

Property: Happy Day Resort
Client Contact: Bob Jones |
OSP Name: William Baker
Report Date: 7/6/2012

All Data Not Shown - Example Data Only!!

Summary of Work Stats

Number of Hot Leads	1	Number of Warm Leads	1
Info. Request (Requires F/U)	8	Information Requested	9
Voice Mail's Left	42	Leads Worked	112

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Lead Type	Group Name	First Name	Last Name	Title	Mailing Street	Mailing City	State	Zip	Phone	Email	Description	Website	Follow-Up Call
Hot Lead	Georgia-Pacific	Andrea	Higgins	Event Planner	PO Box 7988	Seattle	WA	98199	(202) 652-2125	ahiggins@gpcorp.com	6/15/2012: Spoke to Andrea who stated she is having an event coming up in November that our property would be a great fit for. Andrea is extremely interested to learn more about our property and would like to set up a site visit ASAP! The dates for her next meeting are November 25th-28th. The estimated number of attendees for this event is between 150-200 and they would utilize 200-200 room-nights. Please call her ASAP!	www.gpcorp.com	1st Attempt
Warm Lead	Juvenile Diabetes Research Foundation International (JDRF)	Chris	Heller	Development Coordinator	1790 Nations Drive Suite 105	Orlando	FL	22712	(727) 222-2872	cfeller@jdrf.org	6/15/2012: Spoke to Chris who stated the Tampa chapter has 2 members who plan the events and he would be a part of that group. Chris stated the next event is the Family Kick Off Rally which is a luncheon with about 150-200 guests. A few attendees would use overnights but that would be up to each individual. Chris has been to other resorts and really liked the sound of our property. Chris asked if we can send over our contact and resort information via email address to "cheller@jdrf.org" - Please schedule a follow up call for Monday or Tuesday of next week to follow up and discuss a proposal.	www.jdrf.org/	1st Attempt
Information Request (Requires F/U)	Nurse Practitioner Associates for Continuing Education (NPACE)	Angela	Porto	Event Planner	2105 North Wilke Road Suite A	Natick	MA	01760	(508) 907-6222	aporto@npace.org	6/1/2012: Reached VM, left Message 6/8/2012: Reached VM, left Message 6/15/2012: Spoke to Angela who stated they are looking to go to Florida for upcoming events and stay in the Orlando area. Angela then stated they do host events all over the country and our property could be something that might be a good fit for some of the 2013 events. Angela asked if we could send her some details via email to "aporto@npace.org" and we can follow-up with her towards the end of Summer to see if there is any further interest	www.npace.org	3rd Attempt
Information Request (Requires F/U)	Sysco Corporation	Lisa	Smith	Event Planner	50 Hurt Plz SE	Harahan	LA	70122	(502) 721-1015	smith.lisa@nola.sysco.com	5/15/2012: Reached VM, left Message 5/22/2012: Reached VM, left Message 5/29/2012: Reached VM, left Message 6/1/2012: Reached VM, message left 6/7/2012: Reached VM, Message left 6/15/2012: Spoke to Lisa who said she received my VM but has not had a chance to follow up. Lisa just got back from vacation and asked if we can email our contact and resort information to her email "smith.lisa@nola.sysco.com" Lisa said we can follow up with her in a few weeks after things settle down. Lisa stated most events have between 150-200 attendees, but she said these numbers vary greatly. She requires meeting breakout and banquet space, with some recreational events that need catering. Functions include: registration, welcome party, day activities, awards ceremony & dinner	www.sysco.com	6th Attempt
Information Request (Requires F/U)	Asian American Hotel Owners Association (AAHOA)	Ron	Sammons	Meetings Manage	1251 River Oaks West	Atlanta	GA	20228	(202) 219-8985	ron@aahoa.com	6/15/2012: Spoke to Ron who stated they have do have events in the Florida market and can have anywhere from 250-500 attendees. Ron stated there are no event dates that he would need to plan for, however he asked if we can send our information to his email address along with a link to our website. Ron stated we can follow-up in September to see if there is any further interest in our property	www.aahoa.com	1st Attempt
Information Request (Requires F/U)	Sigma Pi Phi Fraternity	Mary	Nelson	Admin Assistant	5165 Peachtree Parkway	Atlanta	GA	20202	(202) 529-9919	mary@bellsouth.net	6/15/2012: Spoke to Mary who stated there are several members who plan out the events for the organization and stated if we can email Mary our information, she would pass it along to the corresponding members that are in charge of event planning. Most of the events are planned in the Fall and the best time to follow-up with them would be in September.	www.sigmaphphi.org	1st Attempt
Information Request (Requires F/U)	Belk	Sue	Pinion	Corporate Meetings planner	6 Campus Drive, First Floor North	Norcross	GA	20092	(702) 226-8226	sue_pinion@belk.com	5/28/2012: Reached VM, left Message 6/2/2012: Reached VM, left Message 6/14/2012: Spoke with Sue who stated that most of her events for 2011 are booked. She is interested in resort destinations for her events and they have about 65 attendees requiring room nights, meeting space, catering, A.V., recreational activities and normally one off site dinner. Sue asked if we can send over some more information via email at "sue_pinion@belk.com" and follow up with Sue at the end of the year when they start planning for the 2012 calendar year	www.belk.com	3rd Attempt
Information Request (Requires F/U)	Hydraulic Institute	Gabe	Bernardo	Event Planner	6 Sycamore, First Floor North	Parsippany	NJ	07052-2206	(972) 267-9700	gbernardo@pumps.org	6/15/2012: Spoke to Gabe who stated he has a few meetings coming up in the fall and would like to have info sent to him at "gbernardo@pumps.org" His meetings are usually 50 -200 attendees for 2-3 days, all guest would use overnights. Please have a sales person follow up with her at the end of August 2012	www.hi.com	1st Attempt
Information Request (Requires F/U)	1st Global Advisors, Inc.	Terrie	Martine	Event Planner	8150 North Central Expressway, Suite 500	Dallas	TX	75206	(212) 265-1201	tmartine@1stglobal.com	5/15/2012: Reached VM, left Message 5/22/2012: Reached reception, Terrie is out of the office, left Message 5/20/2012: Reached VM, left Message 6/5/2012: Reached VM, left Message 6/15/2012: Spoke with Terrie who stated her team plans all company meetings/events. Typically her team will plan events up to 700 attendees, all events require room nights. When looking for a venue Terrie looks for hotels close to airports that have direct flights in and out. They have about 20 events per year and their next event will be in house but would like have some more information about our property sent via email along with our contact information. We can follow up with Terrie sometime in August 2012 when they start planning for upcoming Winter events	www.1stglobal.com	5th Attempt

Information Request (Requires F/U)	Florida Fire Marshals and Inspectors Association	Will	Akers	Executive Director	P.O. Box 225	Hobe Sound	FL	22275	(862) 267-8991	info@fmia.org	6/15/2012: Spoke to Will who stated that they used our resort a few years back and loved it! Will had worked with someone before but lost our contact information. There is an event coming up in the Winter, however he does not have the exact dates. Will would like to have a sales manager send him a email so he can have our contact details and follow-up with him next month. Also he would like to know about any upgrades or renovations that have been done in the last few years	www.fmia.org	1st Attempt
Information Request Only	American Society of Home Inspectors (ASHI)	Chris	Gomez	Event Planner	PO Box 7988	Madison	WI	52707	(608) 221-2556	cgomez@1stauto.com	4/26/2012: Reached VM, left Message 5/7/2012: Spoke to Chris who confirmed herself as the event planner. She stated that they are definitely big fans of our property as their event with us in early 2011 went over without a hitch! However, she stated that they like to move the events around the state to be fair to everyone, and currently she does not have anything she is looking at planning in our area. However she requested that we send her updated information via email at "cgomez@1stauto.com" and she stated that she will definitely be in touch with us if and when anything comes up	http://www.thewrcgroup.com/1st-auto/	2nd Attempt
Information Request Only	MISTI	Mike	Hogan	Event Planner	5000 South 5th Ave	Hines	IL	60121	(708) 298-9825	mike.hogan@fmcna.com	2/20/2012: Reached VM, left Message 5/8/2012: Spoke to Mike who confirmed himself as the event planner. Mike stated that they do not go into the market as much as they did in the past. However, he would be interested in receiving updated information about our property via email at mike.hogan@fmcna.com in case that were to change in the future. Mike also gave me a number for Jan Huggs at their Pittsburg location, who may be interested in our property	http://www.fmcna.com/	2nd Attempt
Future Contact (NGS)	Luxury Economics	Sarah	Hotz	Event Planner	10150 West National Avenue Unit 200	West Allis	WI	52227	(212) 581-2290	shotz@metlife.com	5/2/2012: Reached Mike at reception who stated that Sarah is the right person to speak with about events, however she is out of the office and will return on Monday. Will try back	www.jdrf.org/	1st Attempt
Future Contact (NGS)	JP Turner & Company	Kate	Smith	Event Planner	61 Jack Drive North	Racine	WI	52208	(262) 898-9970	kate.smith@cordstrap.net	5/2/2012: Reached VM, left Message 5/9/2012: Reached reception who stated that Kate is out of the office until tomorrow, will try back	www.npace.org	2nd Attempt
Message Left	Matrix Enterprises	Lori	Gillen	Event Planner	8150 North Central Expressway, Suite 500	Madison	WI	52707	(608) 221-2556	sgillien@we.com	2/20/2012: Reached reception who directed me to Carrie's replacement Lori who plans all the events now, left message 5/8/2012: Reached reception, Carrie is in a meeting, left Message	www.aahoa.com	2nd Attempt
Voice Mail Left	National Gypsum Company	Wendy	Syics	Event Planner	P.O. Box 225	Gurnee	IL	60021	(827) 692-2002	syics@ng.com	5/2/2012: Reached VM, left Message 5/9/2012: Reached VM, left Message 6/15/2012: Reached VM, left Message	www.jdrf.org/	3rd Attempt
Voice Mail Left	Morrison Healthcare Food Services	Sarah	O'Neill	Event Planner	PO Box 7988	Arlington Heigh	IL	60002	(827) 955-9720	Sarah@morrison.com	5/9/2012: Reached VM, left Message	www.npace.org	1st Attempt
Existing	Manheim	Pamela	Richard	Event Planner	5000 South 5th Ave	Orlando	FL	22712	(727) 222-2872	Sarah@morrison.com	2/26/2012: Reached VM, left Message 5/7/2012: Spoke to Pam who is on the events team and stated that they already work with our property and would like us to keep sending them any promotions	www.jdrf.org/	2nd Attempt
Existing	Syniverse Technologies	Debra	Daps	Event Planner	10150 West National Avenue Unit 200	Natick	MA	01760	(508) 907-6222	debra.Daps@boehringer-ingelheim.com	5/7/2012: Spoke to Debra who stated that they love the resort and would be back soon	www.npace.org	1st Attempt
No Need	Partnership for Community Action, Inc.	Laura	Wrobel	Event Planner	5165 Peachtree Parkway	Atlanta	GA	20228	(202) 219-8985	Sarah@morrison.com	5/7/2012: Spoke to Laura who stated that they do not go into the market anymore	www.aahoa.com	1st Attempt
No Need	Cheers Inc.	Nick	MacKean	Event Planner	Noland Drive, 69th Floor South	Harahan	LA	70122	(502) 721-1015	nick@cheers.com	5/8/2012: Spoke to Nick who stated the company is going through management changes and would not be planning any new events for the next couple of years. Very Pleasant!!	www.cheers.com	2nd Attempt