

NEXT MEETING:

SEPTEMBER 21ST

W Hotel

www.hftp-la.org



LOS ANGELES

Hospitality Financial and Technology Professionals

SEPTEMBER 2000 ISSUE

PRESIDENT'S MESSAGE

Welcome back, everyone!!! I hope you all had a wonderful summer, although I know that some (most) of you were busy digging a hole for yourselves to hide in to work on next year's annual budget. Well, whatever the case, we are beginning our new season, and we have a lot planned. I would like to take this opportunity to thank all of the board members for a great past season. The Board recently met in August to vote in a new Treasurer and Programs Director. Welcome to Kenny Geh and Phil LeJune!

September's meeting will be at the newly finished W Hotel in Westwood. As you may have read, there have been a few new brands formulated to capture certain specialized markets. The W brand is marketed to compete in the trendy, luxury boutique segment with the likes of Ian Schrager Hotels and Kimpton Hotels. We will have a brief presentation at the beginning of our meeting on Starwood's W Hotel brand. For this meeting, the topic, appropriately enough, is hi-tech. Various newly evolved developments in the field of Internet services will be discussed. Our speaker is Alex Pournelle, Vice President of Business Development for TK Media Services. Our host for this meeting is Mr. Ed Anonas, Controller of the W, and our thanks go to him for also graciously hosting our August board meeting. See you all at the W!

James Le
Los Angeles Chapter President



INTERNET SERVICE FOR HOTEL GUESTS:

SOME PRACTICAL & ECONOMIC POINTS

A talk by Alex Pournelle of TK Media Services

Suddenly, Internet service for hotel guests has gone from a luxury to a necessity. Every upscale and midline property is scrambling to provide service, both in the rooms and function spaces. However, not all services for the hotel industry are created equal: Some services assume that hotel personnel will be the first, and only, technical support for the guests and won't send help on-site. Some completely ignore the event market. Yet others don't interface with the facility's hospitality software. As Internet service moves from novelty to necessity, all these points become evermore important. Alex will explain some of the terminology and suggest points to discuss when choosing an Internet partner.

In plain language, tonight's

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THE "W" LOS ANGELES

930 Hilgard Avenue
Los Angeles
(310) 208-8765

Thursday, Sept. 21
Doors open at 6:00 PM
Cocktails 6:00 - 6:45 PM
6:45 Board Elections
Speaker 7:00 PM
Dinner 8:15 PM

Internet Service for Hotel Guests

Speaker:
Alex Pournelle
TK Media Services
and Byte.Com

The price for this dinner meeting is **\$35.00 per person** including donation

Please make checks payable to "HFTP" ("No Shows" will be billed)

Call (626) 836-1222 for reservations or fax the enclosed RSVP form by Monday, Sept. 18



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Y2K - Worth Every Penny

There's no question American businesses, Aetna among them, built a mighty dike against the threatened roiling waters of a Y2K techno-meltdown. But how real was the threat? And does that dike have any value now?

The threat was real. Only a massive effort and investment in remediation saved U.S. companies from serious damage. The smattering of Year 2000 glitches that came to light in the early days of January provides a tantalizing taste of what might have been:

- * The Pentagon sent 230 vendors checks on January 4 back-dated to 1900.
- * Spy satellites were momentarily (or not so momentarily?) blinded.
- * Swedish-built dialysis malfunctioned.
- * A radiation alarm system at a Japanese nuclear plant went off-line for 17 hours.
- * Arkansas nuclear plant workers were locked out of their factory by a non-Y2K compliant radiation monitoring system.

White House Y2K czar John Koskinen told the Associated Press of an unscientific experiment conducted in one state: three noncompliant systems that had already been replaced were left running through the changeover to 2000. Like clockwork, the systems seized at midnight. "Those systems simply stopped and became unusable," said Koskinen.

Now, with the danger all but passed, some armchair quarterbacks argue that too much was spent for too little benefit. They're wrong. Aetna Financial Services' Year 2000 program brought our customers a smooth transition to the new century. Beyond that, the program will yield benefits for our employees, business partners, and customers well into the decade.

For starters, the Year 2000 program accelerated the introduction of newer, more reliable, and more user-friendly technologies. Point-and-click, Web-based systems replaced antiquated mainframe programs. The microscopic analysis of our huge base of computer code weeded out millions of lines. We streamlined programs that will now run faster and more dependably, causing fewer errors and supporting better service.

The pace of technological change in the last quarter of the 20th Century was incessant; the growth in systems, organic. No business could afford to freeze the pace of change and undertake a thorough cataloging of its technology. Year 2000 concerns forced everyone to do it. Never before have companies understood their systems so well: the strengths, weaknesses, interdependencies, and linkages. We'll all put the lessons learned from Y2K to good use in the 21st Century.

from "Aetna Perspective" (Spring, 2000)

To err is human, but it is against company policy.

Anonymous

INTERNET SERVICE FOR HOTEL GUESTS

(continued from Page 1)

talk will cover the logistical, technical, and marketing aspects of Internet service as a hotel amenity, describing how in-room Internet service provides another opportunity for branding and marketing to the guests in your hotel, as well as being a service provider and differentiator.

Alex Pournelle is Vice President of Business Development for TK Media Services, whose Location Connect service provides on-site Internet and Webcasting for hotels, events, emergency services, and Hollywood. For 20 years he's written columns and features for many periodicals, and he co-writes the monthly MediaLab column on Byte.Com
Mail him at acp@t-k.com



Scholarship News!

HFTP, Los Angeles Chapter, will again be awarding a scholarship in the Spring of 2001. Our Education chairman, Don St. Hilaire, welcomes your suggestions. Funds are partially raised through your contributions for Door Prize drawings.

**PLEASE HELP
WITH DOOR PRIZES FOR
DINNER MEETINGS!**

**CALL JAMES LE AT
(626) 836-1222 IF YOUR
PROPERTY CAN CONTRIBUTE!**

THANK YOU!



SPECIAL DEAL !!!!

Remember....
you get a better break on the
price of HFTP Dinner
Meetings if you
pre-pay. The cost of 10
dinner is \$315.
Call 626-836-1222 if you need
more information.

hftp.la.org

Visit the Los Angeles Chapter's Web site, which is maintained and updated monthly. You will find schedules of future meetings and summaries of past meetings as well. In addition, you will find helpful hospitality industry links and Chapter news, information, and more. Hope to "see you" there. Your helpful suggestions are always much appreciated.

www.hftp.org

HFTP's Web site has been improved to feature back issues of *The Bottomline*, as well as the Industry Toolbox, with copies of business form samples, checklists, and other useful business documents provided by HFTP supporters, daily industry news, vendor showcases, job mart, and other association information.



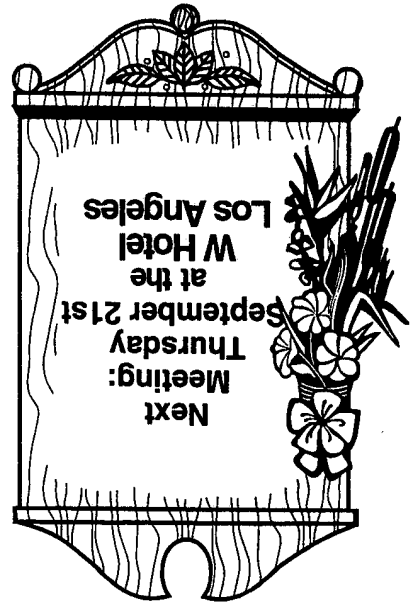
*Door prizes donated by generous HFTP
members help raise money for scholarships!*

Hotel Technology

A recent survey by LRA Worldwide, a hospitality consulting firm, confirms that technology is the hot amenity in hotels. While many hotels have been providing guests with access to data ports, the new technology wave --high-speed Internet access-- is gaining a strong foothold and certainly will be used to attract and retain guests. Only one year ago, many hotels were taking a "wait and see" approach to establishing Internet connectivity in the guest rooms. Already, more than 16% of US upscale hotels surveyed offer dedicated, high-speed connectivity at speeds up to 50 to 175 times faster than a standard 56K connection. Industry technology experts estimate that 50% of all upscale North American hotels will offer high-speed Internet access by late 2001. Hotels are also providing telephone/Internet help cards that are easy for the guests to read and use, as well as providing additional staff training in order to be able to adequately solve guest configuring and connectivity problems. If you wish to get more information on the survey, please e-mail trmrush@lraworldwide.com

**IF YOU THINK NOBODY CARES WHETHER YOU ARE ALIVE OR DEAD,
TRY MISSING A COUPLE OF CAR PAYMENTS.**

- Ann Landers



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CALENDAR

HFTP LA Chapter Meetings

**September 21, 2000
W Hotel
Los Angeles**

**October 19, 2000
New Otani Hotel
Los Angeles**

**November 16, 2000
Miramar Fairmont Hotel
Santa Monica**

**December 14
Universal Studios
Holiday Party in conjunction
with HSMAl-Los Angeles**

**Annual Convention &
Trade Show
October 17-21st, 2000
The Regal Constellation
Hotel
Toronto, Ontario, Canada**



James Le
Los Angeles Chapter President

James Le states, "I would like to personally invite all members and guests to attend our dinner meetings. Also, if you have questions or suggestions, please call me or talk to me at our next meeting on September 21st at the W. We are also looking for two new members for the board, so if you have an interest in contributing and getting involved with HFTP, here is your chance!"



Please feel free to invite guests to our meetings. Your General Manager, Assistant Manager, MIS Manager or any executive committee member is warmly invited to attend!



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Remember....
you get a better break on the price of HFTP Dinner Meetings if you pre-pay. The cost of 10 dinners is \$315.
Call 626-836-1222 if you need more information.