



Member Update

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By Tony Burton • Oct 28, 2024

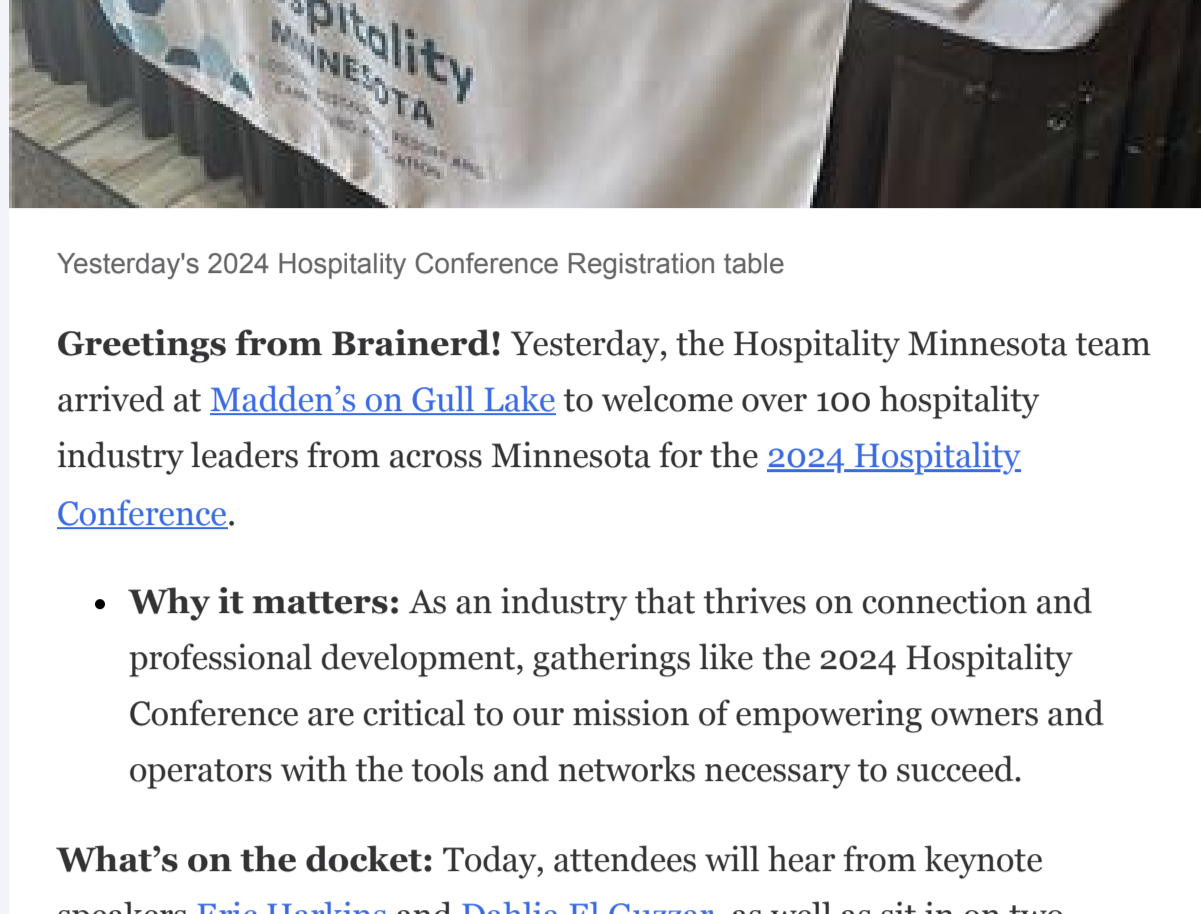
Smart Brevity® count: 3 mins...823 words

In today's October 28, 2024, Update:

- Greetings from the 2024 Hospitality Conference!
- Take Advantage of Member-Only Benefits: DIRECTV National Accounts
- Explore Minnesota Accepting Tourism Award Nominations
- Plan Your Seasonal Travel with the Hospitality Minnesota Member Map
- Get ServSafe Certified this Winter in Saint Louis Park!
- In the News

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

Greetings from the 2024 Hospitality Conference!



Yesterday's 2024 Hospitality Conference Registration table

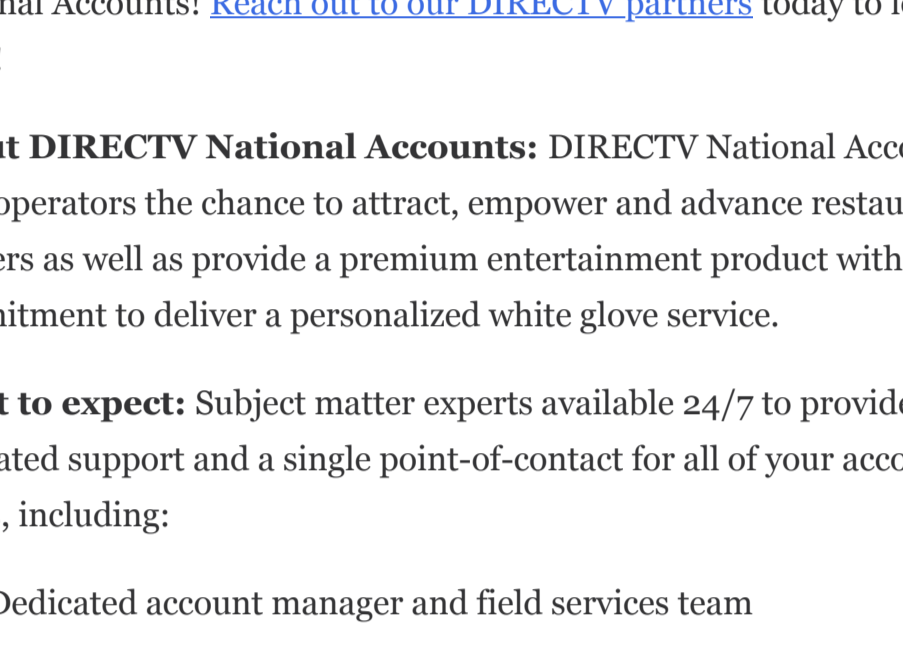
Greetings from Brainerd! Yesterday, the Hospitality Minnesota team arrived at [Madden's on Gull Lake](#) to welcome over 100 hospitality industry leaders from across Minnesota for the [2024 Hospitality Conference](#).

- **Why it matters:** As an industry that thrives on connection and professional development, gatherings like the 2024 Hospitality Conference are critical to our mission of empowering owners and operators with the tools and networks necessary to succeed.

What's on the docket: Today, attendees will hear from keynote speakers [Eric Harkins](#) and [Dahlia El Guzzar](#), as well as sit in on two different panels with experts on [hospitality marketing](#) and [workforce development](#).

- **Yes, and:** Tomorrow, attendees will experience [another panel on leadership](#) as well as an informative Election Preview from Tony Kwilas.

Take Advantage of Member-Only Benefits: DIRECTV National Accounts



Did you know: Members of Hospitality Minnesota are eligible for various special member-only benefits, including tailored DIRECTV National Accounts! [Reach out to our DIRECTV partners](#) today to learn more!

About DIRECTV National Accounts: DIRECTV National Accounts offer operators the chance to attract, empower and advance restaurant workers as well as provide a premium entertainment product with a commitment to deliver a personalized white glove service.

What to expect: Subject matter experts available 24/7 to provide dedicated support and a single point-of-contact for all of your account needs, including:

- Dedicated account manager and field services team
- Customized pricing solutions
- Expedited service and support
- Ability to grow and adjust as required

You can count on simplified operations: Streamlined program management reduces operational requirements and costs across all locations, and you get that with DIRECTV National Accounts. As a client, you can expect:

- Custom-built operations models
- Complex design and install support
- Consolidated and customized billing solutions
- Corporate and franchise support capabilities
- Improved ROI through exclusive national savings

Contact our DIRECTV Partners today to learn how we can help create a great guest experience together!

[Contact Our Partners](#)

4TH GRADE PASSPORT PROGRAM For \$39.99 (tax included) your 4th grader can ski or snowboard all season!

Explore Minnesota Accepting Tourism Award Nominations



The big picture: Explore Minnesota Tourism is requesting nominations for the [Explore Minnesota Tourism Awards](#). Help celebrate the outstanding people, marketing, and initiatives that make Minnesota a premier travel destination.

Award categories include:

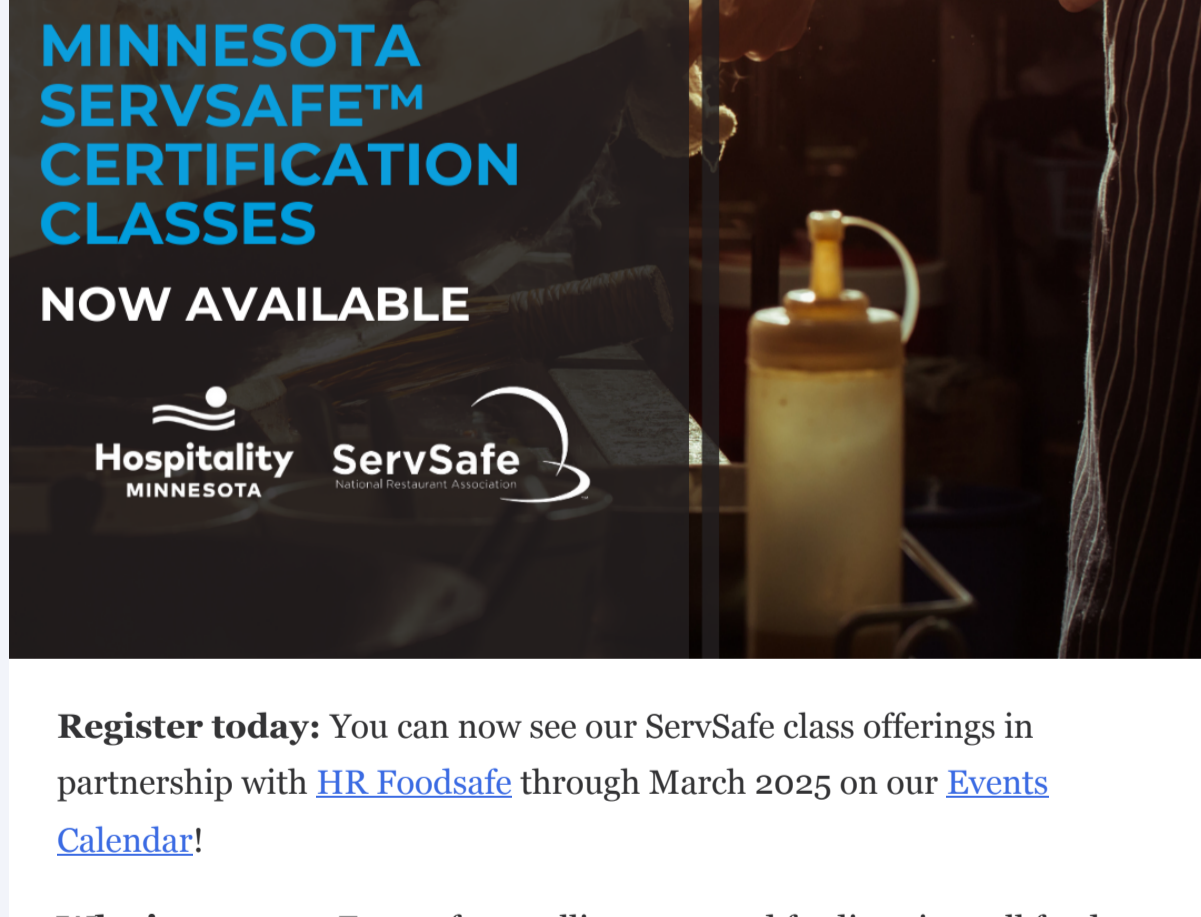
- Outstanding Marketing Campaign
- Social Media Excellence
- Outstanding Video
- Best Destination Website
- One Minnesota Award
- Emerging Leader

Go deeper: The eligibility period for each award is Jan. 1- Dec. 31, 2024. Awards will be presented at the 2025 Explore Minnesota Tourism Conference.

- Nominations are open through Dec. 13, 2024.

[Click Here to Nominate](#)

Plan Your Seasonal Travel with the Hospitality Minnesota Member Map



Did you know: The Hospitality Minnesota team monitors [an interactive map](#) marking the physical locations of member businesses across the state?

- **How to use the map:** If you or someone you know is planning a weekend getaway to a north shore resort or an anniversary dinner in their local neck of the woods, [this map](#) will show you which hospitality businesses are available for propelling our industry forward while also providing world-class hospitality.

Why it matters: We provide this member benefit so that consumers and association members alike can clearly see what businesses share our commitment of supporting Minnesota's hospitality industry.

- **By the numbers:** With nearly 500 restaurants, 200 hotels, 100 resorts, 150 allied members, and so much more marked on the map, you should be able to find your next Minnesota self-care splurge or much-deserved northern escape with ease.

[Check Out The Map!](#)

Get ServSafe Certified this Winter in Saint Louis Park!

FOOD HANDLERS INVEST TO IMPRESS: MINNESOTA SERVSAFETM CERTIFICATION CLASSES NOW AVAILABLE

Register today: You can now see our ServSafe class offerings in partnership with [HR Foodsafe](#) through March 2025 on our [Events Calendar!](#)

Why it matters: Except for satellite or catered feeding sites, all food enterprises in Minnesota are required to have at least one full-time employee who has completed a Food Manager Certification program like ServSafe™.

Classes Available: All future classes are available at the [Doubletree Hotel Minneapolis Park Place St Louis Park](#). The dates for upcoming classes are:

- [January 7, 2025 | 8 AM - 2 PM](#)
- [February 4, 2025 | 8 AM - 2 PM](#)
- [March 4, 2025 | 8 AM - 2 PM](#)

In the News

- [Haunted Lexington: MN restaurant gaining attention for paranormal occurrences](#) | Fox 9 KMSP
- [Minnesota voters to decide lottery funds for outdoors projects on Nov. 5](#) | West Central Tribune
- [2024 election: More than 500K people have already voted in MN](#) | Fox 9 KMSP
- [MACVB Presents 2024 Roger Toussaint Award to Julie Wearn Visit Roseville CEO](#) | MACVB
- [Diane's Place adds dinner to its acclaimed brunch](#) | Bring Me The News

See you back here next week!

To learn more about us, visit our website: [hospitalityminnesota.com](#)

[Members can log into the member portal here.](#)

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