

The Business Link

A COMMUNICATION NEWSLETTER PRODUCED BY HOSPITALITY RESOURCE GROUP, INC.

WINTER 2011



Dear Friends and Colleagues:

Hello everyone, we all know that 2010 has been a very busy and uncertain year for all of us and I, for one, am glad it is over.

Having said that, 2010 has also been a year of renewed optimism about the economy and the future! While the storm has not completely passed, we have found that our core business philosophy of creating and maintaining strong relationships has, once again, proven to be the key to our success. Strengthening our strategic partnerships with our clients and being a helpful resource during difficult times means that our clients choose us first when business begins to pick up and eventually boom.

And for that we thank you!

HRG continues to create innovative training options through Strategic Training Solutions, sound marketing concepts through Allegis Communications and successful event productions with Event Solutions. While providing these three interwoven business options to our clients, we are very aware of the impact we have on supporting our local businesses in Westchester County. Therefore, we work very hard to utilize local sources, keeping our outsourced business and partnerships at home in Westchester County. Additionally, we have forged a very important strategic partnership with Ovation Travel Group, and you can learn more about that in this newsletter.

Also, we continue to maintain our support of the not-for-profit

community in our partnerships with great organizations. As the economy strengthens, we ask that you consider your local not-for-profits and continue to support those that help make a positive impact in our community.

As the clouds begin to clear and all of our businesses prosper once again, we will continue to hunker down and remain focused on what has gotten us through these challenging times, you our wonderful clients and friends. On behalf of all of us at HRG we wish you a very successful, healthy and prosperous 2011!

Warmest regards,

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

Strategic Partnership Formed: HRG and Ovation Travel Group

One of the most exciting new business ventures Hospitality Resource Group has forged is the establishment of a strategic partnership with Ovation Travel Group. Ovation is an independently owned, \$500 million travel management company, whose mission is to provide outstanding service, significant cost savings and comprehensive, convenient travel solutions to professional travel managers, administrators and business travelers.

The HRG/Ovation partnership

was born out of a need and desire at Ovation to launch a meetings and events division to enable Ovation to broaden its portfolio of meetings services to its travel clients. Event Solutions, the meeting and corporate events division of HRG, seemed like the perfect fit! Robert Sanders and the executive team at Ovation went to work on creating a relationship between our two companies that has proven to be a win-win partnership for all!

Over the last year, Robert has vis-

ited Ovation's clients introducing the new meetings and events division. This division provides Ovation clients the opportunity to not only use Ovation to plan their travel requirements, but also to execute all of the needs associated with their corporate meetings.

Each Ovation event is assigned a dedicated meeting planning professional from HRG to coordinate all of the meeting activities such as concept development

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OUR FAMILY OF COMPANIES



YOUR TOTAL BUSINESS LINK



STRATEGIC
TRAINING
SOLUTIONS

Event Solutions' CALENDAR

JANUARY 16 – 18, United Rentals' Annual Supplier Show at America's Center in St. Louis, Missouri.

FEBRUARY 27 – MARCH 1, The New York State Restaurant Association's Annual International Restaurant & Foodservice Show of New York at The Jacob Javitz Convention Center in New York City.

FEBRUARY 28, The New York State Restaurant Association Educational Foundation's Annual TY Awards at SD26 in New York City.

APRIL 13, Hudson River Healthcare's Cornucopia event at X2O in Yonkers.

MAY 6, Hudson River Healthcare's Cornucopia at the Red Devon Inn in Dutchess County.

MAY 7, Lutheran HealthCare's Annual Dinner-Dance at The Marriott Marquis in New York City.

MAY 12, Maxwell Institute Dinner/Theater Benefit at the Marriott Marquis in New York City.

MAY 18, The Foundation for Educating Children with Autism's Annual Spring Reception at Bryant Park Grill in New York City.

MAY 25, Westchester Hispanic Chamber of Commerce's Spring Gala at C.V. Rich Mansion in White Plains.

JUNE 4, Boys & Girls Club of Northern Westchester's Annual Humanitarian Award Dinner at Lexus of Mt. Kisco, New York.

JUNE 22, Pace University Seidenberg School of Computer Science and Information System's Leadership in Service and Technology Award Reception at PricewaterhouseCoopers in New York City.

"Planning Ahead" Helps Not-For-Profit Events

If you are hosting a not-for-profit event, 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 or insight, call HRG at (914) 761-7111

A Toast To Jacques Cousteau And Blue Oceans

Event Solutions successfully executed the 2010 Blue Ocean Institute Benefit at The Lighthouse at Chelsea Piers in New York City on November 9, 2010. With the majestic Hudson River as the backdrop, the event celebrated the centennial of Jacques Cousteau with a presentation by Fabien Cousteau, Jacques' grandson, and benefited the Gulf of Mexico.



Fabien Cousteau, grandson of Jacques Cousteau

Jacques Cousteau paved the road for everyone to be able to see the oceans by taking us along on his explorations. Fabien Cousteau took event guests on a short journey under the water surface that evening and showed guests some of his iconic grandfather's video footage. The footage showed that it is because of Jacques Cousteau's love for the sea and inventions like the scuba diving suits that inspired organizations like Blue Ocean Institute to form.

The oil spill in the Gulf of Mexico will keep Blue Ocean Institute busy for many years to come. The effects of the spill on the Gulf's ecosystem are unclear and there is still much research to be conducted to determine the short and long-term effects on wildlife, habitat and the many fishing communities. With contributions from the 2010 benefit Blue Ocean Institute will be able to dig a little deeper below the surface and study what lies ahead of us.

But it is not just the Gulf of Mexico that concerns Blue Ocean Institute. From Arctic Alaskan fishing villages to Zanzibar's shores, the staff of Blue Ocean Institute studies and articulates how the ocean is changing and how everything humans do affects the waters, wildlife and peo-

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and budgeting, meeting planning, logistics and production, site inspections, technology, marketing and promotion, contract management and on-site event management.

With over 15 years of experience and 500+ meetings and events executed, HRG helps Ovation's clients to optimize savings, enrich their company's meeting experience and meet their strategic objectives.

ple of our world. Blue Ocean Institute is the only conservation organization that uses science, art and literature to inspire a closer bond with nature, especially the sea, and translates scientific information into a language people can understand and use to make better choices on behalf of the sea.

The 2010 Blue Ocean Institute Benefit is no exception to this translation. Over 200 guests attended the soirée to enjoy the presentations by Carl Safina, founder of Blue Ocean Institute, and Fabien Cousteau. Guests also bid on an ocean inspired silent auction with various paintings, prints, books, jewelry, aquarium visits, shark dives and so much more. The live auction raised over \$21,000 offering fishing trips and expeditions aboard the National Geographic Endeavour so that Blue Ocean Institute can continue conducting it's research and spreading awareness. Blue Ocean Institute is committed to protecting natural treasures like the Gulf of Mexico, giving it a chance to return to health, and enable all of us to enjoy the seas the way Jacques Cousteau did.

For more information, visit www.blueoceans.org

Allegis Partners with SD26, One of NY's Finest New Restaurants

HRG's Allegis Communications is proud to have formed a partnership with Tony May's SD26 restaurant to help orchestrate the strategic marketing plan of the new Italian cuisine restaurant and wine bar at 19 East 26th Street. This beautiful New York hot spot owned by Marisa and Tony May, "Founding Father" of authentic Italian cuisine in New York, was recently named one of Esquire's "Best New Restaurants of 2010." With a contemporary interpretation of Italian cuisine, a 750 label wine list and a stunning panoramic view overlooking Madison Square Park from their sleek modern Café, this restaurant is a Manhattan gem.



Strategic Training Solutions FOCUS

Driving Revenue Through Knowledge



STRATEGIC
TRAINING
SOLUTIONS

Over the last year, STS has partnered with one of our most valued clients, Pernod Ricard USA, to create, design and execute a very exciting new training project.

In early 2010, Pernod Ricard launched an internal training initiative to develop a series of core academies in a number of discipline areas including: marketing, sales, finance, human resources and leadership. STS has worked hand-in-hand with the Sales and Training Team at Pernod Ricard, to develop a "Ways of Working Sales Academy" designed specifically for the group's 150 District Managers. This three-day long Academy focused not only on the fundamentals of the sales process, but addressed the unique business of the wine and spirits industry. The students actively participated in group exercises, presentations, case studies and technology forums that kept the participants excited to come back each day and learn something new!

Together with the development of the "Ways of Working Sales Academy," STS worked on the development of a "Ways of Working Sales Manual." This manual will serve as the cornerstone of the training process for all new District Managers within the Pernod Ricard USA organization.

The Ways of Working Academy and Sales Manual is just the beginning of a long-term training initiative within the sales function, to bring a new level of consistency and standards to the sales organization. "Laura and the team at HRG have been a pleasure to work with. They really go to great lengths to understand the client's needs and deliver quality results every time," said Tim Somers, Director of Sales Training.

Over the next two years, STS and Pernod Ricard USA will continue their partnership and create additional academies for other levels within the sales function, setting a very high standard for their industry. STS is delighted to be a part of this ground-breaking training.

Team HRG

At the recent FECA Gala held at the Westchester Marriott, the HRG team takes time out at the end of the evening for a group picture. From left to right: Robert Sanders, Cleo Maack, Nora Casey, MaryJane Sanders, Molly McAllister, Jonathon Soto, Michael Lattari, (front row) Marybeth Mallen, Laura McNerney, Tricia McTernan and Lisa Keogh.



HRG Spotlight



The Rollins Agency, Inc. Celebrates 100 Years of Serving Westchester County



Founded in 1910 by Marland W. Rollins, The Rollins Agency, Inc. continues to be owned and led by 4th generation family members. Chuck and Mark Rollins, along with partner John Moccia, have worked tirelessly for more than 30 years to bring it where it is today.

The partners have transformed this small family owned business into a large regional organization providing unparalleled risk management advice and insurance products to a wide range of customers. Under their leadership, the agency has built a team of risk advisors, claims consultants and client service providers. Their clients range from high net worth families to large global manufacturers and non-profit organizations that span the globe.

Over the past 30 years, Rollins reduced their number of clients from 6,000 (trying to be all things to all people) to less than 2,000. This has allowed them to provide a level of service that exceeds their clients' expectations while doubling revenue. In 2010, they moved into 800 Westchester Avenue in Rye Brook, NY. This 500,000+ sq. ft. building provides an incredible place for their 34 team members and plenty of room for internal growth.

Rollins has also developed several niche programs that have helped to drive tremendous growth, profitability and expansion. NonProfitGuard.com and InnovationGuard.com are two of their new products that provide an entirely new way to look at insurance and risk management. Both of these programs have a unique process that helps clients drive down their cost of risk, make their organization safer, and ease their administrative burden. Their unique process, the Rollins 360 System™, has helped countless families and organizations reduce their insurance costs over an extended period of time.

As part of Rollins' expansion, they created the Hudson Valley Agency Alliance (HVAA) in 1998. Today it is a network of 43 smaller independent agencies located in the Hudson Valley. Adding about 6 new members a year, Rollins and HVAA combined is one of the largest regional agency networks of its kind in the northeast.

Rollins is excited about the future and continuing to help clients and their local communities thrive.

For more information visit their website or call.

www.rollinsinsurance.com

914-337-1833

Hospitality Sector Partnership Creates Local Business Opportunities

Kim Sinistore, Director of Tourism for the Westchester County Office of Tourism, and Robert Sanders, HRG's Chairman, have been appointed by County Executive Rob Astorino as Board Members of the Westchester/Putnam Workforce Investment Board (WIB), and co-chairs of the Hospitality Sector Partnership.

The WIB creates a tremendous opportunity for local employers to collaborate about business needs.

The goal is to create an economic boom for our area by increasing tourism, creating more business opportunities, and therefore creating and filling more jobs for our residents. Robert and Kim are specifically reaching out to the hospitality industry and

assessing employment needs through web surveys, hosted forums to discuss hospitality needs, and networking opportunities for local employers who join the sector and attend quarterly meetings.

This past December, the Hospitality and Green Sector partnerships, were awarded \$84,000 to provide English as a Second Language and sales skills training to seven local businesses in Westchester. The training, which began in February, will be provided by HRG, Westchester Community College and Pace University.

If you are interested in participating in any of Westchester's industry sectors – hospitality, green, or healthcare and finance – please contact Robert Sanders at Robert@HRGinc.net.



Welcome!

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

Blue Ocean Institute

Castle Oil

Destination Hotels & Resorts

ING

The Maxwell Institute /
St. Joseph's Medical Center

SD26

The Westchester Bank

Westchester County Office
of Workforce Development

The Westchester Hispanic
Chamber of Commerce



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