



Member Update

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By Tony Burton • Apr 14, 2025

Smart Brevity® count: 3 mins...849 words

In today's April 14, 2025 Update:

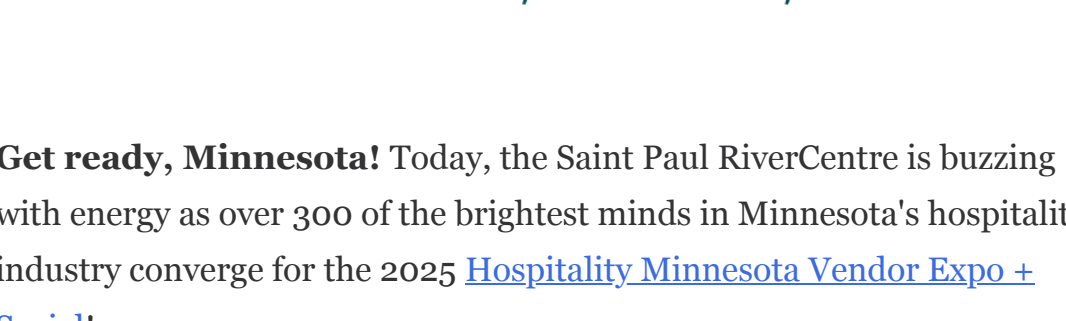
- TODAY: HM Vendor Expo + Social at Saint Paul RiverCentre
- Hoteliers: Attend Today's Tarriff Webinar and Join AHLA in DC
- Wednesday Webinar: The Critical Role of Marketing in Hospitality
- RJ Kool: Minnesota's Premiere Laundry Equipment Distributor
- Access Exclusive Restaurant Savings with RestaurantOwner.com
- Next Month: Join Us for HMEF's 2025 Scholarship Luncheon!
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We would like to thank our Member Update Sponsor - [Ecolab](#) - for their contributions and commitment to Minnesota's hospitality industry!

- Is your organization interested in sponsorship? [Email Kate](#) to learn more.



TODAY: HM Vendor Expo + Social at Saint Paul RiverCentre



MONDAY, APRIL 14, 2025

**SAINT PAUL RIVERCENTRE
175 KELLOGG BLVD W, SAINT PAUL, MN 55102**

Get ready, Minnesota! Today, the Saint Paul RiverCentre is buzzing with energy as over 300 of the brightest minds in Minnesota's hospitality industry converge for the 2025 [Hospitality Minnesota Vendor Expo + Social](#)!

- **Experience innovation first hand:** Attendees can prepare to dive into the latest trends shaping our industry, including innovative solutions from the industry's top vendors and a highly anticipated presentation on AI from Peak Financial Performance's [Bruce Nelson](#)!

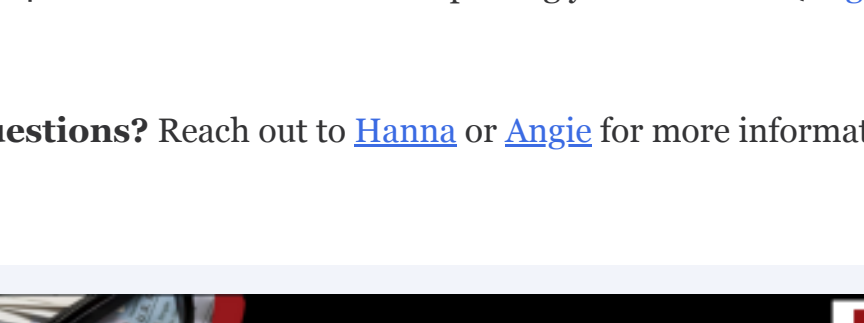
Attendee Registration is STILL OPEN! Take advantage of our industry's innovation and enjoy of day of connection at the premier hospitality expo of the year! The agenda for today starts at noon and runs till 4 PM at the Saint Paul RiverCentre!

[Register Here!](#)



**PROUD SUPPORTER OF
HOSPITALITY MINNESOTA**

Hoteliers: Attend Today's Tarriff Webinar and Join AHLA in DC



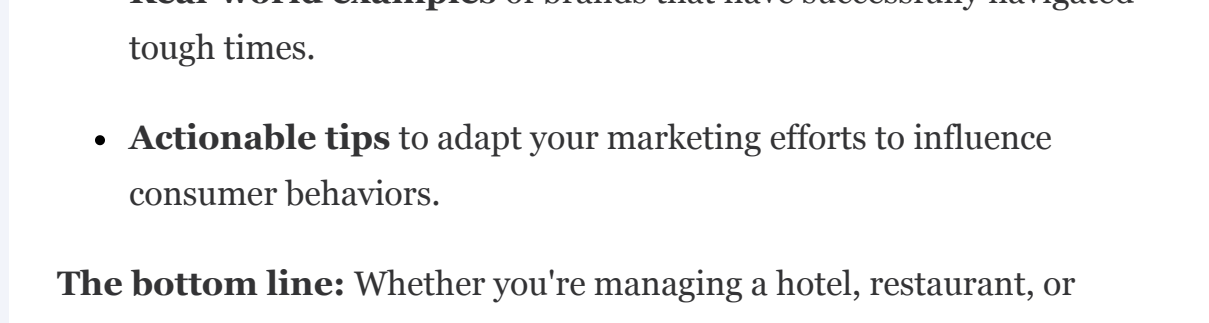
AMERICAN HOTEL & LODGING ASSOCIATION

Hoteliers: Join other industry professionals for at 1 PM today for a national webinar — [Tariffs - What Hoteliers Need to Know](#) — with the American Hotel & Lodging Association.

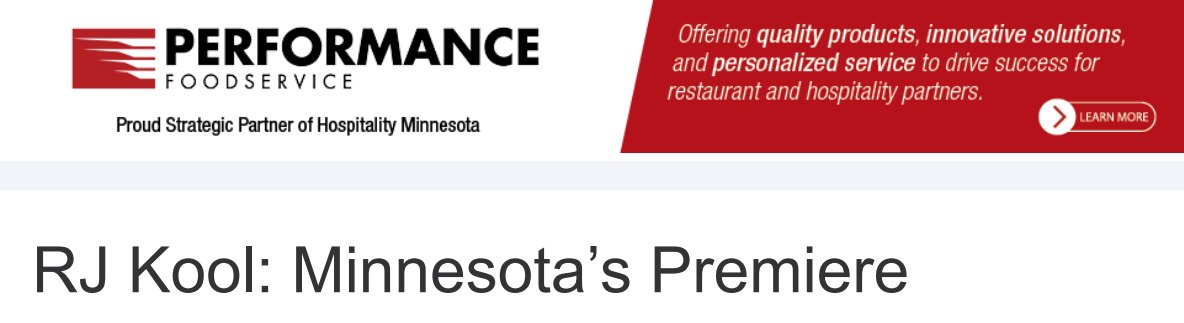
- **Why it matters:** As our industry gauges what impact tariffs will have on business, our national partners are leading the way in keeping hoteliers informed.

Further engage with national advocacy: Join us at the American Hotel & Lodging Association's [Hotels on the Hill](#) Advocacy Conference May 13-14 to share the issues most impacting your business. ([Register here](#))

- **Questions?** Reach out to [Hanna](#) or [Angie](#) for more information.



Wednesday Webinar: The Critical Role of Marketing in Hospitality



**Building Success:
The Critical Role of Marketing Strategy for Hospitality Brands**

Hosted by Hospitality Minnesota and Brittany Woitas
Wednesday, April 16, 2025 | 10:00 AM

Calling all hospitality marketers: Join us this Wednesday at 10 AM for an Operating Now on [The Critical Role of Marketing for Hospitality Brands](#) with [Brittany Woitas](#) of [Kövy Studio](#).

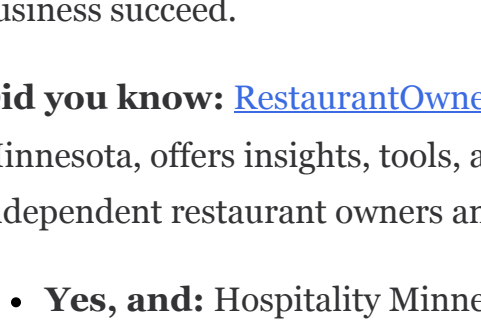
Our industry's marketing reality: The hospitality industry faces unique challenges that demand true strategy behind marketing efforts. [This webinar](#) will explore how an effective core strategy can help your brand thrive, even in the most uncertain conditions.

What to expect: Attendees will delve into...

- **The essential elements** of a strong hospitality marketing strategy.
- **Real-world examples** of brands that have successfully navigated tough times.
- **Actionable tips** to adapt your marketing efforts to influence consumer behavior.

The bottom line: Whether you're managing a hotel, restaurant, or travel-related business, this session will provide insights and tools to help your brand remain competitive and resilient. Don't miss the opportunity to transform challenges into opportunities and future-proof your marketing strategy!

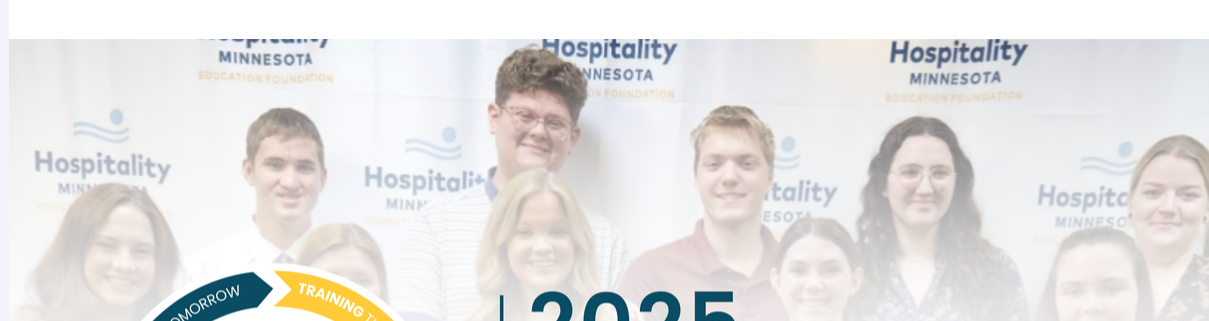
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Offering quality products, innovative solutions, and personalized service to drive success for restaurant and hospitality partners.

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RJ Kool: Minnesota's Premiere Laundry Equipment Distributor



RJ Kool is Minnesota's Premier Commercial Laundry Distributor

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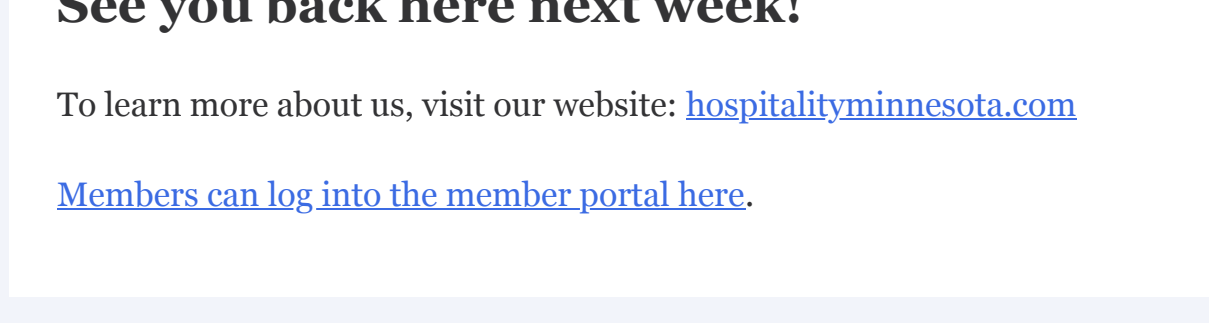
Did you know: RJ Kool is the premiere commercial laundry equipment distributor of the Midwest since 1971.

- **Yes, and:** In addition to [selling](#) and leasing new commercial laundry equipment, RJ Kool also offers customers the most comprehensive service department and parts team in the industry.

RJ Kool's bottom line: Customer satisfaction is of the utmost importance to our team and our dedication to serving with excellence makes us the unmatched leader in our industry.

- **Go deeper:** To learn more, please visit us at [www.rjkool.com](#) or [www.rjkparts.com](#)

Access Exclusive Restaurant Savings with RestaurantOwner.com



The big picture: Running a restaurant takes more than hard work and great recipes. You need resources specifically designed to help your business succeed.

Did you know: [RestaurantOwner.com](#), in partnership with Hospitality Minnesota, offers insights, tools, and training proven to help independent restaurant owners and their teams find lasting success.

- **Yes, and:** Hospitality Minnesota members get 15% off all monthly plans and 30% off all annual plans!

[Learn More & Join Now!](#)

Join Us in May for HMEF's 2025 Scholarship Luncheon!

You're invited: Join Hospitality Minnesota Education Foundation for our annual [Scholarship Luncheon](#) on May 22, 2025, at the Sheraton Minneapolis Downtown Convention Center, from 11:00 AM to 1:00 PM.

- **Did you know:** Since 2006, HMEF has awarded nearly \$1 MILLION to students pursuing careers in culinary arts and hospitality management.

What to expect: This year is significant because HMEF is launching our newest scholarship, the Sue Zelikson Scholarship, to it's first ever recipients!

- **Why it matters:** Managed through the Hospitality Minnesota Education Foundation in collaboration with [Women Who Really Cook](#), this award provides critical scholarships to students, especially women, pursuing careers in culinary arts and restaurant management.

Yes, and: This year, our scholarship luncheon is coming to the brand-new [Sheraton Downtown Minneapolis Convention Center](#), which opens in April after several months of renovation.

[Register Now!](#)

In the News

- [Dexter's, the 'elevated' sports bar from Daniel del Prado, is looking to expand](#) | Bring Me The News
- [Minnesota food companies factoring how weight-loss drugs affect snack sales](#) | Minnesota Star Tribune

See you back here next week!

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