

**NEXT MEETING:**

**OCTOBER 21, 1999**  
**SHERATON GATEWAY-LAX**

**www.hftp.la.org**



# LOS ANGELES

Hospitality Financial and Technology Professionals

**OCTOBER 1999 ISSUE**

## PRESIDENT'S MESSAGE



Our special thanks to Jamal Zoukari, the Controller at the Wyndham Bel Age, for hosting the meeting last month. The dinner was

delicious and everyone enjoyed the company as well as the presentation on Hospitality 2000 given by Sharon Collins of Arthur Andersen L.L.P.

Thanks to all the members (and a few guests) for a great turnout. We had over 60 members for the meeting! Please make sure you RSVP if you are coming to the meeting this month! For our last meeting we had 40, then 50 and final count of 60 of which at least 15 arrived without reserving! This puts extra stress on our host property; so your confirmation will help us organize the space better. Our next meeting will be at the Sheraton Gateway at Century Blvd. close to LAX. Please try to bring at least one non-member to introduce them to our group and demonstrate to them how networking can be effective. Every month we will share an idea for cost saving or revenue enhancement. Come see what we have in store for October.

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## IMAGING & DOCUMENT MANAGEMENT WITH GARY BLUHM

This month we are extremely proud to be able to feature Gary Bluhm, who will present a cutting edge solution to those of us drowning in paper! His is a must-hear presentation for all who not only enjoy a greater speaker but for those who are wondering if there is a solution for making that huge stack of paper disappear without contacting or invoking the proverbial "Genie in a bottle"!

Gary Bluhm is the Western Regional Manager for OTG Software. OTG Software is a leader in the data and information management industry. Gary has been in the document management and imaging industry for over 18 years. Prior to OTG, Gary worked for Bell & Howell as a Regional Manager, providing capture and imaging solutions to service bureaus using Bell & Howell Scanners and imaging software. Gary's experience also includes working for MicroSeal Corporation providing microfilm and imaging solutions in the western USA. He also served on the board of the IMC (International Micrographics Congress) committee for several

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## SHERATON GATEWAY LAX

6101 W. Century Blvd.  
(310) 642 - 1111

Thursday, Oct. 21st  
Doors open at 6:00 PM!  
Cocktails 6:00 - 6:45 PM  
Speaker 7:00 PM  
Dinner 8:00 PM

### "Electronic Document Imaging"

Speaker:

**Gary Bluhm**

Western Regional Manager,  
OTG Software

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The price for the dinner meeting is **\$35.00 per person**  
(\$45.00 Non-members)

Please make checks payable to "HFTP"

("No Shows" will be billed)

\*

Call (626) 836-1222 for reservations or fax the enclosed RSVP form by Tuesday, Oct. 19th

## PRESIDENTS Continued from page 1 MESSAGE

I look forward to seeing you at the Sheraton.

I would also like to take this time to thank Bruce, Herb and all the other members who worked so hard last year.

Sincerely  
Shami Siddiqi

## BLUHM continued from page 1

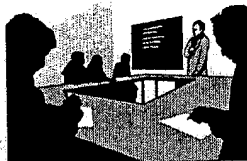
years. He has given many seminars on imaging and document management to AIIM, ARMA Association, and other independent groups. Gary currently lives in Rancho Cucamonga, California, and is happily married with five children, including a son who is actively involved in the entertainment industry.

Gary will discuss the benefits of implementing a document management imaging solution for today's businesses. Hard copy filing techniques will be compared to the benefits of storing documents with an electronic imaging system. The presentation will also cover the latest trends in COLD, Image-enabling, Web Access, and Workflow Technologies.



## HFTP ANNUAL CONVENTION AND TRADESHOW

For those of you who are planning to travel to San Antonio for the 1999 Annual Convention and who have access to an airport that has Southwest Airlines service,



## HOSPITALITY MANAGEMENT CERTIFICATE PROGRAM AT CAL STATE LONG BEACH

Cal State University Long Beach now offers a Hospitality Management Certificate Program. This program would serve as an excellent program for individuals considering a management career in hospitality, or an excellent supplement for managers wishing to expand their knowledge of the industry.

The program includes 7 core modules:

- Introduction to the Hospitality Industry
- Understanding Diversity in the Hospitality Industry
- Yield Management
- Principles of Rooms Division Management
- F&B Operations
- Sales Process and Techniques
- Organizational Development - Tomorrow's Managers

As well as electives (2 required for certificate), including:

- Finance Management (taught by our own Bruce Reichenbacher)
- Communication - Motivating Employees
- Understanding Hospitality Law
- Property Operations

For more information about this program, you should contact Ms. Anna Behar-Russell, Program Administrator, at (562) 985-7972; e-mail ABEHAR@UCES.CSULB.EDU or Bruce Reichenbacher, (213) 612-3902; e-mail brucereich@aol.com



## CHECK CARDS ARE THEY WORTH IT?

I'm sure you have all heard the proliferation of ads touting the advantages of having a Visa, or Mastercard, check card. Is it really an advantage? I think this depends on what side of the transaction you're on. To me, a check card is nothing more than a debit card with no PIN to protect my cash from someone else. For the general public, it is a new and easier way to pay for their purchases. Regardless of any opinion you or I might have, this type of card is now a fact of life and we have a new customer service issue to address. What is the key to handling this issue? As with everything else, education. In order to educate our guests we must first educate our employees.

We start by addressing the number one misconception about this card. It is not a credit card. There is no way to determine if a card you have accepted is a check card by looking at the account number. Physical inspection of the card is the only way. When an authorization is obtained at check-in we are placing a hold on cash, not credit. As with a credit card you can have the authorization

## CHECK CARDS continued from page 2

released by calling the guest's issuing bank or your processor. How quickly will this allow the guest access to their cash? The regulations governing this allow the bank up to thirty days to accommodate the request.

So what is the benefit to us in all of this? The lowest available discount rate on the transaction and another form of payment available to the guest.

*Submitted by Phil LeJune*

## CONVENTION continued from page 2

you may be interested to know that Southwest Airlines is currently offering a special roundtrip fare of \$198 or less to San Antonio, based on availability. Please note that HFTP is not endorsing Southwest Airlines nor receiving any benefit from members who might book their transportation on the airline. This information is offered to you strictly as a service to help make the HFTP Annual Convention & Tradeshow more economical for you to attend. To book your travel via the Southwest Airlines website, go to [www.iflyswa.com/cgibin/requestfares](http://www.iflyswa.com/cgibin/requestfares).

We hope to see you at the 1999 HFTP Annual Convention & Tradeshow!

## YOUR CAREER WHERE DO YOU STAND?



Hotels continue to "change horses," being bought and sold, trading management companies and flags almost daily. In addition, many companies are experimenting with different organizational structures which may make your position obsolete! This, as we all know, leads to management turnover, which means that, increasingly, your job is never really secure.

### THE BEST WAY TO PREDICT OUR FUTURE IS TO CREATE IT.

It is vitally important that you learn to view yourself as a product with skills which are transportable and saleable. You need to manage your career and take steps today to improve your opportunities in the future.

Most of you will find positions through your network of friends and peers. Statistically this is your most important source of paycheck security and career advancement. As part of your network it is also important for you to stay in touch

with at least one reputable recruiter who specializes in the hospitality field.

### IMPROVE YOUR SKILLS

Our industry is moving and changing rapidly, so plan on devoting some time (we know you have precious little!) to skill development. Take a class, seminar, or read a new management book. Have an interest in what other departments are doing and hone your skills.

### TIPS ON NETWORKING

Since your next position will probably come from your "network," what have you done lately to improve and expand this network? How many peers do you stay in touch with at competing properties? Do you stay in touch with former employers and bosses? Do you attend HFTP meetings regularly? Do you call your recruiter periodically?

Work on your network weekly. Make calls to friends, stay in touch, and help those who may need your support now. This builds bridges to future opportunities. *Submitted by Eden Sleg*

## HFTP BOARD MEMBERS

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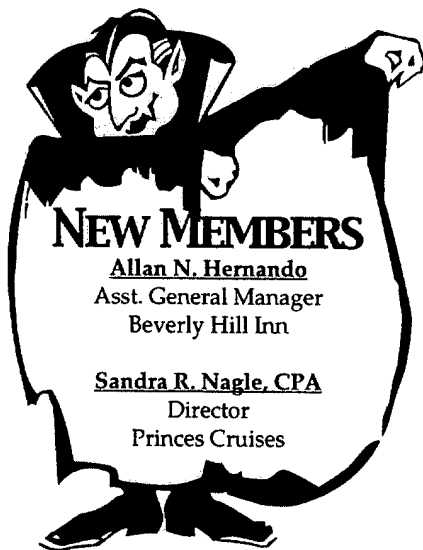
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Hospitality Financial and Technology Professionals  
 Los Angeles Chapter  
 Global Hospitality Network  
 3579 E. Foothill Boulevard, #229  
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**NEW MEMBERS**

Allan N. Hernando  
 Asst. General Manager  
 Beverly Hill Inn

Sandra R. Nagle, CPA  
 Director  
 Princes Cruises

**YOUR HELP IS NEEDED!**

If you have ideas on speakers you would like to have included at future meetings, ideas for new places to meet (how about your property?) or if you would like to contribute to this newsletter, please let a board member know today!

**MARK YOUR CALENDAR**



October 21st, 1999  
 Sheraton Gateway LAX  
 Speaker:  
 Gary Bluhm  
 "Electronic Document Imaging"

November 18th, 1999  
 Doubletree Santa Monica  
 Speaker:  
 Richard Simmons  
 "Labor Laws"  
 in conjunction with the Human Resources Assn. of Los Angeles

December 8th, 1999  
 The Wilshire Grand  
 Los Angeles  
 Holiday Party in conjunction with HSMIAI and SGMP

October 19 - 20, 1999  
 HFIP Leadership Academy  
 Adam's Mark Hotel  
 San Antonio Riverwalk  
 San Antonio, Texas

October 19, 1999  
 CHAE/CHTP Exams  
 Adam's Mark Hotel  
 San Antonio Riverwalk  
 San Antonio, Texas

October 20 - 23, 1999  
 HFIP Annual Convention & Trade Show  
 Adam's Mark Hotel  
 San Antonio, Texas

October 24, 1999  
 CHAE/CHTP Exams  
 Adam's Mark Hotel  
 San Antonio Riverwalk  
 San Antonio, Texas

June 20 - 22, 2000  
 HITEC  
 Dallas Convention Center  
 Dallas, Texas