

The Business Link

A COMMUNICATION NEWSLETTER PRODUCED BY HOSPITALITY RESOURCE GROUP, INC.

SPRING 2008



Dear Friends and Colleagues:



As we move together farther into 2008 there are more and more signs that tell us both as business leaders and individuals, that the next few months will be a difficult time. As we carefully watch the changing economy for signs of a positive change, it is paramount for business leaders to continue to focus on their people, keep them engaged and propel their businesses forward to a ready

position; ready to accept the new times, ready to make an impact and ready to continue to grow business.

At HRG we are focused on the future. We will continue to invest in the company and our associates and clients and have welcomed Linda Ferone as our new Director of Sales. We recently redesigned the HRG website, upgraded to a new hosted exchange server environment and in April, I traveled to Orlando Florida to become a certified DiSC® Trainer so that we may provide a new level of training to our STS clients.

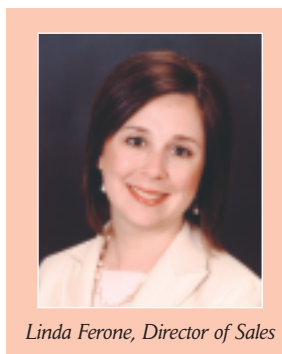
I know you will enjoy this issue of *The Business Link* and find inspiring ideas in the articles about some of our many valued clients such as Entergy, The New York State Restaurant Association, The White Plains Business Improvement District, United Rentals and more. Thank you for your continued business and partnerships as we look to a bright future ahead.

Warmest Regards,

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

HRG Faces a Bright Future

Hospitality Resource Group is delighted to welcome Linda Ferone to the team of HRG professionals. Linda has joined the staff as Director of Sales and is working closely with all four divisions in the HRG family of companies. Previously of the Crowne Plaza Hotel in White Plains, Linda brings an extensive sales and events background as the property's former Director of Catering.



Linda Ferone, Director of Sales

riences, enthusiasm for the hospitality industry, and record of success and achievement makes her the perfect addition to our staff at a time when our company is going through a period of unparalleled growth."

During a time of economic uncertainty, HRG is committed to continued development and excellence for their customers. "Creating additions to staff at this juncture in the economy says volumes about HRG's con-

"We are pleased and proud to welcome Linda to the team," said Robert O. Sanders, Jr. CMP, founder and CEO of Hospitality Resource Group. "Her expertise in creating memorable guest expe-

confidence for a bright and prosperous future," states Linda. "I'm proud to have joined such a dynamic team of professionals."

To contact Linda Ferone, you may e-mail her at Linda@HRGinc.net or call the corporate office at (914) 761-7111.

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OUR FAMILY OF COMPANIES



YOUR TOTAL BUSINESS LINK

Event Solutions' CALENDAR

APRIL 17, Westchester Coalition for the Hungry and Homeless Inc., presented the 11th annual **Fight Hunger and Homelessness Awards Dinner** at Abigail Kirsch at Tappan Hill in Tarrytown, NY.

MAY 14, FECA hosts their annual **spring reception and fundraiser** in New York City at the Rainbow Room at 30 Rockefeller Plaza.

MAY 30, FECA celebrates **Autism Awareness Day** with guest Assemblyman Gregory Ball at Devereux Millwood Learning Center in Millwood, NY.

JUNE 13, Entergy and HRG co-sponsor the second annual **Educational Summit** at The Westchester Marriott Hotel.

JUNE 23, The OPUS Foundation hosts their 12th Annual **Charity Golf Classic** at the Greenwich Country Club benefiting Westchester children's charities.

JULY 16, Westchester Magazine presents **The Best of Westchester** sponsored by Entergy at the Glen Island Harbor Club.

SEPTEMBER 27, American Heart Association presents the **Heart Walk** sponsored by Entergy.

Hosting a not-for-profit event?

Remember to log on to 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:

Empowered Mastery Consultants

The Westchester County Coalition for the Hungry and Homeless, Inc.

Westchester County Office of Economic Development

The Philadelphia Zoo

The White Plains Business Improvement District

HRG and the White Plains Business Improvement District – Good Neighbors!

The hustle and bustle up and down the stairways of our home office headquarters at 237 Mamaroneck Avenue in White Plains signifies the beginning of a beautiful friendship between Hospitality Resource Group and the White Plains Business Improvement District (BID), which is located just one flight up from the HRG offices. Starting in late January, the White Plains BID and HRG have been partnering on a market research project headed by the Allegis Communications division, which entails both a survey and focus group component designed to assist the BID in determining their next steps for their PR and awareness-building strategy.

The mission of the White Plains Business Improvement District is to plan and finance services and improvements to promote business activity to help revitalize the downtown. As well, the BID helps to maintain and enhance the economic viability of the downtown White Plains shopping district.

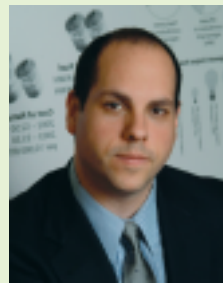
Among the services offered by the BID are a sidewalk sweeping and trash removal program which supplement the City's cleaning efforts,

and a seasonal planter program to further beautify the downtown. The BID also provides information and referrals to existing or prospective business owners about owning and operating a business in downtown White Plains. The BID officers and board members also serve as a liaison between downtown merchants, property and business owners, and the City of White Plains on issues of mutual concern. And finally, the BID is the force behind such wonderful city special events as the annual New Year's Eve Gala and twice yearly sidewalk sales.

For this project, HRG is working in partnership with the BID to create a survey and series of focus groups, aimed at business owners, corporate tenants, and district residents. These research tools are aimed at identifying and improving downtown issues of concern including safety, cleanliness and quality of life. Once this information is gathered and analyzed, HRG will then make recommendations with regard to the BID's PR strategies and venues such as their newsletter and website.



NY Restaurant Show Addresses Industry Professionals



Larry Gottlieb, Managing Director for Burson Marsteller

The Jacob Javits Center on Manhattan's west side was the location for the annual Restaurant Show in New York City this past March. Working with The New York State Restaurant Association, HRG's Event Solutions coordinated the three-day series of workshops aimed at enhancing awareness on a variety of topics for restaurant industry professionals.

One of the many popular workshops was "Can you Make More Green by Going Green?" presented by Larry Gottlieb, Managing Director for Burson Marsteller, the largest public relations company in the world. Larry's seminar shared the latest research on "green branding" and the importance of understanding what customers really think about environmental consciousness.

Larry's presentation and all the workshops were definitely a "green" light!

HRG Walks to Support March of Dimes



Team HRG is all smiles after the seven mile March of Dimes March for Babies walk

On April 27, HRG team members gathered on an overcast Sunday morning to join hundreds of Westchester walkers as they took to the streets to support the March of Dimes in the annual "March for Babies." Lucia Anselmo, HRG Office Manager, has participated in the walk for five years. "It was amazing to have my colleagues join the walk this year and help raise awareness for this great cause! I was very touched to see HRG rally behind a cause that is so dear to my heart. Team HRG raised over \$3,500 that will go directly to support research to improve the health of babies.

Facilitating Team Initiatives IN A GLOBAL WORKFORCE

Through a combination of live webcasts and webinars, Strategic Training Solutions is helping the IPC Group in Jersey City to enhance communication and collaboration among colleagues who work in the United States, Asia and Great Britain.

"With today's technology, there's really no excuse for individuals not to participate in training classes and teambuilding exercises simply because there is distance between them," says Laura McNerney, HRG President. With technology on their side, the IPC Group is able to exchange information in real time via live broadcast and webinars, in order to stay connected and keep their group initiatives moving forward.

"The responses we have received so far in this process have been phenomenal," Laura continues, "Global companies, like IPC, have an increased responsibility to enhance collaboration and working relationships. Hosting a forum such as this one is the perfect fit for a dynamic workforce."

STS will continue to facilitate IPC's global team initiatives through quarterly meetings. "The commitment demonstrated at each meeting continues to increase and you can see the bonds forming among the participants with each meeting," states Laura. "It's very rewarding to be managing this process."



HRG and High Mountain Enterprises Join Forces



HRG is pleased to announce a collaboration of efforts with High Mountain Enterprises. Joseph Montalto is the Founder of High

Mountain Enterprises and is the former Director of Playland Park. Most recently, Joe has partnered with HRG for the development of the training program "Mining the Magic: Achieving Bottom-Line Results with Top-Line People," a customer service program for the amusement parks and attractions industry, and contract work with clients such as the Philadelphia Zoo. HRG is thrilled to add another talented professional to its list of strategic partners.

YOU Are Cause... Again!

Last December, HRG and Entergy co-sponsored the second annual "YOU are Cause for Celebration" event at the Fountainhead in New Rochelle, where the guests of honor were the staff members of local Westchester not-for-profit organizations. The event was held to take time out to thank the staff members for their tireless work. "It was another fantastic event and we were delighted to partner with Entergy to co-host the celebration for a second year," states Michael Lattari, HRG's COO.



ProStart: Tomorrow's Restaurant Industry

Every year the National Restaurant Association Educational Foundation (NRAEF) holds the National ProStart Invitational, which attracts top high school students from around the country who are enrolled in the ProStart restaurant and foodservice management program.



Teams of students representing their state restaurant association's ProStart program compete in the individual state competitions. First place winning teams in the culinary and/or management competitions move on to compete at the National ProStart Invitational. In 2007, 34 states were represented at this competition, including New York.



Maccioni (right) accepts the recognition from Chuck Hunt, Executive Vice President of the NYS Restaurant Association.

In 1999 the New York State Restaurant Association Educational Foundation (NYSRAEF) was founded with the mission to bring the National Restaurant Association's ProStart Program to New York. Four years ago, to help raise funds for the program and the teams' expenses at the competition, HRG's Event Solutions was hired to plan and execute the annual TY (Thank You) Awards Gala.

This year, Event Solutions coordinated the Gala at the legendary Rainbow Room at Rockefeller Center. Siro Maccioni of Le Cirque received the TY award and Rich Products Corporation was given the Industry Partner award, setting a wonderful example for current ProStart students. NYSRAEF's impact on the restaurant industry is clear: today's ProStart students are tomorrow's restaurant industry.

ProStart is a unique program with a curriculum of high school restaurant and foodservice courses linked with mentored worksite experiences. The program is comprised of industry and educational partnerships throughout the state and is the first initiative to deliver industry-written curricula linked with mentored internships through a statewide program.

NYSRAEF administers the ProStart Program in 50 VoTech and BOCES high schools across New York. Approximately 3,600 students open the ProStart textbooks with the ultimate goal of achieving the National ProStart Certificate of Achievement and thus the opportunity to apply for the National ProStart Certificate of Achievement Scholarship.

This year, over \$350,000 in scholarships was distributed to ProStart students at the state competition.



HRG Debuts New Website!



HRG is proud to announce that May 15, 2008 will mark the debut of their new website, www.HRGinc.net. Developed in partnership with NetIntellects of Katonah, HRG's new on-line home features an updated design with flash animation, a new navigation system that will include secure client login, e-commerce capability, greater user capacity and easy access to information about upcoming events. "HRG has been an amazing partner in this process," said Debbie Catalano, president of NetIntellects. "It is gratifying to work with them on such a creative endeavor which will surely have a positive impact on their client base." HRG's clients and friends are encouraged to visit the site and check back often for updates, by clicking on www.HRGinc.net.

iQuest Designs "Happen" In Vegas



CONEXPO in Las Vegas, Nevada
this past March.



HRG's newest division, iQuest Designs, hit the ground running at the 2008 CONEXPO in Las Vegas, Nevada this past March. A global showcase for the latest equipment and advances in the construction industry, the show hosted almost 145,000 professionals and over 2,000 exhibitors, the largest in its history. iQuest was pleased to represent United Rentals, Inc., the largest equipment rental company in the world, and created a dynamic custom-designed display that represented the United Rentals brand and their high-tech and modern capability and global reach.

To learn more about iQuest Designs, visit our website at www.HRGinc.net or call (914) 761-7111.

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PAID
Permit No. 5432
White Plains, NY

237 Mamaroneck Avenue
White Plains, NY 10605

