

# HOST USERS GROUP

*Users helping users to optimize their SMS Host experience.*

## Reminder EARLY BIRD EXPIRES AUGUST 31

### A MESSAGE FROM THE CHAIR

**ALEX LANDERS | 2022 HUG BOARD CHAIR**

Hello HUGgers!

The HUG Board met in-person this week at Turf Valley Resort in Ellicott City, MD. We discussed, planned, designed, and outlined so many details for the upcoming conference. We will be having highly anticipated Boot Camp sessions and are bringing back the System Admin Certification from Springer-Miller. Check out our session below!

If you have not registered yet for the conference, be sure to do so soon, to take advantage of our Early Bird rate through August 31. All of our sessions are locked in (check out the session grid snapshot below.) We are looking for session leaders to lead a few more of our sessions. If you are interested in leading a session, please reach out to [ebutler@smshug.org](mailto:ebutler@smshug.org).

The Board has four positions opening for next year. If you are interested in running for the Board but have any questions, please feel free to reach out to me directly or visit our website at <https://smshug.org/benefits-of-the-board/>.

### IN THIS E-NEWSLETTER

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SMS | Partner Hub

If you would like to run for the Board, you will need a signed letter of approval and support from property GM on company letterhead, as well as to complete the nomination form for submission. Once completed, you can email your nomination form and approval letter to [reddy@smshug.org](mailto:reddy@smshug.org).

As the conference is fast approaching, don't forget to register for your spot, book your hotel room and join us in sunny Florida for sand, fun and learning. We are very excited to be meeting in person and anticipate seeing all of you there.

Respectfully Yours,

**Alex Landers**

2022 HUG Board Chair

[alanders@smshug.org](mailto:alanders@smshug.org)

## 2022 Conference Schedule

★ SYMBOL NOTATES SESSIONS OFFERED VIRTUALLY

|                     | MONDAY                                  |                           |                           | TUESDAY                                 |                             |                               | WEDNESDAY                                      |                    |                                       |
|---------------------|---|---------------------------|---------------------------|---|-----------------------------|-------------------------------|--|--------------------|---------------------------------------|
| 7:00 - 8:30 AM      | Breakfast Break                         |                           |                           |   |                             |                               |  |                    |                                       |
| 8:00 - 10:00 AM     | System Admin Certification Session #1 ★ | Rates and Packages        | Groups Session #1         | System Admin Certification Session #2 ★ | Advanced Rates and Packages | Groups Session #2             | System Admin Certification Session #3 ★        | Rates and Packages | Groups Session #3                     |
| 10:00 - 10:30 AM    | Morning Break                           |                           |                           |   |                             |                               |  |                    |                                       |
| 10:30 - 11:15 AM    | Board Welcome ★                         |                           |                           | Housekeeping Deep Dive ★                | Owner Accounting            | Booking Center                | Spring Cleaning ★                              | Sponsor Session    | Front Desk Fundamentals               |
| 11:30 AM - 12:15 PM | Springboard & Customer Community ★      | Owners Fulfillment        | Integrations              | C-Suite Panel ★                         |                             |                               | Rob's Keynote and 2023 Location Announcement ★ |                    |                                       |
| 12:30 PM - 1:45 PM  | Lunch Break                             |                           |                           |   |                             |                               |  |                    |                                       |
| 1:45 PM - 2:30 PM   | Housekeeping Basics ★                   | Accounting Best Practices | Selling the Dream         | Rooms Roundtable                        | IT/Tech Roundtable          | Revenue Management Roundtable | Teres Deep Dive ★                              | Sponsor Session    | Under Used Codes & Overlooked Reports |
| 2:45 PM - 3:30 PM   | Night Audit Panel ★                     | Upgrade 101               | 'P' is for Profiles       | WorldNXT w/Host Anywhere ★              | Springboard Deep Dive       | Data Extracts & SDEs          | Things You Should Be Doing & Probably Are Not  |                    |                                       |
| 3:30 PM - 4:00 PM   | Afternoon Break                         |                           |                           |   |                             |                               |  |                    |                                       |
| 4:00 PM - 4:45 PM   | Host Basics ★                           | Sponsor Session           | Work Orders & Engineering | Spa Soft Integrations ★                 | Alerts and Bulletins        | Night Audit Set-up            | New Features Roadmap                           |                    |                                       |

**VISIT OUR SITE FOR MORE DETAILS!**

# Register Today!



**Step 1:** Visit [smshug.org](https://smshug.org) to complete Steps 2-5!

**Step 2:** Pay annual HUG dues

**Step 3:** Choose between In-Person or Virtual Attendance

**Step 4:** Register for HUG

**Step 5:** Book your stay at the amazing **Sandestin Golf and Beach Resort!**

**Register before Early Rates expire August 31!**

**Early Bird Pricing** **POPULAR**

Register before August 31st 2022 to get the early bird pricing

**\$495**  
per attendee

- ✓ All Educational Sessions
- ✓ \$500 Value in SMS Dollars
- ✓ One-on-One Time with SMS Experts
- ✓ Designated Meals, Snacks & Cocktail Hour
- ✓ SMS Sponsored Costume Party

**Early Bird Pricing** **POPULAR**

Register before August 31st 2022 to get the early bird pricing

**\$395**  
per property

- ✓ 11 Educational Sessions
- ✓ Stream the Conference Welcome, C-Suite Panel, & Rob Selwah's Keynote
- ✓ SMS One-on-Ones
- ✓ Conference Platform Access
- ✓ Sponsor Engagement
- ✓ Unlimited Number of Attendees

# Book Your Room Today!



**Take advantage of special rates for the HUG Conference  
in The Grand Complex at Sandestin Golf and Beach Resort.**

Our block is filling up, book early to secure your room at the HUG rate!



**Book Now**



# Get to Know the Board!

Helping you get to know the 2022 HUG Board! We're at your service for all things board, conference and community related!

## 1. What is your current role with your property?

Owner Services at Trapp Family Lodge in Stowe, VT.

## 2. Who is your favorite sports team?

I have two allegiances: First, the New Jersey Devils as I have been a fan since I was a small child. Second, the New England Patriots. I did not grow up watching football, but found a love of the sport in college in the early 90's in Vermont.

## 3. What is your favorite candy?

YES, please! And bacon.

## 4. What is your favorite outdoor activity?

Going to Ye Olde Candy Shoppe. And to get more Gin. And skiing, mountain biking, camping, and kayaking.

## 5. What brought you into hospitality, what drove your decision?

I kind of fell into Hospitality as a career during summers living in Stowe and working at a sports camp that I ended in high school. They gave me a good job and an opportunity to learn. Before I knew it, it was 25 years later. I love this industry because every day is different.



*Ryan Diller*  
Trapp Family Lodge  
Trustee

*Ryan* is in his second year of serving on the board, first as Treasurer and now as Trustee. Want to hear more about Ryan's experience on the board? Email him at [rdiller@smshug.org](mailto:rdiller@smshug.org).

## 1. What is your current role with your property?

Director of Marketing at Bird Dog Hospitality

## 2. Who is your favorite sports team?

College football is where it's at, especially the Wisconsin Badgers! But I am also a Minnesota Vikings fan, and am currently looking for a support group to help me through that challenge.



*Erin Butler*  
Bird Dog Hospitality  
Past Chair

## 3. What is your favorite candy?

Reese's Peanut Cups are probably at the top of the list, but I do not discriminate so pretty much, like Ryan, YES PLEASE!

## 4. What is your favorite outdoor activity?

Is travel considered an outdoor activity? I love camping, kayaking, and exploring in general.

## 5. What brought you into hospitality, what drove your decision?

I stumbled into hospitality 23 years ago and have never looked back! I've been fortunate enough to work with two amazing companies in that time and have loved every discipline I've worked within.

Interested in running for the board? Reach out to Ryan, Erin, or any of us for more information!

*Erin* is in her fourth year of serving on the board. She has served as Secretary, Vice Chair, Chair, and now Past Chair. Email her at [ebutler@smshug.org](mailto:ebutler@smshug.org) if you'd like to hear more!

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*A special thank you to our incredible sponsors for their continued support of the Annual HUG Conference!*

**2022 HUG Conference**

**Save the Date**

**Nov 14-16 @ Sandestin Golf & Beach Resort**