



Bio – Howard Feiertag
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Howard Feiertag, a well-known hospitality industry veteran, is on the faculty at Virginia Polytechnic Institute and State University, Blacksburg, VA, with the Department of Hospitality and Tourism Management, in the Pamplin College of Business.

His background of over 40 years in hospitality includes convention bureau management, hotel operations, food & beverage, sales & marketing, catering,, meetings and convention management, as well as tour and travel.

Feiertag is a Certified Meeting Professional (CMP), a Certified Hospitality Marketing Executive (CHME), and a Certified Hotel Administrator (CHA). He is a “Fellow” and lifetime member of the Institute of Certified Travel Agents (ICTA). A life-time member of HSMAI, he has been appointed to its International’s Hall of Fame. A Charter member of MPI (1972), he has received its President’s Award for his involvement in industry education and training. In 1998 he was voted Educator of the Year by the Professional Convention Management Association. In 1999 Feiertag was inducted into the Convention Industry Council’s Hall of Leaders as a life-time achievement award in recognition for his leadership and contributions as a role model for the meetings and convention industry. In 2001 he was appointed a “Fellow” of the American Hotel & Motel Association’s Educational Institute and is the recipient of its 2001 Arthur Landstreet Award for significantly advancing the quality of hospitality education and training through his mentorship initiatives and lifetime commitment to training and development of hospitality professionals. In 2002 he was honored by the Board of Directors of Meeting Professionals International with a Lifetime Membership. In 2004 Feiertag received HSMAI’s first annual Excellence in Sales and Marketing Strategy Award. He was honored in 2004 by Virginia Tech in receiving the University’s Outreach Award for involvement in community and industry affairs.

He is the co-author (with John Hogan) of the recently published LESSONS FROM THE FIELD – A COMMON SENSE APPROACH TO EFFECTIVE HOTEL SALES. Also, recently published, is his audio-tape series: HOSPITALITY SALES-THE BASICS AND BEYOND

Feiertag is the group and meetings editor for Travel Trade Publications, a regular monthly columnist for Corporate & Incentive Travel magazine, and is a columnist for Hotel & Motel Management magazine since 1980.

He has conducted educational and training programs for The Educational Institute of AHLA, Hospitality Services of America, MPI, HSMIAI, the Continuing Education Division of Virginia Tech, and is a frequent presenter for hotel companies, meeting planner, convention bureaus, and travel agent groups.