

# The Business Link

A COMMUNICATION NEWSLETTER PRODUCED BY HOSPITALITY RESOURCE GROUP, INC.

FALL 2007



## Dear Friends and Colleagues:

As I take inventory of HRG's successes over the past year, I look toward 2008 and find one consistent theme...growth. After celebrating 10 years of successful business in Westchester County and beyond, each of our divisions has grown with exciting new projects and developments. The growth of HRG allows us to continue to reinvest in our people and continue to build capacity while maintaining an atmosphere of family, which is the cornerstone of our business model.

Event Solutions continues to expand its capacity to serve clients with the addition of HRG's new division "iQuest

Designs" and the creative talents of Gene Campanello, Director, Event Design. Allegis Communications has a new Director of Marketing Communications, Andi Rosenthal, and was named one of the Top 40 Advertising Agencies by the Westchester County Business Journal. Additionally, Strategic Training Solutions is setting new industry trends with the launch of a dynamic new strategic planning process and the roll out of a new amusement park and attractions training manual entitled, "Mining the Magic" that was showcased at the IAAPA tradeshow in Orlando last month.

I hope you enjoy reading more about each of our division's achievements in this issue of *The Business Link*. As always, we thank our loyal friends and colleagues who are an intricate component of our success. We look forward to growing with you in 2008.



Warmest Regards,

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



*iQuest Designs*  
Director,  
Gene Campanello,  
transforms ballrooms  
with his creative  
genius.

## HRG Adds iQuest Designs to its Family of Companies

HRG is thrilled to announce the newest division of Event Solutions... iQuest Designs. Pioneered by the creative works of event designer Gene Campanello, iQuest Designs is the "genius behind events," providing clients with limitless opportunities to transform their corporate event or meeting into an event with style!

Well known throughout the event design industry for his originality and style, Gene has been noted for his ability to turn concept themes into

reality. A favorite of socialites and the fashion

world alike, Gene was the owner and creator of High Camp Display and Designs. He has served as the "go to" decorator for major events in Westchester for the past 10 years. In addition to his corporate and social event designing success, Gene's resume boasts the touted window displays of Bergdorf Goodman's in New York City.



*Continued on page 3*

### Inside

Event Solutions' Calendar

Mining the Magic for  
Successful Training

Welcome New Team  
Members

STS Focus

HRG Spotlight



OUR FAMILY OF COMPANIES



YOUR TOTAL BUSINESS LINK

## Event Solutions' CALENDAR

**DECEMBER 2, The Pajama Program** hosts Family Men of Westchester, New York 2007 as they say "thank you" to extraordinary dads at the Mamaroneck Beach and Yacht Club.

**DECEMBER 4, Dulanski Group** hosts the **Holiday of Lights Party** at the Puck Building in New York City.

**DECEMBER 19, Entergy and HRG** co-sponsor "YOU are Cause for Celebration" at the second annual holiday party for staff of local not-for-profit organizations at The Fountainhead in New Rochelle.

**FEBRUARY 8, American Heart Association** "Go Red for Women Luncheon" at the Hilton Rye Town in Rye Brook.

**FEBRUARY 27, The American Red Cross** in Westchester County hosts the annual **Holland Award Presentation and Dinner by the Bite** at The Fountainhead in New Rochelle.

**MARCH 9 TO 11, The International Restaurant and Food Service Show of New York** at the Jacob Javitz Center in New York City.

**MARCH 10, The New York State Restaurant Association Education Foundation** presents the **TY Awards** at The Rainbow Room at 30 Rockefeller Plaza, New York City honoring Sirio Maccioni, Le Cirque.

**MAY 1, FECA** hosts their annual **spring reception** and fundraiser in New York City.

### Hosting a not-for-profit event?

Remember to 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, call HRG at (914) 761-7111

### Welcome!

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

Dulanski Group  
IPC

Jersey Rehab

Larkspur Hotels

New York Marriott  
at the Brooklyn Bridge

## Mining the Magic for Successful Training

The International Association of Amusement Parks and Attractions (IAAPA) is the most recognized association in the amusement industry with members that range from the largest parks like Disney and Six Flags to small family and entertainment centers. After IAAPA awarded Strategic Training Solutions top recognition for employee orientation and supervisory training with Playland Amusement Park several years in a row, we decided it was time to begin *Mining the Magic*.

In a collaborative effort with Joseph Montalto, CEO of High Mountain Enterprises and former Director of Playland Park, STS has created a complete training program and facilitator's guide for the amusement park industry. Entitled *Mining the Magic: Achieving Bottom-Line Results with Top-Line People*, this step-by-step customer service training program gives busy amusement park and attraction managers the detailed guidance they need to conduct a series of interactive workshops that will engage their employees and challenge them to deliver exceptional service to every customer who enters their park.

"The amusement park and attraction industry has never had a comprehensive program like this before," says Montalto. "It is designed to give the facilitator the ability to deliver the program exactly as it



was written or to customize the PowerPoint slides and training activities to specifically speak the language of their park. It is going to change the way amusement parks do business."

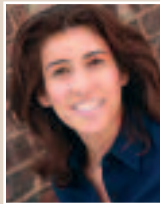
*Mining the Magic* made its debut at the IAAPA annual conference in Orlando, Florida in November when High Mountain Enterprises and HRG hosted a booth to introduce the product to over 27,000 amusement and attraction attendees and exhibitors. Orders for the program are rolling in and plans are underway to supplement *Mining the Magic* with a supervisory training program.



HRG and High Mountain Enterprise launch the release of *Mining the Magic* at the IAAPA conference in Orlando, FL.

To learn more about *Mining the Magic*, or to order a copy for your organization, please call HRG at (914) 761-7111.

## HRG Welcomes New Team Members



**Lucia Anselmo** joined HRG in October as our new Office Manager. Her outgoing personality and previous administrative experiences make her a great match for our busy office. Lucia is excited about her new career with HRG and is looking forward to meeting HRG's valued clients. Please join us in welcoming Lucia the next time you visit the corporate office in White Plains.



**Andi Rosenthal** joined HRG part-time in January as a project manager and was promoted to Director of Marketing Communications in July. With more than ten years in the communications field, her experience ranges from writing for the hospitality industry to several years in executive not-for-profit brand management, including The Metropolitan Opera, the 92nd Street Y and the Museum of Jewish Heritage in New York City. Her advertising creative campaigns have won honors including the silver medal from the Nonprofit Communications Network, and have received recognition in Communication Arts magazine and The New York Times annual Roper-Starch survey. Andi is a regular contributor to the website InterfaithFamily.com and for two years wrote a first-person column for the Westchester Jewish Chronicle. She recently completed her first novel, *The Bookseller's Sonnets*.

## Strategic Planning Means **THINKING BIG**

The most frequently requested organizational development tool to kick off a new fiscal year is Strategic Planning. This year, STS has rolled out a new program that has executives out of their seats and literally creating a plan that spans the entire space of a conference room wall.

Several larger-than-life posters are used to enhance the hands-on brainstorming process. STS leads executives through a temperature reading of where they stand in their current business climate and where they intend to go by year's end. While SWOT analysis has proven effective for decades, the new Strategic Planning process is much more dynamic and includes outlets to examine industry and market trends, economic climate, competitive sets, customer needs and more. In fact, each six by three foot poster is customized to reflect the specific organization's profile.

"The wall maps used in these meetings allow executives an opportunity to visualize their company's direction in a very tangible way," says Robert Sanders who has led teams through this new engaging process. "When the meeting concludes, a visual reminder capturing the path the team will take over the next 12 months hangs in their strategy room as a constant checkpoint to measure progress."

In addition to the artful reminder, management teams receive a PowerPoint re-creation of their maps, and a complete file containing a summary of their strategic planning findings and commitments.



*The IPC Client Services Team stand tall as they are literally woven together in a team exercise demonstrating their unity and strength in numbers.*

**To find out how your company can "THINK BIG" for a successful 2008, call HRG at (914) 761-7111.**

*Continued from page 1*

## HRG Adds **iQuest Designs**

HRG and iQuest designs have had a long and successful relationship prior to their business merger and, both HRG professionals and clients alike, are excited to welcome Gene to the team.



To learn more about how you can transform your event into a fashionable affair, contact HRG at (914) 761-7111 and ask for iQuest Designs.



## Happy HallowGreen

Inspired by Vice President Al Gore's Nobel Peace Prize-winning effort for raising the public's awareness of global warming, Entergy launched the company's first carbon-neutral event booth.



Designed specifically for the October 25 *Best of Hudson Valley* event by the region's premiere event management company, Event Solutions, Entergy's HallowGreen display exemplified both the challenges businesses endure – and the successes they can achieve –

when applying environmentally conscious principles to common business practices.

"Entergy challenged us to find new ways to infuse environmental messages into their *Best of Hudson Valley* presentation beyond just banners and buttons," said HRG Founder and CEO, Robert Sanders. "This was a difficult project, because we had to push our vendors and suppliers to 'think green' within an industry (catering) that is just now discovering the benefits of being environmentally conscious beyond donating leftover products to local food pantries."

HRG's newest company, iQuest Designs, rose to the challenge and created décor that consisted of natural cotton sheets used as table coverings with natural leaves and flowers as accent pieces, which illuminated the HallowGreen theme. Pumpkins and gourds, dried corn and other organic props were added to create a visually appealing display. Food and beverages consisted of locally grown organic products served on 100% biodegradable plates, cups and utensils made from either recycled materials or food products.

"More people than ever before understand the environmental benefits of nuclear power. However, Entergy Nuclear needs to show the public it's not just how we produce the power that makes us environmentally conscious as a corporation, but rather how we operate in every part of our business – even during a fun event like the Best of Hudson Valley," stated Entergy Nuclear Communications Manager Jim Steets.

Entergy went even deeper into the entire life cycle of event preparation and execution, knowing there were still areas to examine for carbon neutrality – areas such as booth staff using cars for transportation, electricity for heating and cooling food, etc. That is why Entergy purchased "carbon offset credits," which were the equivalent of one year's worth of carbon emissions for a family of four.

"Ultimately, an event booth must be inviting, eye-catching and showcase your product or service. We did it all, while educating the public about the dangers of global warming and the positive impact of nuclear power on the environment," said Steets.

By all indications – from fun to food to facts – Entergy's HallowGreen booth was a howling success!

*Article submitted by Laurence P. Gottlieb, Managing Director at Burson-Marsteller.*

## FECA Halloween Masquerade Ball A Home Run!



Team HRG poses for a picture at the FECA (Foundation for Educating Children with Autism) Halloween Masquerade Ball on October 27th where they joined in on the fun as a professional baseball team. The "bootiful" event was planned and executed by Event Solutions and decorated in Halloween style by iQuest Designs. A total of \$164,000 was raised to directly benefit children with autism at the Devereux Millwood Learning Center.



## Allegis Communications Named in Top 40 Advertising Agencies

This year Allegis Communications welcomed Andi Rosenthal as HRG's new Director of Marketing Communications. Her experience in the field added advertising creative campaigns, website development and brand management to Allegis' already impressive portfolio. In November, Allegis was named one of the Top 40 Advertising Agencies by the Westchester County Business Journal.

In the New Year, Allegis will undertake the brand campaign and launch of iQuest Designs and will also produce a new HRG website. Additionally, Allegis will partner with the White Plains Business Improvement District on a set of ten focus groups designed to improve the quality of services and communications in our neighborhood.

Allegis continues to support the efforts of Event Solutions and Strategic Training Solutions by creating and executing event publicity and marketing, and by assisting in the creation of initiative brand development for our training clients. For more information about what Allegis Communications can do for your business, please call (914) 761-7111.



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

237 Mamaroneck Avenue  
White Plains, NY 10605

