

# Host Users Group

Users helping users to optimize their SMS Host Experience.



## Letter from the Chair

Hello fellow HUGgers and Happy New Year. My name is Jenn Craig, and I am your 2023 HUG Chair.

In 2022 we had our first in-person HUG conference since 2019. It was great seeing so many of you in person after the past 2 years of virtual HUG. We got to catch up with each other, make new connections and see old friends, attend many educational sessions, meet with the Springer-Miller team, and connect with our sponsors.

## In This Newsletter

Letter from the Chair

2023 HUG Board

Meet Your Board!

Save the Date!



Looking at the 2022 numbers:

- 33 years of HUG
- 279 attendees
- 35 First time attendees
- 42 Sessions
- 26 Springer-Miller System Experts
- 1500 Years of experience at SMS

# Letter from the Chair Cont.

Our first order of business in 2023 was our January board meeting to start the planning process for HUG 2023. We had lots to cover but first we had to vote in officers.

Your 2023 officers are as follows:

- Chair – Jenn Craig, The Otesaga Hotel
- Vice Chair – Ruth Eddy, Bavarian Inn Lodge and Conference Center
- Secretary – Landa Muscarella, Sandestin Golf and Beach Resort
- Treasurer – Ryan Diller, Trapp Family Lodge
- Past Chair – Alex Landers, Dragonfly Strategists

Trustees:

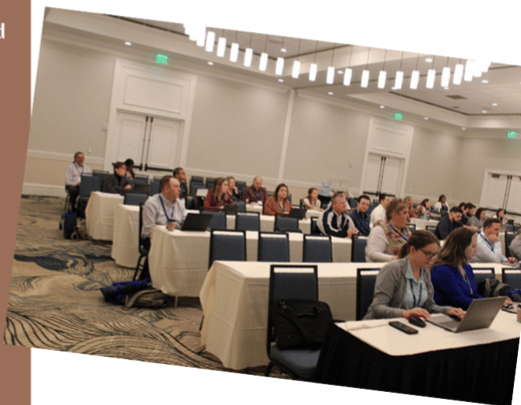
- Scott Campbell, Hammock Beach Golf Resort and Spa
- Jacob Davis, Lake Lawn Resort
- Aaron Ness, Beaver Run Resort and Conference Center

The board is working hard to put together a conference full of great sessions for HUG 2023 at The Abbey Resort in Wisconsin. If you have any session ideas or any topic you would like to see covered, please feel free to reach out to any one of us on the board. We are always looking for sessions or subjects to cover that you will find value from when attending the conference.

Your 2023 dues invoices will be going out soon so let your finance team know they should be expecting them. By paying your HUG dues it will allow you to attend the conference in person or virtually. If you have any questions about dues feel free to reach out to Ryan Diller our Treasurer at [rdiller@smslug.org](mailto:rdiller@smslug.org).

For our sponsors we are looking forward to having you partner with us for 2023. Our Vice Chair Ruth Eddy would be happy to hear from you if you are interested in sponsoring. Ruth can be reached at [redy@smslug.org](mailto:redy@smslug.org) for more information on being a sponsor.

In the next few months, we will be sharing more information about HUG 2023 at The Abbey Resort in Wisconsin. Keep a lookout for our newsletters. We are looking forward to seeing more new and returning faces again this year. Until next time HUGgers!!





# 2023 HUG Board



**Jenn Craig**  
Otesaga Hotel  
Chair



**Ruth Eddy**  
Bavarian Inn  
Vice Chair



**Ryan Diller**  
Trapp Family Lodge  
Treasurer



**Landa Muscarella**  
Sandestin Golf and Beach Resort  
Secretary



**Aaron Ness**  
Beaver Run Resort  
Trustee



**Scott Campbell**  
Hammock Beach Golf Resort and Spa  
Trustee



**Jacob Davis**  
Lake Lawn Resort  
Trustee



**Alex Landers**  
Dragonfly Strategists  
Past Chair



**Ashley NeQuent**  
Springer-Miller Systems  
Liaison



**Devon McKercher**  
Springer-Miller Systems  
Liaison



**Rick Downing**  
Springer-Miller Systems  
Liaison

# Meet Your Board!



## Jenn Craig - Chair

Jenn is the Reservations Manager at the Otesaga Hotel in Cooperstown, NY. She has been with the Otesaga for 23 years. Prior to working at the Hotel, she was a corporate travel agent for a small family-owned chemical company at an STP onsite. She also worked for a few years at the former Rosenbluth Travel working with corporate travelers from many large companies and training staff around the country.

1. If you weren't in your current role in hospitality, what other industry would you pursue?

a. If I weren't in the hospitality industry, I find the nutrition/health and fitness industry very interesting. As a non-supporter of our government nutritional recommendations, I would enjoy learning more and sharing that knowledge with others.

2. How long have you been attending HUG and what is your favorite part of the HUG conference?

- a. I have been attending HUG since 2009. I only missed 1 year since going.
- b. What I enjoy most is making those connections with others and learning how they use SMS in different ways than I do.
- c. With the connections I have made I have people I can reach out for help when I am stuck on something that is non SMS support related.

3. Being on a volunteer board can be very time consuming but very rewarding. What other volunteering have you done that you have found rewarding?

- a. For 10 years my family volunteered to serve others at Thanksgiving in our local community. After we served we sat down to our dinner with the other volunteers then went to the movies as a family.
- b. I also organized our property's Relay for Life team raising money for cancer research. We would have a camper and cook dinner, breakfast and provide all night coffee and hot chocolate to all of the participants. All of our proceeds went back to the Relay for Life.



# Save the Date!



## THE ABBEY RESORT The Lake Geneva Experience

### 2023 HUG Conference Details

Where: The Abbey Resort, Fontana-on-Geneva Lake, Wisconsin

When: November 13 - 15, 2023



Host Users Group, PO Box 1010, Las Vegas, NV 89121

[Unsubscribe](#) [Manage preferences](#)