

The Business Link

20TH ANNIVERSARY EDITION

A COMMUNICATION NEWSLETTER PRODUCED BY HOSPITALITY RESOURCE GROUP, INC.

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Greetings Friends,



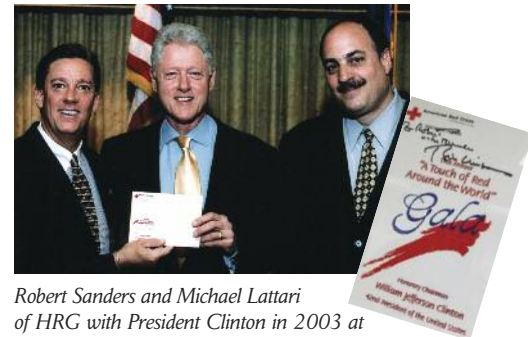
We are very pleased and proud to be celebrating our 20th anniversary in business here at Hospitality Resource Group, and I would like to take this time to thank you for your support over the last 20 years.

It has been an amazing experience for all of us who were involved in the formation of HRG as an event management company, working (literally) from my garage back in 1997. Back then, I realized there was an

opportunity to create a new company centered on partnerships and the principles of hospitality that I had learned working at the Marriott Corporation.

Following one of our first major events, the American Red Cross annual "Touch of Red" fundraising gala honoring President Clinton, I was encouraged by the positive response we received, as it led to referrals that sparked the growth of our company.

Today, as we have evolved into a unique company that offers event management, training and marketing services, we continue to adhere to the



Robert Sanders and Michael Lattari of HRG with President Clinton in 2003 at the American Red Cross "Touch of Red" gala.

principles that have made us successful. Thank you for being an important part of this success, as we never would have survived and thrived all these years without you!

Warmest regards,

Robert O. Sanders, Jr., CMP
Founder and Partner
Hospitality Resource Group, Inc.

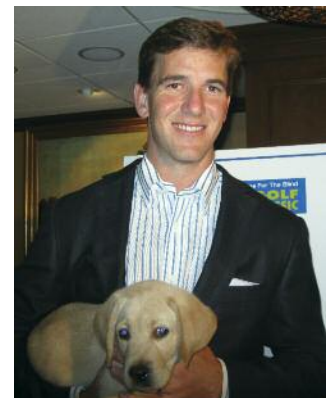
HRG Spotlight: 20th Anniversary – A Retrospective

It's hard to believe, but HRG has reached a milestone that few other small businesses have. And as we celebrate our 20 year anniversary, we continue to work hard to earn our reputation as a leader in event management, training and marketing. In this edition of our newsletter, we thought it would be fun to share a few highlights we experienced along the way.

Look inside for HRG timeline.

Eli Manning Raises Game at Guiding Eyes Annual Dinner and Golf Outing

On June 12th, HRG teamed up with Guiding Eyes for the Blind for the 40th annual Guiding Eyes Golf Classic and dinner event hosted by New York Giants Super Bowl MVP Eli Manning at Mt. Kisco Country Club. Over 300 attended this special program to benefit Guiding Eyes and support their work to train and provide guide dogs to people with vision loss, at no cost to their students and graduates. To learn more about Guiding Eyes and how to donate to their organization, visit www.guidingeyes.org



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OUR FAMILY OF COMPANIES



YOUR TOTAL BUSINESS LINK



STRATEGIC
TRAINING
SOLUTIONS

HRG Spotlight: Celebrating our 20th Anniversary – A Retrospective

1997

- IBM introduces Simon, the first smartphone
- HRG is launched in garage of founder Robert Sanders' home in Mahopac



2003

- The human genome was decoded
- HRG moved into our new home in White Plains (we are still here today!)



2007

- Twitter was founded
- IAAPA Award presented to HRG Strategic Training Solutions for employee and supervisor training at Playland Amusement Park



HRG Introduces Free Event Audit Resource

High profile events offer a unique opportunity to position and promote your organization, raise awareness of your mission, and generate good will to support your fundraising efforts. These events can also place considerable strain on your management and staff, as the demands on time and resources can drain energy and result in missed opportunities to achieve your goals.

The first step in developing a successful event is to thoroughly review and evaluate past outcomes, current market conditions, and opportunities. HRG's Event Solutions event "audit" offers your organization an opportunity to review your approach, evaluate your current strategy, and adjust your "game plan" moving forward. To schedule your free audit, contact HRG's Event Solutions at 914 761-7111.



- ✓ Have you run an event for many years and started to question if it still delivers on your objectives?
- ✓ Has your fundraising and attendance at your signature event reached a plateau?
- ✓ Has your organization changed its mission or leadership?
- ✓ Has the makeup of your target audience changed?
- ✓ Have you lost a celebrity or major donor who has been a key factor in your success?
- ✓ Are your stakeholders, donors and staff "maxed out" on the same type of event every year?



CALENDAR

Energy Sponsors
Westchester Business Journal Planning Ahead Calendar



HRG and the Westchester County Business Journal produce the *Planning Ahead Calendar* sponsored by Entergy. This unique source of information for area not for profits provides details on events, sponsorship and philanthropic opportunities.

If you work for a nonprofit and would like to publish information about your upcoming events, or inquire about the opportunity to feature your organization, visit us online at HRGinc.net and click on the Planning Ahead button, call HRG at 914.761.7111 or email Jenna@HRGinc.net.

GUIDING EYES FOR THE BLIND
Golf and Dinner Fundraiser
June 12, 2017
Mount Kisco Country Club, Mt. Kisco, New York

WESTCHESTER COUNTY ASSOCIATION
4th Annual Women in Tech Awards
June 22, 2017
Tappan Hill Mansion, Tarrytown, New York

BOYS & GIRLS CLUB OF MT. VERNON
Alumni Community Golf Classic
June 26, 2017
Pelham Bay & Split Rock Golf Course, Bronx, New York

NEW YORK MEDICAL COLLEGE
Founders Dinner
September 17, 2017
DoubleTree Hotel, Tarrytown, New York

BOYS & GIRLS CLUB OF MT. VERNON
Golf Outing and Dinner Fundraiser
September 18, 2017
Westchester Hills Golf Club, White Plains, New York

HUDSON VALLEY ECONOMIC DEVELOPMENT CORP.
5th Annual Beer, Wine, Spirit & Cider Summit
October 12, 2017
Culinary Institute of America, Hyde Park, New York

WESTCHESTER COUNTY ASSOCIATION
Health Tech '17
October 12, 2017
DoubleTree Hotel, Tarrytown, New York

HRHCARE
Foundation Dinner
October 15, 2017
RiverMarket Bar & Kitchen, Tarrytown, New York

HOSPITALITY RESOURCE GROUP
Not for Profit Educational Summit
October 17, 2017
Brae Burn Country Club, Purchase, New York

MARIA REGINA HIGH SCHOOL
Gala Benefit
October 20, 2017
VIP Club, New Rochelle, New York

HOSPITALITY RESOURCE GROUP
Hospitality Educational Summit
November 7, 2017
Westchester Marriott, Tarrytown, New York

WESTCHESTER COUNTY ASSOCIATION
Fall Dinner
November 16, 2017

ENERGY AND HOSPITALITY RESOURCE GROUP
You Are 'Cause for Celebration
December 2017
CV Rich Mansion, White Plains, NY

2009

- President Barack Obama inaugurated as 44th President of the United States amid the Great Recession
- HRG is recognized by the Westchester Business Council with Entrepreneurial Success Hall of Fame Award



2013

- Helping hands for neighbors following Hurricane Sandy
- HRG worked with the Foundation for Educating Children with Autism (FECA) on their annual fundraiser



Area Businesses And Communities Do Well by Doing Good!

We work and live in a society that often measures success by growing market shares and expanding stock portfolios. Meanwhile, a parallel universe of people are working just as hard to achieve goals that have nothing to do with profits, in support of the communities we live and work in.

One of the best ways to grow a business is to be involved and engaged in these communities, and whether you work for a private sector employer or a not-for-profit organization, we all have a shared stake in our success. This trend towards “strategic philanthropy” is being driven by the benefits of doing well by doing good, and it is gaining ground with companies across all industry sectors.



Businesses Investment In Causes – The Payoff

Recent research by Fortune Magazine has shed new light on the growing support from companies who find that promoting the “greater good” is actually also good for their bottom lines. These businesses have found that supporting a cause pays off, and reflects well on their brands.

Area Businesses Leading the Charge

Here in Westchester, there are many examples of businesses that have made a dedicated, long-term commitment of their time and resources to support the not-for-profit community. Companies large and small have continued to invest in regional efforts to promote good works. Examples include:

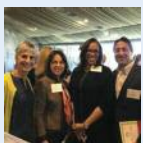


MasterCard This financial services leader promotes their support for “a sustainable future in everything we do, every day, advancing social sustainability, conducting business in an

open and transparent way, and responsibly managing our environmental footprint.”

Heineken USA This global brand powerhouse is “driving innovative, purposeful sustainability and responsibility programs by embedding Brewing a Better World (BaBW) into our business.”

Local small businesses are also deeply involved in supporting important causes, including:



Original Energy and Robison Oil These family-owned companies have been major supporters of local causes for decades. The Original Energy Shine a Light on Veterans project offers cities and towns the opportunity to install LED lighting at Veterans memorial sites at no cost. CEO David Singer was honored with the 2017 Outstanding Corporate Philanthropy Award by the Association of Development Officers of Westchester.

The Westchester Bank This regional financial services company supports a wide range of charitable causes, including the March of Dimes, Guiding Eyes for the Blind, and Greyston Bakery. CEO John Tolomer is one of the most visible figures in the county, and their commitment to area causes is an important part of their strategy as a community bank.



Wilson and Son Jewelers This family-run business based in Scarsdale supports many area nonprofit organizations, including the Westchester Philharmonic, Boys & Girls Club of Northern Westchester, Guiding Eyes for the Blind, American Diabetes Association and Visiting Nurse Service of Westchester.



PKF O'Connor Davies One of the leading accounting firms in the NY Metro area, this company provides support for area schools and not-for-profits, including Stepinac High School, Nonprofit Westchester, and a major national veterans services organization.

The Bottom Line, and Beyond

The importance of giving through “strategic philanthropy” offers opportunities for companies to show their support, and provide a higher profile for their business at the same time. With growing pressure on governments and the private sector to cut back on spending, business leaders are filling the void and today, through their contributions, they are finding that their efforts are actually helping them grow.

At HRG, we collaborate with regional business organizations and partner with employers to support those who work hard every day to improve our communities. Are you interested in developing and implementing an event marketing strategy to promote the good works of your company? Give us a call at (914) 761-7111 or email us at walter@hrginc.net.

Did you Know?

According to Forbes, 50% of millennials are willing to make a purchase to support a cause, and more than a third say they'll pay extra if they deem a cause or brand worthy.



237 Mamaroneck Avenue
White Plains, NY 10605

Presort Standard
U.S. Postage
PAID
White Plains, NY
Permit No. 1735

Welcome!

HRG is pleased to announce
the following new clients:

Boys & Girls Club of Mt. Vernon
Brainard Ridge Realty
Maria Regina High School
New York Medical College
Original Energy



STRATEGIC
TRAINING
SOLUTIONS

Public/Private Partnerships Drive Economic Growth

Workforce development and entrepreneurship are at the heart of a healthy economy, and public/private partnerships play an important role in support of our commerce and communities. Our HRG Strategic Training Solutions team supports workforce development initiatives that create jobs, develop careers, and help businesses grow. Some examples of our work here in the Hudson Valley include:



Hudson Valley Jobs Waiting

HRG's STS works
with the
Westchester/
Putnam Workforce

Development Board and the Westchester County Association to provide training and career counseling to help long-term unemployed residents prepare to pursue a career in healthcare. HRG has developed relationships with over 100 area healthcare employers to position these candidates for jobs. Over the past year, this program has helped over 160 people return to work.

For more information, visit
www.JobsWaiting.com



HVEDC / Bet on My Business HRG, in partnership with the Hudson Valley Economic Development Corporation's Food and Beverage Alliance, created The Bet on My Business Academy to help area entrepreneurs in the food and beverage industry grow their businesses. HRG's STS provides training in sales and marketing to help improve their marketability.

For more information, visit
www.hvedc.com/bet-on-my-business-academy/



Business Sector Partnership

HRG has worked
with the
Westchester/
Putnam Workforce

Development Board since 2012 to engage area employers in this unique public/private partnership of 7 major industry sectors. Over the past year, membership has continued to grow, as HRG has led workforce development programs with Manufacturing, Hospitality, Healthcare, Technology, Nonprofit, Biotech and Green sector leaders.

For more information, visit
www.westchesterputnamonestop.com/employer/business-sector-partnerships

About Strategic Training Solutions STS offers customized training programs, human resource management consulting and organizational development services for corporations, healthcare providers, hospitality companies, nonprofit organizations, education institutions and growing small businesses. For more information, visit www.HRGinc.net or call (914) 761-7111.

ADO Honors Business Leaders at Annual Awards Breakfast



This spring, HRG worked with the Westchester Chapter of the Association of Development Officers (ADO) to produce and manage their annual Philanthropy Awards breakfast at Tappan Hill, honoring area business leaders who support their mission.

ADO members include Nonprofit Fundraisers, Board members, Executive Directors and Communication professionals who play a vital role in our community.

DID YOU KNOW?

The Westchester ADO is
the oldest and largest
organization dedicated to
philanthropy and fundraising
in the lower Hudson Valley.