

# Love Thy Service ~ Love Thy Brand

Presented by Susan Adelizzi-Schmidt

**TUESDAY ~ JUNE 8, 2010**

## UPCOMING EVENTS

**July 7, 2010**  
**Summer Happy Hour**  
**Aboard The Moshulu**  
**with the Hospitality**  
**Industry**

**August 17, 2010**  
**Phillies Game:**  
**Phillies vs**  
**San Francisco Giants**

Now is the perfect time to evaluate how much “love” your valued customers are experiencing with your service and brand. Now more than ever, it’s essential to reconnect with your customers and recognize where your customer service and your brand image stands in their minds. Great service builds great brands. Great brands build loyal customers. Susan Adelizzi-Schmidt, President of Suasion Communications Group, will present a fast-paced session, loaded with valuable hospitality industry service strategies and examples to help you make your customers fall in “love” with your brand!

### About Our Speaker:



As president of Suasion Communications Group, an award-winning communications agency, Susan leads a team of creative professionals who execute successful branding, public relations, web/e-mail and marketing campaigns. Clients include hospitality, tourism, municipal, corporate, health care and non-profit organizations.

Susan blends her family business, hospitality, corporate, news, marketing and PR experience into an engaging and enlightening presentation. Her career started as an Atlantic City NBC affiliate anchor/reporter, and then as public relations manager for Showboat Casino Hotel. Later, she handled the marketing and public relations for her family’s business, the Great American Trolley Company. She purchased Smith O’Keefe & Associates in 2007 and rebranded the agency under the Suasion name. Suasion is the winner of a 2009 HSMAI Bronze Adrian Award and a 2009 New Jersey Governor Tourism Excellence Award. Susan holds a B.A. from Arcadia University and an M.B.A. from the Richard Stockton College of New Jersey.

### LOCATION

Seasons 52 ~ At Cherry Hill Mall ~ 2000 Route 38, Suite 1145 ~ Cherry Hill, NJ

### SCHEDULE

**5:00pm ~ 6:00pm:** Registration & Networking; Food Stations, beer, wine, and soda  
**6:00pm ~ 7:00pm:** Speaker presentation  
**7:00pm ~ 7:30pm:** Coffee and Dessert

### TO REGISTER

ONLINE ~ [CLICK HERE](#)

Or go to [www.gphsmai.org](http://www.gphsmai.org) & click on CHAPTER EVENTS

Phone: 888.792.9770 ~ Fax: 219-759-3977 ~ Email: [gtrphillyhsmajewelcomp.com](mailto:gtrphillyhsmajewelcomp.com)

**PLEASE REGISTER BY JUNE 4, 2010**

Please fax your completed registration form to **219.759.3977** or go to [www.gphsmai.org](http://www.gphsmai.org)—Chapter Events to register online. Payment is required in advance or at the event. Mail checks payable to **HSMAI Philadelphia—PO Box 2289—Philadelphia, PA 19103**. No-show and cancellations received less than **48 hours prior to event** will be charged/billed full event price.

Member: \$40

Non-Member: \$55

Student: \$20

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

TO PAY VIA CREDIT CARD: Circle One: AMEX MasterCard VISA

Credit Card # \_\_\_\_\_ Exp Date: \_\_\_\_\_