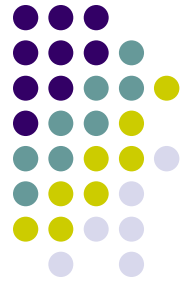


New York State Hospitality & Tourism Association

HOSPITALITY INSTITUTE

M3 – Manage, Mentor, Motivate

A training series designed for mid-level hospitality managers



What previous seminar attendees have said:

“An excellent course for learning who you are as a leader and how you can always improve.”

“This course helped remind me of what I love about working in the hospitality industry!”

“I am so thankful I was chosen to go to this training. I met great hoteliers and very professional instructors.”

“The course was very informative and helpful.”

“I learned so much from my classmates. It was great to see that others have the same issues and solutions.”

**Training Dates: 3 day series (9 a.m. - 5 p.m.)
11/8, 11/15 & 11/22, 2010**

Location (Syracuse Hotel TBD)

New York State
HOSPITALITY
& TOURISM
Association

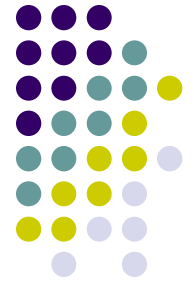


80 WOLF ROAD ALBANY, NY 12205

(518) 465-2300 FAX: (518) 465-4025 (800) 642-5313

www.nyshta.org

MIE
Meeting Industry Experts, Inc.



Why attend?

Due to the constant change in the hospitality business environment, Hotel Middle Managers must constantly change to improve results.

By attending NYSH&TA's Hospitality Institute Training Series—designed for Mid-Level Hospitality Managers—attendees will gain practical knowledge and “real time” skills to become more effective at implementing strategies, addressing business challenges, and becoming a stronger overall manager.

Who should attend?

Managers who wish to enhance their ability to drive results and take their teams to the next level. In an interactive environment, attendees will participate in a thought-provoking case study, as well as individual and group activities. They will learn how to apply management tools, techniques, and strategies to everyday business activities.

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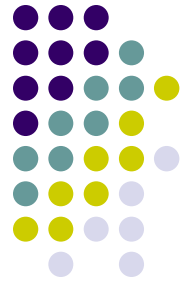


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Middle Management Training

Day 1 (Nov 8) This day will include an introduction to the three-day program, learning objectives, and expectations. The Myer-Briggs® Type Indicator results will be discussed. Specifically, participants will examine their preferences and how the parts interact to create the whole personality as it relates to work environment. The key driver, **Communication**, will be the focus of the second half of this day through interaction designed to engage participants.

Day 2 (Nov 15) This day will focus on the key drivers of **Leadership** and **Conflict Management**. Interactivity includes a role swap in which participants will assume the role of a position other than their own, and work through a “real world” scenario typical in the daily operation of a department that may not be so familiar. The group will participate in a half-day team building activity outside the classroom setting.

Day 3 (Nov 22) This day will begin with a summary of the team building experience. The key drivers of **Time Management** and **Morale in the Workplace** will be discussed. Participants will adapt their learning for use in their work environment to include an action plan with scheduled follow up by program trainers.

Curriculum developed by Meeting Industry Experts, Inc. (MIE)

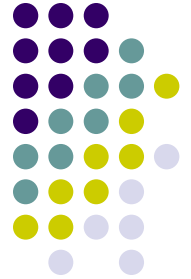


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Hospitality Institute Facilitators



Brian J. Lomnicki, M.S.M.

Brian J. Lomnicki, MSM, an industry mentor within the Hospitality and Training field, serves as one of the company's lead trainers and is a co-creator of M3 – Manage, Mentor, Motivate© - a curriculum designed for mid-level hospitality managers. As a 20-year veteran of the industry, Brian has spent his years with several private and multi-billion dollar companies, achieving high guest satisfaction results and increasing training awareness for these organizations, while successfully overseeing positive fiscal results.

Heidi Longton, CMP, CMM



Heidi Longton, CMP, CMM, a pioneer of Meeting Industry Experts, Inc., serves as the company's lead trainer and director of client operations. She is co-creator of M3 – Manage, Mentor, Motivate© - a curriculum designed for mid-level hospitality managers.

Heidi also serves as adjunct faculty for area colleges and universities. As a 30-year veteran of the industry, Heidi spent 16 years in government and association meeting management, where she is best known for creating and defining repeatable processes. Prior to that, she was employed by the supply side of the industry, in a variety of food and beverage positions in resorts, hotels, and banquet operations.

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MIE
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Tuition per Person

\$250 per day

Includes:

- Access during and after program to two experienced facilitators/mentors
- Continental breakfast, lunch and drinks all three days
- Hospitality Institute binder with PPT presentations, homework and classroom exercises, reference materials and articles
- Administration and interpretation of Myers Briggs Type Indicator
(The Myers-Briggs Type Indicator tool was developed by Isabel Briggs Myers and Katharine Briggs and is based on Carl Jung's theory of psychological types. The Myers-Briggs instrument has been used in practical applications for more than 60 years. It is the most trusted and widely used assessment in the world for understanding individual differences. Knowing your personality type can assist you with career planning, advancing your career or making a career change.)
- Certificate of completion
- Opportunity for CHA recertification points
- Registration support from NYSH&TA
- Follow up from HI facilitators (tailored to individual needs)

\$250 per day x 3 days = \$750 per person total investment

Online Registration coming soon at www.nyshta.org.

Questions? Contact Kelly Post, NYSH&TA Education and Events Manager at (800) 642-5313 ext.108 or e-mail at kelly@nyshta.org

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