

# HOST USERS GROUP

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

See you in Florida!

## A MESSAGE FROM THE CHAIR

**ALEX LANDERS | 2022 HUG BOARD CHAIR**

Happy Summer HUGgers!

I cannot believe that the year is half over already. Where has the time gone? I hope that everyone within the HUG Community is getting to enjoy warmer weather and summer fun. I hope that each of you received the email that 2022 HUG Conference Registration has launched!!

The Board has been working hard to get registration launched and we are so excited to finally share it with you all. We have a couple of different options that we hope will allow as many attendees as possible to join whether in-person or virtually for this year's conference.

If you can join us in-person, your property will be able to register at a discounted rate as a Hybrid Property so that the property staff not able to join in-person will be able to still join for the virtual sessions.

## IN THIS E-NEWSLETTER

A Message from the Chair

2022 HUG Dues & Registration

Meet Your Board!

SMS | Partner Hub

If no one from your property is able to join in-person, the property can still register to join virtually and have staff join in on the virtual sessions. Not all sessions will be available virtually, so make sure that you take a look at our session grid on the HUG Website to see which sessions you can attend.

**In-Person Registration:**

- Access to full conference platform
- All sessions available to attendees
- Discounted virtual property registration (unlimited virtual attendees with individual registrations)
- Meeting with sponsors
- SMS One-on-One availability
- Networking with other HUGgers

**Virtual Registration:**

- Access to the virtual conference platform
- Virtual sessions available only
- SMS One-on-One availability

To register yourself or your property, see the page below. A reminder to everyone that all properties must pay dues prior to registering for the HUG Conference, either in-person or virtually. If you have not paid your dues, please click the link on the page below.

As everyone shares their highly anticipated summer plans and vacations, we hope that you are planning your highly anticipated HUG Conference trip for this November in sunny, warm Florida! Make your reservations today at the beautiful Sandestin Golf & Beach Resort!

Yours,

**Alex Landers**

alanders@smshug.org

*Who's ready to HUG again??*



# Registration is Now OPEN!



**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!**

## Take advantage of Early Bird Rates through Aug 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

# 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?

Director of Revenue and Reservations for Reunion Resort and Golf Club

## 2. Who is your favorite sports team?

Tampa Bay Lightning (just attended the Stadium Series game in Nashville, Go Bolts!)

## 3. What is your favorite candy?

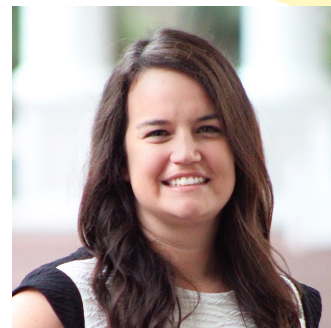
Gummy Bears or Dark Chocolate

## 4. What is your favorite outdoor activity?

Stand-up Paddleboarding

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

I needed an extra elective my freshman year, and a friend was taking Intro to Hospitality and told me to take it with him! I switched my degree to Hospitality soon after!



*Kelsey Manning*  
Reunion Resort & Golf Club  
Trustee

*Kelsey*

is in her second year of serving as a Trustee on the board. Want to hear more about Kelsey's experience on the board? Email her at [kmanning@smshug.org](mailto:kmanning@smshug.org).

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

Front Desk & Reservations Manager at Bavarian Inn Lodge

## 2. Who is your favorite sports team?

I'm a big Arsenal soccer fan. I got into it mostly from watching the FIFA World Cup & Premier League with my dad.



*Ruth Eddy*  
Bavarian Inn Lodge  
Secretary

## 3. What is your favorite candy?

Chocolate, preferably dark chocolate anything. I like most things that have peanut butter or caramel in them. Or coffee, if it has coffee in it, that would be my choice :)

## 4. What is your favorite outdoor activity?

Walking or hiking. I appreciate nature and the outdoors.

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

I really needed a job & the hotel was hiring. I knew I would make a terrible server with my clumsy streak ;) so I tried my luck at front desk & found I really enjoyed it!

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

*Ruth*

is in her second year of serving on the board, and first year as Secretary. Want to hear more about Ruth's experience on the board? Email her at [reddy@smshug.org](mailto:reddy@smshug.org).



Featured Sponsors | Preferred Partners



*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**