

2020



Mid-South Atlantic
Regional Conference



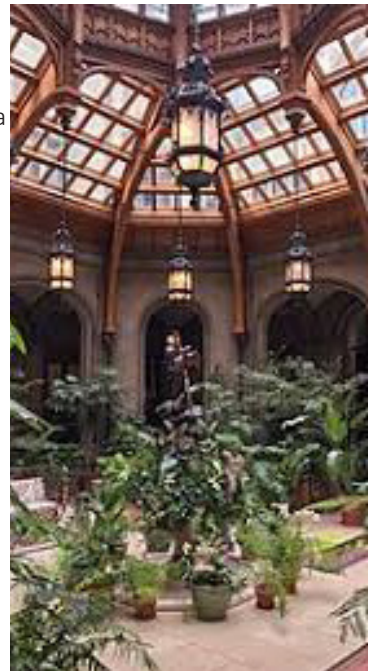
February 19-21, 2020
Biltmore Estate
Asheville, NC

MSARC History

The HFTP Mid-South Atlantic Regional Conference is an effort to bring together hospitality professionals in the region for continuing professional education, networking and fellowship.

Our conference began with a toast and an idea in 2006. The Sandhills Seminar had been hosted by the HFTP Central Carolina Chapter for several years. In August 2006, the seminar had completed its usual Friday all day seminars, and the attendees and their guests gathered for cocktails and dinner in the dining room of the Carolina Inn in Pinehurst. A toast was offered by the president of the HFTP Charlotte Blue Ridge Chapter, Steve Argo, thanking the Central Carolina Chapter for hosting the seminar. Steve then offered an idea that his chapter should host a similar seminar in the Blue Ridge, and asked Terry Price if the Grove Park Inn would be able to serve as the host of that seminar.

The seeds were planted and at the HFTP Annual Convention and Trade Show in Vancouver, British Columbia in October, a group consisting of Terry Price, Steve Argo, Joann Phillips, Janis Brehm, and Rebecca Walker discussed the possibility at a reception. Terry Price made a phone call to check on an available weekend and came back to the group with the dates—February 8th and 9th, 2007. The planning began and the group added Mike Womble to the organizing committee chaired by Steve Argo. The final speakers were engaged on December 7, 2006 and the conference was announced to the membership of the two chapters.



MSARC History

The first conference, named the HFTP Blue Ridge Conference, was held with 45 attendees. The conference began at noon on Friday and ended at noon on Saturday. The cost of the registration was \$150, which included the conference, lunch, social hour, and dinner on Friday night. The dinner was held at the Inn on Biltmore Estate with 65 attendees and guests. There was only one sponsor who volunteered to do so on the opening day of the conference.

It was decided to hold two conferences again in 2007-2008 with the Sandhills Seminar held in August of 2007 and the Blue Ridge Conference again held at The Grove Park Inn in February 2008. At that conference R.P. Rama and the HFTP South Carolina chapter asked to host the conference in Charleston in 2009, and it was decided to rotate the conference among Asheville, Pinehurst, and Charleston. At the conference in Charleston, renamed the HFTP Carolinas Conference, the HFTP Central Virginia Chapter asked to be included as part of the rotation beginning in 2011.

After the 2009 Carolinas Conference, a survey was sent out to all attendees and members of the four chapters. As part of that survey, names were suggested for the new format of the conference and it was decided that the conference would be renamed the HFTP Mid-South Atlantic Regional Conference. Over many years, the conference has been held Asheville, Greenville, Charlotte, Pinehurst, Colonial Williamsburg, Richmond, and historic Charleston.

The HFTP Mid-South Atlantic Regional Conference was born out of an idea to provide more opportunities for hospitality professionals to gather together for continuing professional education and time for socializing and getting to know each other better. We sincerely hope that this effort will continue for many years to come.

Schedule of Events

Wednesday, February 19th

5:00-7:00pm

Welcome Registration & Sponsor Showcase

At the year's conference, we have put together speakers that will help us to begin to look at how the profession is changing and start us towards thinking about what 2025 will look like for the hospitality profession. We hope that this year's conference

Education Sponsor

TBD

Thursday, February 20th

7:00am-8:00am

Light Continental Breakfast, Registration, Networking, and Vendor Showcase

8:00am-8:15am

Welcome & Opening Remarks

8:15am-9:15am

Mitch Stump-"What is a Controller"

This session takes a hard look at the definition of a Controller and what a Controller really is, and should be.

Schedule of Events

Thursday, February 20th continued

- 9:15am-10:15am **Bobby Usher—“IT Endpoint Protection”**
This session looks in depth at the Information Technology issues in providing adequate protection at the Endpoint.
- 10:15am-10:30am **Break & Sponsor Showcase**
- 10:30am-12:00pm **Tyler Enslin—“Effective Feedback”**
Creating a culture that embraces candid feedback is a challenge. This session will examine feedback from both perspectives: giving and receiving.
- 12:00pm-1:30pm **Lunch & Sponsor Showcase / Update**
- 1:30pm-3:00pm **Denise Ryan—“How to Be More Innovative”**
This provocative session will get you thinking about game changers for your work and your life—how to think in new ways and generate new ideas.
- 3:00pm-4:00pm **Roy Strickland—“Fraud”**
This session will present to you what you need to be observant of to detect fraud within your organization.

Schedule of Events

Thursday, February 20th continued

4:00pm-5:00pm **Sponsor Giveaways and Door Prizes
(First 15 minutes) Reception--Cocktails
and Appetizers**

5:00pm-7:00pm **Biltmore House Private After Hours Tour**

7:30pm-9:00pm **Dinner on your own**



Schedule of Events

Friday, February 21st

7:00am-8:00am **Breakfast, Networking & Vendor Showcase**

8:00am-9:30am **Mike Hourigan-“Change Management”**
This session will share strategies for managing transformation in the turbulent waters of change.

9:30am-10:30am **Ed Rehkopf—“A Holistic View of Human Resources in Hospitality Operations”**
There are many issues to face in HR today. This session will examine what they are in Hospitality Operations, and how to handle them.

10:30am-10:45am **Break**



Schedule of Events

Friday, February 21st continued

10:45am-12:15pm

Marilyn Feldstein—“Networking”

This session will deal with all aspects of maintaining strong career relationships and understanding yourself and others.

12:15pm-1:15pm

Lunch

1:15pm-2:45pm

Nicole Greer—“Vibrant Leadership”

This sessions is for professionals who know they can do more but feel limited by lack of communication, conflicts, and a need for powerful people skills.

2:45pm-3:00pm

Closing Comments, Survey Completion, and Adjourment

CPE Credits

Session Name	Session Code	Total Session CPE Available
HFTP GLOBAL UPDATE	MSAR01	1.2
WHAT IS A CONTROLLER	MSAR02	1.2
EFFECTIVE FEEDBACK	MSAR03	1.8
IT ENDPOINT PROTECTION	MSAR04	1.2
HOW TO BE INNOVATIVE	MSAR05	1.8
CHANGE MANAGEMENT	MSAR06	1.8
NETWORKING	MSAR07	1.8
VIBRANT LEADERSHIP	MSAR08	1.8
	Total Hours	12.6

SAVE THE DATE!