

Next Meeting:
 May 20th
 Loews Santa Monica Beach Hotel
 www.hftp-la.org



LOS ANGELES

Hospitality Financial and
 Technology Professionals

MAY 1999 ISSUE

President's Message



On April 22nd, the Crowne Plaza LAX hosted our chapter meeting. Controller Chuck Bolyard and the hotel staff did a wonderful job in serving us a delicious meal and providing an excellent setting for our meeting. Many thanks go out to them! Mr. Dennis Koci, Senior VP Operations Support for Hilton Hotels Corporation, gave an enlightening talk on measuring hotel performance, while looking at financial and guest satisfaction results.



Our next meeting will be held Thursday, May 20th at the Loews Santa Monica Beach Hotel. Mr. Clarence Garlough will be speaking on AAA's rating system and "raising the bar." You are encouraged to invite your GM's or other senior executives to this meeting.

As we did last year, we are making our May meeting a charity event to raise money for a worthy cause. This year, we have chosen to support the American Red Cross and its Kosovo relief efforts (please see article on this page.)

A portion of your meeting fee will be forwarded to the Red Cross. Thank you in advance for your generosity.

continued page 3

HFTP - L.A. Chapter to help refugees in Kosovo

According to the United Nations High Commissioner for Refugees, as many as 550,000 people have been displaced in Kosovo - a quarter of the province's population. The majority of these refugees have few or no resources for shelter or food, and many of them are turning to the Red Cross for assistance.

The American Red Cross is cooperating with the National Red Cross Societies in Macedonia, Yugoslavia, Bosnia-Herzegovina, and Albania, as well as with other organizations, to help meet the immediate needs of the refugees including shelter, food, clothing and

continued page 2

How do we get that AAA rating??

This month our speaker is Mr. Clarence Garlough, who will be giving us the inside information on the AAA rating system and what methods the organization uses to inspect and rate your hotel.

Clarence currently serves as the approved Accommodations Manager for the Automobile Club of Southern California. He oversees and administers the AAA inspection and approval of more than 1,900 hotels, motels, restaurants, and campsites in Southern California, Arizona and Baja, Mexico. The Auto Club is the Southern California AAA affiliate.

Clarence has administered the AAA inspection program since 1974. In addition to his Auto Club duties, he is a regular speaker to hotel and travel industry groups regarding

continued page 2

Loews Santa Monica Beach Hotel

1700 Ocean Avenue
 Santa Monica
 (310) 458-6700

Thursday, May 20th
 Doors open at 6:00 PM!
 Cocktails 6:00 - 6:45 PM
 Speaker 7:00 PM
 Dinner 8:00 PM

"AAA's Hotel Rating System"

Speaker: Clarence Garlough
 Accommodations Manager
 Automobile Club of So. California
 (see article, this page)

*

The price for
 fund-raising meeting
 is \$45.00 per person
 including donation

(see article, this page)

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

*

Call (626) 836-1222 for
 reservations or fax the
 enclosed RSVP form
 by Monday, May 17th

Chapter Fundraiser ... *continued from page 1*

medical attention.

There is no quick solution to this crisis. In the short term, the Red Cross will continue to provide resources to help meet the basic needs of the refugees. But, the Red Cross must also help countries with limited resources - Macedonia, Montenegro, Albania - as they try to respond to the urgent needs of thousands of refugees who are pouring across their borders.

Our chapter's Board of Director recently voted to have the American Red Cross and its efforts to help the refugees in Kosovo, our cause for this year's charity event. To raise money for a contribution, the Board is asking everyone who attends our May meeting to pay \$45 for the dinner instead of the usual \$35 for members and first-time guests. The extra \$10 will be donated to the American Red Cross, and each contribution will earn the attendee a ticket for our special raffle to be held during the meeting. In addition, our chapter will MATCH, dollar for dollar, the money raised at the meeting. The money will then be given to the American Red Cross to help with their efforts in Kosovo.

This is a great cause and a wonderful organization we are helping. The American Red Cross provides all of its disaster relief for free ... and that's because of the voluntary donations from people like us! The Red Cross makes sure that 92 cents out of every dollar it spends goes directly to the programs and services that it gives to people in need.

So, don't forget to make a check out for \$45 per person for the May meeting ... it's for a great cause and you may win something for yourself in the process!

If you are interested in learning more about the American Red Cross and the services they provide, please visit their web site at: www.redcross.org.

The web site also contains information on how to make your own individual contributions to many of the disaster areas where the Red Cross is currently providing assistance and relief.

Clarence Garlough ...

continued from page 1

quality service and rating programs.

Born in Regina, Saskatchewan, Canada, Clarence graduated from Ottavio Teachers College with a degree in elementary school education. In 1960, Clarence moved to California and started his career with the Auto Club as a sales representative in Pasadena. Over the years, he moved up in the ranks as senior insurance claims adjuster, vehicle license coordinator, and facilities planning manager.

Active in the travel industry, Clarence is a member of the California Hotel and Motel Association, the California Lodging Industry Association and the San Diego County Hotel-Motel Association. He has also earned the Master Hotel Supplier designation from the American Hotel and Motel Association Education Institute.

**The Automobile Club of Southern California, the largest affiliate of AAA, has been serving members since 1900. Information about the products and services the company offers, check out their web site at: www.aaa-calif.com*

On The Lighter Side...



The email story of the month:
"One Never Knows..."

One stormy night many years ago, an elderly man and his wife entered the lobby of a small hotel in Philadelphia. Trying to get out of the rain, the couple approached the front desk hoping to get some shelter for the night.

"Could you possibly give us a room here?" the husband asked.

The clerk, a friendly man with a winning smile, looked at the couple and explained that there were three conventions in town.

"All of our rooms are taken," the clerk said. "But I can't send a nice couple like you out into the rain at one o'clock in the morning. Would you perhaps be willing to sleep in my room? It's not exactly a suite, but it will be good enough to make you folks comfortable for the night." When the couple declined, the young man pressed on. "Don't worry about me, I'll make out just fine," the clerk told them. So the couple agreed.

As he paid his bill the next morning, the elderly man said to the clerk, "You are the kind of

continued from page 4



Our February Meeting at the Jonathan Club was a Smashing Success!! Mark Gallaudet, (left) Executive Chef at the Atheneum Club, and Jonathan Fleming, former Controller of the Jonathan Club, share a laugh at the meeting.

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

continued from page 1

As planned, the June meeting be held at The Holiday Inn Boardwalk Casino in Las Vegas on Saturday, June 12th.

Plans should be made for arrival on Friday June 11th and departure on Sunday June 13th.

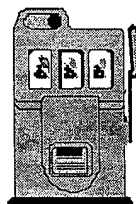
A breakfast meeting will be held on Saturday, June 12th and Professor Bernie Fried will talk on "Casino Revenues – A Matter of Terminology." We have notified the HFTP-Las Vegas Chapter about the meeting and have heard that several Las Vegas members will join us.

You can plan on the following agenda during the weekend:
Fri. June 11th - arrival in Las Vegas
Sat. June 12th - 9am breakfast meeting followed by casino tour
Sat. June 12th evening – on own
Sun. June 13th – departure
A separate mailing will be going out with more details about the weekend.

BOARDWALK CASINO

Las Vegas Strip

For information about the Boardwalk Casino hotel, check out their website at www.hiboarkwalk.com.



Harvard Business School Case Study

For those that signed up for the Las Vegas trip by the April 22nd deadline, we have ordered the case study

Controls at the Sands Hotel and Casino. These will be mailed to you prior to the trip. It should provide some interesting reading before our meeting and tour.

See you on the 20th ...
And please don't forget to bring your check for \$45 to this special fundraising chapter meeting!

Bruce

On the Move...



Tony Echer
Regional Controller
Portofino Hotel

New Members

Paula Borchert
Controller
Chevy Chase Country Club

Willem Both
Systems Manager
Sheraton Gateway LAX

Kenny Geh
Accounting Supervisor
Westin Long Beach

Joe Moreau
Director of Revenue Management
Sunstone Hotels

Kathy Wilbourn
Assistant Controller
Regent Beverly Wilshire Hotel

MARK YOUR CALENDAR...

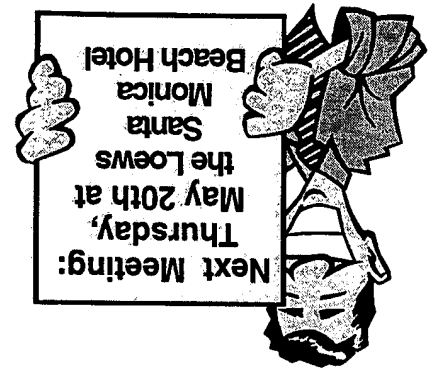


May 20th, 1999
LA Chapter Meeting
Loews Santa Monica Beach Hotel
"The AAA Hotel Rating System"

Saturday, June 11-13, 1999
LA Chapter Meeting
in Las Vegas
Holiday Inn Boardwalk
Casino

June 22-24, 1999
HITEC
Georgia World Congress Center
Atlanta, Georgia

Another great employment site! <http://www.hcareers.com>



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

On the Lighter Side ...

continued from page 2

manager who should be the boss of the best hotel in the United States. Maybe someday I'll build one for you."

The clerk looked at them and smiled. The three of them had a good laugh. As they drove away, the elderly couple agreed that the helpful clerk was indeed exceptional, as finding people who are both friendly and helpful isn't easy.

Two years passed. The clerk had almost forgotten the incident when he received a letter from the old man. It recalled that stormy night and enclosed a round-trip ticket to New York, asking the young man to pay them a visit.

The old man met him in New York, and led him to the

corner of Fifth Avenue and 34th Street. He then pointed to a great new building there, a palace of reddish stone, with turrets and watchtowers thrusting up to the sky.

"That," said the older man, "is the hotel I have just built for you to manage."

"You must be joking," the young man said (thinking he was being set up for "Candid Camera!")

"I can assure you I am not," said the older man, a sly smile playing around his mouth.

The older man's name was William Waldorf Astor, and the magnificent structure was the original Waldorf-Astoria Hotel. The young clerk who became its first manager



was George C. Boldt. This young clerk never foresaw the turn of events that would lead him to become the manager of one of the world's most glamorous hotels.

The Bible says that we are not to turn our backs on those who are in need, for we might be entertaining angels. Life is more accurately measured by the lives you touch than the things you acquire.

**Saturday, June
11-13, 1999**

**LA Chapter
Meeting
in Las Vegas
Holiday Inn
Boardwalk
Casino**