



You don't know what you don't know **until you go to HUG!**

Register before **August 1, 2015** for the best price!  
[smshug.org](http://smshug.org)



# The HUG Conference Experience

For 25 years users of <sup>SM</sup>|Host have been gathering to exchange knowledge and facilitate learning with their peers.

The 2015 HUG Conference agenda is packed with training sessions and relevant and timely industry topics for hospitality professionals. With so many new sessions this year, both new attendees and long-time participants will benefit. Attend HUG to perform better at your job, to become a better manager, to position yourself for promotion, to grow your network and gain valuable contacts.

For those users in the spa industry, the 2015 HUG Conference is co-located with the SpaSoft Users Group (SUG) to increase the diversity of our conference offering. This complete SpaSoft agenda offers a conference within a conference designed to increase the ROI of your spa system.

Through user-led sessions focused on experiential sharing, hands-on lessons, educational breakouts, roundtable discussions, keynotes and lots and lots of networking, you will learn about the great possibilities available with your existing hotel systems.

## WHY SHOULD I ATTEND?

### EDUCATION & TRAINING

From the focused three-hour training sessions on Sunday to the all-day Rates boot camp and many other training sessions, you will walk away from HUG with the tools you need to do your job better.

### SUPERLATIVE CONTENT

Strong user session presenters, PSMS product experts and industry leaders represent the leaders available to share their knowledge, challenge your assumptions and help you better understand your hotels and hospitality systems.

### NETWORKING OPPORTUNITIES

Active discussions within sessions and in the hallways characterize a HUG conference. This is your opportunity to gather and connect with other <sup>SM</sup>|Host, SpaSoft, <sup>SM</sup>|Touch and ATRIO users. Outside of sessions, networking dinners and events further those connections.

### OTHER BENEFITS OF ATTENDING HUG:

- Meet one-on-one with a PSMS Product expert
- 3 hour sessions on Sunday offer in-depth learning
- New for 2015 – all day Rates Boot Camp
- Try out what you learn on computers in the Sand Box
- Networking dinner and special beer tasting event



“Great networking, great talks and great educational sessions. Loved every piece of it.”  
– Maggie Murphree, Lake Austin Spa Resort



Experience HUG! Join us this November at Sunriver Resort, Oregon!

# Special Events

## CELEBRATE 25 YEARS OF HUG CONFERENCE

After an intensive week of learning and networking, join us to celebrate 25 years of SMS|Host and SpaSoft users gathering together. Wear silver, black or white to fit the theme and don't forget your dancing shoes!



## KEYNOTE SPEAKER: JEFF HAVENS

A Phi Beta Kappa graduate of Vanderbilt University, Jeff has quickly become one of the most in-demand presenters in North America. His truly unprecedented ability to deliver high-quality education in an undeniably entertaining way has earned him dozens of repeat clients, all of whom appreciate Jeff's insistence that education is the only way that we improve at anything and that we'll all improve better and faster if we enjoy the learning process. By combining the content of the traditional presentation with the entertainment value of a comedy show, Jeff has found enthusiastic audiences in government, academia, small businesses and several Fortune 50 companies, all while still being one of the youngest members of the professional speaking circuit.

**Hear from Jeff Havens on Tuesday, November 10 at 8:30AM**

## THANK YOU TO THE 2015 HUG BOARD

### **Marie Bell**

Darien Lake Theme Park

### **Joe Rembold**

Delaware North

### **Rich Morehouse**

Snowbird Ski and Summer Resort

### **Rick Arrington**

Edgewater Beach Resort

### **Brenda Allen**

Wintergreen Resort

### **Jennifer Jones**

Intrawest

### **Kathy Traylor**

### **Denise Spain**

ARAMARK Mesa Verde

## VENDOR SPONSORS

In addition to PAR Springer-Miller, more than 20 vendors exhibit at the HUG Conference. Learn about the solutions and services they can provide for your property and get feedback from other users. Breaks and meals are scheduled to provide you with plenty of time to investigate vendor solutions.

## CONFIRMED VENDORS FOR 2015 INCLUDE

*(as of June 7, 2015):*

Cenetic

Navis

Yellow Dog

DPHS- Data plus

Owner Relations

# Conference Agenda

November 8

November 9

SUNDAY			MONDAY								
Intensive Trainings					Breakout Sessions 1	Breakout Sessions 2		Breakout Sessions 3	Breakout Sessions 4	Breakout Sessions 5	
1:00 - 4:00	4:15 - 5:00	5:00 - 7:00	7:00	8:30 - 9:30	9:30 - 11:00	11:15 - 12:15	12:15 - 1:30	1:30 - 2:30	2:45 - 3:45	4:00 - 5:00	7:00 - 10:00
001 Comprehensive Rates	010 1st Time Attendees	Opening Night Cocktail Welcome Reception	Breakfast/Coffee Break Service Available	Opening General Session	101 New Features Roadmap	111 Ideas - Live	Lunch & Vendor Review	121 Groups: Back to Basics	131 <sup>SMS Host</sup> Profiles - Collecting and Using Guest Data	141 Vendor-led Session	HUG Networking Dinner
002 Comprehensive R&R						112 <sup>SMS Host</sup> Anywhere		122 Social Media Trends	132 Hands-on Groups	142 Groups: More Advanced Lessons	
003 Comprehensive Groups						113 Introduction to R&R		123 Vendor-led Session	133 ATRIO PMS Overview	143 Case Study: <sup>SMS Host</sup> to ATRIO	
004 Comprehensive Basic <sup>SMS Host</sup>						114 Yield Management Tools Available in <sup>SMS Host</sup>		124 IT Budgeting	134 PCI 3.0	144 SAQ: Self Assessment Questionnaire	
						115 Bridging the Gap Between Front Office and Reservations		125 Housekeeping - Concepts and Setup	135 Using Housekeeping	145 Intro to Work Orders	
					126 <sup>SMS Host</sup> For New Revenue Managers	136 Revenue Management Leadership	146 Yield Management		137 Big Data in Practice	147 Technology as Part of Your Brand Story	

“I really enjoyed the hands-on training that was available, I learned a lot that I am very excited to implement at my property. Also learned a lot about capabilities in <sup>SMS|Host</sup> that I didn't know about and I'm looking forward to researching them further to see how they can benefit our property.”

– Martyjo Davis, Peaks Resort and Spa

# Conference Agenda

## November 10

TUESDAY							
		Breakout Sessions 6		Breakout Sessions 7	Breakout Sessions 8	Breakout Sessions 9	
7:00	8:30 - 10:15	10:30 - 12:00	12:00 - 1:15	1:15 - 2:15	2:30 - 3:30	3:45 - 4:45	4:45 - 6:15
Breakfast/Coffee Break Service Available	Keynote Presentation by Jeff Havens	201 SpaSoft New Features	Lunch & Vendor Review	211 SpaSoft Membership and Loyalty Programs	221 User Workgroup	231 SpaSoft Inventory Management	Local Beer Tasting with Vendor Sponsors
		202 Rates Boot Camp: Part 1		212 Rates Boot Camp: Part 2	222 Rates Boot Camp: Part 3	232 Rates Boot Camp: Part 4	
		203 SMS Touch New Features		213 ATRIO POS	223 ATRIO Distribution	233 Dining Module	
		204 Features of SMS Host You Should be Using, But Probably Aren't		214 Future of Mobile in Hospitality	224 Future Tech in Hospitality	234 IT General Discussion	
		205 Case Study: Creative Applications for SMS Host; How Club Quarters Uses SMS Host as a Starting Point		215 EMV Town Hall Discussion	225 Vendor-led Session	235 Monthly Maintenance for SMS Host	
		206 Bridging the Gap between Front Office and Housekeeping		216 Work Order Management	226 Basic Folio Management	236 Advanced Folio Management	
				217 Distribution Management	227 Case Study: Optimizing Online Booking	237 Roundtable Discussions	

### SESSION KEY

- User-led Session
- PSMS-led Session
- Vendor-led Session
- SpaSoft Session
- Guest Speaker Session

### GETTING THE MOST FROM HUG

With so many courses available, it's wise to make a plan in advance of arriving at HUG. Take a few moments to decide what are the most important sessions to attend and work with the other attendees from your property to ensure that you have someone in each of those. Take notes and share the information with your colleagues.

It is impossible to be everywhere at once, so choose the sessions that will impact you the most and that will most benefit your property.



The SpaSoft Users Group (SUG) begins on Tuesday, November 10th at 8:30 a.m. and runs through Thursday, November 12th at 11:00 a.m. Special pricing applies to the SUG Conference. Visit [smshug.org](http://smshug.org) for more information and to register to attend.



# Conference Agenda

## November 11

## November 12

WEDNESDAY								THURSDAY	
		Breakout Sessions 10		Breakout Sessions 11	Breakout Sessions 12	Breakout Sessions 13			Breakout Sessions 14
7:00	8:30 - 10:00	10:15 - 11:45	11:45 - 1:00	1:00 - 2:00	2:15 - 3:15	3:30 - 4:30	7:00	8:00	9:30 - 11:00
Breakfast/Coffee Break Service Available	Keynote Address: Larry Hall, President & CEO of PAR Springer-Miller	301 SpaSoft Yielding	Lunch & Vendor Review	311 SpaSoft Workshop	321 SpaSoft Packages	331 SpaSoft Online Booking	PSMS DINNER & PARTY	Breakfast/Break Service Available	401 SpaSoft Reporting
		302 Front Office: What you need to know about SMS Host to run your front office		312 Hands On R&R: Part 1	322 Hands On R&R: Part 2	332 Super Ultimate Advanced R&R			402 Night Audit
		303 Touch/Host Integration		313 SMS Touch Accounting & Reporting	323 SMS Touch Reports	333 SMS Touch Installation			403 ATRIO Spa
		304 Best of SMS Reports		314 Virtualization 3 Case Studies	324 PCI for Non-Technicals	334 Myths & Mysteries of Secure Payments			404 SMS Host Anywhere
		305 Case Study: Cultivating Loyalty & Frequent Guests		315 Vendor-led Session	325 Utilization of AWS	335 Correspondence Not Just for Confirmations			
		306 State of the Market		316 Debtor Management and Accounting	326 Back Office: What you need to know about SMS Host to run your back office & Accounting	336 Membership & Loyalty Panel			

“I had a wonderful 1st HUG conference. The learning and networking was great!”

– Brandon Lehmeier  
Willows Lodge



# Breakout Sessions

## Sunday, November 8

### 001 Comprehensive Rates

#### PSMS-led

Build confidence with rates in SMS|Host, this intensive three-hour training session covers price plans, price tiers, tier calendars, and rate headers.

### 002 Comprehensive R&R

#### PSMS-led

Learn how to use the report building tool, R&R, included with SMS|Host. From installation to setting up your reports to the data dictionary, this three-hour session will have you comfortably building and running R&R reports.

### 003 Comprehensive Groups

#### PSMS-led

Starting with the basics and moving to more advanced techniques, learn and discuss the business of creating and managing your group business in SMS|Host. Includes a review of the most recent functionality additions and the most useful reports.

### 004 Comprehensive Basic SMS|Host

#### PSMS-led

For those users new to SMS|Host, this three-hour introductory session will provide a high level review of functionality available in the robust system and offer how-to of some of the most basic functions.

### 010 1st Time Attendees

For first time HUG attendees, this session will give you all the information that you need to have a productive, informative and fun conference.

## Monday, November 9

### 101 New Features Roadmap

#### PSMS-led

Attend this session to see all the latest features in the most recent releases of SMS|Host as well as a high level overview of the most recent integrations and interface updates. In addition to reviewing valuable enhancements, this session will take a look at the product roadmap and provide an brief overview of the Product Council and Customer Community, this is an overview of the enhancements and new functionality, in depth training is not provided during this session.

### 111 Ideas - Live

#### PSMS-led

Like our online Ideas community, but live! Join this open forum with PSMS Product Management to discuss your product ideas for SMS|Host and modules.

### 112 SMS|Host Anywhere

#### PSMS-led

Check out the staff-facing mobile solution for SMS|Host. Easily and more efficiently manage all of your guest and property information with this mobile solution. Much functionality has been added, see the newest enhancements in this session as well as the roadmap for future functionality.

### 113 Introduction to R&R

#### PSMS-led

As an introduction to the report building tool, R&R, this session will get you started with the concepts and basic use of R&R.

### 114 Yield Management Tools Available in SMS|Host

#### PSMS-led

SMS|Host offers many built in options for yielding your rates. This session will provide an overview of these built-in tools as well as insight into how to use them at your property.

### 115 Bridging the Gap Between Front Office and Reservations

#### User-led

Do all front office managers like revenue managers? Do all revenue managers like front office managers? Do you think they truly understand each other's jobs to the fullest? I would love to discuss how the simple tape chart (tetris screen as I call it) can better identify and avoid any upcoming challenges. What does it mean to rev max, who controls rooms going 000?

### 121 Groups: Back to Basics

#### PSMS-led

This session covers the fundamentals of managing groups in SMS|Host as well as tips to make your groups experience as easy as possible. Whether you're new to the system or new to managing groups or just need a refresher on how to effectively and efficiently manage groups, this session is for you.

### 122 Social Media Trends

#### User-led

Facebook, Twitter, Google+, Instagram, Pinterest. Learn ways to get new guest and prospects through Social Media. Keep your guest engaged and provide communication to take place in real time. Be able to handle guest issues and see more satisfied guests sooner rather than later.

### 124 IT Budgeting

#### User-led

Developing a budget for IT can be a frustrating process. Join a discussion about developing a strategy to position your IT budget to align with overall short and long term goals. We'll take a look at three distinct components of your IT budget, items you need to run your business, grow your business and transform your business.

### 125 Housekeeping - Concepts and Setup

#### PSMS-led

Build a strong foundation for your housekeeping department with this overview of the concepts and set up of housekeeping in SMS|Host.

### 126 Host for New Revenue Managers

#### User-led

Review the tools and reports in SMS|Host that provide the foundation needed to build your revenue management practice.

### 131 SMS|Host Profiles - Collecting and Using Guest Data

#### PSMS-led

With powerful profile capabilities, SMS|Host has the power to allow you to take guest service to the next level. Discuss tips and best practices for collecting data to populate the guest profiles and learn how to leverage profiles within your organization.

### 132 Hands-on: Groups

#### PSMS-led

Hands-on training for group management basics. Class size limited, arrive early to secure your seat.

### 133 ATRIO PMS Overview

#### PSMS-led

Catch up with the latest advancements available in ATRIO PMS as well as getting an overview of the growth of the ATRIO product suite and customer base.

### 134 PCI 3.0

#### User-led

The latest PCI requirements represent some big changes, this discussion will center on how these new requirements affect you as a merchant. We will also discuss PSMS Secure Payment Solutions in the context of these requirements.

# Breakout Sessions



## 135 Using Housekeeping

PSMS-led

Part 2 of our Housekeeping training sessions, this session will help you keep the day to day operations of your housekeeping department running smoothly.

## 136 Revenue Management Leadership

User-led

Discuss how to create a strategic analytical culture in your organization beyond the revenue manager and explore ideas on expanding revenue management beyond rooms to 'total revenue management'.

## 137 Big Data in Practice

User-led

Big data is a term that you're hearing more and more often. Join this session to hear from our panel of three properties taking three different approaches to using big data in hospitality.

## 142 Groups: More Advanced Lessons

PSMS-led

Now that you've covered the basics in session 111, learn to use advanced tools and techniques to effectively manage groups in SMS|Host.

## 143 Case Study: SMS|Host to ATRIO

User-led

What is it like to move a property using SMS|Host to ATRIO PMS? Join us for this session to hear all about the process of moving Yavapai Lodge to ATRIO PMS.

## 144 SAQ: Self Assessment Questionnaire

PSMS-led

A key part of PCI compliance, discuss the SAQ and explore some new tools and templates available to make this process faster and easier for your property.

## 145 Intro to Work Orders

PSMS-led

This session will provide a basic overview of using SMS|Work Order Management to respond to both guest requests and maintenance issues.

## 146 Yield Management

User-led

Discuss the pros and cons of interfaces to yield management systems as well as the business impact of different pricing strategies. From what type of pricing resonates best with consumers to impact of pricing on your brand, come prepared for a lively discussion.

## 147 Technology as Part of Your Brand Story

PSMS-led

What role does your property technology play in your brand story? In this session we'll explore how some hotels and hotel brands are utilizing technology to tell their story. We'll discuss how IT and technology can influence branding.

## Tuesday, November 10

### 202, 212, 222, 232 Rates Boot Camp

PSMS-led

You asked for it, a full day of SMS|Host Rates Training. Each session builds upon the next and lets you get hands on with rates in an actual system.

### 203 SMS|Touch New Features

PSMS-led

A review of the newest release and features added since version 5.06 was released in Q4, 2011. We've added a lot of new features over the past four years and this session will cover them all. Features enhancing ease of system maintenance, menu configuration, installation, etc.

### 204 Features of SMS|Host You Should be Using, But Probably Aren't

PSMS-led

A favorite session of 2014, we're bringing it back to make you aware of more cool features of SMS|Host that you might not know about. These features can really enhance your user experience and help you provide better guest service.

### 205 Case Study: Creative Applications for SMS|Host; How Club Quarters Uses SMS|Host as a Starting Point

PSMS-led

Join Helmar Dinger, the Global Director of IT for Club Quarters Hotel, for this case study on how Club Quarters uses SMS|Host as the starting point with many creative extensions for reporting and business needs.

### 206 Bridging the Gap between Front Office and Housekeeping

User-led

It is imperative that your front desk and housekeeping operations communicate! Is housekeeping letting your front desk team know when rooms become available? Is the front desk checking guests into rooms that are not vacant clean in the system? I would like to show a few shortcuts that can benefit both departments when checking on room statuses and updates, what special service codes are used and are they being used? Who uses a "housekeeping one" sheet that indicates early arrivals, late departures and rooms that need to be rushed?

### 213 ATRIO POS

PSMS-led

Check out the demo and overview of ATRIO POS, including a review of all the enhancements and upcoming functionality.

### 214 Future of Mobile in Hospitality

User-led

A roundtable type discussion of your property's mobile strategy, objectives, and current day experiences. We'll have a moderator prepared to pose questions to the audience as well as discuss current mobile offerings from PSMS.

### 215 EMV Town Hall Discussion

User-led

The EMV liability shift will have occurred only weeks before this conference. This session will pull together experts in the field to discuss what this liability shift means as well as the state of market preparation.

### 216 Work Order Management

PSMS-led

Explore best practices and exchange ideas for ways to expand use of the SMS|Work Order Management module. This session will offer a forum for current users to pose questions and get answers from other users and PSMS product experts.

### 217 Distribution Management

User-led

The distribution landscape is evolving quickly. In this session we'll review the current state of distribution and discuss ideas for managing current and emerging channels effectively.



# Breakout Sessions

## 223 ATRIO Distribution

PSMS-led

ATRIO offers robust distribution capability powered by SHR. This session will review the total distribution offering including online booking, CRS, channel management and call center services.

## 224 Future Tech in Hospitality

User-led

Beacons, smart watches, mobile payments... A look into the future of technology and possible use cases in hospitality.

## 226 Basic Folio Management

PSMS-led

This class will take you through the basics of managing folios in SMS|Host, including new functionality, tips and tricks.

## 227 Case Study: Optimizing Online Booking

User-led

How to get the most out of your online booking engine and your website. This session will take you through the process of optimizing your online presence to drive more reservations. From widget placement to colors, there are a lot of factors to consider and test and you'll be surprised at how well optimization works.

## 233 Dining Module

PSMS-led

A well-kept secret that offers surprisingly cool features, this session presents an overview of the functionality available with the Dining Module included in SMS|Host.

## 234 IT General Discussion

User-led

Exchange knowledge and experience related to the use of PSMS solutions with other IT professionals.

## 235 Monthly Maintenance for SMS|Host

PSMS-led

What can you do to keep your system running clean and clutter free? Join this session to learn about routine system and data maintenance procedures and how to often to perform them.

## 236 Advanced Folio Management

PSMS-led

A follow up session to session 226, this class will cover advanced folio management topics including user clearances and MR&D.

## 237 Roundtable Discussions

User-led

An opportunity to discuss various topics within different subject areas. There will be tables available for every discipline and a moderator to help get the conversation flowing.

## Wednesday, November 11

### Larry Hall Keynote

Join Larry Hall, President & CEO of PAR Springer-Miller, as he shares his vision for the future of PAR Springer-Miller and hospitality technology. This keynote will introduce the company, review the accomplishments of 2015, and set the stage for 2015 and beyond.

## 302 Front Office: What you need to know about SMS|Host to run your front office

PSMS-led

An essential part of every front office manager's tool kit, this session will cover the basic front office functionality available in SMS|Host. Perfect for those that are new to the system or need a refresher, the tool kit session will also cover reporting and resources that every front office manager should know about.

## 303 Touch/Host Integration

PSMS-led

Led by a SMS|HOST expert, this session will demonstrate how Profiles, Notes/Messages, Packages, Package Breakage, etc. pull over to SMS|Touch. If you're looking for deeper integration between your PMS and POS, this session is for you.

## 304 Best of SMS Reports

PSMS-led

SMS|Host has many reports included. This session reviews the reporting capabilities baked into SMS|Host with an emphasis on suggested or often overlooked reports.

## 305 Case Study: Cultivating Loyalty & Frequent Guests

User-led

Frankenmuth's Bavarian Inn enjoys an extremely engaged and loyal customer base. Hear from Jim Engel about the tools and techniques they use to cultivate loyalty and repeat guests.

## 306 State of the Market

Guest Speaker

Let's review recent market performance in the hotel, resort and spa space and look into the crystal ball to see what the future will hold for occupancy, ADR and more.

## 312 Hands-On R&R: Part 1

PSMS-led

Hands-on training for R&R Report Writer. Class size limited.

## 313 SMS|Touch Accounting & Reporting

PSMS-led

This session will focus on reports used to balance numbers when posted into SMS|Host as well as how to find NOCODE's. Also to be discussed is how incorrect transaction codes can affect sales revenue, what to look for, and how to correct it.

## 314 Virtualization 3 Case Studies

User-led

Three examples of how SMS|Host properties are using virtualization.

## 316 Debtor Management and Accounting

User-led

How to use SMS|Host to manage debtors and provide accurate ageing reports, including different concepts of group/city ledger set-up - from one-off accounts to perpetual wholesaler accounts, Invoicing and debtor statements, payment allocation, including the management of short/over paid invoices and adjustments, payment refund controls, and aged debtors reporting.

## 322 Hands-On R&R: Part 2

PSMS-led

A continuation of the training on R&R Report Writer session 312. Class size limited.

## 323 SMS|Touch Reports

PSMS-led

## 324 PCI for Non-Technical

User-led

This is not an IT session -- PCI affects your entire organization. Join in for this session to learn more about what PCI means, how it affects you and why you should care about it.

## 325 Utilization of AWS

User-led

A case study presented by Delaware North about their use of Amazon Web Services. Hear why they moved their technology to the cloud, why they chose AWS and learn from their experience.

# Breakout Sessions

## 326 Back Office: What you need to know about <sup>SMS</sup>|Host to run your back office & Accounting PSMS-led

An essential knowledgebase for those in the back office and accounting roles, this session will cover the basic back office and accounting functionality available in <sup>SMS</sup>|Host. Perfect for those new to the system or that need a refresher, this session includes reporting and resources.

## 332 Super Ulitmate Advanced R&R PSMS-led

For experienced R&R users, this session will delve into advanced uses of the report writing tool.

## 333 <sup>SMS</sup>|Touch Installation PSMS-led

This session will focus on the differences/similarities when installing <sup>SMS</sup>|Touch in a Windows 8.1 environment. Steps taken and common troubleshooting questions will be discussed. The Restricted User utility will also be reviewed.

## 334 Myths & Mysteries of Secure Payments User-led

What is it really like to move to the PSMS Secure Payments Solution? This session will go through the experience from beginning to end and you'll take away a checklist to help you prepare.

## 335 Correspondence Not Just for Confirmations PSMS-led

Correspondence isn't just for confirmation letters. See how you can use the tools included with <sup>SMS</sup>|Host to improve all of your correspondence. The review will include fonts, custom variables, PDF options and letter types. In addition, we'll discuss available 3rd party tools.

## 336 Membership & Loyalty Panel User-led

Join other users discussing their approach to loyalty programs and membership at their property.

## Thursday, November 12

## 402 Night Audit PSMS-led

Review the top features available in <sup>SMS</sup>|Host to make your night audit run smoothly.

## 404 <sup>SMS</sup>|Host Anywhere PSMS-led

Check out the staff-facing mobile solution for <sup>SMS</sup>|Host. Easily and more efficiently manage all of your guest and property information with this mobile solution. Much functionality has been added, see the newest enhancements in this session as well as the roadmap for future functionality.

# SpaSoft Breakout Sessions



## 201 SpaSoft New Features PSMS-led

This session will present a thorough review of all the great enhancements included in the latest release of SpaSoft and offer a preview of upcoming versions. In addition, this session will review the product council, product roadmap and give you a chance to see the future with ATRIO Spa.

## 211 SpaSoft Membership and Loyalty Programs PSMS-led

Reward your loyal guests and in return receive increased business and referrals. In this session we'll cover the membership and loyalty functionality within SpaSoft and offer suggestions to get started. Then we'll open up the discussion to share experiences with creating these programs in your spa.

## 221 User Workgroup User-led

Led by a user, for the users, this session invites SpaSoft users to bring their pressing issues, questions and concerns to share with the group. A SpaSoft expert will be on hand to assist with technical questions.

## 231 SpaSoft Inventory Management PSMS-led

This session features in-depth training on both the Inventory Administration and Product modules in SpaSoft. You will leave this session with an understanding on how to use these modules to have a better handle on your overall Inventory for your business.

## 301 SpaSoft Yielding PSMS-led

Do you know that SpaSoft offers robust yield management features? Join this session to learn how yielding can help improve your business and learn how to get started.

## 311 SpaSoft Workshop PSMS-led

Submit your questions or issues in advance and we'll work them out together in this session.

## 321 SpaSoft Packages PSMS-led

Packages are a great tool to incent booking and increase revenue. This session provides an introduction into creating packages in SpaSoft and follows through with training on booking packages and how to promote them for your spa.

## 331 SpaSoft Online Booking PSMS-led

Mobile and web booking offers an excellent opportunity to capture even more bookings and revenue. We'll review the latest online booking engines available for SpaSoft.

## 401 SpaSoft Reporting PSMS-led

What reports are included with SpaSoft? This session reviews the reporting capabilities in SpaSoft as well as the most commonly used reports.

## 403 ATRIO Spa PSMS-led

See an overview and a demo of the brand new ATRIO Spa module.

# Lodging & Registration

## SUNRIVER RESORT

An SMS|Host user for over 20 years! Located near the breathtaking Cascade Mountain range, just 15 miles south of Bend, Sunriver Resort offers a unique Oregon experience.

Located in the foothills of the Cascade Mountains, Sunriver, Oregon boasts 300 days of sunshine and a climate ideal for a myriad of outdoor activities. Enthusiasts flock to Oregon's Sunriver Resort to enjoy world-class golf, skiing and snowboarding, kayaking, fishing, rock climbing, biking-virtually endless year-round recreational opportunities.

Guests looking to relax can take refuge in our renowned Sage Springs Club and Spa. Offering a full range of massages, facials, body treatments, and salon services, our Pacific Northwest spa is the refuge of choice for relaxation seekers.



## ACCOMMODATIONS

Distinguished yet casual, offering the utmost in comfort, the Lodge Village and River Lodge guestrooms and suites provide the finest in Northwest style and quality. These accommodations are located within walking distance to the Sunriver Lodge and Great Hall Conference Center.

To reserve your lodging, contact Sunriver Resort Reservations at +1-800-547-3922 by October 9, 2015 and identify yourself as part of the Host Users Group – Annual Conference or visit [www.sunriver-resort.com/landing-Host-users-group](http://www.sunriver-resort.com/landing-Host-users-group)

Special room rates for the HUG Conference are as follows:

Lodge Village Guestroom	\$125.00
Lodge Village Suite	\$165.00
River Lodge Guestroom	\$155.00
2 Bedroom Loft Condominium	\$175.00

These rates are exclusive of the resort fee and applicable taxes.

Each reservation will receive a \$25 credit to the Sage Springs Spa.

## REGISTRATION

The HUG Conference is open to any individual from a HUG member property in good standing. Your property must pay their 2015 HUG dues (\$195) in order to attend the HUG Conference. You will have the option to add your 2015 Annual Dues payment to your conference registration charges. Register online at [smshug.org](http://smshug.org).

Registration fees cover all training and general sessions, all meals, breaks, networking events and parties with the exception of Tuesday evening. Your registration fees do not cover any transportation or lodging costs or any incidental charges you may incur.

Full Conference Registration before August 1	\$489.00
Full Conference Registration August 1 – September 4	\$519.00
Full Conference Registration after September 4	\$569.00
SUG – SpaSoft Session Only Registration	\$275.00

Save money by registering before September 4, 2015.

Send multiple attendees from your property for even more savings.

- Send four attendees, save 50% off registration on the fifth
- Send nine attendees, your tenth registration is free

Guest and spouse registration is available. See full pricing details at the registration site, [smshug.org](http://smshug.org).

All registrations are processed online at [smshug.org](http://smshug.org). You may register multiple attendees in one registration session. Payment is due at the time of registration. Accepted forms of payment include Visa, Mastercard, American Express and check.

Conference registrations are fully refundable until September 30, 2015. After September 30, registration fees are non-refundable. Registrations are transferable, at no cost, to another attendee from your property until October 15, 2015.

## CONFERENCE ATTIRE

Business casual attire is recommended for the daytime conference sessions. For the Wednesday night party you may wish to consider dressing appropriately for the party theme, but it's not required.

## TRANSPORTATION

Sunriver is located approximately 45 miles from the Redmond/Bend Airport. Shuttle service is available from the Bend/Redmond airport to Sunriver Resort and can be booked during your hotel reservation or at a later date by calling (855) 420-8206 for reservations and cost. Rental cars are also available.