Host Users Group

CONFERENCE 2012

November 4 - 8, 2012
The American Club Resort
Kohler, Wisconsin

www.smshug.org
HUG DELIVERS
The HUG Conference brings together the entire SMS|Host, SpaSoft and ATRIO community. Users join with PAR Springer-Miller to create the most relevant content in a setting that stimulates networking, knowledge and experience sharing. In 2012, users from the US, Canada, UK, Australia and beyond, representing properties from resorts to casinos to international chains, will converge at The American Club Resort in Kohler, Wisconsin for the HUG Conference. Make plans to join this prestigious gathering of SMS|Host Users.

In 2012 we’ve co-located with the SpaSoft Users Group (SUG) to increase the diversity of our conference offering. This complete SpaSoft agenda offers a conference within a conference designed to increase the ROI of your spa system.

HUG delivers the solutions, connections and knowledge you need to move your business forward in 2013. Register online at smshug.org.

THE HUG MISSION
The Host Users Group distinguishes itself as the only users group within the hospitality technology industry to be run by the users, for the users. HUG formed to assist members in maximizing the utilization of the SMS|Host Hospitality Management System from PAR Springer-Miller Systems, Inc. The organization serves its members by providing a united forum through which users can share knowledge, create solutions and influence product direction.

Featuring over 80+ sessions, workshops, panel discussions, and roundtables on SMS|Host, SpaSoft and ATRIO, the 2012 HUG CONFERENCE will deliver the solutions, training, connections, and how-to knowledge covering all of these areas:
- Reservations
- Front Office
- IT
- Food & Beverage
- Finance & Accounting
- Housekeeping & Maintenance
- PCI Security
- Spa & Recreation

“What MAKES THE HUG CONFERENCE UNIQUE?”
The HUG Conference sessions feature a range of dynamic, educational content. Other SMS|Host and SpaSoft users or PMS product authorities lead the individual sessions which are focused on the topics and issues impacting your business today. Discussions and roundtables engage attendees and are often the highlight of the conference. Complementing the breakout sessions, HUG keynote presentations illuminate industry trends and provide a window into PAR Springer-Miller as a company.

EXPERT USERS
An unmatched line-up of experienced SMS|Host and SpaSoft users and leaders from the HUG membership provides a unique opportunity to benefit from their real-world knowledge and know-how. User-led discussions and panels are among the most lively and interactive sessions at the conference.

SAVVY ATTENDEES
SMS|Host and SpaSoft Users from all over North America (and the globe), representing a multitude of disciplines, attend HUG to better understand their hospitality systems and related technologies, challenge their assumptions and share their knowledge. They’re not a shy group, so the discussions at HUG are electric.

2012 HUG CONFERENCE

“Enjoyed the conference a great deal and felt it was VERY worthwhile! Can’t wait for next year!”
– Trudi Rose, ARAMARK Mesa Verde/Far View Lodge

SUPERLATIVE CONFERENCE EXPERIENCE
We respect your time and deliver unmatched quality content through thoughtful agenda preparation, solicitation of strong session leaders and forward-thinking conference features. Exceptional networking opportunities provide access to users and industry-leading vendors.

PAR SPRINGER-MILLER SPECIALISTS
PAR Springer-Miller’s top product authorities and trainers are on hand to demonstrate the newest features and functionality as well as to lead detailed instructional sessions. These masters of SMS|Host, SpaSoft, SMS|Touch, and ATRIO are also available to go one-on-one with you and delve into your unique questions.

EXPERIENCE HUG. JOIN US THIS NOVEMBER IN KOHLER, WISCONSIN.
POWERFUL VALUE: INTENSIVE TRAININGS
Recognizing the need to offer in-depth training in key areas of the SMS|Host System, the 2012 HUG Conference includes three intensive, three-hour sessions on Sunday, November 4th. Led by PSMS product experts, the sessions are Constructing Correspondence, Rates and R&R Reporting. Plan to arrive at The American Club before 1:00pm on Sunday to join these new sessions.

GOLF TOURNAMENT
Just inland from the great lake and interspersed by four meandering streams, the grassland-and-dunes aspect of the Irish Course at Whistling Straights is a deceivingly tranquil landscape. Both traditional and memorable, the Irish is full of unique challenges and the setting for the HUG Golf Tournament on Sunday, November 4th. There is no need to bring your clubs, rentals are available on site. Simply register online when you complete your conference registration.

ONE-ON-ONE
Connect directly to the people of PSMS. There are experts in every aspect of SMS|Host and SpaSoft, from Rates and Packages to network configuration. These folks are here for one simple purpose – to make you successful. If you’ve got a business issue you’ve been trying to figure out, take advantage of the opportunity to go one-on-one and see what the experts would do. Free and valuable advice is there for the taking.

HUG NETWORKING DINNER
Join us for the annual HUG networking dinner. This year’s dinner sets the stage for another successful conference, and features fine dining, fine music and finer company. Come to network, see and be seen and catch up with old friends.

PSMS WEDNESDAY NIGHT PARTY
After a long week of learning and networking, let your hair down and kick your heels up at the big bash sponsored by PAR Springer-Miller. Register early and watch for the theme announcement. HUG attendees have a reputation for party flair!

SAND BOX
Not that sort of sand box! The Sand Box is a room where you can test drive the most current version of SMS|Host as well as SpaSoft and the new ATRIO Guest Experience Management system. Take advantage of what you’ve learned and put it to the test to see how it will work for you.

“Thank you for a wonderful conference. I enjoyed myself and meeting with the PAR SMS staff, CEO and members from other properties around the world. Keep up the good work!”
– Denise Saykly, Island Resort and Casino

THANK YOU TO THE 2012 HUG BOARD

Erik Shappy, Woodstock Inn
Matthew Watkins, Red Mountain Resort
Lyle Worthington, Horseshoe Bay Resort
Becky Collins, ARAMARK Parks and Destinations
Melody Jones, Hawaiian Hotels and Resorts
Rob Rohrer, Kohler American Club
Joe Rembold, Delaware North Companies
Jeff Winiesdorffer, Chateau Elan Winery and Resort

THANK YOU FOR A WONDERFUL CONFERENCE.
I ENJOYED MYSELF AND MEETING WITH THE PAR SMS STAFF, CEO AND MEMBERS FROM OTHER PROPERTIES AROUND THE WORLD. KEEP UP THE GOOD WORK!”
– Denise Saykly, Island Resort and Casino
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<tr>
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<th>NOVEMBER 4</th>
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<tr>
<td>SUNDAY</td>
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<td>Intensive Trainings</td>
<td>001 Intensive Constructing Correspondence PSMS-led</td>
<td>002 Intensive Rates Training PSMS-led</td>
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<td>General Session</td>
<td>001 Intensive Constructing Correspondence PSMS-led</td>
<td>002 Intensive Rates Training PSMS-led</td>
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<td>Breakout Sessions 1</td>
<td>111 New Features and Product Roadmap PSMS-led</td>
<td>112 Basic &amp; Beginning Part I PSMS-led</td>
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<td>Breakout Sessions 2</td>
<td>121 New Features: Interfaces and Integration PSMS-led</td>
<td>122 Basic &amp; Beginning Part II PSMS-led</td>
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<td>Breakout Sessions 3</td>
<td>131 Work Order Management PSMS-led</td>
<td>132 Basic &amp; Beginning Part III PSMS-led</td>
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<td>141 Tools &amp; Techniques for Small IT Depts with Limited Budgets User-led</td>
<td>142 Visual Correspondence PSMS-led</td>
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<td>Breakout Sessions 5</td>
<td>151 [PSMS] [Enterprise User-led]</td>
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<td>152 [PSMS] World XA Overview PSMS-led</td>
<td>154 Green Hotel Initiatives User-led</td>
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<td>155 Group Basics PSMS-led</td>
<td>156 Ethostream Presentation Vendor-led</td>
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<td></td>
<td>Registration: 12pm - 7pm</td>
<td>Registration: 7am - 5pm</td>
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## Conference Agenda

**NOVEMBER 6**

<table>
<thead>
<tr>
<th>Time</th>
<th>General Session</th>
<th>Breakout Sessions 6</th>
<th>Breakout Sessions 7</th>
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<td>11:15 - 12:45</td>
<td>201 ATRIO Overview</td>
<td>211 Things You Should Do &amp; Probably Don't PSMS-led</td>
<td>221 PSMS Support and the Customer Portal PSMS-led</td>
<td>231 ATRIO ESB PSMS-led</td>
<td>241 IT Panel Discussion User-led</td>
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<td>3:30 - 4:30</td>
<td>204 IT General Discussion PSMS-led</td>
<td>214 Topics in Revenue Management User-led</td>
<td>224 ADA Hotel Compliance Panel Discussion</td>
<td>234 Gift Certificates &amp; Vouchers in PSMS-led</td>
<td>244 Selling New Functionality Internally PSMS &amp; User-led</td>
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<td>5:45 - 7:00</td>
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<td>7:00 - 8:00</td>
<td>206 New Features Owners PSMS-led</td>
<td>216 Social Engagement User-led</td>
<td>226 Point 2 Point Encryption: Making Your World Safe – Shift 4 Vendor-led</td>
<td>236 SpaSoft: New Features &amp; Enhancements PSMS-led</td>
<td>246 SpaSoft: Interfaces &amp; Integrations PSMS-led</td>
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### Session Key
- **User-led Session**
- **PAR Springer-Miller-led Session**
- **Vendor-led Session**
- **SpaSoft Session**

## Getting the Most from HUG

With so many courses available, it’s wise to make a plan in advance of arriving at HUG. Take a few moments to decide what are the most important sessions to attend and work with the other attendees from your property to ensure that you have someone in each of those. Take notes and share the information with your colleagues.

It is impossible to be everywhere at once, so choose the sessions that will impact you the most and that will most benefit your property.

**Register Today** [WWW.SMSHUG.ORG](http://WWW.SMSHUG.ORG)
“Thank you for everything. I found this to be a very valuable experience. See you next year! Great conference, as always. Have returned to the office inspired!”

– Amanda Foucault, Tigh-Na-Mara Seaside Spa Resort
SUNDAY, NOVEMBER 4

001 Intensive Constructing Correspondence  
PSMS-led  
This intensive, three-hour training covers how to utilize the correspondence tools within SMS|Host from start to finish. Create confirmation letters, batch mail, email, PDF, and more.

002 Intensive Training: Rates  
PSMS-led  
Build confidence with rates in SMS|Host, this intensive three-hour training session covers price plans, price tiers, tier calendars, and rate headers.

003 Intensive R&R Training  
PSMS-led  
Learn how to use the report building tool, R&R, included with SMS|Host. From installation to setting up your reports to the data dictionary, this intensive three-hour session will have you comfortably building and running R&R reports.

MONDAY, NOVEMBER 5

111 New Features and Product Roadmap  
PSMS-led  
This session provides a thorough review of the user interface updates and new functionality in Version 18.7 in SMS|Host and previews the upcoming v18.8 and 18.9. In addition, this session will review the Product Council, product roadmap for enhancements and features, shorter release cycles and HUGs role in the enhancement process. This is an overview of the enhancements and new functionality geared toward management or those needing just a general understanding. In-depth training is NOT the focus of this session.

112 Basic & Beginning Part I  
PSMS-led  
Combined with sessions 112 and 132, this training session will include Basic SMS|Host usage, basic rate and package management. You will learn everything you need to know about the Guest Tile, and the advantages it provides for improving guest service. Other highlights include the Rate Calculator, Availability, the Tape Chart, and Basic Configuration Setup.

113 Managing and Monitoring Guest Expectations  
PSMS-led  
Exceeding guest expectations is the goal of every hospitality organization, but how do you monitor and track your results? This session will look in-depth at tools and techniques to manage guest expectations and monitor your success.

121 New Features: Interfaces and Integration  
PSMS-led  
There has been a lot of activity in the area of interfaces and partnerships for SMS|Host. This session provides an overview of the new interface products, features and functionality.

122 Basic & Beginning Part II  
PSMS-led  
Combined with sessions 112 and 132, this training session will include Basic SMS|Host usage, basic rate and package management. You will learn everything you need to know about the Guest Tile, and the advantages it provides for improving guest service. Other highlights include the Rate Calculator, Availability, the Tape Chart, and Basic Configuration Setup.

123 Dealing with Deal Sites  
User-led  
From Groupon to Sniqueaway, this panel will discuss how to effectively navigate the miasma of deal sites and last-minute channels while protecting your reputation and clientele.

131 Work Order Management  
PSMS-led  
In this session users learn to optimize the comprehensive features of SMS|Work Order Management and enhance the guest response at their property. Targeted towards installed users, join us for session 332 for an Intro session to this module.

132 Basic & Beginning Part III  
PSMS-led  
Combined with sessions 112 and 122, this training session will include Basic SMS|Host usage, basic rate and package management. You will learn everything you need to know about the Guest Tile, and the advantages it provides for improving guest service. Other highlights include the Rate Calculator, Availability, the Tape Chart, and Basic Configuration Setup.

133 SMS|Golf Tee Times & SMS|Retail POS  
PSMS-led  
This session will provide insight into getting pro shops to book and capture guest information, how blocks are managed, who has clearance to override. This group will share insight into getting golf pro shop buy-in for more efficient use of SMS|Golf Tee Times.

134 Perspectives in Managing Onward Distribution  
User-led  
This panel will discuss different tactics and strategies for managing onward distribution, including channel manager, distribution providers, and integrating your SMS|Host system with your distribution providers.

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BREAKOUT SESSIONS

135 Commission Strategies
User-led
Learn how to manage commissions in the SMS|Spa/Resort Scheduling and SMS|Activities Modules. From strategies to configuration, we’ll review what works and how to make commissioning easier.

136 SMS|Touch New Features
PSMS-led
This session will review tips & tricks with the latest version of SMS|Touch, including Categories Button, Automatic Seat Number Incrementation, Ability to Pay User Checks / Emulation, and SMS|Host Dining Reservations Integration. There will also be a review of online training available for SMS|Touch users and a preview of coming versions.

141 Tools & Techniques for Small IT Depts with Limited Budgets
User-led
There are many free or low cost tools and solutions available for IT departments. Learn what works (and what doesn’t) to maximize your resources while minimizing your IT spend.

142 Visual Correspondence
PSMS-led
Discuss and review the tools offered by Visual Correspondence including fonts, custom variables, PDF options and letter types.

143 SMS Reports
PSMS-led
What reports are included with SMS|Host? This session reviews the reporting capabilities baked into SMS|Host including preset parameters, ah-hoc options and batch reporting.

144 Rates Workgroup
PSMS-led
Get ready to get down to work on real-life rate scenarios. The session leader will tackle actual rate scenarios. Participants will have the opportunity to submit their questions in advance of the session and will be reviewed live. Recommend attendees take 002 Intensive Rates as a prerequisite.

145 The Mobilization of Money - Digital Alchemy
Vendor-led
Learn how Digital Alchemy, the industry’s first in hospitality eCRM, can help your property generate revenue and improve guest communications. See how Digital Alchemy’s latest email and more importantly, mobile formats can dramatically improve guest satisfaction, guest perception and guest spend at your property!

146 SMS|Touch Security Features
PSMS-led
Help prevent theft at your property by taking advantage of security features in SMS|Touch such as reporting as well as employee and bartender clearances.

151 SMS|Diplomat & SMS|Enterprise
User-led
This training session will focus on the basic operation and support of SMS|Diplomat and the contained SMS|Host, SpaSoft and SMS|World XA interface components and usage, troubleshooting and installation of the SMS|Commander solution.

152 SMS|World XA Overview
PSMS-led
Explore the features and functionality of the newest SMS|World XA version 3.2, the roadmap of future planned functionality, and review configuration of both SMS|World XA and SMS|Host.

153 Applied Payments
PSMS-led
Applied Payment accounting offers a very different approach to managing Guest Accounting, Group Billing, City Ledgers, Aging and Receivables. This session will be of greatest interest to Accounting Managers and Controllers. Our goal will be to understand the new Payment Application feature which introduces the concept of applying payments, partially or in full, against a specific charge or multiple charges. Only the unsettled charges (or portions thereof) will continue to age while the unapplied payments (or portions thereof) will not affect aging totals. When Auto-Closing an account, only those charges and payments that are Fully Settled or Fully Applied, respectively, will be eligible to move to history. Thus, aging amounts are drawn precisely from the unsettled receivables.

154 Green Hotel Initiatives
User-led
From recycling programs to linen reuse, properties have been embracing ways to make their property more environmentally friendly. Discuss the motivations and challenges behind implementing green hotel initiatives at your property as well as the future of being green in hospitality.

155 Group Basics
PSMS-led
Learn and discuss the basics of creating and managing a group in SMS|Host. Includes a review of the most recent functionality additions.
TUESDAY, NOVEMBER 6

201 ATRIO Overview
PSMS-led
Learn about the next generation hospitality management platform from PSMS, ATRIO Guest Experience Management. This session will provide a high-level overview of ATRIO, current functionality, and APPX Partnerships. Be sure to attend Larry Hall’s keynote on Tuesday morning to learn more about the ATRIO roadmap.

202 Packages
PSMS-led
In this session, the leader will review package basics and illustrate them with real-life package scenarios.

203 MR&D
PSMS-led
The performance and characteristics of SMS|Host may be greatly affected by settings within Miscellaneous Rates & Defaults (MR&D). Learn the basics of how to optimize system configuration for your property’s environment. Please note, this is a configuration session, not a Rates & Packages session.

204 IT General Discussion
PSMS-led
Exchange knowledge and experience related to the use of PSMS solutions with other IT professionals.

205 Housekeeping Concepts Part I
PSMS-led
The purpose of this session is to review how all of the various pieces of Housekeeping management interact. We will explore configuration and setup, status and service coding, pattern design and implementation, calculating multipliers, setting up individuals and teams, housekeeper account management, auto-managing and manually mapping zones, setting up zone sheet defaults, entering pricing, posting to guests and/or owners, OOO management, the new suite management process, forecasting, reporting, updating statuses and managing reservations. Our goal will be to understand the benefits of using these tools well and how to incorporate them into your current operations.

206 New Features Owners
PSMS-led
Recent enhancements and interfaces have greatly expanded Owner functionality with both the SMS|Work Order Management and Guest Response module and the Owner’s Web Portal. This session will include an in-depth review of the features and explore the options for providing your Owners with access to an on-line Owner community with self-service and cross-promotional opportunities.

211 Things You Should Do & Probably Don’t
PSMS-led
The purpose of this session is to highlight various system features in SMS|Host that make it easier to find or work with data within the system. These features are frequently overlooked because they aren’t essential, but can really enhance the user experience.

212 Strategies for Interdepartmental Communication
PSMS-led
A very effective and useful session for attendees in many functional areas, learn how to utilize the tools and modules within SMS|Host to optimize communication between your departments (work order, housekeeping, front desk).

213 Beginning R&R
User-led
Entry-level/beginner training in R&R Report Writer.

214 Topics in Revenue Management
User-led
Discuss the latest trends in Revenue Management and hear from industry experts and experience Revenue Managers on data-driven decision making and optimizing your business for 2013.

215 Housekeeping Concepts Part II
PSMS-led
(Continuation of Session 205) The purpose of this session is to review how all of the various pieces of Housekeeping management interact and to become familiar with the new Visual Housekeeping Console. We will explore configuration and setup, status and service coding, pattern design and implementation, calculating multipliers, setting up individuals and teams, housekeeper account management, auto-managing and manually mapping zones, setting up zone sheet defaults, entering pricing, posting to guests and/or owners, OOO management, the new suite management process, forecasting, reporting, updating statuses and managing reservations. Our goal will be to understand the benefits of using these tools well and how to incorporate them into your current operations.

216 Social Engagement
User-led
From Twitter fans to booking on Facebook and Foursquare specials – what is really working, what is just social noise, and how do you target and track your efforts. Be prepared to join into this user-led discussion.

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221 **PSMS Support and the Customer Portal**  
**PSMS-led**  
With a collection of new tools and resources on the Customer Portal, there are more ways than ever to get support for your questions on SMS|Host, SMS|Touch and SpaSoft. Learn more about how to effectively use the Customer Portal, Answers, Solutions, Chat, and other self-service options.

222 **Strategies for Successful System Upgrades**  
**PSMS & User-led**  
System upgrades bring unique challenges. This session will cover how to plan, prepare and test for an upgrade to SMS|Host.

223 **User Clearances**  
**PSMS-led**  
This session will review user clearances, optimal settings, and suggestions to better manage user clearances.

224 **ADA Hotel Compliance**  
**Panel Discussion**  
New ADA regulations have gone into effect with implications property-wide. This panel will discuss compliance strategies with a special focus on your SMS|Host system and online booking engine.

225 **Training with High Turnover**  
**User-led**  
Join in a discussion of techniques for effective training in operational areas during high-turnover periods.

226 **Point 2 Point Encryption: Making Your World Safe – Shift 4**  
**Vendor-led**

231 **ATRIO ESB**  
**PSMS-led**  
ATRIO’s architecture on an Enterprise Service Bus (ESB) creates feature velocity and nimbleness through a seamless flow of guest-centric information and operational connectivity. Learn more about how this ESB seamlessly integrates legacy, current and future capabilities while creating practical and cost-effective solutions that address a hotel’s or chain’s issues quickly and viably.

232 **Hacking SMS|Host**  
**PSMS-led**  
The unconventional art to using SMS|Host in unexpected ways. With a panel of SMS experts representing over 100 years of Host experience, get the answers to your most in-depth or obscure functionality questions.

233 **Folio Management**  
**PSMS-led**  
New folio, new features. This class will take you through the ins and outs of the new folio screen, as well as review existing functionality.

234 **Gift Certificates & Vouchers in SMS|Host**  
**PSMS-led**  
What are your options for gift certificates and vouchers in SMS|Host? This session will discuss considerations and best practices in maintaining, redeeming, and tracking gift certificates and vouchers.

235 **The Voice Channel – The Most Profitable Channel - Navis**  
**Vendor-led**  
In this session you will learn how to transform your voice channel from a reactive, unmanaged revenue source to an integral part of your revenue management strategy. This will be an interactive session with a panel of Certified Forensic Revenuelogists and SMS Users.

241 **IT Panel Discussion**  
**NEW**  
Join in a dialog with other users in IT. The moderator and panelists will be prepared with several topics, with flexibility to follow interests of the participants.

242 **Operations Panel Discussion**  
**NEW**  
Join in a dialog with other users in Operations, Front Office, Rooms, Housekeeping and Maintenance in this panel discussion. The moderator and panelists will be prepared with some topics, with flexibility to follow interests of the participants.

243 **Revenue Management Panel Discussion**  
**NEW**  
Join in a dialog with other Revenue Managers in this panel discussion. The moderator and panelists will be prepared with some topics, with flexibility to follow interests of the participants.

244 **Selling New Functionality Internally**  
**PSMS & User-led**  
Over the course of HUG you’ve seen a lot of features and functionality that would be great at your property, but how do you successfully get buy-in from management to implement? This session will be a discussion on strategies and techniques to sell your ideas internally.

245 **SMS|Touch Menu Management**  
**PSMS-led**  
Increase productivity and efficiency by reviewing how to effectively manage menus in SMS|Touch. Particularly helpful for properties that have experienced management turnover, this session will cover template use for all item types, forced and general screens as well as documentation to assist in consistent menu layout.
BREAKOUT SESSIONS

WEDNESDAY, NOVEMBER 7

301 Booking Center
User-led
For an integrated reservations office, the Booking Center is a tool for making all of your room reservations, tee times, spa bookings and dining reservations from one screen. Use the Universal LOOKups a single screen for searching for all guest bookings while increasing call center efficiencies and decreasing call times.

302 Complex Package Breakage
PSMS-led
Build upon the fundamentals with this advanced session on complicated package breakage. This session will help you create nuanced and effective Rates and Packages.

303 Intermediate R&R
User-led
Intermediate-level training in R&R; designed for users with basic-level experience.

304 Cloud Computing Overview
PSMS-led
Is cloud computing the future of hospitality technology? Explore the present state of cloud computing, PSMS’s cloud product ATRO, as well as look into the future of the cloud.

305 Advanced Groups
PSMS-led
Build upon the fundamentals with this advanced session on group management.

311 Booking Rules
User-led
The perfect follow-up to Session 301, learn how to use Booking Rules to establish business rules to use with the Booking Center.

312 CHIP & PIN
PSMS-led
As any recent traveler to Europe or Canada knows, payments are increasingly moving to the so-called ‘Chip and PIN’ technology, where consumers slide in a credit card with an embedded security chip inside, then enter a 4-digit PIN. This technology is coming to the US in the next few years. This session will review chip and pin and discuss what this means for US merchants.

313 Advanced Concepts in Rates
PSMS-led
Beyond the basics, this session will go into advanced concepts in rates including strategies for building and optimizing rates in SMS|Host.

314 Mobile Technology
PSMS-led
This session will examine available mobile solutions, real-life implementation examples, and explore the industry trends and future of mobile in hospitality technology.

315 Owner Fulfillment Workgroup
PSMS-led
Given the seemingly infinite varieties of ownership management, this session will be structured as a question and answer forum rather than focusing on a few specific functions. We will first be looking at features introduced in v18 and then open the floor for a discussion of common issues or challenges.

321 Online Booking Optimization
User-led
Whether you use the integrated SMS|World XA online booking engine or a 3rd party solution, this session will discuss how to best market your property online to drive more reservations. We will also discuss reporting and analytics.

322 Operational Disaster Recovery
User-led
Be prepared! This session will help you develop your disaster plan from an operational perspective. Whether it’s a data failure or a weather problem, this session will help you assemble a kit to make it through. Please note Session 325 presents the same topic from an IT perspective.

323 Travel Agent Management
User-led
This session will provide an overview of Travel Agency Management in SMS|Host. Configuration, reports, printing checks, and the Travel Agent Move to History will be covered.

324 Refining End of Day Procedures
PSMS-led
A user-led discussion group on daily operational procedures including tips on exclusive use and night audit operations. Each participant will leave with a copy of a master shift checklist created by the group.

325 IT Disaster Recovery
User-led
Be prepared! This session will help you develop your disaster plan from an IT perspective. Whether it’s a data failure or a weather problem, this session will help you assemble a kit to make it through. Please note Session 322 presents the same topic from an operational perspective.
BREAKOUT SESSIONS

331 PCI Security
User-led
Achieving and maintaining PCI Compliance requires careful planning and cross-departmental communication. This session will offer strategies and best practices for PCI compliance at your property.

332 Work Orders Intro
PSMS-led
This session will provide a basic overview of the comprehensive features of SMS|Work Order Management and a forum for current and future users to pose questions and get answers regarding this feature-rich module.

333 SMS|Host Hotel Impossible
User-led
Have some fun in this creative session based on the premise of Travel Channel’s Hotel Impossible. Our fictional hotel is struggling. Competition is fierce, employee turnover is high, and guests are merciless in online reviews. Until we bring in the “fixer” with a plan to transform operations and turn business around.

334 CRS and Multi-Property Management
PSMS-led
PSMS includes several tools to help CRS offices manage multiple hotels and all of your guests from one database. This session will cover ways in which you can streamline your use of the system including marketing to guests with Visual Correspondence, creating efficient reports and availability rules, and limiting views on folios.

335 Springboard
PSMS-led
Learn about the Springboard eLearning System and how it can optimize training at your property. This session will review the available courses, upcoming courses, and demonstrate how to get the most from the capabilities of the online system.

THURSDAY, NOVEMBER 8

401 ATRIO Overview (repeat session)
PSMS-led
Learn about the next generation hospitality management platform from PSMS, ATRIO Guest Experience Management. This session will provide a high-level overview of ATRIO, current functionality, and APPX Partnerships. Be sure to attend Larry Hall’s keynote on Tuesday morning to learn more about the ATRIO roadmap.

402 Hacking Host (repeat session)
PSMS-led
The unconventional art to using SMS|Host in unexpected ways. With a panel of SMS experts representing over 100 years of Host experience, get the answers to your most in-depth or obscure functionality questions.

403 Profiles – How to Collect and Use Guest Information
SM|Host contains rich guest profile functionality. Learn from experienced users how to implement processes to collect data for guest profiles and how to use that data to enhance the overall guest experience.

“The most valuable part of the conference was the ability to sit and have one-on-one sessions with experts from PSMS on specific property related issues. That and the ability to network with my peers and learn best practices.”

– Courtney Howell, Acqualina Resort
236 SpaSoft: New Features & Enhancements  
PSMS-led  
For our SUG attendees, this session is your conference welcome. We will orient you to the agenda and then dive right into the content. This session a thorough review of the enhancements included in Version 3.3.0.0 in SpaSoft and a preview of coming versions. In addition, this session will review the Product Council, product roadmap for enhancements and features, shorter release cycles and the future of ATRIO Spa.

246 SpaSoft: Interfaces & Integrations  
PSMS-led  
There has been a lot of activity in the area of interfaces and partnerships for SpaSoft. This session provides an overview of the new interface products, features and functionality.

306 SpaSoft: Yield Management & Loyalty  
PSMS-led  
SpaSoft’s Yield Management and Loyalty functionality is a great way to boost revenue and increase the ROI of your business. This session will introduce you to the functionality and allow you increase your utilization of your spa so you can see results right away.

316 SpaSoft: Inventory & Product  
PSMS-led  
This session features in-depth training on both the Inventory Administration and Product modules in SpaSoft. You will leave this session with an understanding on how to use these modules to have a better handle on your overall Inventory for your business.

326 SpaSoft: Mobile Trends in Spa  
PSMS-led  
From Guest Self Service, web services, to servicing customers via mobile this session will review available options and best practices to include mobile devices in your spa.

336 Optimization for SpaSoft  
PSMS-led  
Roll up your sleeves and get ready to clean the clutter in your SpaSoft system. This session will review the proper way to deactivate out-of-date activities, employees, business lines and more.

404 SpaSoft: How to Connect with your Clients  
PSMS-led  
Email marketing, direct mail, outreach, marketing reports, AAR – automatic reminder emails, interface availability: here is what SpaSoft enables for marketing and the endless possibilities it opens up to connect with your clients.

405 SpaSoft: Reporting  
PSMS-led  
What reports are included with SpaSoft? This session reviews the reporting capabilities baked into SpaSoft including preset parameters, ah-hoc options and batch reporting.
A COMMUNITY OF PROFESSIONALS
The HUG community is the heart of the HUG experience, a network of professionals who do what you do. HUG began in 1989 as a small conference of users committed to helping each other. Now in its 23rd year, the community has grown, but it’s just as committed to helping each other and having fun. This year we’re planning even more activities and events to get you going – before, during and after the conference.

PACK YOUR BUSINESS CARDS
Don’t be shy. To maximize your HUG experience, meet as many other users as possible. Even if you are chronically bashful, the conference atmosphere makes it easy to forge new connections. Take the chance to learn from your peers, trade war stories, see how they deal with the difficult challenges and swap anecdotes. HUG makes it happen.

BIRDS OF A FEATHER
The primary benefit of membership is members helping members – the HUG conference is a unique opportunity to get to know other SMS|Host and SpaSoft users to network and share ideas, experiences and solutions that make SMS|Host more productive.

The Birds of a Feather function combines like disciplines to allow for a more in-depth conversation about the challenges and opportunities that you face in your job every day. Discuss best practices for using SMS|Host in your position and department. This year we will offer Birds of a Feather groups in the following disciplines:
- Front Office, Reservations, Housekeeping, Maintenance
- IT
- Recreation, Golf, Activities
- Spa
- Revenue
- Finance

“Looking forward to next year’s conference.”
– Kelle Stam, Hamilton Island

VENDOR SPONSORS
In addition to PAR Springer-Miller, more than 20 vendors exhibit at the HUG Conference. Learn about the solutions and services they can provide for your property and get feedback from other users. Breaks and meals are scheduled to provide you with plenty of time to investigate vendor solutions.

CONFIRMED VENDORS FOR 2012 INCLUDE (as of July 10, 2012):
- Datavision
- Digital Alchemy
- Shift4
- Datanamics
- Elavon
- Genares
- Passkey
- POST Integrations
- Western Business Systems
- Yellow Dog Software
- LMG Data Mining
- Merchant Link
- NAVIS
- Newmarket
- Ethostream
- Cendyn
- Microsoft
- Sabre Hospitality Solutions
- Data Plus Hospitality Solutions
- Ez Revenue Management Solutions Ltd

BEYOND THE CONFERENCE
The HUG Conference places a premium on providing a quality learning experience for every attendee. Grab a seat at The American Club Resort to learn from your industry peers and engage with key personnel from PAR Springer-Miller Systems.

But the conference is just the beginning. HUG moderates an online community forum, shares R&D reports, presents monthly webinars, and distributes an informative, topical monthly newsletter. Make the HUG Conference your gateway to all the benefits that the Host Users Group can offer.
THE AMERICAN CLUB RESORT

An Armin Host user since 2004, The American Club represents village charm meets old-world elegance. The American Club once provided housing, meals and recreational facilities for immigrant employees who could not afford housing. Today, The American Club is a Forbes Five-Star Resort Hotel and the Midwest’s only AAA Five Diamond Resort Hotel providing unique, luxurious décor that creates a singular quality experience room by room.

ACCOMMODATIONS

Every guest room at The American Club Resort Hotel reflects the Kohler heritage of excellence in craftsmanship and quality. Experience a wide variety of KOHLER® bath and shower installations, fine tile and design accents from Ann Sacks, and selections from our lines of Baker, Mark David and McGuire fine furniture and accessories.

Located on the shore of picturesque Wood Lake a short shuttle ride from The American Club, The Inn on Woodlake offers serene boutique style guest rooms as well as amenities and common areas. During your stay, visit The Shops at Woodlake located next to the Inn, explore the Kohler Design Center or dine at Cucina Italian restaurant. Complimentary transportation is provided from the Inn on Woodlake to The American Club.

To reserve your lodging, contact The American Club’s reservation department at 800-344-2838 at least 30 days prior to the conference and identify yourself as part of the Host Users Group Conference.

Special room rates for the HUG Conference are as follows:

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Single or Double Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>The American Club</td>
<td>$169.00</td>
</tr>
<tr>
<td>Inn on Woodlake</td>
<td>$129.00</td>
</tr>
</tbody>
</table>

These rates are exclusive of the applicable local and state taxes.

REGISTRATION

The HUG Conference is open to any individual from a HUG member property in good standing. Your property must pay their 2012 HUG dues ($195) in order to attend the HUG Conference. You will have the option to add your 2012 Annual Dues payment to your conference registration charges. Register online at smshug.org.

Registration fees cover all training and general sessions, all meals, breaks, networking events and parties with the exception of Tuesday evening. Your registration fees do not cover any transportation or lodging costs or any incidental charges you may incur.

<table>
<thead>
<tr>
<th>Registration Type</th>
<th>Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Conference Registration before September 15</td>
<td>$425.00</td>
</tr>
<tr>
<td>Full Conference Registration after September 15</td>
<td>$495.00</td>
</tr>
<tr>
<td>SUG – SpaSoft Session Only Registration</td>
<td>$250.00</td>
</tr>
</tbody>
</table>

Save money by registering before September 15, 2012. Send multiple attendees from your property for even more savings.

- Send four attendees, save 50% off registration on the fifth
- Send nine attendees, your tenth registration is free

Guest and spouse registration is available. See full pricing details at the registration site, smshug.org.

All registrations are processed online at smshug.org. You may register multiple attendees in one registration session. Payment is due at the time of registration. Accepted forms of payment include Visa, Mastercard, American Express and check.

Conference registrations are fully refundable until October 1, 2012. After October 1, registration fees are non-refundable. Registrations are transferable, at no cost, to another attendee from your property until October 23, 2012.

CONFERENCE ATTIRE

Business casual attire is recommended for the daytime conference sessions. For the Wednesday night party you may wish to consider dressing appropriately for the party theme, but it’s not required.

TRANSPORTATION

The American Club is located in the village of Kohler, conveniently situated two-thirds mile west of Interstate 43 in east central Wisconsin. Transportation from airports in nearby cities can easily be arranged. Kohler is located one hour north of Milwaukee (60 miles), one hour south of Green Bay (60 miles) and two hours north of Chicago (140 miles).

Rental cars are available from the airports or contact Carey Limousine at (800) 722-8435 to arrange for Airport transportation from Milwaukee and Chicago.

REGISTER TODAY WWW.SMSHUG.ORG
Featuring over 80+ sessions, workshops, panel discussions, and roundtables on SMS|Host, SpaSoft and ATRIO, the 2012 HUG CONFERENCE will deliver the solutions, training, connections, and how-to knowledge covering all of these areas:

- Reservations
- Front Office
- IT
- Food & Beverage
- Finance & Accounting
- Housekeeping & Maintenance
- PCI Security
- Spa & Recreation

www.smshug.org