

NEXT MEETING:

**Thursday
January 23, 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

JANUARY 2003 ISSUE



President's Message

Thanks to the Hotel Bel-Air and Ed Anonas for hosting the November meeting. Great venue, great speaker – what more could we ask for!

I heard the Holiday party was a resounding success.

Unfortunately, family duties called (my daughter's first school Christmas performance) and I was not able to attend the HFTP event. Thanks to all of you who showed up and brought toys. I understand Colin filled the back of his Toyota Forerunner with toys to be donated to the children of Olive Crest.

With the holidays and budget submissions behind us, we are getting geared up for an exciting Spring. We are working on identifying some different venues, a half-day technology seminar in March, and trying to line up some dynamic speakers to address topics of interest to us all.

Best wishes for a happy and prosperous New Year! See you on the 23rd at the Omni Hotel.

Bruce Reichenbacher, CHAE
President of HFTP, Los Angeles Chapter



“The Controller as an Ethical Force in the Hospitality Industry”

Gregg Patterson, General Manager of The Beach Club for the last 20 years and Adjunct Professor at Cal Poly Pomona since 1987, will be our speaker for the January meeting.

Mr. Patterson holds an M.P.S. degree from Cornell University and a B.A. in British Imperial History from Colgate University. In addition, he has been a visiting lecturer at various club management seminars, assistant manager conferences and hospitality forums around the country and in Canada, Ireland, the U.K., Thailand, Singapore and Korea. He has spoken at Cornell University and is a visiting lecturer at UNLV, has been active on the Board of Directors of the Southern California Chapter of the Club

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**omni hotel
los angeles**

251 South Olive Street
Los Angeles, Ca 90012
(213) 617-3300

Thursday, Jan. 23

**Doors open at 6:00 pm
Cocktails 6:00 - 7:00 pm
Speaker at 7:15 pm
Dinner at 8:00 pm**

“The Controller as an Ethical Force in the Hospitality Environment”

with
Gregg Patterson
General Manager
of the
The Beach Club

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

Parking: \$10 at the Omni or
\$8 at California Plaza (next door
building, self-parking)

**Please
RSVP online at
www.hftp-la.org
by Monday, January 20
Or call (626) 836-1222**



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Gregg Patterson, Speaker
Continued from Page One

Managers' Association of America, and is on the faculty of the Business Management Institute at Cal Poly Pomona. Mr. Patterson has conducted management development programs for, among others, the Army Club System, the Para Los Ninos educational foundation, the P.G.A., the Lawry's Corporation, Sea World, the Asian American Hotel and Motel Association, the California Restaurant Association, the California Teachers' Association, the Professional Club Marketing Association and the International Association of Hospitality Accountants. And, as if this doesn't keep him busy enough, he's a minister who writes and performs services for family and friends. His writings have been published in Board Room Magazine and Club Management Perspectives, and he is the author of Reflections on the Club Experience, an Anthology of essays on club cultures and operations.

Prior to becoming the General Manager of the Beach Club in 1982, Patterson was the Assistant Manager of the Bel-Air Country Club in Los Angeles from 1980 to 1982 and a Systems Analyst for the Army Club System after receiving his master's degree from Cornell in 1979.

When not involved in his professional responsibilities, you will find Gregg pursuing one of his many "developed passions" ---- reading, traveling domestically and abroad, riding and repairing motorcycles, bicycle touring, playing pick-up basketball, kayaking, camping, scuba diving or flying his airplane throughout the United States, Canada and Mexico.

Gregg and his wife Elaine have been happily settled in Los Angeles, California for the last twenty-three years.

Welcome to HFTP's January meeting, Gregg! We're proud and delighted to have you here as our Speaker.



Our Holiday Party at The Stinking Rose

was most enjoyable - great company, great food, and a charming and festive ambiance. **Marc Gerard**, Controller of the Beverly Hills Hotel, and former HFTP President (seated at the far right), and **Ed Anonas**, Controller at the Bel-Air Hotel, are sharing a drink with fellow HFTP Holiday celebrants.

* * * * *

Thanks again to everyone who contributed toys for the children at **Olive Crest**, which provides shelter, care, and professional treatment for over 20,000 abused children and their families in Southern California, Las Vegas, and Seattle. Also many thanks to those who contributed door prizes!

Protect Your Property and Guests From Fraud

Hoteliers are more concerned than ever with identity theft and credit card fraud today, and with good reason. While the rate of fraudulent transactions in the lodging environment is generally low, any loss impacts your bottom line. To minimize your properties fraud risk, explore the fraud prevention services your payment processor offers, and become familiar with these practices when accepting credit card payments:

Swipe cards whenever possible: The magnetic stripe of a credit card contains valuable cardholder information that is used at the point of sale to verify that the card is not counterfeit. When a transaction is manually keyed (rather than swiped through a magnetic-stripe reader), your exposure to fraud and counterfeit cards increases. As your risk increases, so can your merchant interchange discount rate. If the card does not register through the magnetic-stripe reader, you must obtain an imprint of the card, along with the cardholder's signature and proper authorization.

Complete the authorization: Don't return a credit card to a customer until authorization and signature verification are complete. An approval code on any sale means that the sale amount was available on the card at the time authorization was received.

Do not issue cash advances to yourself or any third party: Inappropriate issuance of cash advances is a direct violation of your bankcard merchant agreement and can lead to possible suspension of card processing privileges.

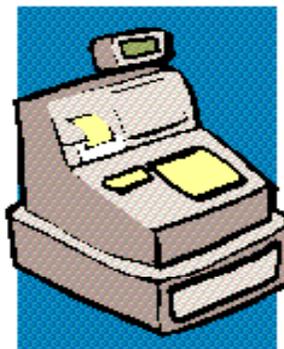
Handle returns correctly: Any sale or loss with a Visa® or MasterCard® that results in a refund to the cardholder must be completed by issuing a credit to the customer's account, not cash. You should not process a credit without having completed a previous purchase transaction on the same card account.

Verify cards carefully: Examine each credit card closely to make sure it's valid. Keep the following tips in mind to help you determine if a credit card is valid: Visa® and MasterCard® credit cards should bear a hologram on the front of the card: The card should not be physically altered in any way. The signature on the card must match the signature on the sales draft. The card's embossed characters should be the same size, height, style and alignment. Watch for cards with numbers or letters that look uneven, colors that are off hue, corners that are unusually rough or square, or logos and graphics that appear fuzzy and uneven. Verify that the embossing is clear and straight. Check the "valid from" and "good through" dates. Never accept a card being

used before or after these dates.

Be aware of card-specific characteristics: The following card characteristics are **specific to Visa®**: The dove hologram should appear to fly when you tilt it back and forth. The special flying V on the front of the card should be shown as "CV," "PV" or "BV." The signature panel should bear the repeated word "Visa" in blue at a 45-degree angle. The four printed numbers above the embossing should match the first four embossed numbers. The following card characteristics are **specific to MasterCard®**: A hologram of two interlocking globes must appear on the front of all MasterCard cards and must appear to move when you tilt it back and forth. The signature panel is printed with a repetitive, multi-colored diagonal background pattern of the word "MasterCard." A 16-digit MasterCard account number (matching the one embossed on the front of the card) followed by a three-digit indent-printed code will be indent-printed in reverse italics on the signature panel. A unique security character "MC" should appear next to the expiration date.

Compare signatures: Always compare the signature on the sales draft with the signature on the card. If the card is not signed, in addition to requesting an authorization you must: Ask the cardholder for a form of current government identification, such as a passport or driver's license. Write the serial number and expiration date of the identification on the sales draft. Compare the signature on the ID with the signature on the card and the transaction slip. (It's your responsibility to verify with your own legal counsel that this provision does not violate local or state laws.)

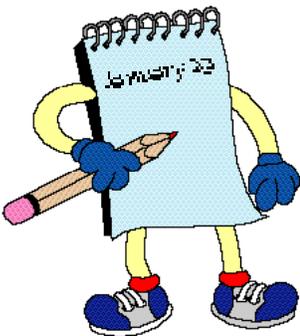


Submitted by Colin Fahrig of Paymentech Merchant Services.

Paymentech, headquartered in Dallas Texas with offices nationwide, is the largest transaction processor in the United States. For more information please call your local Paymentech representative, Colin Fahrig, at 949-553-2660, ext 12.



Hospitality Financial and Technology Professionals
Los Angeles Chapter
Global Hospitality Network
8579 E. Foothill Boulevard, #229
Pasadena, CA 91107



LA Chapter Meeting Dates

January 23, 2003: Omni Los Angeles Hotel with Speaker Gregg Patterson
February 20: Hollywood Renaissance Hotel at the new Hollywood & Highland commercial development. Near Grauman's Chinese. Speaker will discuss the development of this area, and we'll get a tour of the hotel.
March 20: Loews Santa Monica Beach Hotel. Half-day Technical Seminar. (Light Lunch will be served followed by four great presentations in the afternoon & Hors D'oeuvres before you head home. Topics will cover technology issues.)

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.

January 23 HFTP Meeting at The Omni Hotel Los Angeles

A little about the hotel: Situated atop historic Bunker Hill, this luxurious high-rise is the cornerstone of California Plaza, located in the very heart of Los Angeles. Over 400 guest rooms and 20,000 sq. feet of meeting space. Some of you may remember that it was originally built as the Inter-Continental. <http://www.omnihotels.com/hotels>

How to Get There: Exit 4th Street East off the 110 Freeway and turn left onto Olive Street. The hotel is located on the left, halfway up Olive Street.

Other HFTP Dates & Events to Remember:

Feb. 21, '03 - Crowne Plaza, LAX: Hospitality Restaurant Professionals Forum & Human Resources Seminar

March 24-25, '03- Radisson Hotel, New Orleans: Club & Hotel Controllers Conferences

April 28-29, '03- Marriott San Diego Mission Valley: Club & Hotel Controllers Conferences

June 24-26, '03-HITEC, Ernest N. Morial Convention Center, New Orleans, LA