



Inn-Sight



*Newsletter of the Mid-Florida Chapter *Since 1973* HFTP Chapter of the Year 2008*

*Gateway to HFTP * <http://www.hftp.org> * Mid-Florida Chapter Web Site * www.midfloridahftp.org May 2009

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Please Route to:

GM
HR



HFTP-MID FLORIDA CHAPTER Mini-Educational Conference

HFTP, Learn, Connect, Succeed.

Tuesday, May 19th, 2008

*The Rosen College of Hospitality Management
University of Central Florida
9907 Universal Boulevard, Orlando FL*

Directions: I-4 to Beach-Line Express Way 528. Take the Beach-Line to Universal Blvd exit 2. Turn Left onto Universal Blvd, the Campus is on your right, registration in Hall of Fame

Schedule of Events

1:00 pm – 2:00 pm **Abraham Pizam**, Ph.D, Dean, Rosen College of Hospitality Management
Topic: "Future Outlook of the Central Florida Lodging Industry"

2:15 pm – 3:15 pm **Tom Howard**, President, ClubPay.
Topic: "Motivation and Technology for Today's Employment Market"

3:15 pm – 3:45 pm Light Snacks & Beverages

3:45 pm – 4:45 pm **Wendy Terry**, Partner and **Marybel Defillo**, CPA, McGladrey & Pullen. LLP.
Topic: "Employee Benefit Plans, Reducing Costs and Avoiding Penalties"

5:00 pm – 6:00 pm **Ashley Bacot**, President, and **Brad Levine**, Vice President, Provinsure
Topic: "Technology Based Insurance Coverages"

6:00 pm – 6:45 pm Reception

6:45 pm – 8:00 pm

Dinner

Caprese Salad with Balsamic glaze
Petit Filet with Chianti Butter accompanied by Shrimp with Limoncello Cream Sauce
Rosemary Potatoes, Medley of Baby carrots and Green Beans
Italian loaf with olive oil and balsamic vinaigrette
Tri-Canolli Shooters

8:00 pm – 9:00 pm **Perry Correll**, Director Product Marketing, Xirrus.
Topic: "Can Wi-Fi Replace Ethernet?"

9:00 pm – 9:30 pm Chapter Business

These educational sessions fall under specialized knowledge and applications geared to basic knowledge on the topic and there are no prerequisites for attending. One CPE credit hour may be earned for participation in each 50 minute session for a maximum of 5.0 CPE Credits

Please RSVP to: Nora Cameron 407-996-9840 or
ncameron@rosenhoteles.com

Reservations and cancellations before 12:01 pm May 14th, please indicate if you will: 1) attend the afternoon sessions only, 2) the dinner only or 3) both!

Afternoon Sessions: Chapter Member's \$FREE.00, Non Members \$50.00 (includes dinner)
Dinner and evening program: Members \$35.00, Non-Members & no RSVP \$50.00, Student Chapter Members \$20.00. No-shows and late cancellations will be billed.

We will kick off the event at 1 pm, so plan to be there for a great afternoon and evening of informative speakers, good food and excellent company. The event offers you five (5) CPE credits and a dinner for \$35.00. At \$7.00 per CPE credit it is the best CPE deal in the UNIVERSE.



The Annual Golf Event to benefit Camp Boggy Creek will be held in the Fall.

President's Corner**By: Susan Ferguson, CHTP**

Fellow HFTP Mid-Florida Chapter Members,

I would like to thank German Plazas and the staff at the International Plaza Resort and Spa for a superb dinner. We always appreciate a good meal and beautiful venues from our generous hosts'. Contact Patty Geer at patty.geer@hyatt.com if you would like to host a meeting & get the details.

April's meeting was focused on crime prevention. Officer Camacho of the Orange County Sheriff's Department said it would be easier or quicker to catch the bad guys if they had a heads up when you see a suspicious character. It may be nothing, but having the cops drive by an extra time, just might scare a bad person off. For example if you see someone wearing a ski mask in Orlando in the middle of the summer, call the cops, let them know. Many times we see things and we just don't want to get involved or think it is someone else's problem. Next time, it could be your problem. We are in this together; let's help look out for one another.

Congratulation goes out to Joshua Blanchard. He was the winner of our annual \$1000 HFTP Mid-Florida Chapter Scholarship, see below.

Congratulations also go out to, the new HFTP Mid-Florida Student Chapter officers: President Michael McClatchy; Vice President Celina Yabba, Treasurer Monica Carpenter and Secretary Danielle Shepherd.

I am glad to see them step forward and take initiative in their future and help further their careers. The same can be said of you. We are looking for volunteers to server on the Board of Directors. Yes, it is an extra meeting a month, but it is worth it. Please, send an e-mail to mark.roland90@yahoo.com if you would like to throw your name in the hat. Step up; this is your written invitation!

I will see you at UCF Rosen College of Hospitality for the mini-education conference and dinner on May 19th. Don't forget, we are a week earlier then normal!

Thank you for all your support!

Respectfully,

Susan Ferguson

Susan Ferguson, CHTP
HFTP Mid-Florida Chapter President

Your Chapter presented our HFTP Mid-Florida Scholarship Award on Tuesday night, April 28th, at the International Plaza Hotel & Spa on International Drive. The recipient of this year's award is Mr. Joshua Blanchard.

Joshua Blanchard is currently attending the Rosen College of Hospitality Management. Joshua is working towards a Bachelor's Degree in Restaurant and Foodservice Management and he anticipates graduating in the spring of 2010.

Josh has a passion for the foodservice and hospitality industry. He is very determined to master the science and controls of Accounting, in order that he may understand how it correlates to the rise and fall of the business cycle. With a strong educational foundation in hospitality accounting, Josh will have an invaluable tool for business success in the future.

Josh's strong work ethic and his long run view of his career development have led to his participation in the HFTP Student Chapter, and he has already set out on a goal to earn his CHAE designation.

Josh is also a member of the Three Pillars Café Advisory Board and a Resident Rosen College Financial and Managerial Accounting Tutor.

Our thanks to the members of the 2009 Scholarship Award Committee: Wendy Knippel, Lori Schefstad and Terri Nobles, Chair.

We congratulate the 2009 Scholarship Award recipient and encourage all those who applied to the program with our best wishes for their future careers in hospitality.



Director Terri Nobles awards Joshua Blanchard

Membership News

Please welcome the following new members to
The greatest HFTP Chapter in the Universe.

YOUR Chapter currently has 209 members active in a wide range of activities such as; member education at the general meetings and mini-educational seminars. We provide HFTP CHAE and CHTP certification test reviews and testing. We also give back to the community through participation in the Bacchus Bash, JDRF Walks and The Annual Golf event to benefit Camp Boggy Creek.

Embrace the vision, join the fun!

Sanela Djokovic

Operational Analyst
Wyndham Vacation Ownership
Sponsor: Josh Bergen

Greta Higinio

Staff Accountant
Nickelodeon Family Suites
Sponsor: Nasir Naseer

Darren Ritch

Practice Director Hospitality
AT&T

Pete Groux

Vice President, Southeast
Design Communications, Inc.

Timothy Murphy

Chief Financial Officer
Sonny's Franchise Company

Shelly Schadegg

Corporate Controller
Edinburgh Management, LLC

A Call For Nominations

*** Officers & Board of Directors*
Mid-Florida Chapter, HFTP
2009-2010 Nominating Committee**

The Mid-Florida Chapter of HFTP announces the formation of the 2009-2010 Nominating Committee. The Nominating Committee is charged with presenting to the Board of Directors and the general membership a slate of officers and directors for the 2009-2010 year.

According to the Chapter Bylaws, the Nominating Committee is appointed by the President of the Mid-Florida Chapter. The committee is chaired by the most recent Past President. Our current Past President and Board Chairman is Mark Roland. Chapter members appointed by the President will seek out those chapter members that are willing, ready and able to be future leaders.

At the June Board of Directors meeting the slate of officers and nominees for the vacant director positions will be presented to the board by the Committee chairperson and will appear in the June Mid-Florida Chapter Newsletter. Nominations from the floor for any officer or director position will be taken at the June membership meeting. The Secretary will mail out ballots to the membership before 25 days of the August membership meeting. Completed ballots are accepted up to 10 days before the August general meeting. The ballots will be opened and counted at the August membership meeting by the Election Committee.

Now, is a great time to take your first step in becoming a leader in the Mid-Florida Chapter of HFTP.

It is about service and giving back to the organization and to your community!



*Mid-Florida Chapter
Member Spotlight
Desmond Lee Hue, CHAE
Tecton Hospitality*

Desmond Lee Hue, CHAE, is a Regional Controller with Tecton Hospitality, which is a hotel management company that provides professional hotel management services to independent and franchise hotel properties. Tecton Hospitality is headquartered in Miami, Florida and manages boutique and franchised properties throughout the United States and the Caribbean.

Desmond joined Tecton Hospitality in July 2007 and worked from the Miami office, where he was responsible for six Franchised properties, until February 2008 when the company took over the management of the Ramada Orlando Celebration Resort & Convention Center (formerly The Hyatt Orlando), in Kissimmee. Initially he just had his office at this location but eventually took over the responsibilities of the property Controller. The Ramada Orlando Celebration Resort & Convention Center sits on 77 tropically landscaped acres with 919 rooms and 28 VIP Executive Suites and 60,000 sq. ft. meeting space other amenities.

Desmond started his hospitality career immediately after graduating from the University of the West Indies in Kingston Jamaica with a bachelor's degree in Business Administration and a minor in Accounting, after being recruited by National Hotels and Properties. He was appointed to the position of Assistant Financial Controller at the Inter-Continental Ocho Rios and shortly thereafter was promoted to Financial Controller. In February 1982 Americana Hotels acquired the hotel and he remained with them until he and his family migrated to Orlando in June of 1985.

In August 1986 Desmond joined Peabody Orlando as part of its opening team and since then has worked for Adams Mark Hotels and the Omni Orlando Resort at Champions Gate until he joined his present company.

Desmond has been a member of the Central Florida Chapter of HFTP since 1988, served on the board twice and participates in the chapters fund raising and other activities.

Desmond lives in Orlando with his wife Margaret and two of their four children. They have two daughters, Karla who is married and lives in Orlando with her husband, and Shanean who lives in Pompano Beach while attending The Art Institute of Ft. Lauderdale. Both daughters were born in Jamaica and are graduates of UCF. Their two sons were born here in Orlando, Dejan currently attends UCF and Daniel a senior at Timber Creek High School, will be attending UCF in the fall.

When not working Desmond's hobbies include gardening, fishing, reading and checking out the latest autos with the kids. I have had golf lessons on my list for the last 15 years as I am hoping that one of these days I will be able to complete a full round of golf and add it to my list of hobbies.

The 2009 Membership Contest is ending June 30th!

You only need to sponsor one new member to win one of the following great prizes at the July Chapter's general membership meeting.

Dinner for 2 in Hemingway's at the Hyatt Regency Grand Cypress

Donated by: E. Lawrence McCloskey, Jr., CHAE, Senior Controller, Hyatt Regency Grand Cypress

Dinner for 2 at the Hyatt Regency Orland International Airport

Donated by: Patricia Geer, CHAE, Controller, Hyatt Regency Orlando International Airport

Dinner for two in Andiamos, at the Hilton Hotel located in the WDW Resort.

Donated by: Praduman Chauhan (Singh), Regional Vice President - Operations Finance, Hilton Hotels Corporation

Dinner for two in Villa de Flora at the Gaylord Palms Resort & Convention Center.

Donated by Richard Zarth, Chief Information Officer, Gaylord Palms Resort & Convention Center.

Bay Hill Club Golfers Grab Bag including Shirt, Etc.

Donated by: William Parrish, CPA, CHAE, Controller, Arnold Palmer's Bay Hill Club & Lodge

\$100 Visa Gift Card

Donated by Stephen M. Doherty, CHAE, CHTP, Senior Client Relations Manager, POST Integrations, Inc.

A Plantronics Bluetooth enable phone headset with electronic receiver filter.

Donated by James E Bina, CHTP, CHAE, President, Millennium Technology Group

Dinner for 2 at Everglades in the Rosen Centre

Donated by Frank Santos, CHAE, CHA, Chief Financial Officer, Rosen Hotels & Resorts

\$100 cash prize

Donated by Don Hay, President, Digital Alchemy, LLC

Dinner for 2 at the Zen's in the Omni Orlando Resort at ChampionsGate

Donated by Darla Bole, Manager, Omni Orlando Resort at ChampionsGate

Four (4) rounds of golf at Orange County National on the Tooth, 9 hole Executive Course

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Four (4) rounds of golf at Orange County National on the Tooth, 9 hole Executive Course

Four (4) rounds of golf at Orange County National on the Tooth, 9 hole Executive Course

Donated by Terri Nobles, Controller, Orange County National Golf Center and Lodge

One Round of Golf for four on any of the Reunion Resort's signature golf courses.

Donated by Christina Miller, CHAE, Assistant Controller, Reunion Resort & Club

Dinner for 2 at the Caribe Royale Resorts Suite's Venetian Room Restaurant

Donated by Michael Dryden, CHAE Assistant Controller, Caribe Royale Orlando

**Introducing your 2009 membership committee below .
Please let us know if we can be of any assistance.**

Chairman

Gregory Wilhelm, CHTP

Solution Sales Manager, Hospitality Solutions, Agilysys
407 681 2914 or greg.wilhelm@agilysys.com

Christina J. Finch

Principal, Smart Professional Resources, LLC
(407) 924-9980 or cfinch@smartprosource.com

Joshua Bergen, CHAE, CHTP

Director of Accounting, Wyndham Vacation Ownership
(321) 948-7727 or joshua.bergen@wyndhamvo.com

Robert Filebark, SmartCity

(407) 828-6652 or rfilebark@smartcity.com

Marybel Defillo, CPA, CHAE, McGladrgey & Pullen, CPAs

407- 581-3582 or marybel.defillo@rsmi.com

We are the HFTP Mid-Florida Chapter, 206 Members strong - Largest HFTP Chapter in the Universe!

2009 HFTP Mid-Florida CALENDAR

Note: fees for 2009 are \$35 Regular member, \$20 Student and \$50 guest, \$50 Non-Member and \$50 failed to RSVP.

May 2009

5th, Board Meeting, 6 pm, Hyatt Regency Grand Cypress

10th, CALL MOM

15th, The 10th Annual Gold Coast & South Florida Charity Dinner. Go to www.hftp-florida.org or contact Evelyn Adams, Bocaire Country Club. 561.998.1605 or by Email: controller@bocairecc.com

19th, Mini-ed, Rosen College– UCF 1pm start, dinner 6:00pm, 5 CPE

June 2009

4th, THURSDAY Board Meeting, 6 pm, Hyatt Regency OIA

22nd-25th HITEC, Anaheim CA

30th, Dinner Meeting, 6 pm, Hyatt Regency OIA

July 2009

7th, Board Meeting, 6 pm, The Bay Hill Club

28th, Dinner Meeting, 6 pm, Orlando Metropolitan Resort

August 2009

6th, THURSDAY Board Appreciation Meeting, 6 pm, TBHC, Inc.

25th, Dinner Meeting, 6 pm, Holiday Inn– UCF

September 2009

3rd, Thursday Board Meeting, 6 pm, OPEN

16th-19th, HFTP Annual, Lost Wages Nev.

29th, Dinner Meeting, 6 pm, Installation of Board & Officers, TBD

October 2009

6th, Board Meeting, 6 pm, OPEN

HFTP Mid-Florida Annual Golf Event.

For more Chapter news visit the Universally acclaimed Chapter Web Site at: www.midfloridahftp.org

The opinions expressed in the Mid-Florida Chapter newsletter and web-site are solely those of the editor, web master or author of the article and have nothing to do with HFTP Global and /or in some cases reality, political correctness or good hygiene.

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Hospitality Financial and Technology Professionals
Mid-Florida Chapter
HFTP Chapter of the Year 2000, 2003, 2005 and 2008
P.O. Box 1430
Orlando FL 32802-1430

RECESSIONARY ROUNDTABLE

By: E. Lawrence McCloskey, CHAE

The recent Hospitality Financial & Technology Professionals (HFTP) chapter meeting in Chicago gathered a panel comprising of Controllers, Directors of Finance, and Accounting SVPs to discuss the economic recession and its impact on the industry. Below is a recap of the discussion. While every suggestion may not be applicable in your hotel, it's interesting to see how others are thinking.

Topic 1: How can hospitality companies drive revenue and identify new revenue streams?

- Offer a lower priced catering menu ('B' or 'C' menus) to secure business yet still remain profitable.
- Offer deals to fill slow periods in day/week (e.g. Clubs can market to non-members and offer use of grounds during week when club is empty).
- Consider increasing Service Charge or instituting if not already – Room Service, Banquets, Meeting Room Rental, Honor Bar.
- Capture telephone revenue by pricing landline to be attractive for business travelers who may find cell phone reception to be an issue for business calls.
- Charge additional fee for increased Internet bandwidth – may be worth it for groups or business travelers who struggle with standard limited capacity.
- Clients may be looking at properties in a lower segment/level than in past. Target the clientele that frequents properties in segment/class above yours.
- Identify guest issues outside of hotel and partner with outside companies to offer attractive packages or services to guests (increased baggage fees or high gas prices).
- Use rate management software to effectively price available inventory.
- General Manager has to become more involved in the Sales effort and drive revenue management.

Topic 2: How can hospitality companies manage and reduce payroll costs?

- Outsource departments or responsibilities, if applicable).
- Investigate possible job combinations where allowable (bellman deliver room service) that can result in staff reductions.
- Train staff to be accurate and highlight that efficiency = cost savings.
- Review all processes to ensure a task is being done in the most efficient way and isn't being duplicated by different people.
- Question everything. "Because we've always done it this way" should be removed from employee vocabularies. Make sure that tasks add value and if they don't, the task is eliminated.
- Use technology to the maximum, but ensure that it helps and not hinders the process. If people don't understand the technology, it may take them longer to use it.
- Review policies regarding layoffs and leaves of absence. Ensure company isn't paying benefits unnecessarily (e.g. employee goes on leave on 28th of month and returns on 29th of following month – company has to pay benefits in both months since employee worked a day in each).
- Ensure departments are scheduling based on realistic forecasts and review overtime daily.
- Review benefits including vacation (paid time off versus holiday/sick) and medical/dental.
- Investigate Tax credit programs such as Work Opportunity Tax Credit (WOTC) and Welfare to work when seeking new hires for appropriate positions.
- Review workers compensation program to identify opportunities.

Topic 3: How can hospitality companies control expenses?

- Review Utilities and re-negotiate contracts where possible. Use technology where available to manage utilities and consider hiring a consultant to review current set-up to identify areas for improvement.
- Conservation must be everyone's job – turning off lights, water, etc. when not necessary.
- Re-bid all contracts upon end of term, including often-overlooked contracts such as Liability and Property insurance.
- Request discounts from contractors for existing contracts. Often, in order to keep the future business, the discount will be granted.
- Consider membership in purchasing consortium to take advantage of competitive pricing offered to large purchasing blocks.
- DIY – do it yourself, where possible (e.g. lobby flowers).
- Reduce quantity of extras to save on cost while still maintaining atmosphere (e.g. lobby flowers).
- Review company cell phone policy to identify reimbursement caps/ceilings or re-negotiate company contract.
- Review maintenance schedules to determine if revised schedules can achieve cost savings without risking deterioration.
- Reduce additional training (not related to job core competencies) and reduce special events or change the way events are organized for less expensive options.
- Enforce purchasing controls to ensure purchases are only paid if properly approved.

Topic 4: Have hospitality companies changed the advance deposit requirements based on economic conditions?

- Increasing the amount of deposit, even for repeat clients.
- Enforcing cancellation and attrition policies, and requiring deposit allows company to avoid having to pursue collections in case of a cancellation.
- Advance deposits requested for all clients notified, and exceptions granted on a case-by-case basis.
- Introduce credit requirements immediately to client so that it is a part of the process. Consider having Accounting communicate the requirements, if staffing allows.
- If the Sales Incentive pay is withheld until the group account is paid in full, Sales has vested interest in ensuring deposits are paid.