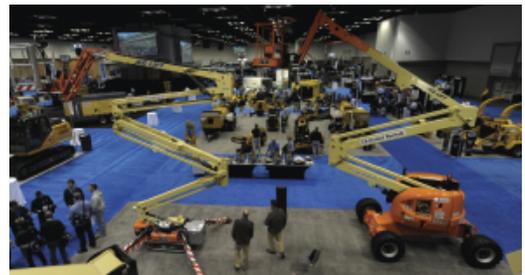
Strategic Training Solutions is proud to welcome **Kristine Power** to the team. Kris is a highly trained Human Resource consultant specializing in management development and is extremely effective at guiding individuals to advance their skills from foundation level supervisory and management skills, to the highest levels of strategic leadership. We are excited to have her management and facilitation background to add to our team of trainers.

Likewise, Strategic Training Solutions is also excited to welcome **Walter Recher** to the team. Walter has over 20 years of experience as an innovative executive, entrepreneur and educator, developing training and workforce programs with regional business organizations and education institutions in the greater New York Metro/tri-state area. His primary area of focus will be on the management of the Westchester Putnam Business Sector Partnership.

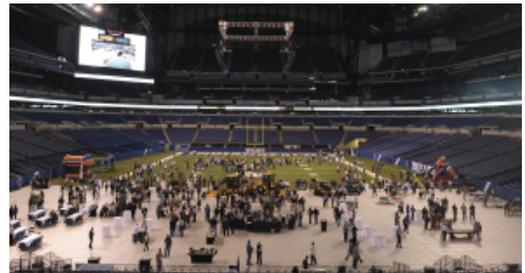


Welcome to the team, Kris and Walter!

Event Solutions Partners with United Rentals in Indianapolis



Event Solutions works hand in hand with United Rentals to host their 5th Annual Supplier show at the Indianapolis Convention Center.



United Rental's spectacular closing night celebration is held at the Lucas Oil Stadium, home of the 2012 Super Bowl!