

**September 15, 2004**

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**President's Message**

In July we revived the legendary "Summer Cruise Meeting," which was highlighted by the attendance of over 75 Los Angeles and Orange County HFTP members! Not only did we all have a fantastic time but everyone who attended wants to do it again next summer! The Captain is already making plans!

A number of people were involved in making the Cruise a success, but I would like to give special thanks to Marc Gerard from the Beverly Hills Hotel who is our honorary "Cruise Meister." Many of you may know that Marc started this "tradition" with several, super-successful cruises when he was President a number of years ago.

Of special note, our sincere thanks go to the sponsors of the Summer Cruise: **First Horizon Merchant Services** [www.fhmsi.com](http://www.fhmsi.com), who not only made this night possible but through whose generosity we were fortunate enough to be able to offer this event at a reduced price.

I look forward to seeing you at our next meeting, which will be held on Thursday, September 23<sup>rd</sup> at the beautiful Viceroy in Santa Monica. This property is part of the KOR group, which includes the Avalon, Maison 140, Viceroy Palm Springs, Sheraton LAX and Sheraton Delfina in Santa Monica, among several others. Our hosts will be Bikas Pandey, Controller of the Viceroy, as well as Toni Bau, Controller of the Avalon. We also hope to see the KOR "heavy hitters" Afshin Kateb CFO and Larry Layman, Corporate Director of Finance.

Our special speaker will be Bruce Baltin of PKF Consulting. Bruce will give us a quick overview of what to expect in the Los Angeles hotel market over the next year and get a recap of where our stats are "year-to-date."

Also, at the September meeting we will be electing a new board for the 2004 - 2005 season, and I am extremely pleased with the "slate of officers" running for office! The proposed slate is included in this E-mail.

Ed Anonas  
President / Captain of the Ship  
HFTP Los Angeles Chapter

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September 23<sup>rd</sup> meeting

**"2005 Industry Outlook: Election year blues?"**

*Our speaker this month is Bruce Baltin from PKF Consulting, and on September 23rd, he's going to share the numbers with us and look into his crystal ball into next year. Bruce's view of where the industry is going is legendary so little needs to be said to encourage you not to miss this month's latest information!*

### **Thursday, September 23, 2004 Meeting**

Viceroy, Santa Monica  
1819 Ocean Boulevard  
Santa Monica, 90401  
**(310) 260-7500**  
**Thursday, September 23**

#### **Schedule:**

Doors open at 6pm  
Cocktails 6:00pm – 7:00pm  
Speaker 7:00 pm  
Dinner at 8:00 pm

#### **Cost:**

Meeting price is \$38 per person for members and first-time guests.  
All others, \$48 per person  
Please bring a check made payable to "HFTP."  
("No-shows" will be billed)

#### **RSVP:**

Please RSVP via email at:  
[rsvp@hftp-la.org](mailto:rsvp@hftp-la.org)  
By **Wed., September 22**  
Or call (626) 836-1222

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### **About the Speaker**

## **Bruce Baltin, Senior VP, PKF Consulting**

<mailto:bruce.baltin@pkfc.com>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.

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**PKF Consulting**

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Los Angeles, CA 90017  
Phone (213) 680-0900  
Fax (213) 623-8240  
Contact: Bruce Baltin -

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**Future Meetings****What Is the Board Planning?**

**What's happening in the Fall? Or, as we like to say, what's in the pipeline for Q4? The Board of Directors is thinking about that right now. If you have ideas for speakers or topics, <<mailto:rsvp@hftp-la.org>>send them our way!**

**October 30****[The HFTP California Chapters to Host 2004 Annual Convention Attendees to a Night of Music!](#)**

While at the 2004 Annual Convention & Tradeshow, attendees will join us and other HFTP California Chapters on Saturday October 30 for dinner and a night of music at the House of Blues in Anaheim. Stay tuned for more details on this event. This will be a great opportunity to network with attendees from all over the country so mark your calendar now and plan to attend!

**November**

**Location and speaker to be decided**

**December**

**Annual Holiday Cocktail and hors d'oeuvre party**

**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](http://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.

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## **Board of Directors**

### **HFTP Board of Directors 2003-2004**

#### **President**

Ed Anonas  
The Hotel Bel Air  
(310) 909-1621  
[eanonas@hotelbelair.com](mailto:eanonas@hotelbelair.com)

#### **First VP**

Jim Geary  
Sierra Land Group  
(818) 247-3681  
[jgeary@sierraland.com](mailto:jgeary@sierraland.com)

#### **Second VP**

Angelina Parks  
Hyatt Valencia  
(661) 678-4070  
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#### **Secretary**

Connie Santos-Tejeira  
The Downtown Standard  
(213) 566-1118  
[littleconnie@msn.com](mailto:littleconnie@msn.com)

#### **Club Director & Treasurer**

Dennis Pacheco  
Los Angeles Country Club  
(310) 860-3204  
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#### **Education**

Don St. Hilaire  
Cal Poly Pomona  
(909) 869-4534  
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#### **Ways & Means Committee**

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##### **Past President**

Marc Gerard  
(310) 940-7909  
[gerardmarc@aol.com](mailto:gerardmarc@aol.com)

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##### **Past President**

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Bruce Reichenbacher, CHAE  
The Wilshire Grand Hotel  
(213) 612-3902  
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**Past President  
Communications**

Eden Sleg  
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[eden@globalhospitality.com](mailto:eden@globalhospitality.com)

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**Editor's Note**

**HFTP Los Angeles** currently has a membership of 90+ 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 [rsvp@hftp-la.org](mailto:rsvp@hftp-la.org).

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