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HFTP-Los Angeles Chapter

February 12, 2004

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President's Message

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Last month's meeting at Le Meridien Beverly Hills was a roaring success! Many thanks to Jo-Ann Belmonte for hosting our group. Thank you, Jo-Ann! Last month, we learned all about why we like to do the things that are bad for us. We had Jay Phelan, Professor of Biology at UCLA, give us a different perspective on everyday living based on human evolution. And he had so many interesting photos, too. Maybe we should make this a requirement for future meetings.

Since last month we looked at the past, this month we turn our attention to the future. Next week, we are very happy to bring back Bruce Baltin, Senior Vice President at PKF Consulting. Bruce will be sharing with us the 2004 forecast for the hotel and travel industry, with special attention paid to Southern California. After the doldrums of the past three years, things are looking much brighter and the numbers are looking stronger. I will let Bruce delve into the particulars but based on most economic forecasts, this year looks good.

So join us next Thursday, February 19, at the Westin Bonaventure for cocktails, dinner, and lots of learning and networking!

Yours in Hospitality,

[Ed Anonas](#)

President - HFTP Los Angeles Chapter

February 19 Meeting

"2004 Industry Outlook: Are We Out of the Woods Yet?"

The last three years have seen a dramatic industry downturn. The stock market, terrorists, war in Iraq, and a myriad other things have made our financial statements look awful. But hope is around the corner-according to forecasters, 2004 is looking good. Our speaker this month is Bruce Baltin from PKF Consulting, and on February 19, he's going to share the numbers with us.

[Westin Bonaventure](#)

404 S. Figueroa St.
Los Angeles, CA 90071
(213) 624-1000
Thursday, February 19

Doors Open at 6pm
Cocktails 6pm - 7pm
Speaker at 7:15pm
Dinner at 8pm

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

Valet Parking Available

Please RSVP via email:
rsvp@hftp-la.org
By Monday, February 16
Or call (626) 836-1222

About the Speaker

Bruce Baltin, Senior VP, PKF Consulting

[Bruce Baltin](#), CPA, is a Senior Vice President and Executive in Charge of the PKF Consulting practice in Los Angeles. With more than 30 years' experience in the industry, Mr. Baltin oversees the firm's Asset Advisory Services practice on the West Coast and holds special expertise in economic, financial, and operational analyses for the hotel and foodservice industries. He conducts market demand studies and facilities planning for all segments of the real estate industry. In addition, he is experienced in debt restructuring consulting.

He is a graduate of the School of Hotel Administration at Cornell University and a Certified Public Accountant. He is a member of the Economic Development Corporation of Los Angeles, the U.S. Travel Data Center, is on the Executive Advisory Council-Center for Hospitality Management for California Polytechnic Institute, and is a member of the Chairman's Economic Advisory Council of the Los Angeles Chamber of Commerce.

Future Meetings

What Is To Be Done?

What's happening in the spring? Or, as we like to say, what's in the pipeline for Q1? The Board of Directors is thinking about that right now. If you have ideas for speakers or topics, [send them](#) our way!

March 18

What in the world is SB-2? Otherwise known as the California Health Insurance Act, this piece of historic legislation will have a huge impact on employers' bottom line.

Location: Mondrian Hotel.

April 22

Do you know anything about cost segregation studies? It may not sound sexy, but many tax professionals are using them to realize significant tax savings. Find out how it's done.

Location: Santa Monica.

May 20

Is it a good idea to outsource your F&B operations? Find out as we explore the pros and cons of this issue.

Location: West Los Angeles.

Membership Info

Become a Member Today!

It's easy to become a member of HFTP! If you live in the Los Angeles area, you can call the local chapter at (626) 836-1222 and have an application form sent to you. Or, you can go to the National HFTP web site at www.hftp.org and click "Join HFTP" to access an online, interactive application to join the Los Angeles or any other chapter. For more details, you can contact HFTP's 24-hour Fax-on-Demand (888-813-INFO) which puts all the information you need on HFTP-registration forms, certification, membership benefits, and advertising opportunities-as close as your fax machine.

Board of Directors

HFTP Board of Directors 2003-2004

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Editor's Note

[HFTP Los Angeles](#) currently has a membership of 100+ hospitality professionals. The chapter holds meetings once a month, generally on the evening of the third Thursday of the month. Our meetings are held at various hotels and clubs throughout the L.A. area. Meetings generally begin with a cocktail reception that offers attendees an opportunity to network and share industry news and ideas, followed by a speaker that touches on an industry or educational topic, and a three-course dinner.

The chapter also raises money for a student scholarship fund, hosts social gatherings, contributes to local and national charities, and sponsors a half-day seminar for its members. The chapter newsletter is published once a month (September-June) to keep members informed of chapter events, share member news, and pass along valuable information and articles.

Want to write an article? Do you want to host or speak at a meeting in the future? Drop us a line at juan@globalhospitality.com.

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