

2023



HFTP®

Mid-South Atlantic
Regional Conference
March 1-3, 2023



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MSARC History

The HFTP Mid-South Atlantic Regional Conference is an effort to bring together hospitality professionals in the region for continuing professional education, networking and fellowship.

Our conference began with a toast and an idea in 2006. The Sandhills Seminar had been hosted by the HFTP Central Carolina Chapter for several years. In August 2006, the seminar had completed its usual Friday all day seminars, and the attendees and their guests gathered for cocktails and dinner in the dining room of the Carolina Inn in Pinehurst. A toast was offered by the president of the HFTP Charlotte Blue Ridge Chapter, Steve Argo, thanking the Central Carolina Chapter for hosting the seminar. Steve then offered an idea that his chapter should host a similar seminar in the Blue Ridge, and asked Terry Price if the Grove Park Inn would be able to serve as the host of that seminar.

The seeds were planted and at the HFTP Annual Convention and Trade Show in Vancouver, British Columbia in October, a group consisting of Terry Price, Steve Argo, Joann Phillips, Janis Brehm, and Rebecca Walker discussed the possibility at a reception. Terry Price made a phone call to check on an available weekend and came back to the group with the dates—February 8th and 9th, 2007. The planning began and the group added Mike Womble to the organizing committee chaired by Steve Argo. The final speakers were engaged on December 7, 2006 and the conference was announced to the membership of the two chapters.



MSARC History

The first conference, named the HFTP Blue Ridge Conference, was held with 45 attendees. The conference began at noon on Friday and ended at noon on Saturday. The cost of the registration was \$150, which included the conference, lunch, social hour, and dinner on Friday night. The dinner was held at the Inn on Biltmore Estate with 65 attendees and guests. There was only one sponsor who volunteered to do so on the opening day of the conference.

It was decided to hold two conferences again in 2007-2008 with the Sandhills Seminar held in August of 2007 and the Blue Ridge Conference again held at The Grove Park Inn in February 2008. At that conference R.P. Rama and the HFTP South Carolina chapter asked to host the conference in Charleston in 2009, and it was decided to rotate the conference among Asheville, Pinehurst, and Charleston. At the conference in Charleston, renamed the HFTP Carolinas Conference, the HFTP Central Virginia Chapter asked to be included as part of the rotation beginning in 2011.

After the 2009 Carolinas Conference, a survey was sent out to all attendees and members of the four chapters. As part of that survey, names were suggested for the new format of the conference and it was decided that the conference would be renamed the HFTP Mid-South Atlantic Regional Conference. Over the last 15 years, the conference has been held in Asheville, Charlotte, Greenville, Pinehurst, Colonial Williamsburg, Raleigh, Richmond, and historic Charleston.

The HFTP Mid-South Atlantic Regional Conference was born out of an idea for more opportunities for hospitality professionals to gather together for continuing professional education and time for socializing and getting to know each other better. We sincerely hope that this effort will continue for many years to come.

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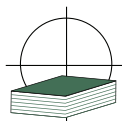
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Schedule of Events

Wednesday, March 1st

- | | |
|----------------|---|
| 3:00pm-5:00pm | Registration & Sponsor Setup |
| 6:00pm-6:30pm | Opening Reception |
| 6:30pm-10:00pm | Casino Night |



Thursday, March 2nd

- | | |
|-----------------|---|
| 7:00am-8:00am | Registration, Breakfast & Sponsor Showcase |
| 8:00am-8:15am | Welcome & Opening Remarks |
| 8:15am-9:30am | Clubbenchmarking
Jim Butler, PhD
Club Benchmarking |
| 9:30am-10:30am | Controlling Benefit cost
Steve Crist, USI |
| 10:30am-10:45am | Break & Sponsor Showcase |



SURVEY QR CODE

Schedule of Events

Thursday, March 2nd continued

- 10:45am-11:45am **Property Tax Re-Evaluation and Appeal**
Dave Pawlawski,
Tax Advantage Property Services
- 11:45am-1:15pm **Lunch & Sponsor Showcase**
- 1:15pm-2:45pm **Pandemic, Inflation, Labor Shortages, and
Recession, Oh My!!: When Will We Return
to Normal?"**
Mike Walden, NC State Univ
- 2:45pm-3:00pm **Break & Sponsor Showcase**
- 3:00pm-4:30pm **Cyber Security & Networking:What to expect
from your Managed Service Provider.**
John Woodall
- 4:30pm-5:30pm **Sponsor Giveaways and Door Prizes**
- 7:00pm-10:00pm **Taproom Event**



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Schedule of Events

Friday, March 3rd

7:00am-7:45am	Breakfast & Sponsor Showcase
7:45am-8:00am	Opening Remarks
8:00am-9:00am	Sales & Use Tax and Withholding Lacy Pineiro, NCDOR
9:00am-10:00am	Excel Dr. Holly Sullenger
10:00am-10:15am	Break
10:15am-11:15am	Secure Act 2.0 Duff Meyer, Carolina Wealth Management
11:15am-12:05pm	Roundtable
12:05pm-12:15pm	Break
12:15pm-1:15pm	Keynote, Jamie Valvano



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CPE Credits

Session Name	Session Code	Total Session CPE Available
CLUBENCHMARKING	MSARC2301	1.5
CONTROLLING BENEFITS COST	MSARC2302	1.2
PROPERTY TAX-RE-EVALUATION AND APPEAL	MSARC 2303	1.2
PANDEMIC, INFLATION, LABOR SHORTAGES, AND RECESSION, OH MY!!: WHEN WILL WE RETURN TO NORMAL?"	MSARC 2304	1.8
CYBER SECURITY & NETWORKING: WHAT TO EXPECT FROM YOUR MANAGED SERVICE PROVIDER	MSARC 2305	1.8
SALES AND USE TAX AND WITHHOLDING	MSARC 2306	1.2
EXCEL	MSARC 2307	1.2
ISECURE ACT 2.0	MSARC 2309	1.2
ROUNDTABLE DISCUSSION	MSARC 2308	1.0
KEYNOTE SPEAKER	MSARC 2310	1.2
Total Hours		13.3



Please scan the QR code and complete the registration for your CPS credits.



South Front District is home to older buildings and warehouses that have been transformed into delicious restaurants, funky breweries and picturesque wine bars. Feast on tasty tacos at BlockTaco, or enjoy a brew and a bite at Satellite Bar and Lounge that is located in a renovated grocery store. The bar is home to Sunday Screenings Movie nights, live music and Signature Sunday Evening Live Bluegrass Jam sessions filled with listening and dancing both inside and on the outside patio.



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