

The Business Link

A COMMUNICATION NEWSLETTER PRODUCED BY HOSPITALITY RESOURCE GROUP, INC.

SPRING/SUMMER 2015



Inside

HRG Spotlight:
HRG Chairman Elected
President of Leading Event
Planning Organization

HRG's Event Solutions and
Allegis Team on American
Diabetes Awards Events

WCA HealthTech 2015

Event Solutions Calendar

Not for Profit Leaders
Gather for 2nd Annual
Educational Summit

Strategic Training Solutions
Wins Corporate Training
Award

Healthcare:
An Industry in Transition

HRG Awarded Workforce
Attributes Contract by
Westchester County WIB

Welcome New Clients

Welcome New HRG
Team Member

A Message From Our Chairman

Dear Friends, Partners and
Colleagues,

With the changing of spring into
summer, we look to build upon
our success here in 2015. And
as we sail into a new season, we
see a different business
landscape emerging, with
industries merging, in a world
quite different than the one
many of us grew up in. From
healthcare to education, and
even in government, innovation
continues to lead the way, and

change remains the only
constant.

In this edition of our HRG
newsletter, we review recent
market trends and highlight
how our family of companies
work in partnership with our
clients to help them adapt to a
new normal. As our team
moves forward in this, our 18th
year in business, we are excited
about the opportunity to build
upon our formula for success.

Here's to
continued
growth and
success in
the seasons
ahead of
you!

Warmest
regards,

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



HRG Spotlight

HRG Chairman Elected President of Leading Event Planning Organization

HRG Founder and Chairman
Robert Sanders has been
elected president of the Greater
New York Metro chapter of
MPI (Meeting Planners
International). Previously,
Robert served as Vice President
of Membership for MPIGNY.
As president, Robert serves on
the Executive Committee of
the Board of Directors, and he
plays an active role in setting
the strategy and vision for one
of the ten largest MPI chapters
in the world.

MPIGNY has over 600
members, representing over
\$790M in annual spending on
events and meetings. MPI
chapters promote the
advancement of the meeting
industry by exposing members
to latest industry news,

information, and trends from
educational programming and
networking events. MPI
members include corporate
and association event planners,
universities, hotel partners,



convention bureaus, domestic
and international tourism
offices and independent
business owners who service
the meetings and event
industry.

For more information about
MPIGNY, visit their web site at
www.MPIGNY.org

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OUR FAMILY OF COMPANIES



YOUR TOTAL BUSINESS LINK



STRATEGIC
TRAINING
SOLUTIONS



CALENDAR

Entergy Sponsors Westchester Business Journal Planning Ahead Calendar

HRG and the Westchester County Business Journal have renewed their agreement to produce the Planning Ahead Calendar for 2015. Sponsored by Entergy, this unique resource provides information about events, sponsorship and philanthropic opportunities offered by not for profit organizations in the Westchester area. To publish information about your upcoming event, visit our website at www.HRGinc.net and click on the Planning Ahead button. Questions? Call HRG at (914) 761-7111 or email Jenna@HRGinc.net

Westchester County Association Women in Tech Luncheon
October 1, 2015
Tappan Hill, Tarrytown, NY

Westchester County Association Recruit Westchester
October 9, 2015
Hilton Westchester, Rye Brook, NY

Hudson Valley Economic Development Corporation Beer, Wine, Spirit and Cider Summit
October 14, 2015
Culinary Institute of America
Hyde Park, NY

New York Medical College Founders Dinner
October 18, 2015
Doubletree Hotel, Tarrytown, NY

Promotion Optimization Institute Collaborative Marketing Conference
November 4-6, 2015
Dallas, TX

HRG's Event Solutions and Allegis Team on American Diabetes Awards Events



When the American Diabetes Association NY Metro regional office was looking for a company to assist them with their event management and marketing for a major fundraiser last summer, they selected HRG to manage their marketing



2015 Westchester Father of the Year honorees Andy Benerofe, Benerofe Properties, Ron DeSoiza, O'Connor Davies, Dr. Peter Mercurio, Westchester Health Associates, and Richard Martinelli, Today Media

for the 2014 ADA Father of the Year gala in Westchester. Following a record fundraising campaign in 2014, HRG was chosen as a strategic partner by the ADA to manage and market the 2015 Westchester and Long Island Father of the Year events, and the 2015 Long Island/NYC Tour de Cure cycling event to benefit the ADA at Pindar Vineyards.

The Westchester Father of the Year 10th anniversary event at Trump National Golf Club helped the ADA surpass the \$1M mark in funds raised in Westchester since 2006, as business

leaders gathered to honor Benerofe Properties CEO Andy Benerofe, O'Connor Davies partner Ron DeSoiza, Today Media COO and partner Richard Martinelli, and Westchester Health Associates CEO Dr. Peter Mercurio. The ADA



Westchester Father of the Year Honoree Dr. Peter Mercurio with Tony Aiello, CBS News Reporter and event MC

Long Island Father of the Year gala also generated a record turnout and funds raised, and over 1,000 riders participated in the annual ADA Tour de Cure.

"The HRG /Allegis team was extremely responsive to our needs in developing and implementing our strategy for the Father of the Year events and our Tour de Cure on Long Island. We are very pleased with their work and effort to support our fundraisers here in the NY Metro area. I would highly recommend HRG to any organization looking for a strategic event management and marketing partner."

Kristine Magnifico, Director, New York Metro Region, American Diabetes Association

WCA HealthTech 2015

Healthcare leaders from across the NY Metro area presented their vision on emerging technology, innovation and workforce development at the Westchester County Association 2015 HealthTech conference at the Doubletree Hotel and Conference Center in Tarrytown, NY. This second annual two-day innovation conference demonstrated medical breakthroughs, and provided over 600 attendees with insight into late-breaking developments in science, technology, and healthcare.

Hospitality Resource Group provided event management consulting and support for this event, which featured presentations by Aris Baras, MD, MBA, Executive Director, Regeneron Genetics Center, Aurelia G. Boyer Senior Vice President and Chief Information Officer, New York Presbyterian Hospital, Daniela Brunner, PhD, Senior Vice President, Behavioral Research & Development, PsychoGenics, Laura L. Forese, MD, MPH, President, New York-Presbyterian Healthcare System, Ken Raske, Chief Executive Officer, Greater New York Hospital Association, Joel Seligman, President and CEO, Northern Westchester Hospital, and Jeff Summer, Head of Strategy, Collaboration and Talent, Progenics Pharmaceuticals.



Keynote Speaker Aris Baras, Executive Director, Regeneron Genetics Center

Hospitality Leaders Gather for 2nd Annual Hospitality Summit

HRG hosted the 2nd annual Hospitality Educational Summit on June 25th at the Westchester Marriott Hotel in Tarrytown, as hospitality business leaders and managers joined with their colleagues to learn about emerging trends and engage in discussions about best practices in the growing hospitality industry.

HRG's Event Solutions, Strategic Training Solutions and Allegis Communications companies worked together to develop and produce this event, in partnership with the Westchester Hotel Association and the Westchester Office of Tourism and Film. "Best Practice Management Strategies for Hospitality Leadership" featured a



Peter Kelly, Award Winning Restaurateur, 2015 Hospitality Educational Summit

keynote speech by Peter X. Kelly, celebrity chef and owner of Xaviars Restaurant Group, a presentation by Howard Givner, Executive Director of the Event Leadership Institute, a GM roundtable, and the presentation of the first annual Hospitality Scholarship Award by the Westchester/Putnam Workforce Investment Board. Following the presentations, attendees enjoyed a Food and Beverage Showcase and Cocktail Reception with BBQ & Beer Pairings and a Culinary demo by Caperberry Events. Event sponsors included the



Donnovan Beckford, Westchester/Putnam Workforce Investment Board, presents 2015 Hospitality Scholarship Award to Katherine Hernandez, Tarrytown House Conference Center

Westchester Putnam Workforce Investment Board, Jackson Lewis, the Westchester Marriott, the Westchester Office of Tourism and Film, the Hudson Valley Food and Beverage Alliance, the Westchester Hotel Association, Caperberry Events, the Westchester Business Journal, White Plains Linen Company, Corporate AV and the Manhattan Beer Distributors.



Spirit of Hospitality Award from left to right Kevin Plunkett, Deputy County Executive, Natasha Caputo, Director of Tourism and Film, Westchester County, Dan Conte, GM, Westchester Marriott, and Robert Sanders, Chairman, Hospitality Resource Group

"We were very pleased to offer this program again this year in partnership with Hospitality Resource Group, as it is important to keep our members up to date on innovative developments in our industry, The feedback after the Summit from the attendees was overwhelmingly positive"



Caperberry Events Barbecue and Beer Pairing

Dan Conte, President of the Westchester Hotel Association, General Manager, Westchester Marriott.

Strategic Training Solutions Wins Corporate Training Award

Wiley Workplace Learning Solutions, the leading developer of Everything DiSC®-based corporate training and assessment tools, has recognized Strategic Training Solutions as a recipient of the Opal Award for their work with Everything DiSC corporate training. This prestigious industry award is bestowed upon less than five percent of Everything DiSC®-Partners who have

demonstrated a strong dedication to providing clients with the tools, resources, and counsel they need to help them navigate today's ever-changing, complex workplace environment. Strategic Training Solutions has earned the Wiley Opal Award for the past 5 years.



About Everything DiSC

Everything DiSC is the leading suite of DiSC®-based corporate training and assessment solutions, with a global network of nearly 1,800 independent partners, and products used by thousands of organizations, including major government agencies and Fortune 500 companies.

About Strategic Training Solutions

Strategic Training Solutions offers customized training programs, human resource management consulting and organizational development services for corporations, healthcare providers, hospitality companies, not for profit organizations, education institutions and growing small businesses. For more information, visit www.HRGInc.net or contact Renee Fogarty, Director of Learning and Development, Strategic Training Solutions at (914) 761-7111 or email Renee@HRGinc.net.



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Welcome!

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

American Diabetes Association
IPREO

St. Vincent's Hospital
New York Medical College

Hudson Valley EDC/Food and Beverage Alliance

Healthcare: An Industry in Transition

The U.S. economy has continued its long trek back to growth, and the healthcare industry sits at the core of this expansion. In the majority of communities across the country, healthcare is the fastest-growing business sector- by far. In the Hudson Valley, healthcare has contributed over \$15 billion to the regional economy, and the job outlook is very positive. At the same time, hospital consolidation has been on the rise since 2010, as the Affordable Care Act requires hospitals to transition from a traditional fee-for-service model to a reward system that recognizes positive outcomes. Some officials have said compliance under the law will be easier with greater scale, and further a consolidation trend fueled by declining hospital patient volume and tighter finances. Out of the 5,000 hospitals in the U.S., more than 60% are now part of larger hospital systems. The pace of hospital mergers has accelerated even further here in New York in recent years, creating ever larger networks. According to Crain's, New York City hospitals "seem to have a thing for suburban Westchester County", as they have covered the rapid acquisitions of other hospitals by New York-Presbyterian Healthcare System, Montefiore Medical Centers, Mount Sinai Health System and the North Shore-LIJ Health System. Montefiore recently announced that White Plains Hospital will become an affiliated facility, and New York-Presbyterian acquired Lawrence Hospital in Bronxville and Hudson Valley Hospital. The few remaining independent healthcare systems are expected to merge by the end of 2015.



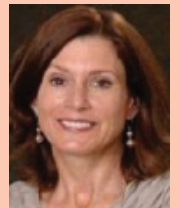
In a recent report from the Alliance for Health Reform, 78 percent of hospitals were either exploring a merger or in the midst of one.

HRG Awarded Workforce Attributes Contract

Hospitality Resource Group was awarded a 1 year contract by the County of Westchester to develop curricula and coordinate communications to support workforce development programs for youth services organizations throughout the County. HRG's Strategic Training Solutions will be the lead contact and work closely with area youth education and career development organizations to implement the "READI" program, which is designed to provide youths 16-24 years of age with skills to successfully enter the workforce. Strategic Training Solutions will be managing this contract, as the lead agency for the Westchester/Putnam Workforce Investment Board. For more information, contact Renee Fogarty, STS Director of Learning and Development at (914) 761-7111 email Renee@HRGinc.net

Welcome New HRG Member Renee Fogarty

Renee Fogarty has joined HRG Strategic Training Solutions as our Director, Learning & Development. In this role, Renee will lead the STS development and facilitation of training programs, including human resource management consulting and organizational development and new customized training programs.



Fogarty is a seasoned facilitator, executive coach, and OD consultant, and has worked with Business leaders and teams to build competencies to more effectively compete in today's marketplace. Prior to joining HRG, she led the global Talent Management function for Stryker Orthopaedics. Previously, she worked for Nestle Foods, Kraft and Pepsi-Cola. As a consultant for Archstone Consulting, she led large scale projects in Change Management and Organizational Effectiveness for clients in pharma and financial services. She provides in-depth industry knowledge and workplace learning solutions to HRG's STS clients, with expertise in Employee Engagement, Succession Planning, Talent Reviews, Leadership Development, Influence Skills, Team-Building, and Leadership Workshop. Renee serves on the board of the New York Association for Talent Development (ATD), and earned her Master of Science Degree in Organizational Change at Columbia University.