

# HOST USERS GROUP

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



## A MESSAGE FROM THE CHAIR

**ALEX LANDERS | 2022 HUG BOARD CHAIR**

Happy Spring!!

With Spring comes Spring Break, sunshine and plans for warmer weather. Whether you are in Florida like me or a cold, snowy place in the Northeast, Midwest or Northwest, I think we are all ready for sunshine and warmer weather for sure! And I'm sure we ALL know that our guests are ready also! Everyone is planning, selling, booking, repairing, training, and... stressing! It's a time to roll out new ideas and get ready to welcome all your friends back for the summer season.

Over in the HUG world, we are also working on planning, selling and booking! Our session list, or as some of us like to call it "the grid", is filling in very nicely. The Board has been working diligently on our Hybrid Conference for this year, with some great ideas for new sessions lined up, right alongside some of the classics that everyone loves.

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Some sessions will be offered in a Hybrid setting, along with some only being offered In-Person, live at the Conference. It's going to be a great conference this year filled with learning, team building, networking, and fun!

During a time of the year when we start planning summer camp for the kids, why not plan your own HUG get away (or HUG Camp) for you and your team. Registration for the 2022 HUG Conference is \$495 per attending will be opening soon, on June 1st, so you want to start planning accordingly.

Prior to registering for the HUG Conference, a property must have paid their dues. Please see the next page for all you need to know about 2022 HUG dues!

You can view our conference page and details at <https://smshug.org/hug-2022-conference>. Registration rates will increase to \$645 on 8/1, so plan your team building experience now! I can't wait to see everyone in November!

Yours,

**Alex Landers**

alanders@smshug.org



*HUG spring meeting 2022 / Skamania Lodge*



## 2022 HUG DUES

***As a property using Springer-Miller products, you are invited to be a member of the Host Users Group (HUG).***

The SMS|Host Users Group distinguishes itself as one of the only users' groups within the hospitality technology industry to be run by the users, for the users. HUG was formed to assist members in maximizing the utilization of the SMS|Host hospitality management system from Springer-Miller Systems. The organization serves its members by providing a united forum through which users can share knowledge, create solutions, and influence product direction.

**To receive preferred conference pricing simply pay annual dues today to become a member or renew your membership!**

*2022 HUG dues invoices were sent out late last week via USPS addressed to your Accounts Payable department. If your property would prefer to pay dues on-line, please click the link below.*

[\*\*Click Here to Pay Your Dues\*\*](#)

### *What Does It Mean to Be a Member?*

- Discounted admission to the annual HUG Conference; offering some of the best training and networking in the industry!
- Springer-Miller Dollars that make your conference attendance almost free!
- Access to HUG 2021 Conference recordings and session content
- A voice in future product enhancements
- An opportunity to share, learn, and grow with other Springer-Miller users.
- Access to the entire HUG Community

Have you ever considered running for the board? Throughout the year we'll be introducing you to each member of the 2022 HUG Board, helping you get to know us! We're at your service for all things board, conference and community related!

# Get to Know the Board!



*Alexis Croce*

Snowbird Ski & Summer Resort  
Trustee

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

I am the Reservation Manger at Snowbird Resort.

## 2. Who is your favorite sports team?

I am a true Chicago Fan! I love the Cubs, so excited I actually witnessed them winning a World Series! As soon as they won I ordered our shirts. Da Bears - grew up to the super bowl shuffle, witnessed the Bulls win 2 three peets. Being there in person was an experience I will never forget! The Blackhawks - I actually turned Chris Chelios away because we where sold out when I worked for the Wyndham, I also got the opportunity to drink out of the Old Stanley cup 2x but sadly that was when the LA Kings won the cup.

## 3. What is your favorite candy?

I love chocolate - when I was a kid, and we had our world-famous chocolate fundraiser I actually ate a whole box in just a few hours. Yep, took me awhile to recover from that one. After many years of recovering, my favorite now is KitKat or Reese's sticks in moderation.

## 4. What is your favorite outdoor activity?

I love everything outdoors. Hiking, skiing, rock climbing, sky diving, horseback riding, hiking, tent camping, pickleball, basketball, softball or baseball, swimming. I used to love riding a bike but one day my husband had me try a bike where you clip your shoes in, but he failed to show me how to unclip, so I just tipped over and I haven't been on a bike since.

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

My mom, she was a travel agent, and I would spend a lot of time with her at work where they would give me odd jobs and pay me in red and green Jolly Ranchers (my kids wouldn't go for that now they want cash!) I started working with her as a secretary, then became a ticketer. Sadly, the travel agencies started dying off because of Expedia and other wholesalers. So, I walked into the Wyndham asked if they were hiring and Dennis Mezik hired me on the spot. Pretty much worked there until I got married and moved to Utah. I have worked for Snowbird ever since, 22 years baby!!!

# 2021 CHARITY

**BY ERIN BUTLER | 2022 HUG PAST CHAIR**

Each year the HUG Board of Directors is committed to making a difference through educating SMS|Host users, connecting industry professionals, and highlighting charities in need. In 2021, the charity donations supported the Kim F. Whalen Scholarship Fund.

Kim Whalen was a familiar face to many at our annual Host Users Group Conference. He brought laughter and smiles to anyone who knew him. Kim served on the HUG Board of Directors in 2020 and was a welcome beacon of light during such a difficult year in our industry. Last year, the Board felt one of the best ways to honor Kim would be to help his family honor his memory and passion for travel and tourism, with a special yearly scholarship to be awarded to a senior at the small Thumb area high school that Kim attended, AKRON-FAIRGROVE. The scholarship will be for students interested in Business, Hotel, and Restaurant education.

Thanks to the generous HUG members and attendees of last year's conference, we were able to present Kim's family with \$2600! This provided enough funds for two scholarships! One for the Kim Whalen Scholarship at Akron-Fairgrove Schools, and one for a deserving individual from The Bavarian Inn where Kim worked for many years and shared his love of the industry.

Thank you to all who donated to this wonderful cause in 2021!

**Thank  
you!**



Stay tuned for information on the 2022 charity we will be supporting during the conference in November!



## Featured Sponsor | Preferred Partner

***Need a refresher on a function within SMS / Host?***

Check out SMS Customer Community for many pre-recorded webinars like the "Get Started With Automated Night Audit" training video link below!

And don't forget to sign up for upcoming webinars.



Need help getting access?

Visit: [https://explore.springermiller.com/customer\\_community\\_overview](https://explore.springermiller.com/customer_community_overview)

**2022 HUG Conference**  
**Save the Date**

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