

**JANUARY 20, 2005**

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**President's Message**

A Happy New Year to all HFTP members! I look forward to seeing you at our next meeting, which will be held on Thursday, January 20 at the Raffles, L'Ermitage Hotel in Beverly Hills! L'Ermitage combines state-of the-art technology with some of the finest and best service levels in Los Angeles. Ms. Nebi Saunders, Controller of L'Ermitage of Beverly Hills, will be our host.

I know cutting costs is the item at the top of everyone's professional list of New Year's resolutions. On Thursday, January 20, our speaker will be Stanlet Zets, who is flying in from Australia to speak to us. He is just the person to tell us how to cut costs in novel ways. Stanley is the President and CEO of ERA, Expense Reduction Analysts®, and he'll speak on the topic of cost reduction strategies.

The Holiday Party at the Yamashiro Restaurant was a great success due not only to the wonderful sushi and cocktails but also to those who made generous contributions. I would like to thank Eden Slegre and Global Hospitality who made sure the party got off to a good start by hosting everyone to a drink. I would also like to take this opportunity to thank those who brought toys for the "Toys for Tots" drive and also the properties that donated prizes for the raffle. The raffle was very successful and yielded about \$500 for the HFTP Scholarship Fund! A special thanks goes Kathy Adams of Micros, Toni Bau of the KOR group, and Global Hospitality, Inc. for their hard work and organization in making this event a great success.

The raffle donors included Paymentech: \$50 gift certificate for Crate & Barrel and a gift certificate to the Cheesecake Factory; Hyatt Regency Long Beach, 3 Bottles of wine; Park Hyatt Los Angeles, a gift certificate for \$125 at Kara Spa for a Manicure and Pedicure; Micros, six \$25-gift certificates to assorted shops and theatres, plus a Panasonic Walkman and a Micros Logo polo shirt; Global Hospitality, two tickets to Disney Concert Hall; Barney's Beanery, dinner for two; Peninsula Beverly Hills, brunch for two; Holiday Inn Express Beverly Hills, 2 Brunches for two; Bel-Air Hotel, Bel-Air Logo polo shirt; Peninsula Beverly Hills, dinner for two; Portofino Bay and Resort Hotel, dinner for two at the Breakwater Restaurant; Avalon Hotel, two bottles of wine and the Hyatt Valencia, a Hyatt Logo polo shirt and socks. We had so many donors who pledged such an array of gifts it was difficult to keep track of them all, so if I have missed anyone, please forgive me.

Next month's meeting will be on February 17 at a location to be announced (which means we have not worked on this yet). I look forward to seeing you all later this month. Please remember that we only have 40 seats available this month due to the limited space at L'Ermitage, so reserve your space/s soon!

Ed Anonas  
President  
HFTP Los Angeles Chapter

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## January 20 Meeting:

### "10 PROVEN WAYS TO REDUCE COSTS"

*Our speaker this month is Mr. Stanley Zets who is the International President and CEO of Expense Reduction Analysts (ERA) and is an executive director of ERA-USA. <http://www.expense-reduction.com.au> He is a Chartered Accountant, and has devoted 22 years as senior partner in Grudz Zets & Co (Registered Accountants & Auditors). In 1999-2000, he was the Regional President of the South African Institute of Chartered Accountants, and was a Director of the Board of that body from 1998 to 2000.*

#### **Thursday, January 20, 2005 Meeting**

Raffles, L'Ermitage  
9291 Burton Way  
Beverly Hills, CA 90210

#### **Schedule:**

Doors open at 6 pm  
Cocktails from 6:00 pm – 7:00 pm  
Speaker at 7:15 pm  
Dinner at 8:00 pm

**Parking:** Valet Parking Free

#### **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." Or bring your credit card!  
("No-shows" will be billed)

#### **RSVP:**

Please RSVP via email at:  
[rsvp@hftp-la.org](mailto:rsvp@hftp-la.org)  
By Tuesday, January, 18  
Or call (626) 836-1222

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## **About Expense Reduction Analysts (ERA)**

<http://www.expense-reduction.com.au>

**ERA is an international cost management and procurement consultancy established in 1991. It is currently operating in 23 countries across five continents, and has a client base ranging from small to Fortune 500 companies across the world.**

ERA specializes in the reduction and management of cost for non-core expenses such as freight, packaging, courier, printing and document management, telecommunications, travel, cleaning, laundry, uniforms, waste management, and many other everyday business expenses.

Through its local and global team of senior management industry and expense category experts, enabled by its unique, proprietary software, ERA is able to focus on long-term solutions to client savings.

ERA attributes its success to its unique RISK-FREE, performance based model by offering its customers a true 'no savings, no fee' service thereby guaranteeing actual savings to clients.

By improving the value of products and services purchased, ERA is able to create average savings of 15 – 25 per cent.

In addition to actual realized savings, clients also benefit by having improved cost-analysis & management tools and improved compliance with corporate contracts.

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### **Future Meetings**

**Mark your calendars for the following meetings in Spring 2005.  
Speakers, locations, and topics to be announced.**

**February 17**

**March 24**

**April 21**

**May 19th**

**Summer Social to be announced**

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## Membership Information

It's easy to become a member of HFTP! 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.

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### Board of Directors

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**Editors 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? Call (626) 836-1222, Fax (626) 836-1223 or drop us a line at [rsvp@hftp-la.org](mailto:rsvp@hftp-la.org).

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