



Member Update

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By Tony Burton • Mar 31, 2025

Smart Brevity® count: 3 mins...795 words

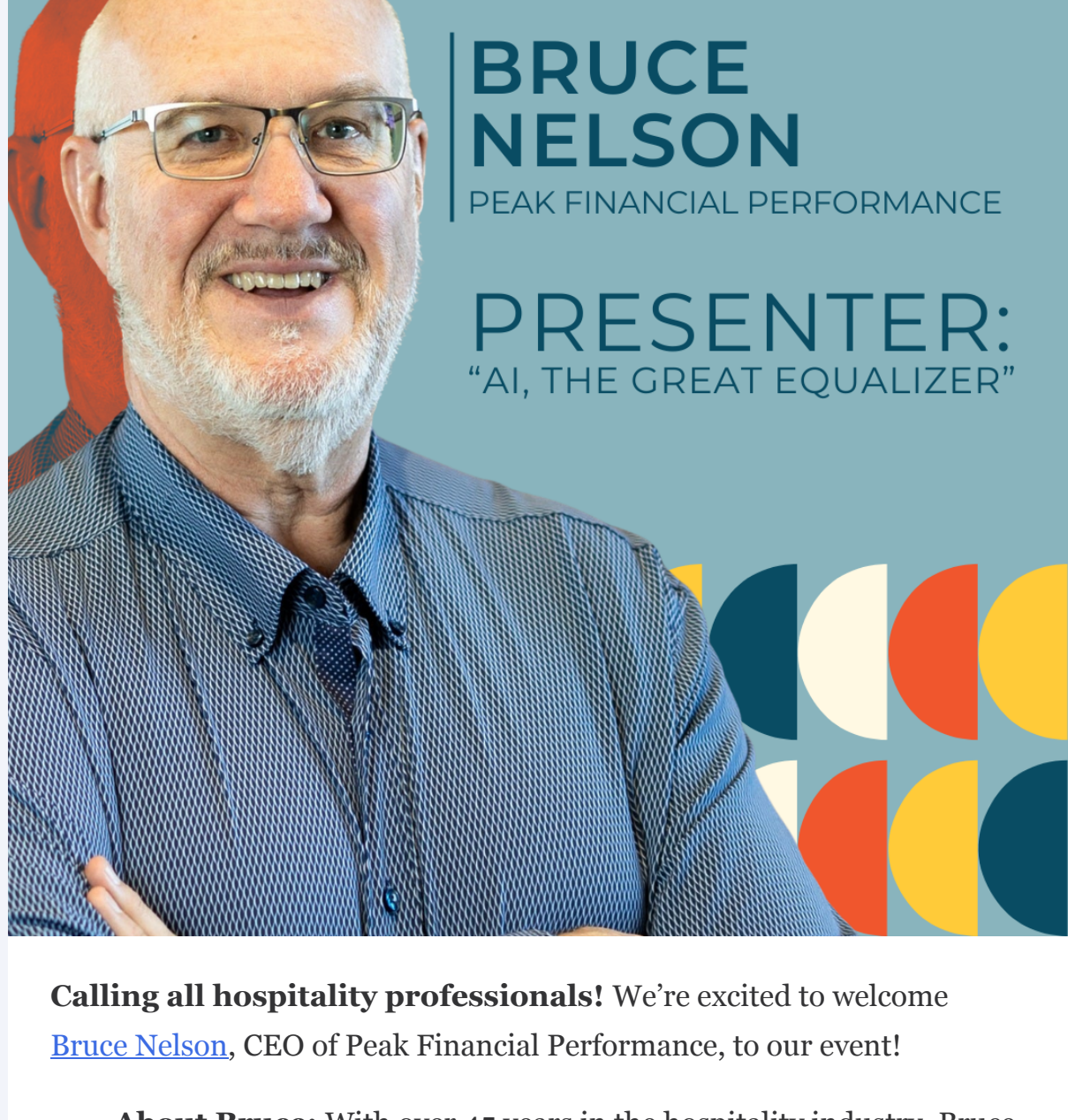
In today's March 31, 2025 Update:

- **Bruce Nelson Joins Vendor Expo Line Up with AI Presentation**
- Join Us May 22 for HMEF's 2025 Scholarship Luncheon!
- Access All Past Operating Nows via the Member Portal
- Federal Advocacy Opportunities: Join HM and National Partners in DC
- Free Industry Training Resource: Online Hospitality Training Now Available
- In the News

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.

Bruce Nelson Joins Vendor Expo Line Up with AI Presentation



Calling all hospitality professionals! We're excited to welcome [Bruce Nelson](#), CEO of Peak Financial Performance, to our event!

- **About Bruce:** With over 45 years in the hospitality industry, Bruce has worn many hats—from restaurant owner to CFO—helping businesses drive profitability and operational efficiency.

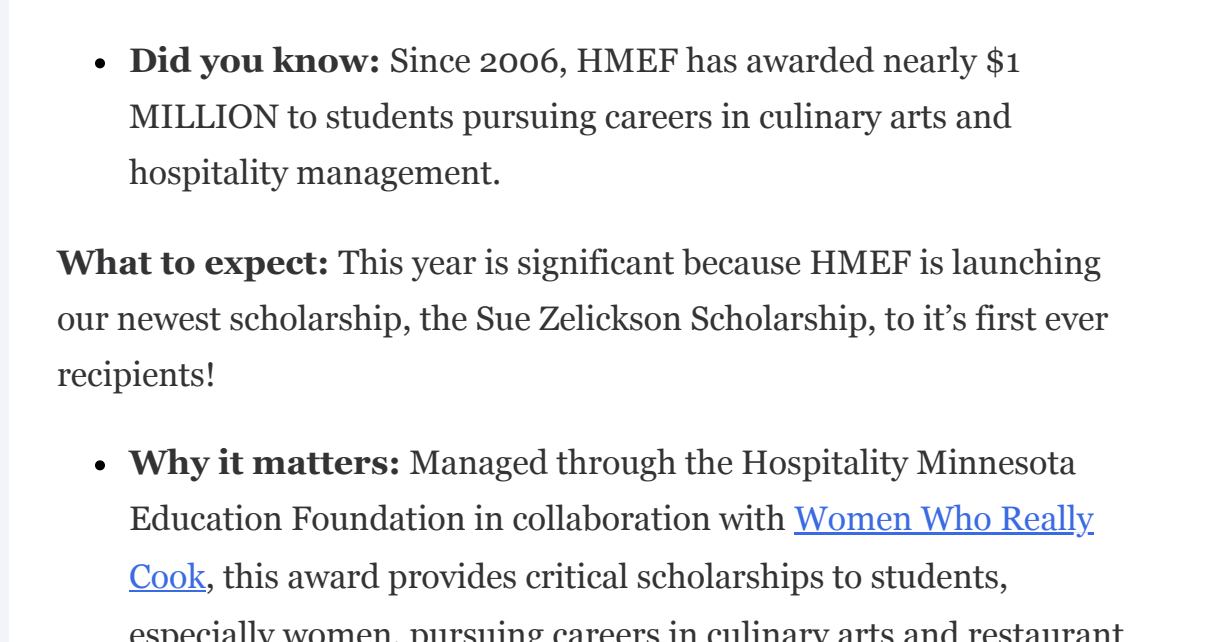
What to expect: Bruce will be leading the session "AI, The Great Equalizer," where he'll break down how artificial intelligence is leveling the playing field for small operators. From smart reservation systems to automated social media management, Bruce will share insights on the latest AI innovations and how to seamlessly integrate them into your operations for maximum impact.

- **The bottom line:** You don't want to miss this engaging and informative session!

Act now: This is your prime opportunity to expand your network and business within Minnesota's vibrant hospitality sector. Secure your spot today and drive your business forward!

[Register Here!](#)

Join Us May 22 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.

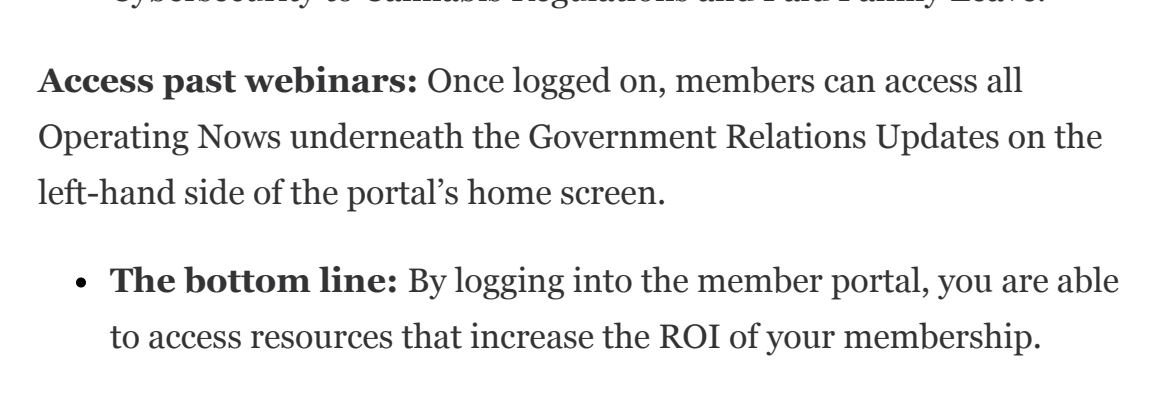
- **The bottom line:** You don't want to miss out on this celebration of the future of our industry.

Pricing:

- \$50 per ticket
- \$35 per ticket for parents and teachers

[Register Now!](#)

Access All Past Operating Nows via the Member Portal



Did you know: Hospitality Minnesota members have exclusive access to over 25 informational webinars via the [member portal](#)!

- **What to expect:** Past operating nows cover a wide range of topics, featuring industry experts on everything from Sustainability and Cybersecurity to Cannabis Regulations and Paid Family Leave.

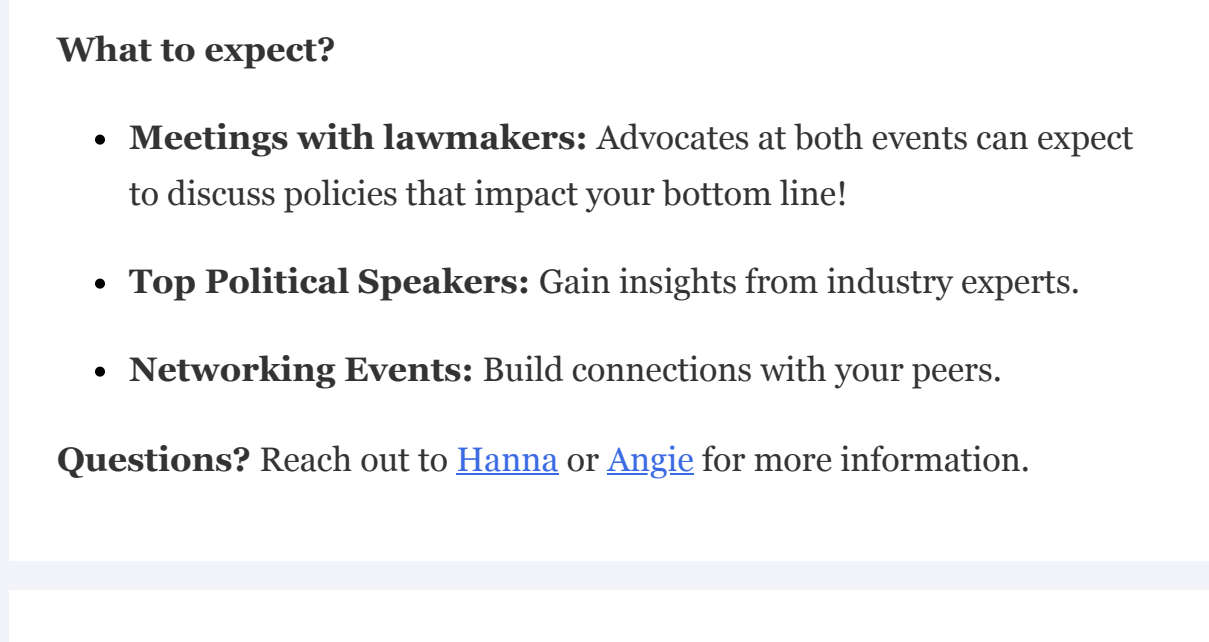
Access past webinars: Once logged on, members can access all Operating Nows underneath the Government Relations Updates on the left-hand side of the portal's home screen.

- **The bottom line:** By logging into the member portal, you are able to access resources that increase the ROI of your membership.

What's next: Experience our next Operating Now – [The Critical Role of Marketing Strategy](#) – featuring Brittany Woitas of Kövly Studio on April 16!

[Log in to the Portal!](#)

Federal Advocacy Opportunities: Join HM and National Partners in DC



LAST CALL FOR RESTAURATEURS: Join us at the National Restaurant Association's [Public Affairs Conference](#) next Tuesday - Thursday, April 1-3, in Washington DC! ([Register here](#))

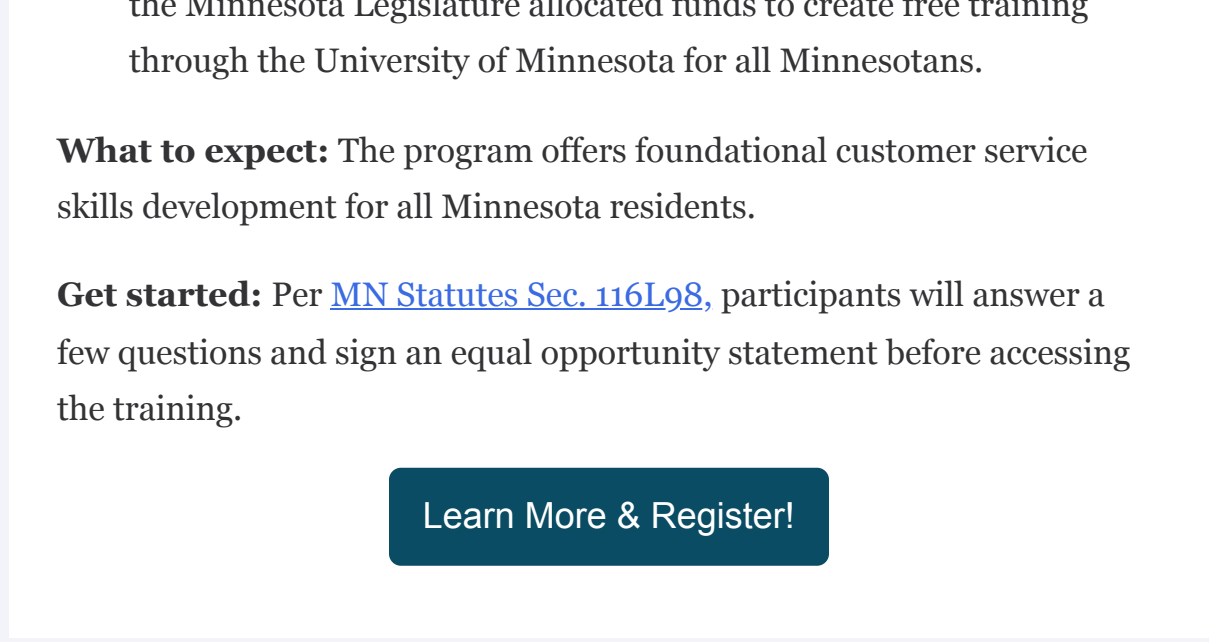
Hoteliers: Join us at the American Hotel & Lodging Association's [Hotels on the Hill](#) Advocacy Conference May 13-14 to share the issues most impacting your business. ([Register here](#))

What to expect?

- **Meetings with lawmakers:** Advocates at both events can expect to discuss policies that impact your bottom line!
- **Top Political Speakers:** Gain insights from industry experts.
- **Networking Events:** Build connections with your peers.

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

Free Industry Training Resource: Online Hospitality Training Now Available



Did you know: Hospitality Minnesota and the University of Minnesota Extension's Tourism Center proudly offer a [free online hospitality and customer service training program](#)!

- **Some background:** Thanks to Hospitality Minnesota's advocacy, the Minnesota Legislature allocated funds to create free training through the University of Minnesota for all Minnesotans.

What to expect: The program offers foundational customer service skills development for all Minnesota residents.

Get started: Per [MN Statutes Sec. 116L98](#), participants will answer a few questions and sign an equal opportunity statement before accessing the training.

[Learn More & Register!](#)

In the News

- [After Sale of Cragun's Resort, What's Next for Minnesota Tourism?](#) | Twin Cities Business
- [Eden Prairie pub temporarily closes, will transform into Italian restaurant](#) | Bring Me The News

See you back here next week!

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