

# TAMPA BAY



June 2011

Club No. 184  
Founded September 25, 1959

Dear Fellow SKÅLeagues:

I love it when I learn something new at our monthly meetings. This time, I was surprised to see the array of private rooms and the upstairs bar at Brio Tuscan Grille. I've eaten there many times but never knew they had these type accommodations for large and small groups. I think it's a well-kept secret ... I'm sure they would appreciate us helping to spread the word.

After a great cocktail hour, we were very efficiently served a good meal by Brio's pleasant wait staff. It was so efficient; I think we set the record for the earliest adjournment. How early was it you ask? Early enough so that "some" of us made it to Nordstrom's for a quick and productive shoe shopping moment!

Dottie won the 50/50 and walked away with \$80. We had a second drawing but decided to spice it up a bit and created an impromptu contest. The question was; "Who was our first month and second month "Member Spotlight" in our monthly newsletter?"

Everyone scurried to find napkins and scraps of paper to write down the answer and to be the first. The winner was Russ Bond. Thanks so much, Russ, for paying attention. I'm happy to see someone reads the newsletter! He won a terrific prize for a foursome at TPC, very generously donated by our fellow SKÅLeague, Jim Wray. Grazie, Jim!

Oh, and by the way, the correct answer was Bill Priakos for Barefoot Beach Resort in April and Nancy Longstreth of the Hyatt Regency Clearwater Beach Resort & Spa in May. Our drawing for this month yielded Roberta Blum. How many of you want to know what Roberta really does for a living? (chuckle) ... See her spotlight below...

Don't forget to use the link we provided in the ad to properly thank Brio for hosting us!!

Our objective to find new members to join us continues. We have a way to help you financially when inviting potential members to our meetings. When you invite a qualified, potential member, your guest meal is only \$25. Your club is absorbing the partial cost for you as an incentive. In order to take advantage of this offer, please contact Larry Fontana in advance at [ljf32003@yahoo.com](mailto:ljf32003@yahoo.com). He will make sure your potential member qualifies and will approve the reduced amount.

In addition, we will soon announce a joint membership drive with another well-



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Find a roster of all the members online with their address, email, and phone number at [www.skaltampabay.com](http://www.skaltampabay.com)

The Application for potential members can be found on our website too!

known industry association that I think all of you will find exciting and beneficial.

**BREAKING NEWS!! SAVE THE DATE!!** Our first annual "Hospitality Night" is officially **October 4, 2011!!** It's going to be a terrific evening of fun, frivolity and food (and drink, of course). This will be our October monthly meeting PLUS our first ever Membership Drive PLUS a fundraiser that will support Hillsborough and Pinellas County Pro Start Programs and the Akila Institute in Rwanda, Africa (a school that educates disadvantaged women to work in the hospitality industry). So please plan on being there, bring all your friends, hospitality or not, since 80% of the money raised will go to these institutions to educate our future workforce.

For more information, please contact our Treasurer and Committee Chair, Carol Eaves at [carol@destinationtampa.com](mailto:carol@destinationtampa.com). We hope many of you will be willing to be a sponsor of the event. Sponsor packages are being released soon.

I hope to see you at our next month's outing ... our annual Golf Tournament at Saddlebrook on July 8. August is in the works and we intend on surprising you with a very different event for Skål so stay tuned, right, Kraig?

See you on the links!

Ciao!



Lorrie Hero  
President



### June Birthdays

07/11 Tony Satterfield  
07/12 Jim Zink  
07/14 Richard Kendall  
07/16 Malcolm Weathers  
07/18 Marv Kirchhoff  
07/21 Jim Wray

If your birthday is missing, please let Karen know at [skaltampabay@aol.com](mailto:skaltampabay@aol.com)

## SKÅL Tampa Bay MEMBER SPOTLIGHT

HB Associates was founded in 1990 as a full service Destination Management Company serving the hotels in the greater Tampa Bay area by providing services, events and activities for conference groups coming to the area. HB Associates compliments the efforts of our hotel partners in working to ensure the success of every conference group we serve. We are proud to assist our hotel's prospective clients with complimentary site inspections of the area's many treasures including venues, attractions and activities and have been very successful in helping to "close the deal."

HB Associates services include:

- \* Site Selection
- \* Transportation including Airport Transfers/meet & Greet Service and Manifest Management
- \* Recreational Activities including Golf, Fishing, Sailing, Canoeing, Kayaking, Golf
- \* Tours of Tampa, St. Petersburg, Clearwater, Tarpon Springs and Sarasota.
- \* Spouse Tours
- \* Team Building Activities
- \* Evening Events
- \* Entertainment
- \* Décor & Props
- \* Specialty Linen
- \* Centerpieces
- \* Staffing
- \* Room Amenities

As founder of HB Associates, Roberta Blum has a Masters of Business Administration in Hotel/Restaurant Management and Tourism and has held positions at the Plaza and Grand Hyatt hotels in New York, the Hyatt Regency Grand Cypress in Orlando and the Boca Raton Hotel & Club. Roberta was the first Destination Management Executive in the greater Tampa Bay area to be recognized as a Destination Management Certified Professional (DMCP) by the Association of Destination Management Executives, It is the highest professional achievement in the Destination Management industry. Roberta continues



Roberta Blum  
President/Owner  
HB Associates



Pictures of different events  
throughout the years.

to be the only DMC in the greater Tampa Bay area to achieve this designation and distinction. Along with her superb staff, Roberta's many years of experience in the hospitality industry, professionalism and, most of all, dedication to service has made HB Associates a leader in the industry.

For more information we invite you to visit our web site at: [www.hbassociates.net](http://www.hbassociates.net).



All That Glitters Is Our Goal



Providing Outstanding Service  
to the Hospitality Industry  
since 1990

**NEXT MEETING FRIDAY JULY 8, 2011  
SADDLEBROOK GOLF RESORT – ANNUAL GOLF TOURNAMENT**



July 8, 2011  
Saddlebrook Golf Resort  
5700 Saddlebrook Way  
Wesley Chapel, FL 33543  
Phone: 813-973-1111  
7AM Breakfast Buffet  
8AM Shot Gun Golf Tournament  
12:30 Lunch with Wine Pour  
Cost: \$70 includes breakfast, golf, golf cart, lunch with wine pour  
Lunch Only: \$25

**Go to [www.skaltampabay.com](http://www.skaltampabay.com) to make your reservation and payment  
or call Karen Coultas at 727-433-3801**

Location



**Be sure to express our Thanks for hosting the June Meeting!  
Brio Tuscan Grille International Plaza**



A great big thank you to Betsy Arfmann, Banquet Manager, and the staff at Brio Tuscan Grille in Tampa for a great evening. Send a thanks to: <mailto:intl.banquet@bbrg.com>

June 13, 2011

Brio Tuscan Grille International Plaza Tampa



Russ and Roberta welcome guest Felice



Bill and George enjoying the appetizers



Cheri and George



Triple D's: Dave, Dan, Dotty & Helen



NY John is back with Doug and his guest



Jerry, Marv and Ed hamming it up

June 13, 2011  
Brio Tuscan Grille International Plaza Tampa



They weren't ready for the pic before



Malcolm, Lorrie, Larry and Carol



Karen and Kraig check everyone in



Chuck, Michele, and Jim



Check out my profile



Kraig and NY John



Malcolm, Sylvia, Ed, Carol



Three amigos: Chuck, Manny, Cedar

June 13, 2011  
Brio Tuscan Grille International Plaza Tampa



Andy and Jim



Dan, Chuck, Jim



Doug, Guest, Dan



Dan, Cheri, Jim



Russ, Dan, Cheri, Jim



Kraig, Lorrie, Ian



Russ wins rounds of golf that Jim Wray donated



Dotty said, "Show me the money!"

## VENUE SPOTLIGHT



*To eat well is to live well*

# Gather Around Our Table

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Visit [BrioItalian.com](http://BrioItalian.com) for more information!*

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INTERNATIONAL PLAZA  
2223 N. West Shore Blvd., Tampa, FL 33607

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