

Next Meeting:

September 16th

Wyndham Bel Age Hotel

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 **HFTP**

LOS ANGELES

Hospitality Financial and
Technology Professionals

SEPTEMBER 1999 ISSUE

President's Message



Our May meeting was held on the 20th at the Loews Santa Monica Beach Hotel. Controller Saleem Ahmed

provided an excellent setting for our speaker, Clarence Garlough, who talked about AAA's rating system. Our thanks go out to Saleem and the hotel staff!

In June, the chapter decided to travel to Las Vegas and hold a joint meeting with the LV chapter. Professor Bernie Fried spoke on "Casino Revenues - A Matter of Terminology". The members were then treated, thanks to Shami, to a back-of-the-house tour including "hard" and "soft" count rooms. The start of the tour was delayed slightly while Eduardo Agbing, controller at the Georgian, collected his winnings at the slot machines. Cha-ching! Members then were encouraged to observe casino controls firsthand.

At our next meeting, Sharon Collins (with Arthur Andersen) will update us on the results of



their **Hospitality 2000: The Technology Survey**. The report is the third in a series of global studies underway that define some of the critical issues that the hospitality industry will face in the next millennium. Hope to see you there!

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The Hospitality Industry and the next Millennium



This month's speaker will be Sharon Cassell Collins from Arthur Anderson. Sharon is a Manager in the Hospitality Industry Team practice and has

been with the firm for over six years. Ms. Collins has managed business process reengineering initiatives, directed strategic and information systems analysis and conducted market feasibility assignments. She has contributed to developing hotel industry benchmark information and has been an instructor at the firm's Hotel Business School for the last three years. Ms. Collins has been a member of the Hospitality, Finance and Technology Professional organization since 1989.

Hospitality 2000: The Technology

The Study

Hospitality 2000: The Technology is the third in a series of global studies underway that define some of the critical issues that the hospitality industry will face in the next

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Wyndham Bel Age Hotel

1020 N. San Vicente Blvd.
(310) 854 - 1111

Thursday, Sept. 16th
Doors open at 6:00 PM!
Cocktails 6:00 - 6:45 PM
Speaker 7:00 PM
Dinner 8:00 PM

"Hospitality 2000"

Speaker:

Sharon Cassell Collins
Manager,
Hospitality Industry Team
Arthur Anderson

*

The price for
dinner meeting is
\$35.00 per person
(\$45.00 Non-members)

Please make
checks payable to "HFTP"
("No Shows" will be billed)

*

Call (626) 836-1222 for
reservations or fax the
enclosed RSVP form
by Tuesday, Sept. 14th

Hospitality 2000...

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millennium. It summarizes the ways that technology will drive value for hospitality organizations in the future.

The first in this series, *Hospitality 2000: A View to the Next Millennium*, identified the major trends and strategic issues related to the market, product, organization, technology and capital. The second in the series, *Hospitality 2000: The People*, focused on organization and strategy, recruitment and staffing, training and development, performance, reward and recognition.

Research Methodology

Following the proven research methodology used in previous *Hospitality 2000* studies, the research was conducted by completing a broad-ranging review of the literature, preparing and testing a very detailed questionnaire and mailing it to thousands of hospitality industry executives around the world. Major regions surveyed included the Americas, Europe, the Middle East, India, Africa and Asia/Pacific. The findings and conclusions are based on 333 returns.

The Sponsors

Arthur Andersen LLP and the New York University Center for Hospitality Tourism and Travel Administration were the original sponsors of the Hospitality 2000 series. They are joined this year by the international trade organization Hospitality Financial and Technology Professionals (HFTP).

The Report

In addition to a comprehensive report on the data, findings and conclusions from the survey research, *Hospitality 2000: The Technology*, showcases hospitality organizations that are pursuing leading edge technology. These best practices are worthy of note and should be regarded as additional indications of where the industry is heading.

Survey Demographics – Respondent Profiles

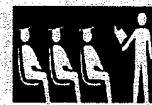
- ❖ Of those respondents reporting their home base location, 28 were located in Europe, the Middle East, India and Africa (EMEIA), 288 in the Americas and 11 in Asia/Pacific.
- ❖ Seventy-eight percent identified themselves as executives and 18 percent as General Managers. Four percent did not identify their position.
- ❖ Single property responsibility was reported by 50 percent, while 44 percent had multiple property responsibility.
- ❖ Eighty-seven percent reported having a responsibility for investments in technology.
- ❖ Head office locations were reported as follows:

EMEIA:	10 percent;
Asia/Pacific:	5 percent;
The Americas:	84 percent.
- ❖ Forty-one percent worked at "parent" company headquarters, 7 percent at regional headquarters and 51 percent at individual hotels.
- ❖ Company revenues of respondents are as follows:

More than \$1 billion:	34 percent
\$500 million - \$1 billion:	12 percent
\$100 million - \$500 million:	20 percent
\$50 million - \$100 million:	9 percent
Less than \$50 million:	17 percent

Global chains were represented by 26 percent of respondents; regional chains by 13 percent; independent management companies by 39 percent, franchisors by 5 percent. Independent operators made up the balance for the most part.

For more information on the study results contact Gina Marie Gralnik at 619-699-6940 or to order a copy of the Hospitality 2000 Survey please call 800-872-2454



Educational Programs

Announced for 1999 Convention

The 1999 Education Committee and the Annual Convention & Tradeshow Planning Committee have announced the educational program and other information for this year's event, to be held October 20 - 23 at the Adam's Mark hotel San Antonio Riverwalk in San Antonio, TX. The theme for this year is "Hospitality Grande".

The kick-off for the HFTP Annual Convention & Tradeshow begins Wednesday evening, October 20, with the Welcome Reception and exhibits.

The educational programming begins with the opening session on Thursday, October 21, at 8:30 a.m., titled *Preparing For 2000*. This explosive presentation will address technological advances and economic and global factors in the hospitality industry by the highly acclaimed and regarded speaker, Michael Fortino.

There are currently 27 concurrent sessions scheduled for the 1999 Annual Convention. Some of the topics include:

- ❖ Ask the Club Experts
- ❖ 21st Century Credit Card Systems
- ❖ FASB Update
- ❖ Web-based Training:
Bustin' Out All Over - A Guide For Decision makers
- ❖ Making Dollars and Sense Out of Inventory & Menu Costing
- ❖ Club Operations Treasure Hunt:
Finding \$ in Unlikely Places
- ❖ Behavioral Interviewing: Picking Your Power Provider
- ❖ Using Telecom Trends to Predict Revenue and Expenses
- ❖ E-mail Humor

HFTP BOARD MEMBERS

President

Bruce Reichenbacher, CHAE
The Wilshire Grand Hotel
(213) 612-3902
brucereich@aol.com

Vice President

James Le
Hotel Nikko Beverly Hills
(310) 247-0400
jdle1@earthlink.com

Vice President

Shami Siddiqui
Regal Biltmore Hotel
(213) 612-1699
shami786@yahoo.com

Treasurer

Herb Hammann, CHAE, CHTP
Sheraton Industry Hills
(626) 854-2323

Past President

Eden Slegr
Global Hospitality Network
(626) 836-1222
Fax: (626) 836-1223
eden@globalhospla.com

Secretary / Web Site

William Sparks
Holiday Inn Beverly Garland
(818) 980-8000
beverly600@loop.com

Education

Don St. Hilaire
Cal Poly Pomona
(909) 869-4534
dsthilaire@csupomona.edu

Club Director

Dennis Pacheco
Los Angeles Country Club
(310) 276-6104
laccdennis@aol.com

Director at Large

Jerome Alper
Sheraton Cerritos Hotel
(562) 403-2010
jerome_alper@sheraton.com

President's Message

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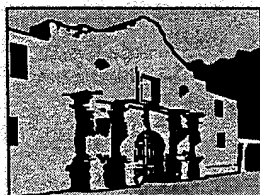
Our chapter raised over \$500 during a wonderful dinner in May sponsored by Loews Santa Monica Beach Hotel. Our chapter matched the donations raised thus, \$1,050 was donated to the American Red Cross. In light of the recent earthquake in Turkey, the chapter requested the funds be used for the Turkey Relief effort. Thank you all for your generous support and Loews for a great function!

"Read My Lips: No New Taxes"



GREAT NEWS!

The board voted in August to keep the 2000 local chapter dues the same as last year. Also, for the 1999-2000 season, we will keep the cost for dinner meetings at \$35 (\$45 for non-members).



"Remember the Alamo!"

... and Remember to register for the HFTP National Convention in San Antonio, Texas. Just south of the Heart of Texas, the city of San Antonio offers not only a fascinating history but also a classic southwestern style as a wonderful setting for this year's Convention.

Dates are October 20 - 23, 1999. This is always a great educational opportunity and a chance to meet your peers.



New Board of Directors

A slate of new board members will be proposed to the membership during the September meeting. At the present time, the proposed new board will consist of:

President - Shami Siddiqui

VP - James Le

VP - William Sparks

Secretary - Vicki Gregory

Treasurer - Eva Malik

Education - Don St. Hilaire

Clubs - Dennis Pacheco

Past Pres. - Bruce Reichenbacher

Director - Eden Slegr

Special Projects - Sharon Collins

This is your chance to become more active and contribute to the Chapter leadership. So please call *now* if you are interested in becoming a board member. We need your input!

Thanks Herb, for a job well done!



Herb Hammann, CHAE, CHTP has decided to step down after serving for two years as Treasurer. Herb also served as Chapter President and has been very active in Chapter activities for years. "Thank you Herb" for your dedicated service to the board and chapter!

One Last Ride

I will be stepping down as President at the September meeting, making room for a new President. A new board will be voted in at that meeting. I do plan to remain an active member of the board, and wish to thank the members for their support and assistance over the last 12 months.



Bruce



Hospitality Financial and Technology Professionals
 Los Angeles Chapter
 Global Hospitality Network
 3579 E. Foothill Boulevard, #229
 Pasadena, CA 91107

Scavenger Hunt!

The San Antonio Chapter of HFTP is organizing a scavenger hunt along the Riverwalk on Friday evening, October 22nd from 6:30 pm until 9:00 pm. Spouses are welcome. For more information, or to RSVP, Please contact Lissa Bengtson, CHAE, president of San Antonio Chapter at 1-210-377-4624.

On the Move...

James Le
 Controller
 Westin
 South Coast Plaza



New Members

Debbie L. Mitchell
 CPA
 Herbalife

Maggie Shannon
 Assistant Controller
 Hacienda Hotel



MARK YOUR CALENDAR...



October 21st, 1999
 Location To Be Announced
 Speaker:
 Gary Bluhm
 "Electronic Document Imaging"
 Record retention solutions for the next millennium

November 18th, 1999
 Doubletree Santa Monica
 Speaker:
 Richard Simmons
 "Labor Laws"

December 8th, 1999
 Cicada Restaurant
 Los Angeles
 Christmas Party in conjunction with HSMIAI and SGMP

October 19 - 20, 1999
 HFTP Leadership Academy
 Adam's Mark Hotel
 San Antonio Riverwalk
 San Antonio, Texas

October 19, 1999
 CHAE/CHTP Exams
 Adam's Mark Hotel
 San Antonio Riverwalk
 San Antonio, Texas

October 20 - 23, 1999
 HFTP Annual Convention & Trade Show
 Adam's Mark Hotel
 San Antonio, Texas

October 24, 1999
 CHAE/CHTP Exams
 Adam's Mark Hotel
 San Antonio Riverwalk
 San Antonio, Texas

June 20 - 22, 2000
 HITEC
 Dallas Convention Center
 Dallas, Texas