

NEXT MEETING:
JANUARY 20, 2000
WESTIN BONAVENTURE

www.hftp-la.org



The Oracle speaks
again!
Bruce Baltin
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LOS ANGELES

Hospitality Financial and Technology Professionals

JANUARY 2000 ISSUE



James Le, President



PRESIDENT'S MESSAGE

It's hard to believe we have seen the end of another year already. Even more so, the beginning of a new millennium!

I hope the Y2K bug did not have much impact on your celebrations or your operations and that everything is up and running like normal. I wish each of you success in this new year and hope that each of you reached or exceeded your 1999 GOP goals.

A big thank you to Bruce Reichenbacher and the staff of the Wilshire Grand for a wonderful holiday reception. The food was delicious and the atmosphere quite festive. A sincere heartfelt thanks also to those who brought donations for the Pasadena Junior Chamber of Commerce Toy Drive.

This month's meeting will be held at the Westin Bonaventure Hotel with David Chiodi as our host. Our speaker is from American Express and the topic will cover card usage and collection and will include the most recent changes. This will be a very informative presentation and I encourage you to invite your credit managers as well as your front office managers to join us.

See you at the meeting on January 20.

James Le

AVOID EXTRA CHARGES FOR DINNER MEETINGS!

It has become increasingly more time-consuming to bill and to collect payments for our dinner meetings from those who do not pay at the door. Therefore, beginning January 2000, the Board has voted to add a \$5.00 Administrative Fee to meals not paid the night of the dinner.

Please accept this as a friendly reminder to come to the meeting with checks for that night's dinner and avoid the extra charge.

THE WESTIN BONAVENTURE

404 S. Figueroa Street
(213) 624-1000
(Parking Validated)

Thursday, Jan. 20th
Doors open at 6:00 PM!
Cocktails 6:00 - 6:45 PM
Speaker 7:00 PM
Dinner 8:00 PM

"Credit Card Fraud Detection"

Speaker:

Bob Rebhan

American Express Western Region
Fraud Prevention Training
Director

*

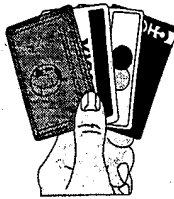
The price for the
dinner meeting is
\$35.00 per person
(\$45.00 Non-members)

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, Jan 18th.

**BEEN THERE,
DONE THAT,
BOUGHT THE T-SHIRT!**



Hold On! Hold On! If our speaker and topic for this month sound all too familiar well your right! Mr. Rebhan spoke to our organization back in September of 1997 and was very well received.

With the beginning of a new year, we thought it would be good to have Mr. Rebhan for a return visit to help us keep our industry abreast on the "tricks of the trade" with new information as well as old techniques in credit card handling.

As the American Express Western Region's Fraud Prevention Training Director since 1985, Robert Rebhan has specialized in Point of Sale Fraud Control and Merchant Fraud Awareness. Mr. Rebhan is a 22 year veteran of the Los Angeles Police Department during which time he served on Narcotics/Vice Squad, the Robbery/Homicide unit and the Swat Team. Perhaps it was this experience in such a hostile environment that explains why he enjoys teaching merchants to avoid becoming fraud victims. Along with his passion for fishing and mountain biking, Mr. Rebhan is an aspiring novelist working on a book about murder and the drug cartels.

In his presentation, Bob will share information on the prevention of financial crimes, specifically credit card and travelers cheque fraud.

We can all learn and practice ways to help stop these crimes before they happen on our property. **This is a speaker no one can afford to miss!**

Easing E-mail

by Dr. Donald E. Wetmore

It's interesting. Technology is often heralded as a servant for us yet frequently we become a servant to it. E-mail was trumpeted as the new communications' tool that would surely put first class "snail mail" out of business. Last year, the U. S. Post Office delivered more pieces of first class mail than ever and e-mails exceeded the volume of first class mailings. We have created another layer of communicating with one another and an additional responsibility to monitor and manage.

E-mail is a useful tool but many feel controlled by this new vehicle. The average business person is getting around 80 e-mails per day and many feel that about 80% of the messages in their "In Box" are of little or no value.

So, as always, rising to the occasion, I have four suggestions to help you to become better at "Easing E-mail."

Get off the lists. The best way to deal with a problem is to never have it. If you are receiving a lot of unwanted e-mails, ask to be removed from the various lists. This would include your inclusion in unwanted "cc" lists or unappreciated solicitations from those promising "unlimited wealth without risk or effort."

"Unlisted address". Just like getting an "unlisted" telephone number that you share only with those whom you want to give direct access, you might want to get a separate e-mail address that you use only for the important communications you wish to receive.

Check it once or twice per day. Many I speak with are becoming

chained to their e-mail server, monitoring incoming e-mail on a continuous basis. Maybe this is because e-mail creates its own sense of urgency, but most of the communications are not all that urgent. I let my "incoming" batch up and I respond to them a couple of times per day.

Deal with it. Like handling paper, you don't want to get into the "shuffling blues" where you read e-mail, postpone action, save it, re-read it later, and allow things to slip through the cracks. As you open each e-mail do one of the following: If it

requires a quick response, (it will only take a minute or two), respond to it and delete it.

If it requires a response but is not the best use of your time, try to think of a way of delegating it.

There's a lot of difference between "I do it" and "It gets done." If it is going to take any serious amount of time to respond (beyond a minute or two), schedule it for action in your Day Planner and then download the message, save it, or print it out for future action.

I personally receive approximately 250 e-mails per day and by practicing the suggestions above, I can handle that volume in about an hour, taking advantage of this fantastic tool but not being controlled by it to the distraction of more important tasks in my day.

"The best preparation for tomorrow is to do today's work superbly well."

Sir William Osler

BOARD MEMBER



SPOTLIGHT

Treasurer
Eva Malik

The Wilshire Grand Hotel

Eva Malik currently holds the position of Assistant Controller at the Wilshire Grand Hotel & Centre. Prior to her career with the Wilshire, Ms. Malik worked for the Westin Hotels and Resorts for 20 wonderful years.

Eva is a graduate from Cairo University with a BS Degree in Accounting and is currently studying to take the CHAE exam in the Spring. She has been married for 25 years, has two great children and three loving Maltese dogs, which she adores.

When Eva is not doing house chores or attending to the dogs, she enjoys spending her evenings watching basketball. She has become a big Laker fan, thanks to her son, Michael.

HFTP Members have been invited to a luncheon meeting in association with **HSMIA**

(Hospitality Sales and Marketing Associations International)

featuring

Bruce Baltin with PKF's Year 2000 Forecasts!

January 26, 2000

11:30 am - 1:30 pm

at the

Hollywood Roosevelt

7000 Hollywood Blvd.

Hollywood, CA 90028

(323)466-7000

Advanced Registration - \$35

At the door - \$40

RSVP by January 21, 2000

Bruce Baltin, Senior Vice President - PKF Consulting, will kick off the season with your 2000 projections, which will estimate Los Angeles' lodging growth in available and occupied rooms, supply and demand, broken down into various submarkets of LA County and he will have further comments on trends in each of these submarkets.

RSVP NOW:

Telephone: (626)836-1222 or Email: eden@globalhospla.com

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2000 will be a good year for the lodging industry. Although growth will be slower, the industry will continue to increase profitability at a modest rate but will have to work harder on yield management to make the most of every dollar.

It would seem more fitting if our futuristic forecast for 2000 predicted dramatic, millennium-sized change for the hotel industry, but the consensus is that 2000 will be much like 1999. There are some unique factors to 2000 that will differentiate it from its preceding year; we agreed that apprehension of how Y2K will shake out may slow January and even first quarter travel. But all told, we expect 2000 to be another good year. It will be one of high profits, whose growth rate, however, will not be as strong as previous years.

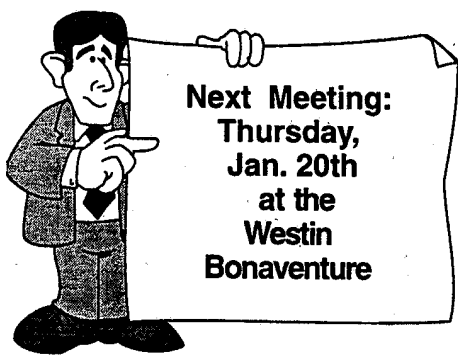
The economy overall will continue to grow, but at a slower pace than we are used to. Fear of overbuilding for the most part is being supplanted by the fact that in this strong economy more people are staying in hotels than ever before.

We will have a presidential election this year, and the hotel industry tends to do well during such times, if only from business garnered from candidates using hotels as platforms for meetings.

from Hotel Business Magazine "The Green Book"

FUTURISTIC FORECAST

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