

HOST USERS GROUP

Users helping users to optimize their SMS Host experience.

Who's Ready for
HUG

SEE YOU AT SANDESTIN!

A MESSAGE FROM THE CHAIR

ALEX LANDERS | 2022 HUG BOARD CHAIR

Happy Fall HUGgers!!

I don't know about you all, but fall is my FAVORITE time of the year! Living in a beach town means season is winding down, kids go back to school and the weather starts becoming less humid.

Another reason I love Fall is that it is a transition time between two very busy seasons for a lot of SMS properties; summer and winter. Properties are either winding down from a hopefully busy summer or gearing up for an equally busy winter.

Fall also means that the HUG Conference is just around the corner! We are just 6 weeks away from this year's HUG Conference and we are so very excited!! We have over 150 attendees registered so far, made up of Users, SMSers and Sponsors. If you have not registered yet for this year's conference, you can do so at <https://smshug.org/hug-2022-conference/>.

This year's conference is going to have extremely in-depth sessions with our Boot Camps each morning, as well as informative sessions on a variety of topics each day. Our daily boot camps are listed below:

IN THIS E-NEWSLETTER

A Message from the Chair

Wednesday Night Theme

Registration

Book Your Stay!

Meet Our Chair

Meet Our Vice Chair

SMS | Partner Hub

1) System Admin Certification – Gain skills and essential knowledge to maintain SMS|Host. Participants will learn to install Host on a new workstation, configure printers in Host, create and update a demo, user administration, basic troubleshooting, and more! Participants that pass the exam at the end of the course will be given a certificate of completion.

2) Rates & Packages – Tried and true to be an in-depth learning and discussion of the ins and outs of building, managing and of all things SMS|Host rates and packages.

3) Groups – There are so many wonderful tools, features, and aspects of the group functionality within SMS|Host, which will be covered throughout the three-day boot camp.

These are just our Boot Camps topics. We will have many other sessions covering Front Desk, Housekeeping, IT, F&B and much, much more. Learn more about the session being offered by viewing the conference agenda on our website at <https://smshug.org/hug-2022-conference-agenda/>.

Lastly, we have a few open positions on the board for next year. Being on the HUG Board is such a wonderful experience of learning, planning, fun and family. If you are interested in being on the board, anyone is welcome to email me directly with questions or you can learn more at <https://smshug.org/hug-team/>. It is truly an experience you will not regret.

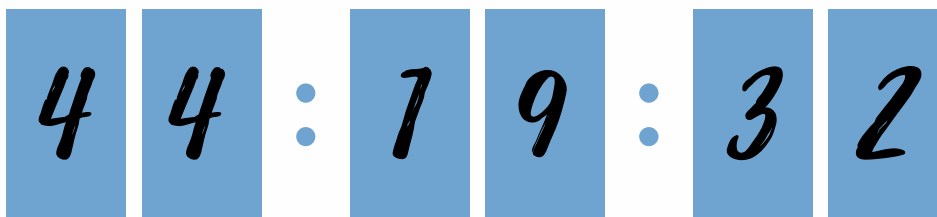
Respectfully Yours,

Alex Landers

2022 HUG Board Chair

alanders@smshug.org

Countdown to HUG



Days

Hours

Minutes

Springer-Miller Systems is Proud to Sponsor:

2022 HUG Conference Wednesday Night Celebration

2022 Theme: *Back to Travel*

We're excited to get back to travelling, an in-person HUG Conference and our Wednesday Night celebration! Join us for a night of dinner, drinks and dancing.

**Wednesday, November 16, 2022 at 6:45 PM ET at
Sandestin Beach and Golf Resort**



Costume Ideas:

Tacky Tourist | Flight Attendant | Regional Attire | Rep Your Property SWAG

Get creative! What does travel mean to you? Have you visited any amazing destinations?
What do your guests experience when they arrive at your property?



DID SOMEONE SAY

Costume Party!

If this will be your first time attending HUG, it's important to know, we take our Wednesday night costuming very seriously! There is no requirement, other than to enjoy the evening with your fellow HUGgers, but we highly recommend you join the costume fun!

For all you past HUG attendees, you know the drill. It's time to start dreaming up your costumes now! The Board is already planning and you know the SMS team always brings their A-Game!

Let the fun begin with the **"Back to Travel"** theme!

If you need ideas, don't hesitate to reach out to your HUG Board Members or your SMS account manager, we'll happily throw ideas your way!



HUG 2019 - American Club / Under the Sea



HUG 2018 - Snowbird / 'Intergalactic'



HUG 2014 - Chateau Elan / SM High



HUG 2015 - Sunriver / 25th Anniversary

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!**

**In-person attendance is required in order to attend the Wednesday night celebration.*

Standard Pricing

Register between September 1st 2022 until the event for standard pricing

\$645
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

Standard Pricing

Register between September 1st 2022 until the event for standard pricing

\$495
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

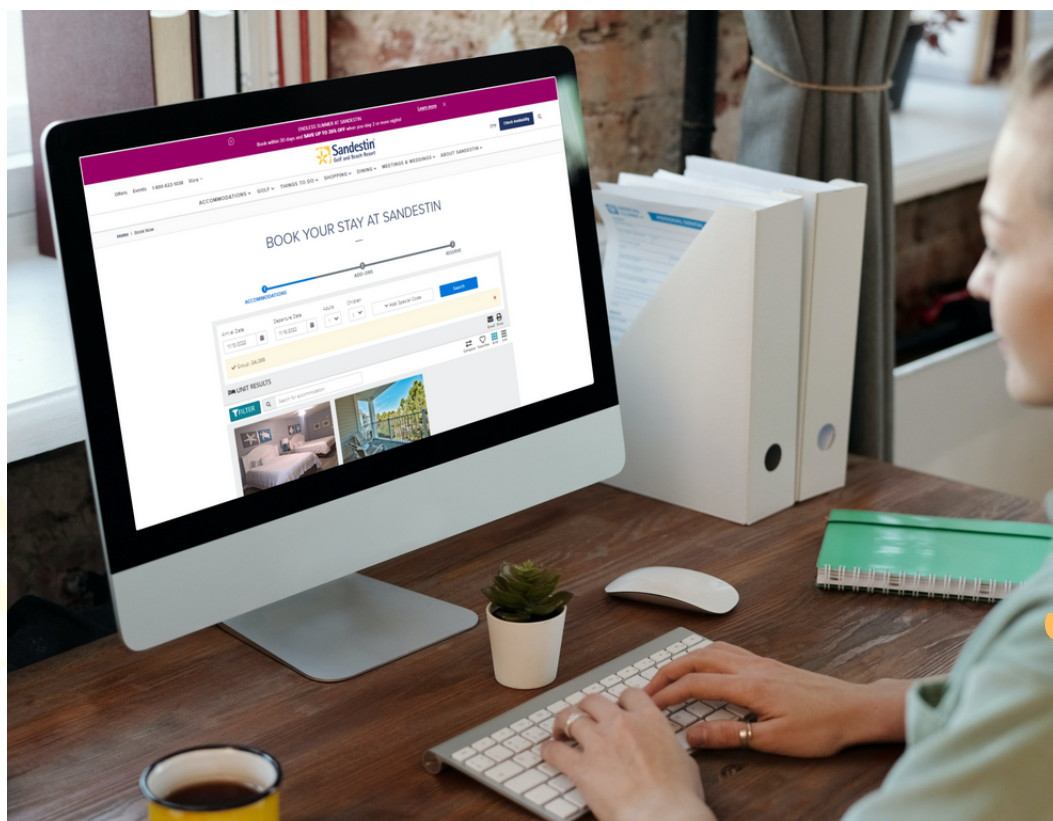
- Unlimited Number of Attendees

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 Our Chair!

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?

Area Director of Revenue Strategy with Dragonfly Strategists

2. Who is your favorite sports team?

I grew up a Florida Gator fan, and always cheer for my Alma Mater, UCF!

3. What is your favorite candy?

Reese's Peanut Butter Cups or Berry Skittles, both are great pick-me-ups

4. What is your favorite outdoor activity?

This is a tough one because it depends on mood and location...

Does drinking wine and enjoying the sunset or a firepit count?? But seriously, walking outside as exercise and boating as a fun day on the water.

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

My Granddaddy was Part-Owner and CFO of a hotel management company and my dad got into hotels and catering after college, becoming a Dir of Conference Services and eventually opening his own restaurant and catering business. I grew up in the industry in one way or another and wanted to go to school to be an Event Planner. I did get a degree in Event Management (even though my dad laughed at me when I told him I wanted to and he told me no, as any good hospitality parent should) but breaking into the event business is hard so I shifted to hotels (even though I said I would never work at a hotel). I started at the Front Desk at a Fairfield in Orlando and then moved into Reservations when I moved to Jacksonville. From there, I took an interest in Revenue and the rest is history.

6. What has been your favorite part of serving on the HUG Board?

My favorite part has been the teamwork and sense of family that I have gained with my amazing board members. My years on the board have been a whirlwind, but each and every board member has been an amazing friend and colleague that has truly become my family.

7. What advice would you give to anyone considering running for the Board?

Definitely do it! It's a ton of work, but also a ton of fun! I have never truly felt more related to the phrase "Work Hard, Play Hard" than I do in being a part of the HUG Board. Understand that is it a commitment of time and effort, but it is truly a rewarding experience and labor of love once the conference is over and everyone has done an amazing job and had a fantastic experience.

8. Being back in person for HUG 2022 is exciting! What are you most excited for?

Networking with Users and Sponsors. While we have done a great job of connecting via our conference platform over the two years of being virtual, there is definitely something to be said for just connecting face to face with a fellow user during a snack break or talking with a sponsor on their products, as well as new features.



Alex Landers

Dragonfly Strategists
Chair

Get to Know Our Vice Chair!

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

1. What is your current role with your property?

Reservations Manager at the Otesaga Hotel in Cooperstown, NY

2. Who is your favorite sports team?

My favorite team is the New England Patriots followed by the Hartford Whalers (that don't exist any longer). Growing up in New England I have a love for all New England sports teams.



Jenn Craig

Otesaga Hotel
Vice Chair

3. What is your favorite candy?

I am not a real candy fan but I do like to make my own peanut butter cups on occasion.

4. What is your favorite outdoor activity?

I love to go out and hike. Now that my kids are grown and out of the house my husband and I are able to travel more often to go hiking around the country.

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

I was a corporate travel agent for many years. My husband and I made the decision to move to a very rural area for a better life for our kids. I didn't have many job options. He worked at the Otesaga and they didn't have a full time reservations person. They created that position for me. I didn't think of it as a long term job but ended up loving it and worked my way up.

6. What has been your favorite part of serving on the HUG Board?

Working with other board members from other properties. It's great to get to know them and I always have someone to go and ask questions to if I am stuck on something.

7. What advice would you give to anyone considering running for the Board?

Don't let anything hold you back and be fully committed. We are a small close knit group and we count on each other to help in all areas of planning.

8. Being back in person for HUG 2022 is exciting! What are you most excited for?

I can't wait to see everyone and network in person again. And of course the costume party.

Featured Sponsors | Preferred Partners



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

Save the Date

Nov 14-16 @ Sandestin Golf & Beach Resort