



HSMIAI's Arizona Chapter Awarded "Best of the Best" and Chapter Leadership Award



[PHOENIX, AZ] – October 03, 2017 – The [Hospitality Sales & Marketing Association International](#) (HSMIAI) presented the Arizona Chapter with the Frank W. Berkman "Best of the Best Awards" for Community Involvement and Fundraising and an individual award for Chapter Leadership on September 6, 2017 at the Lansdown Resort in Leesburg, Virginia.

The [Frank W. Berkman "Best of the Best" Awards](#) recognizes chapter leadership and operations that serve as best practices for all chapters as they continue to fuel sales, inspire marketing and optimize revenue for HSMIAI members at the local level. Attended by more than 120 chapter leaders throughout the Americas region, the Arizona chapter was honored with the Large Chapter Award for Community Involvement and Fundraising for the Santa Summer Safety Splash event.

"We look forward to our Annual Santa Safety Splash Event each year as it brings together some of the best partners that the Phoenix community has to offer. It provides local kids with a special day of swimming, education, Santa and fun before they head back to school. We love the attention and awards that this unique event has received throughout the years. It only has helped our mission as hospitality employees to assist more children in the future." - Stephanie Liegeois, Dir. of Community Outreach & General Manager at Bon Appetit @ MIM - Musical Instrument Museum.

HSMIAI Arizona's Santa Splash, an annual event now in its fifteenth year, was held in conjunction with "Drowning Awareness Month" on July 26, 2017 at the Pointe Hilton Squaw Peak. Thirty kids from the Salvation Army gathered for a water training safety class from the Phoenix Fire Department, with lunch, swimming and donated back-to-school items from Kroger, Valley Limousine, Wildly Different, The Next Great Event, Top Golf Scottsdale, Neighbors Helping Neighbors, and chapter members. The event runs on a zero-operating budget with 2017 reaching an all-time high for products and services donated. The Santa Summer Safety Splash event also won 2015 and 2016 Arizona Lodging and Tourism Association (AzLTA) "Stars of the Industry" Award for Top Community Outreach Event.

[Erik W. Dorr](#), HSMIAI Arizona chapter president and senior sales executive at Infor, was presented with an individual Chapter Leadership Award. Dorr was recognized the final evening of this year's Mike Leven Leadership Conference at the HSMIAI 90th Anniversary Celebration Dinner. Dorr was one of four 2017 award recipients of 350 chapter leaders.

"What an incredible experience to celebrate HSMIAI's 90th Anniversary at The Mike Leven Leadership Conference this past week with our team from Arizona. We are honored to accept both our chapter and individual awards on behalf of our talented board and members from the HSMIAI Arizona Chapter. I'm so proud to be a small part of the storied history of the "Chapter of Champions" Dorr continued.

A full list of the Frank W. Berkman Best of the Best 2016 – 2017 winners and other individual award recipients can be found at hsmiai.org.

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ABOUT HSMIA

Hospitality Sales & Marketing Association International (HSMIA) is a global organization of sales and marketing professionals representing all segments of the hospitality industry. Founded in 1927, HSMIA is comprised of nearly 7,000 members from 35 countries and chapters worldwide. HSMIA's mission is to "grow business for hotels and their partners by fueling sales, inspiring marketing and optimizing revenue".

The 250 member [Arizona Chapter](#) was established in 1968 and is the second largest chapter in the U.S. HSMIA has been honored with numerous international and local awards and was recently recognized as the 2015-16 Chapter of the Year. The chapter offers members a variety of benefits including monthly education programs targeted specifically to sales and marketing and revenue management professionals, a variety of networking and fundraising events and community service volunteer opportunities.

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