

# The Business Link

A COMMUNICATION NEWSLETTER PRODUCED BY HOSPITALITY RESOURCE GROUP, INC.

FALL 2008



## Dear Friends and Colleagues:



I hope all of you had a wonderful summer and are planning for an even better fall and winter season. We are constantly reminded in so many ways how quickly time goes by... we must enjoy the time that is given to us!

I am inspired to hear from so many of you about how you are continuing to invest in your people and focus on the connection with your associates and customers during this tenuous economic time. Professional growth and development are still the keys to a successful business and

you haven't lost sight of that despite the ups and downs of the market. It is way too easy to lose sight of the future when the present looks dark and challenging.

We are right in step with you at HRG, investing in our team and listening carefully to our customers. We've recently added Richard Schaab, a well-known face to our team, to act as Business Development Manager. Many of you will remember him for his dedicated service to The Westchester County Association as its Vice President. We're delighted to welcome him to HRG!

Our fall event calendar is packed with wonderful and creative events that continue to give our clients something to strive for

and an even greater level of success to achieve. iQuest Designs will be present at many of those events to transform ballrooms into sights of beauty. STS continues to add new classes to its repertoire as you will read in this issue's "STS Focus," and Allegis Communications is adding more and more clients to its ever-growing list of loyal customers.

I welcome your feedback on this issue and look forward to hearing from you soon. Enjoy the fall and have a wonderful holiday season.

Warmest Regards,

Robert O. Sanders, Jr., CMP  
Founder & CEO  
Hospitality Resource Group, Inc.  
Robert@HRGinc.net

## HRG Introduces The Referral Rewards Program

Local hotels certainly have something to talk about with HRG's new Referral Rewards Program! For over 10 years now, HRG has partnered with local hotels in Westchester, Manhattan and lower Connecticut to offer their guests the best in customer service when it comes to event planning, destination management, corporate training and teambuilding. And now, HRG is rewarding their loyal partners with an opportunity to earn valuable rewards for their associates with each qualified referral to HRG.

Once registered, each hotel receives points for contracted business that was referred by managers at that property.

For every \$1,000 referred, the hotel earns 500 Referral Rewards Points. As points add up, much like credit cards, they can be redeemed for a variety of valuable prizes that will benefit the property or community at large. Examples include: full-day, half-day or executive level training or retreat programs; gas or gift cards to be distributed to 20 or more employees; a flat-screen TV for the staff lounge, or a \$500 - \$5,000 contribution in the hotel's name to the charity of their choice.

"It's a win-win for hotels and for HRG," says Andi Rosenthal, Director of Marketing Communications at



*Continued on back*

### Inside

Event Solutions' Calendar

iQuest Designs Transform  
Holiday Gatherings

Welcome to  
New Companies

HRG Adds Dick Schaab  
To Its Team of Professionals

Allegis Welcomes  
Main Street Restaurant Partners

STS Focus

HRG Spotlight

Westchester's Not-For-Profit  
Industry Inspired  
by Educational Summit



OUR FAMILY OF COMPANIES



YOUR TOTAL BUSINESS LINK

# Event Solutions' CALENDAR

**SEPTEMBER 27, American Heart Association's** Heart Walk sponsored by Entergy at the Kensico Dam Plaza in Valhalla.

**OCTOBER 3, 100 Hispanic Woman of Westchester** Latina Leadership Forum at the Women's Club of White Plains.

**OCTOBER 16, Best of Hudson Valley** sponsored by Entergy at The Poughkeepsie Grand Hotel.

**OCTOBER 17, FECA** Education Series "Growing Up and Thriving on the Autism Spectrum" at Sam's of Gedney Way in White Plains.

**OCTOBER 18, FECA** Fall Gala "Martinis and Motown" at the Westchester Marriott.

**OCTOBER 22, Westchester REALTOR Foundation** "Hope for the Homeless" Fundraising Gala at The Grand Prix in Mount Kisco.

**OCTOBER 23, Food Bank for Westchester** "An Evening in Good Taste" at The Atrium in Rye Brook.

**OCTOBER 26-28, Global Digital Cities** Network Conference at The Hilton Rye Town in Rye Brook.

**NOVEMBER 10 -14, Pajama Program** "Family Men of Westchester and Pajama Drive Week" at The C.V. Rich Mansion in White Plains.

**NOVEMBER 18, Westchester Library System** Annual Meeting and 50th Year Celebration Kickoff.

**NOVEMBER 21, FECA** Education Series "Growing Up and Thriving on the Autism Spectrum" at Sam's of Gedney Way in White Plains.

**DECEMBER 11, Entergy** hosts the Third Annual "You are Cause for Celebration."

**JANUARY 16, FECA** Education Series "Growing Up and Thriving on the Autism Spectrum" at Sam's of Gedney Way in White Plains.

**JANUARY 18-20, United Rentals** Annual Meeting in Orlando, Florida.

**FEBRUARY 27, American Red Cross** in Westchester County, 10th Annual Laura and Jerome Holland Celebration.

**MARCH 1-3, New York State Restaurant Association** International Restaurant and Foodservice Show of New York at the Jacob Javits Center in Manhattan.

## iQuest Designs Transforms Holiday Gatherings

As the "lazy days of summer" become a distant memory, businesses are looking to the fall and winter months to pick up speed and celebrate successes. Meeting planning abounds and holiday party agendas and themes are quickly becoming the topic of event planners, hoteliers and office colleagues alike.

HRG is proud to offer an excellent source for theme creation and inspiration. Designer Gene Campanello is iQuest's Director of Event Design and has been transforming gatherings with his compelling decorating genius for over 20 years. Whether your organization is looking for an autumnal backdrop, Christmas levity or a sparkling New Year's Eve... iQuest Designs is sure to turn a drab ballroom into a landmark experience for your guests.

To learn more about iQuest Designs or to speak to Gene directly, please call HRG's Corporate Office at (914) 761-7111 or email [Gene@HRGinc.net](mailto:Gene@HRGinc.net)



## Allegis Welcomes Main Street Restaurant Partners

Allegis Communications is delighted to welcome Main Street Restaurant Partners of New York City as this season's featured client. Main Street Restaurant Partners, or MSRP as they are known in the industry, are the industry experts behind the success of New York City's acclaimed Django, BLT Prime, Calle Ocho and Bar Bao restaurants. In addition to running their own hugely successful hospitality company, MSRP is now serving the industry as a consulting firm which provides clients with both the financial savvy needed to survive and thrive in the competitive New York City restaurant business, and the know-how critical to anyone facing the dynamic and challenging process of opening or operating a restaurant.

The thriving partnership of Jeff Kadish, Steve Scher, and Richard Gregory is the result of a creative commitment to the restaurant industry. This commitment has brought them success in a variety of restaurants in neighborhoods throughout New York City. Their newest venture enables you to utilize their expertise – along with their staff of expert management professionals with a history of success in managing the complex system of restaurant financials.

Allegis Communications is proud to be working with MSRP on the branding and communications aspect of this new venture, providing brand management, logo and tagline creative, and website design along with public relations and communications strategies designed to maximize branding opportunities for this creative and energetic partnership. For more information about Main Street Restaurant Partners, visit their website at [www.msrgroup.com](http://www.msrgroup.com), or to find out how Allegis Communications can bring your brand to the next level, visit [www.HRGinc.net](http://www.HRGinc.net).



### Welcome!

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

100 Hispanic Women of Westchester	The National Vitality Network
Boys and Girls Clubs of Northern Westchester	New York Power Authority
Charter School for Educational Excellence	PFP Services
Covidien	Plaza Too
Lutheran Medical Center	Westchester ARC
Main Street Restaurant Partners	Westchester Library System
	Westchester REALTOR Foundation

### "Planning Ahead" Helps Not-For-Profit Events

If you are hosting a not-for-profit event, log on to [www.HRGinc.net](http://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

## HRG Adds Dick Schaab to Its Team of Professionals



HRG extends a warm welcome to the newest member of our staff, **Richard Schaab**. Many Westchester business people know Dick from his outstanding service as Vice President of The Westchester County Association for over 19 years. His community affiliations reach far and wide, as was recognized when he received The Westchester Community Service Award in 2005 from County Executive Andy Spano. As Business Development Manager for HRG, Dick will utilize his strong community connections to introduce our family of companies to potential new clients.

# Strategic Training Solutions FOCUS

Many of Strategic Training Solutions clients are familiar with the DiSC® Personal Profile System as an enlightening way to gain insight to an individual's personal behavior style and of those with whom they work. The traditional profile often provides teams with a common language in which they can address communication barriers and other performance based obstacles. Using the DiSC® Personal Profile System, STS has helped many teams to understand why one person behaves differently from another and has given them the tools they need to meet in the middle.

STS is now pleased to offer two new DiSC® Profile tools: Everything DiSC® Sales and Everything DiSC® Management.

"The sales DiSC® is a phenomenal new tool for sales managers and sales account executives because it allows them to compare their priorities and sales style to the priorities and buying style of their customers. Participants actually create profiles of the buying style of their most challenging client and learn how to use their 'selling style' to create a more effective approach," says Molly McAllister, HRG's Training and Events Specialist.

"The addition of the Everything DiSC® Management utilizes the DiSC profile to speak directly to managers about how their style is interpreted by their staff. It's an interesting way to allow managers to put themselves in the shoes of their employees to see what aspects of their personal style is effective and what might need improvement," states HRG President, Laura McNerney.

"DiSC is a great asset to STS because it has helped so many of our clients transform their workplace," Laura adds. To learn more about the DiSC programs, please contact Laura McNerney at (914) 761-7111 or email [Laura@HRGinc.net](mailto:Laura@HRGinc.net).



STRATEGIC  
TRAINING  
SOLUTIONS

## Westchester's Not-For-Profit Industry Inspired By Educational Summit



In a joint effort to provide valued Westchester not-for-profit agencies the tools they need to succeed in our economy, Entergy and Hospitality Resource Group sponsored the second annual Not-For-Profit Educational Leadership Summit in June 2008. This year's theme was "Building Corporate Strategies In A Not-For-Profit Environment."

"The summit was a wonderful opportunity for Entergy and HRG to give back to the dedicated and hard working employees that give so much of themselves to different non-profit organizations throughout Westchester. We are thrilled that it has been so well received and have heard that the skills they learned and the contacts they made at the Summit have already changed their way of working for the better," says Jim Streets of Entergy.

The event was free of charge for the 100 not-for-profit workers who attended and, based on the success and building popularity of the event, Entergy and HRG are inspired to continue their joint venture in 2009.



Participants create storyboards depicting the progress they aim to accomplish in their field over the next few years.

## HRG Spotlight



### Small Business – Opportunity and Challenge

Running a business and doing the work of a business are two entirely different skill sets. 93% – 95% of small business owners are more able to do the work of the business, but are less good at running the business. They end up playing a game of chess on a 5 layer board, when they've only trained to play checkers.

In today's turbulent financial times, privately held small businesses, those with between 1 and 300 employees, owned and operated by hard working entrepreneurs, play an especially important role in the future success of our economy. Unfortunately most fail to deliver their full potential.

Why should we care about small business success? Small businesses represent the U.S. economy's growth engine for the next 100 years. The Fortune 500 is going offshore to Asia, committing significant financial blunders that impact us all, and operating in an unstable, auction-based stock market environment that seriously limits their ability to make long term decisions for the greater good. Small businesses on the other hand focus internally, going to work every day to produce goods and services, employing workers, and generating wealth for the owner operators of the business. And if one, or even 10 or 100 of them mess up, they can't take the economy down with them.

Small businesses are a powerful economic engine. They open the doors for employment, creating more than 75% of all new jobs, and employing 50% of all private-sector workers. They produce more than 50% of non-farm private US GDP (Gross Domestic Product). They are forward thinking, employing 47% of high tech workers. They are international in scope, making up 97% of exporters. And, they generate the majority of new innovations that come from U.S. businesses.

The massive numbers of people working in small businesses, plus the high volume of small businesses translate into economic stability. Small businesses generate wealth and opportunity for the people in the business. They provide long term employment for workers who deliver. They are highly market sensitive, having an extremely short communication line from customer to owner. Driven by entrepreneurs, small businesses are generally visionary and innovative. And they keep their assets close to home.

Unfortunately, for all of these great contributions, there is also a dark side to small business. Entrepreneurial businesses run at an unacceptably high rate of up to 3 out of 4 businesses failures in every 10 year cycle. Longevity has little to no impact on the failure rate.

Is there an alternative? Yes. Some business owners master the game of long haul business. For them, wealth, succession and honoring the people who help them build and run their businesses, become the reward.

Looking to find out how to turn the odds of success in your favor, as the owner of a small business? Find out where you need to focus in order to succeed at the game of business. Give us a call. We'll take you through a complimentary evaluation. We're that committed to helping small businesses put the odds of success in their favor.

Andi Gray is president of Strategy Leaders Inc., a business consulting firm that specializes in helping entrepreneurial firms grow. Contact her, via e-mail at [AskAndi@strategyleaders.com](mailto:AskAndi@strategyleaders.com) or by phone at 877-238-3535.



## WESTCHESTER COUNTY ASSOCIATION'S "Lunch And Learn"



On September 18th, Robert Sanders joined a panel of distinguished business owners at Sam's of Gedney Way to provide commentary and insight on surviving in these difficult economic times. Fellow "Beating The Odds" panelists included: Jeff Stillman of Stillman Management, Tara Meehan Larsen of Compufit Computer Corp. and Panel Moderator, Andi Gray, Founder and President of Strategy Leaders, Inc.

## Best of Westchester



For the third consecutive year, Entergy was a proud sponsor of "The Best of Westchester" event at the Glen Island Harbor Club in New Rochelle. This year, HRG worked with Entergy to create a Coney Island themed booth including an abundance of carnival fun. Above, a stilt walker entertains and delights the crowd.

### Continued from front **Referral Rewards Program**

HRG. "It's a fantastic way for us to show our appreciation for their referrals and an outstanding opportunity for hotels to give back to their employees; especially during this difficult economic time when employee incentive programs may not fit into the budget."

"Once the local hotels see how beneficial this program will be to their property and staff, we plan to extend the Referral Rewards Program to a wider geographical area," states Linda Ferone, HRG's Director of Sales.



To sign up your property for the Referral Rewards Program or to learn more, contact Linda Ferone at (914) 761-7111 or email [Linda@HRGinc.net](mailto:Linda@HRGinc.net).

Presort Standard  
U.S. Postage  
PAID  
Permit No. 5432  
White Plains, NY

237 Mamaroneck Avenue  
White Plains, NY 10605

