

NEXT MEETING:

**Thursday
February 20, 2003**

www.hftp-la.org



HFTP Los Angeles Chapter - www.hftp-la.org

Hospitality Financial and Technology Professionals

L O S A N G E L E S

FEBRUARY 2003 ISSUE



resident's Message

January's meeting was superb! Thank you to Mona Lisa Bantigue and the Omni Los Angeles Hotel for hosting the event. Gregg Patterson gave a very timely and dynamic talk on "The Controller as an Ethical Force in the Hospitality Industry." Our February meeting will be on 2/20 at the Renaissance Hollywood Hotel, hosted by Kristen Cain, the hotel's Director of Finance. As an added bonus, we have arranged a one-hour tour of the Renaissance Hollywood Hotel, the Kodak Theater, and the Hollywood & Highland entertainment complex. Here's your chance to get an up-close look of a place that everyone's been talking about! The tour will begin at 6:45 pm—right after the reception—and we look forward to having everyone join us.

The details for the March Half-Day Technology Seminar are coming together. Mark your calendar for 3/20 starting at 12:30 pm at Loews Santa Monica. We have two exciting speakers lined up, followed by a panel discussion on the future of hospitality technology that is sure to provoke some debate! Consider inviting a colleague to watch the sparks fly. Watch for a special mailing to announce the details or check our Web site www.hftp-la.org for updates.

Bruce Reichenbacher, CHAE
President of HFTP, Los Angeles Chapter

**"THE HOLLYWOOD
RENAISSANCE"**

Leron Gubler, President & CEO of the Hollywood Chamber of Commerce, will be our guest speaker for the February meeting.

A native of the Central Valley, Mr. Gubler hails from the town of Porterville. He holds a Bachelor's degree in Communications and a Master's Degree in Public Administration from Brigham Young University. He has 24 years of experience in managing Chambers of Commerce, having worked at Chambers in Santa Monica and San Pedro before coming to Hollywood.

Mr. Gubler arrived at the Hollywood Chamber in 1992, a time when the Chamber was undergoing a period of internal turmoil. Three Chamber executives had been fired in three years and the Chamber's membership was tumbling. In the 10 years since his arrival, the Hollywood Chamber's budget has doubled and the Chamber has grown to become the second largest in Los Angeles County. It is considered one of the top Chambers in California. With its management of the Hollywood Walk of Fame and the trademark of the famous Hollywood Sign, the Chamber is probably the most visible Chamber of Commerce in the nation.

Please join us by giving a warm welcome to Mr. Gubler at our February meeting.

**renaissance
hollywood
hotel**

1755 n. highland ave.
hollywood, Ca 90028
(323) 856-1200

Thursday, Feb. 20

**Doors open at 6:00 pm
Reception 6:00 - 6:45 pm
Tour 6:45 - 7:45 pm
Speaker at 7:45 pm
Dinner at 8:00 pm**

**"The Hollywood
Renaissance"**

with

Leron Gubler

President & CEO
Hollywood
Chamber of Commerce

\$38 per person
for members and
first-time guests
All others, **\$48 per person**
("No Shows" will be billed.)

Parking: \$10 at the Renaissance
or \$2 at Hollywood & Highland
with store validation

**Please RSVP online at
www.hftp-la.org
by Tuesday, February 18
Or call (626) 836-1222**



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A Primer on the Hollywood Renaissance Story...

A couple of weeks ago, the *Los Angeles Times* ran a story on the recent improvements made to Hollywood & Vine, and how such efforts are revitalizing the Hollywood area. You don't have to look that far—a number of projects have been driving the revitalization efforts in Hollywood, among them: the Cinerama Dome entertainment center, the Hollywood retail center at Hollywood & Western, and the Hollywood & Highland retail and entertainment complex. The combined efforts of developers, merchants, and community agencies have reinvigorated Hollywood Boulevard. And last March, the 3,500-seat Kodak Theater officially began its reign as the new home to the Academy Awards. Clearly, the stars are finally in alignment for Hollywood.

This month, we will be given a tour of the Hollywood & Highland entertainment and retail complex, followed by a talk by Mr. Leron Gubler, President and CEO of the Hollywood Chamber of Commerce, about recent developments in Hollywood. If you haven't been to Hollywood & Highland, here is a great opportunity to learn about this project and the role it has played within the context of the Hollywood revitalization efforts. It's a great story, but also one that illustrates the difficulties of revitalizing any urban area: how do small merchants benefit from these blockbuster projects? How do you keep the core identity of an area as famous as Hollywood alive without succumbing to the homogenizing Starbucks-on-every-corner syndrome? How do you make an area into a place where people will want to live? Let's hope that Hollywood doesn't become just another Disneyfied version of Times Square.



Good Sportsmanship Award

The gold star this time goes to the group from Hyatt Valencia. Five people from Hyatt Valencia showed up for the January meeting and, much to their mutual surprise, emerged as a welcome foil to Gregg Peterson's ethical quandaries and acrobatic leaps around the room. Ah, the murky world of ethics was never so well illuminated as on that fateful night. We give many thanks to Fe Bernardo, Assistant Controller, for acting as the HFTP evangelist at the Hyatt Valencia—Fe, the check is in the mail. Thanks to the Hyatt Valencia group for their show of support and good sportsmanship. We'll see you in Hollywood!

march 20 technology seminar: who's who

Next month, our half-day technology seminar will be held at the Loews Santa Monica Hotel. The seminar begins with a light lunch at 12:30 pm. We will feature two one-hour speaker sessions followed by a one-hour panel discussion in the afternoon.

Our first speaker will be Tom Fragala, CEO of Vistera.com, a provider of e-management solutions to the hospitality and other multi-site service industries. Mr. Fragala will discuss the impact of the Internet on inventory pricing and will provide an overview of what different companies are doing to maintain their bottom line. Many of you would agree that the hotel industry has had difficulty maintaining control over the pricing of its inventory. The presence of e-commerce intermediaries, who are able to offer rooms at deep discounts to customers, has resulted in downward price pressure for hotels at a particularly vulnerable economic time. How are technology companies and service providers solving this problem? What new technologies lie on the horizon? Mr. Fragala will highlight these issues and provide a roadmap for the future.

Also on the agenda is Dr. Stan Stahl, President of Citadel Information Systems, a full-service information security solutions provider. Dr. Stahl will be speaking about information security and the need to protect critical information assets. As business and

commerce become increasingly information-based, the need to protect information assets has grown accordingly. What are some of the myths about information security? What are some of the overlooked business implications of cyber-crime? How do you measure the economic impact of intellectual property theft and financial fraud? Dr. Stahl will address these issues and discuss some of the countermeasures and strategies available for managing the information warfare challenge. This important talk highlights an issue that most of us would prefer not to think about because it addresses our own vulnerabilities in an increasingly connected world. But it is clear that organizations that wish to be successful in coming years will need to develop a comprehensive approach to information security.

Finally, the panel discussion will feature a topic sure to stir debate: the future of hospitality technology. At this time, confirmed participants on the panel include Darrin Pinkham, CTO for Loews Hotels at Universal Orlando; John Noller, VP of Purchasing for Sunstone Hotels; and a third participant to be determined. The panel will be moderated by Don St. Hilaire, Assistant Professor at the Collins School of Hospitality Management and an HFTP Board member. Topics for the discussion will be based on a selection of questions posed by Don and will include questions from the audience. This is your opportunity to brainstorm about technology initiatives for the future and how they can benefit your property!





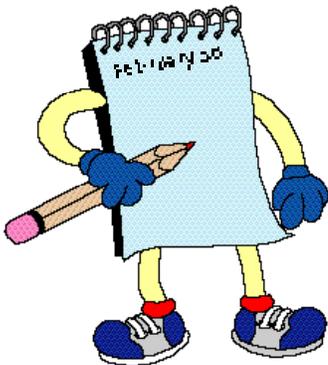
Hospitality Financial and Technology Professionals
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LA Chapter Meeting Dates

February 20: Renaissance Hollywood Hotel. A tour of the hotel, plus the Hollywood & Highland entertainment complex. Mr. Leron Gubler from the Hollywood Chamber of Commerce will give a talk about recent blockbuster developments in Hollywood.

March 20: Loews Santa Monica Beach Hotel. A half-day technology seminar. Lunch will be provided. Two speakers followed by an interactive panel discussion.

April 17: Downtown Los Angeles. Location TBA. Mr. Hal Bastian from the Downtown BID team will give an update on Downtown development projects.



Time to renew your LA Chapter Membership! Please call Bruce Reichenbacher, Chapter President at (213) 612-3902 or go to www.hftp-la.org for more information.

February 20 Meeting at Renaissance Hollywood Hotel

The ultra-stylish Renaissance Hollywood Hotel is the cornerstone of the Hollywood & Highland retail and entertainment complex. With 640 rooms and nearly 50,000 square feet of meeting space, this luxury property is the gateway to the fabulous glamour and excitement that is Hollywood.

Directions: Exit Highland Ave. off the 101 Freeway and head due south. Continue for less than a mile and the hotel is on the right. Parking available at the hotel or just down the street at Hollywood & Highland.

Upcoming HFTP Meetings & Events:

Feb. 21: Crowne Plaza, LAX: Hospitality Restaurant Professionals Forum & Human Resources Seminar

March 24-25: Radisson Hotel, New Orleans: Club & Hotel Controllers Conferences

April 28-29: Marriott San Diego Mission Valley: Club & Hotel Controllers Conferences

June 24-26: HITEC, Ernest N. Morial Convention Center, New Orleans, LA