

# The Business Link

A COMMUNICATION NEWSLETTER PRODUCED BY HOSPITALITY RESOURCE GROUP, INC.

SPRING/SUMMER 2019



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## A Message From Our Partners

Greetings Friends,

We hope your business is booming, and you share our excitement and enthusiasm about the road ahead as we enter the busy spring/summer season. Here at HRG, we see many reasons for optimism, as the market for events, training, and marketing offer new opportunities to develop new relationships and cultivate those we have enjoyed since we were founded way back in 1997. And as we forge ahead with renewed energy, the future looks bright for our company, our clients, and our strategic partners.

With the busy event season upon us, we wanted to take this time to share insight into some key industry trends and market developments in hospitality that are at the core of our company's DNA.

We would also like to take this opportunity to bring you up to date on HRG news, including our plans for a major regional Hudson Valley hospitality summit this fall, and highlight some of

our recent success stories that have come about due to our extremely hard working, dedicated team. Together with our strategic partners, we are totally committed to serving our clients as we work together to deliver an unparalleled level of service quality and high ROI.

We look forward to growing with you in new and innovative ways in the months and years ahead and thank you for being such an important part of our success!

With warm regards,



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



Michael Lattari  
Partner  
Hospitality Resource Group, Inc.

## HRG Spotlight: Hudson Valley Hospitality Sector Expansion Continues



The leisure and hospitality industry has exploded over the past few years here in the Hudson Valley, as it has become an even greater attraction for event planners, tourists, and filmmakers alike. Driven by a unique combination of historic landmark hotels and homesteads, farm to table offerings, a wide range of transportation options, and a resurgence from restorations of Hudson River towns from Yonkers to Beacon and beyond, the Hudson Valley has become a very attractive area to host events and visitors from the NY Metro area and around the world.

National Geographic Traveler has named the Hudson Valley one of the top 20 must-see destinations in the world, and the Hudson Valley

*continued inside*

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# CALENDAR

**MERCY COLLEGE**  
**Leadership Awards and Reception**  
**June 25, 2019**  
Marina Del Ray, Bronx, NY

**YWCA WHITE PLAINS AND CENTRAL WESTCHESTER**  
**6th Annual Turn Up the Heat Event**  
**July 31, 2019**  
C.V. Rich Mansion, White Plains, NY

**BOYS AND GIRLS CLUB OF MOUNT VERNON**  
**Fall Golf Outing**  
**September 23, 2019**  
Mt. Kisco Country Club, Mt. Kisco, NY

**PROMOTION OPTIMIZATION INSTITUTE**  
**Northeast Regional Summit**  
**September 25 - 27, 2019**  
Hyatt Regency, Morristown, NJ

**BOYS & GIRLS CLUB OF NEW ROCHELLE**  
**Golf Outing**  
**October 16, 2019**  
Wykagyl Country Club, New Rochelle, NY

**ARC WESTCHESTER**  
**A Matter of Taste**  
**October 22, 2019**  
Glen Island, New Rochelle, NY

**YWCA WHITE PLAINS AND CENTRAL WESTCHESTER**  
**90th Anniversary Gala Kickoff**  
**November, 2019**  
C.V. Rich Mansion, White Plains, NY

**PROMOTION OPTIMIZATION INSTITUTE**  
**Collaborative Marketing Summit**  
**November 6 - 8, 2019**  
Westin Galleria, Dallas, TX

**WESTCHESTER COUNTY ASSOCIATION**  
**Annual Leadership Dinner**  
**November 13, 2019**  
SUNY Purchase, Purchase, NY

**YOU ARE 'CAUSE' FOR CELEBRATION**  
**Not-for-Profit Holiday Celebration, Hosted by Entergy**  
**December 17, 2019**  
CV Rich Mansion, White Plains, NY

## Hudson Valley Hospitality CONTINUED

is the fastest growing region in New York State. Each of the counties in the Hudson Valley offers a wide variety of places to meet and enjoy the unique experiences that have come to define this very special area. From the Culinary Institute in Hyde Park to the castles of Tarrytown, and from the Long Island Sound to the Hudson River, business is booming and there are no signs of slowdown. There are lodging and facilities available for every need and budget, from world class conference centers, to high-end hotels, national brands, and B & Bs.

In Westchester County, tourism is a \$1.9B industry, ranking third in the state behind New York City and Long Island, and it represents 51% of all visitor spending in the Hudson Valley region, according to the New York State Office of Economic Development in their report: New York: Economic Impact of Tourism, Hudson Valley/Westchester.

According to Westchester County Executive George Latimer, "Thanks to the hard work of everyone involved in this ever-growing sector of our economy, Westchester County continues to shine as a premier regional destination for business and leisure travelers in New York State. With the building of new hotels and upgrades of existing properties, new restaurants, breweries, and attractions, we are excited to see the tourism industry continue to flourish here in our beautiful county."

### Job Growth in Hospitality Skyrockets

To keep up with the increased demand from tourists and business event planners, the job market continues to expand to keep pace. According to a recent U. S. Department of Labor report, this sector has the second highest gains in the job market in the Hudson Valley (up from third in 2017-2018), trailing only the educational and health services industries.

In addition, the NY State Department of Labor reported that the Hudson Valley hospitality and leisure sector added over

37,000 jobs between June 2016 and 2017.

Sean Meade, President of the Westchester Hotel Association and General Manager of Cambria Suites said: "These numbers are great news for the hotel industry here in Westchester. Our members work hard to put forth their very best and attract new business to the region. Features like Westchester County Airport and our proximity to New York City help us continue this growth year after year."

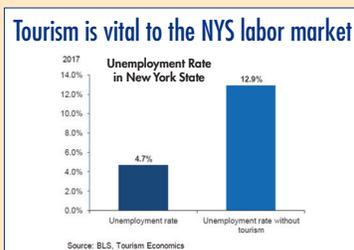


### Hudson Valley Hospitality Summit Planned (Fall 2019)

The hospitality and tourism sector is expected to grow well into 2020. With a continued rise in employment, these businesses are busy preparing to serve a growing number of tourists and cater to corporate clients to respond to their requests for conference and meeting space. HRG is planning to offer a Hudson Valley Hospitality Educational Summit this fall that will bring together area hospitality management to engage in a dialogue with industry leaders about key issues and opportunities, and network with their peers at this unique event designed to promote growth in this vibrant sector. Stay tuned for details, as we are finalizing plans for a powerful speaker lineup, F&B demonstrations, seminars on trending topics and more.



HRG has been serving up a healthy dose of hospitality to area organizations for over 20 years. As a company with our DNA in the hospitality industry, our event planning team, training solutions consultants, and innovative event marketing team are working closely with our strategic partners support this growth.



## HRG Partners with Guiding Eyes to Raise Awareness and Funds



The 42nd annual Guiding Eyes for the Blind Golf Classic and dinner was held on June 10th at the Mt. Kisco Country Club. Over 300 attended this special program to benefit Guiding Eyes for the Blind, the internationally accredited nonprofit based in Yorktown Heights N.Y. Guiding Eyes provides guide dogs to people with vision loss, as well as service dogs to children with autism, at no cost to their students and graduates.

For more information, visit [www.guidingeyes.org](http://www.guidingeyes.org).

## Hudson Valley Job Development Grant Exceeds Goals

HRG recently completed work on the Jobs Waiting healthcare sector workforce development training program, which was funded by a \$9.8 million federal grant and managed by the Westchester County Association to provide job development support for Hudson Valley area long term unemployed residents. HRG's STS team partnered with area employers to help prepare and position over 360 area residents return to work.

Close to 500 long-term unemployed individuals and more than 125 incumbent healthcare workers were also trained, and these totals exceeded the program goals. According to the

Westchester County Association, the return on investment far exceeded the grant funding.

The HRG team was instrumental to the success of the program, as the lead organization working with area healthcare employers, including NY Presbyterian, ENT & Allergy Associates, WESTMED, Northwell Health, Caremount, WMC Health and Crystal Run Healthcare. HRG also provided workforce training seminars, resume writing, interviewing skills development workshops and a specialized Service Excellence program to help prepare job candidates to work with employers to fill jobs in patient care and administration.



## STS Serves Area Hotels Talent Development Initiative

HRG's Strategic Training Solutions (STS) will be working with Westchester County area hotels on a new talent development initiative designed to help improve their professional skills and advance their career goals. STS will work with the Westchester Hotel Association to coordinate technical and soft skill training opportunities with area training providers with funding provided by the Westchester/Putnam Workforce Development Board. Westchester Hotel Association members include 40 hotels, motels, and inns.

STS offers customized training programs, human resource management consulting and organizational development services for corporations, healthcare providers, hospitality companies, nonprofit organizations, education institutions and small businesses.

For more information, contact Laura McNerney, Strategic Training Solutions [Laura@HRGinc.net](mailto:Laura@HRGinc.net) or call 914.761.7111.



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## Allegis Communications Earns Assist with Boys & Girls Club of Mount Vernon

The Boys & Girls Club of Mount Vernon has extended their partnership with HRG to include marketing planning and communication. HRG has partnered with the Boys & Girls Club of Mount Vernon for many years on event planning, and this relationship has evolved to include marketing strategy and communication. HRG's Allegis Communications has been working with this youth development organization to improve their ability to promote their after-school programs, fundraising events and expand community and donor support. Allegis has worked with the Club on a complete overhaul and redesign of their web site, developed press releases, created a new sponsor presentation, developed a newsletter, and provided consultation on their social media.

For more information, visit [bgcmvny.org](http://bgcmvny.org).



## YWCA White Plains & Central Westchester Event In Good Company

HRG's Event Solutions team partnered with the YWCA of White Plains and Central Westchester to plan and produce their annual Company of Women Luncheon event at the Hilton of Westchester in Rye Brook, N.Y. Over 600 attendees were on hand to celebrate the success of women and support their mission of empowering women and eliminating racism. Event proceeds help fund YWCA's many programs and services that benefit the lives of women and children in Westchester County.

For more information about the YWCA of White Plains and Central Westchester, visit [ywcawpcw.org](http://ywcawpcw.org).



## Welcome!

HRG is pleased to announce the following new clients:

Boys & Girls Club of New Rochelle  
The Carver Center  
Mercy College  
Surf Club on the Sound  
Westhab  
Michael L. Meyers and Associates

## ADO Shines Bright Light on Philanthropy at Annual Breakfast



HRG was proud to partner again with the Association of Development Officers (ADO) for the Annual ADO Philanthropy Awards at Abigail Kirsch Tappan Hill in Tarrytown, NY. Over 300 Development Officers, sponsors and supporters came together to celebrate those who give to our nonprofit community. Honorees included African American Men of Westchester, Outstanding Board; Andrew Dieckman, Executive Printing & Direct Mail, Community Partner; Tom Gabriel, Fundraising Professional, Legal Services of the Hudson Valley; Sue Greene Furst, Co-Founder, Spiral Giving, Outstanding Philanthropist; and Noah Weber, Youth in Philanthropy, Athletes vs. Crohn's.

For more information, visit [adoonline.org](http://adoonline.org).

## NPW Announces Emerging Leaders Program



Recognizing that there is a large demographic shift in progress, Nonprofit Westchester (NPW) has launched the Emerging Leaders Program to help foster talent among the next generation of leaders. The NPW Emerging Leaders Program is a year-long leadership development program for a select group of rising stars in the nonprofit sector. Each month the group meets at a different nonprofit location to learn about that organization's work, engage in a conversation about a professional development topic, and network with peers and members of the host organization. This program is offered as an opportunity to build the skills, network and knowledge of someone in a nonprofit organization who has great potential for future leadership roles. Applications for the 2020 cohort will be accepted later this year.

### ABOUT NONPROFIT WESTCHESTER

Nonprofit Westchester (NPW) provides the nonprofit sector with a single unified voice for the role it plays in the economic vitality and sustainability of the county, focusing on sharing resources, connections, and information to strengthen Westchester in partnership with the for-profit and government sectors.

For more information, visit [npwestchester.org](http://npwestchester.org).

## Nicolette Strano Joins HRG Event Solutions Team

Please join us in congratulating our own Nicolette Strano, on earning her master's degree from Marist College!

Nicolette works with our HRG Event Solutions and Ovation Corporate Travel M&E clients. Prior to HRG, she worked for the Marist Poll supporting events at Marist College and in Washington, D.C.



## Ovation Corporate Travel Pitches In For Kids Against Hunger

Ovation Travel Group's Operations Team and Client Solutions Managers recently packed 11,232 meals for Kids Against Hunger! Thanks to everyone who participated and to our partners in attendance – Qatar Airways, Enterprise Rent-A-Car and Kimpton Hotels & Restaurants. HRG



provides event planning and travel for Ovation Travel Meetings and Events Division, as part of Ovation Travel Group, an independently owned, \$1.3 billion travel company with experienced travel professionals in more than 30 locations throughout the United States.