

February, 2008

MMHLA

Metropolitan Memphis Hotel & Lodging Association

MMH&LA - the source for information and education, and the advocacy voice for the hotel and lodging industry in the metropolitan Memphis area.

10th Annual Lodging Industry Update!

It happens Friday, February 22. Have you signed up yet?

Next Board Meeting: Tues., Mar. 4, Peabody Hotel

Lodging Industry Update

Friday, February 22
Hilton Memphis

Registration, 7:00 a.m.
Breakfast: 7:30-10:30 a.m.

To Make Reservations:

Phone: 752-9902
Fax: 752-0743
E-mail: MemphisHLA@earthlink.net

Guests - \$35

March 19 -- State of the City
Hilton Memphis

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METROPOLITAN MEMPHIS
HOTEL & LODGING ASSOCIATION
and PINKOWSKI & COMPANY
present
THE 10TH ANNUAL LODGING INDUSTRY UPDATE
FRIDAY, FEBRUARY 22, 2008
HILTON HOTEL 7:30AM - 10:30AM
SCHEDULE

7:30AM - BREAKFAST/INVOCATION. JOHN RUCKER

8:00AM - INTRODUCTION. CHUCK PINKOWSKI, Owner, Pinkowski & Company. BOB MERCER, President, MMHLA.

8:05AM - MEMPHIS REGIONAL ECONOMIC OUTLOOK. ROBERT LIPSCOMB, Director, Memphis Housing Authority & Community Development Corp.; Chief Financial Officer, City of Memphis

8:35AM - INDUSTRY PERSPECTIVES. JEFF HIGLEY, Smith Travel Research & Editor Hotel & Motel Management Magazine.

9:05AM - MEMPHIS REGIONAL & NATIONAL UPDATE. CHUCK PINKOWSKI, Pinkowski & Company.

9:45AM - KEYNOTE SPEAKER. CHUCK LEDSINGER - Chairman & CEO, Choice Hotels International.

10:25AM - CLOSING COMMENTS. BOB MERCER.

10:30AM - ADJOURN.

Service jobs are slipping away, oil prices are up, even beer prices are supposed to go up. The indicators are all bad. Just what *is* going to happen in 2008?

Find out where we've been and see where we're going at this year's Lodging Industry Update, Friday, February 22, at the Memphis Hilton. This year's update features **Charles A. Ledsinger, Jr.**, vice chairman and chief executive officer of Choice Hotels International, Inc.; **Robert Lipscomb**, Executive Director of Memphis Housing Authority and Chief Financial Officer for the City of Memphis; and **Jeff Higley**, editor of Hotel & Motel Management Magazine.

It's one of the don't-miss-events of the year. Call Peggy at 752-9902 and reserve now.

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The **E**ducation **C**onnection: Recruitment Season: *It's All About Match!*



By Robert M. O'Halloran, Ph.D. Chair, Department of Hospitality Management, East Carolina University, (Honorary Lifetime member of MMHLA)

This is the time of year that we start to hear about career fairs and hotel schools; their faculty and career centers and recruiters are in constant communication. Students that are thinking about graduation and or starting to plan their summer internships or jobs are preparing and polishing their resumes.

Students are looking for permanent jobs and or internships or summer jobs to enhance their experience in the field and make some money to pay tuition. We hope that the experience will also be a learning one and benefit both the company and the student. Remember, the goal is to prepare graduates for entry level management positions in the industry. The graduates should possess the optimal technical and managerial mix for business in general and their specific content area; lodging, food service, meetings, special events etc...

Students are also looking to get as much experience as possible through field experiences of all kinds and more defined and framed internships. Internships can and should be defined by the employer to meet their needs and also be attractive to the pool of students available. The jobs themselves, pay rate, location, schedule etc... are all things that should be worked out when matching students and potential employees with job opportunities? It is all about match!

Companies have their own personalities and not everyone will fit the mold of those organizations; or of specific position in a specific department. The goal is to have the optimal match! When constructing jobs and career paths it is useful to examine the skill set of the students and or graduates with the needs of the organization. On the skill set side of things; recruiters can ask themselves what skills they value.

- Thinking skills; do they want to hire thinkers? People that have and will offer opinions; remembering that universities hope that they have thinkers!
- Creativity; Does the position require creativity? How do you test for creativity and how does that creativity fit into the job?
- Decision-making skills; do companies want decision makers. Remember also that these are hospitality management students and should be comfortable with making decisions regardless of the program they graduated from.
- Technical business skills; are the students versed in basic business skills; quantitative and qualitative? Which skills are most important to employers?
- Technical hospitality skills; does the position require specific skills in food and beverage, menu planning? revenue management?
- Hands-on hospitality skills; how much experience is necessary? Has the potential employee / student ever worked?
- Human relations skills; does the job require the ability to work on a team and with others?
- Communication skills; what level of communications is necessary; if necessary?
- Skills in technology in the broadest sense from internal programs to E-Commerce etc... how savvy does the candidate have to be with technology?

Employers might also research through interview questions what courses a student has taken. Employers should be able to through behavioral interviewing techniques etc... assess the skills a student has developed. In hospitality management programs all classes will stress some combination of research skill, writing skill, leadership skill, and team work skills in combination with the above list of skill.

Employers should also consider on what criteria they want to evaluate their candidates and subsequently their employees. If an organization has stated desirable skills; those skills should be part of the evaluation process and consider with the candidate factors such as;

- Quality of Work
- Quantity of Work
- Dependability
- Job Competence
- Ability to Learn
- Initiative
- Reliability
- Judgment
- Attitude
- Personal Relations
- Communication Skills
- Overall Performance

The question becomes how recruitment and selection criteria match with candidate and employee skill sets? Have recruiters and company personnel offices planned for recruitment? It's all about match! Matching the right candidate with the right job and company can and will reduce turnover.

I ask you to look favorably on those possible ECU HMGMT candidates; they may enjoy a taste of Memphis. Happy hiring in this active recruitment season!

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Bob Mercer
President, MMHLA



From the President:
However tough 2008 might be, let's work through it as an organization

With fears of recession running rampant, 2008 promises to be both a challenging and unpredictable year. For the hospitality industry, these challenges come early as people react to the threat of economic hard times by watching their money a little more closely.

Do we really need to eat out as often as we have been doing? Maybe we should stay home and watch TV instead of going to a movie. We really don't need to make that weekend trip we were planning.

Or –

Does the company really need the latest software with all the bells and whistles? Do we really need to spend the money to attend a conference in another city?

These are the luxuries that are cut first from a budget, any budget, business or family.

It's times like these that show us the real value of an association like the Metropolitan Memphis Hotel & Lodging Association. That is, when and if hard times hit, it's good to have friends who can help you through by sharing experiences, thoughts, solutions. It's one of the things an organization like the MMHLA is for: to share best practices at times when they're really needed.

Though money may be tight, this is no time to pull up our bridges and hunker down in the fort. Rather, we must make sure we maintain the appropriate standards necessary to deliver the level of quality the traveling public has come to expect. To a very large degree, we in the hotel industry are judged by our level of consistency – in hard times as well as good times. And that doesn't just mean consistency within a given property, but consistency throughout a metropolitan area. We owe it to our guests, regular guests and one-time visitors alike, to keep things running on an even keel.

In just the same way, we owe it to the property owners to manage their investment in the best way possible, to protect the reputation of the establishments they've put their money in as well and produce a return on their investment.

Again, the best way to do this is to maintain our standards. And the best way to do that is to work together through our Association.

And a good place to start is by joining us at the upcoming 10th Annual Lodging Industry Update, Friday, February 22, where the state of the economy will be a major topic. It's a good way to support your Association and reap the benefits of your membership all at the same time.

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Trivia Night

Friday, January 18,
at the Holiday Inn
University of Memphis,
there was a
whole lotta shakin goin on!



Oooh baby! You knooooow what I like! MCVB's **Chris Roan** brings his own Party Doll.



Put your glad rags on! Marlon Brando has nothing on leather-jacketed **Tony Goebel**. **Chuckadelic Pinkowski** gets a decade ahead of himself with a truly far-out hairdo.



Whop-Bop-A-Loobop, Let The Good Times Roll! The winning Trivia Team: **Memphis Convention & Visitors Bureau!**



Ain't That AShame! The team from the **Holiday Inn Select** made a great try but, well, Gee.



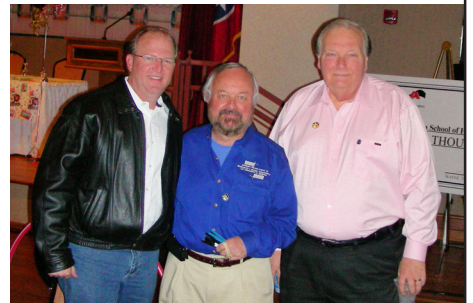
It's *Be-Bop A-Lula*, *Peggy Sue*, *Jim Dandy*, *Brenda Lee*, *Runaround Sue* and *Cathy's Clown*! No. It's the team from **Memphis Marriott Downtown**.



The *Kingston Trio*? No. It's **Doug Owings**, UofM's **Tommy West** & **Tom Johnson**.



I Only Have Eyes For You! It's the Trivia Night Grand Trophy. Let's fill it with *Tequila* for *The Champs!*



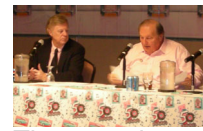
It's the original *Wild One* **Tony G**, with UofM's rockin **Rick Zurburg** & **Bad Bob Bader** of SKAL.



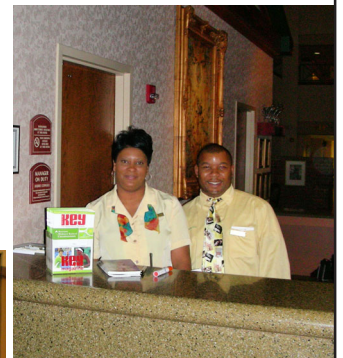
What'd I Say? UofM's **Tommy West** helps **Alex 'Pig & Whistle' Ward** with the questions. The best answer of the night? \$5,000 raised for MMHLA & SKAL scholarships.



It's the picture of the picture of the picture of MMHLA's Big Check. And here's the Big Check with **Tony G** & **Chuckadelic!** A pair of ruff, tuff cream puffs if I ever saw one.



The question of the night: *Why Do Fools Fall In Love?*



Taking a tip from the *Rock & Roll Trio*, **Angelia Clifton** & **Teron Smith**, keep that train a-rollin at the Holiday Inn UofM front desk all night long!



•••••Wednesday, January 16, it was everything about all those people who keep the business going.~•••••

Human Resources Panel



Great job Bob! New MMHLA President, **Bob Mercer**.



Great luncheon too! UofM's **Rick Zurburg** is at the podium. Other panel members are **Michelle Lewis** of Elvis Presley Enterprises & **Anne-Marie Famalette**, Courtyard Collierville, with **Tim Bland**, Ford & Harrison, & **Cindy Klatt**, Kemmons Wilson Insurance Group just visible on the other side of the podium.



The Peabody's **Doug Browne** takes the podium for the THLA report.



Here's the other side of the table: Ford & Harrison's **Tim Bland** & **Cindy Klatt** of Kemmons Wilson Insurance Group.



Peggy Callahan in the corner, & **Jimmy Sanders**, the new GM of the Days Inn Union.



Kevin Flood, Enterprise Rent-A-Car, & Standard Textile Company's **Bill Anderson**.



Ron Drogmyer, the new GM at Doubletree Downtown, & **Bruce Tucker** of Memphis Communications Corporation.



Reading through the literature: Radisson Airport's **Barry Gambold** & the Madison's **Mohamad Hakimian**.



Ham Smythe, Premier Transportation; **Mary Calorio**, Elvis Presley's Heartbreak Hotel; & **Peggy Callahan**.



Mohamad Hakimian, Madison Hotel; **Doug Browne**, Peabody Hotel; **Paula Mitchell**, Memphis Business Journal & **Barry Gambold**, Radisson Airport.



Bob Zachary & **Carole Shipman**, Memphis City Schools; **Barry Marshall**, Security One & **Jennifer Swinehart**, Shapiro Uniforms.



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2007-08 CALENDAR

Feb. 5 -- Board Meeting; Hilton Memphis.
Feb. 13 -- 4th Annual Mid-South Hospitality, Entertainment, Tourism & Resort Management Career Fair; Holiday Inn UofM, 3700 Central, 678-8021.
Feb. 22 -- Luncheon: Lodging Industry Update; Hilton Memphis.
Feb. 24 -- Oscar Night America 2008; Memphis Botanic Garden, 6 p.m., benefiting Ronald McDonald House Charities, rmhmemphis.org.
Mar. 4 -- Board Meeting; Peabody Hotel.
Mar. 19 -- Luncheon: MCVB, State of the City; Doubletree East Memphis.
Apr. 1 -- Board Meeting; Hilton Memphis.
Apr. 23 -- Luncheon: Stars of the Industry Awards; Hilton Memphis.
May 6 -- Board Meeting; Peabody Hotel.



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