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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**.

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

A Message from the Chair

Early Bird Registration

Book Your Stay!

Meet the Board

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.

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

2022 Conference Schedule





VISIT OUR SITE FOR MORE DETAILS!

Register Today!



Step 1: Visit **smshug.org** to complete Steps 2-5!

Step 2: Pay annual HUG dues

Step 3: Choose between In-Person

or Virtual Attendance

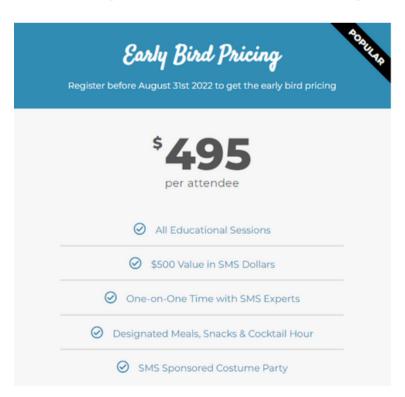
Step 4: Register for HUG

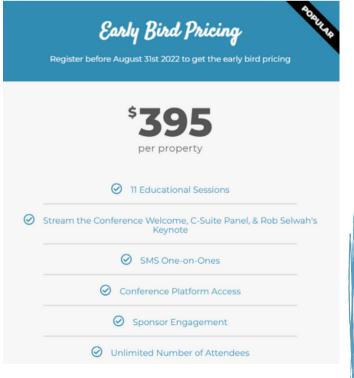
Step 5: Book your stay at the

amazing Sandestin Golf and

Beach Resort!

Register before Early Rates expire August 31!



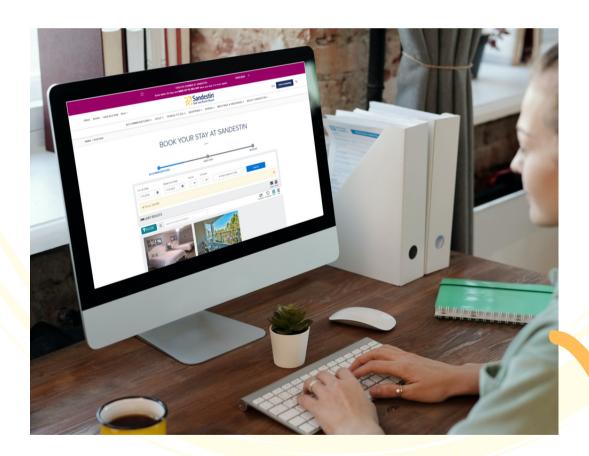


Book Your Room Today!



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

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

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.



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



Ryan Diller Trapp Family Lodge Trustee

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.

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.

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



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.

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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