



M. Douglas Clark & Associates

Dr. Clark Lectures at Universities in India

SRIMCA Institute



Dr. Clark participated in a ten day trip to India where he lectured on the topics of Global Human Resources, Tourism & Travel in the U.S.



& India, Managing Hospitality Facilities, Front Office and Reservation Operations, Organizational Design, Customer Service Techniques and Character Leadership.

The lectures were provided to MBA graduates at two prominent colleges, the *Shrimad Rajchandr Institute of Management and Computer Applications* and the *CZ Patel College of Business and Management*.

Dr. Clark's lectures took him to the cities of Mumbai, Bardoli, Surat and Anand.

The educational workshops were sponsored



through the Asian American Hotel Owners Association located in Atlanta, GA.



Dr. Clark holds a doctorate in Hotel, Restaurant and Tourism Management. This was his fifth series of lectures



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Things to Leave Behind in the New Year!

Leave behind *anger*, gain a free mind;

Leave behind *despair*, gain hope;

Leave behind *revenge*, gain forgiveness;

Leave behind *bitterness*, gain new life;



Leave behind *intolerance*, gain friendship;

Leave behind *fear*, gain love;

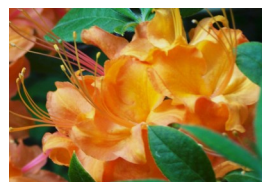
Leave behind *doubt*, gain

faith;

Leave behind *misery*, gain gladness;

Leave behind *self pity*, gain courage;

Leave behind *selfishness*, gain a friend.



Many find detailed planning boring and unnecessary.

But planning is a responsibility, not an option.

Online & Social Networking Communication Tools



Use today's high-tech communication tools to stay in touch with your customers. Their fast, their fun, their easy!

- **Constant Contact, Inc.** (constantcontact.com) Helps small businesses, associations, nonprofits to connect with customers, clients, and members. Easy to create marketing campaigns. (Paid)
- **411.com** (411.com) White pages phone directory for free people and business searches in Canada & U.S. (Free/Paid)

- **Bing** (bing.com) Search engine that finds and organizes the answers you need so you can make faster, more informed decisions. Part of MSN (Free/Paid)

- **MySpace** (myspace.com) Find friends, meet new people, listen to free music, share photos, watch videos, start a blog. (Free)



- **Business.com** (business.com) Leading business search engine and directory designed to help its users find the companies, products, services and



- information they need. (Free/Paid)
- **Judy's Book** (myjudysbook.com) Over a million reviews, write-ups and ratings on local businesses to help one make informed decisions. (Free)

- **Email Blasting Service** (internovations.com/service-email-blast) Quick & simple way to send bulk emails to your leads and customers. (Paid)
- Don't forget.. Facebook, Twitter, Yelp, Google, Yahoo, Yellow Book, Buyer Zone & SendBlaster.

Dr. Clark Contributes to *The Rinksider's RinkForum*

Rinksider's RinkForum Idea Exchange is an internet information center designed for roller-skating rink owner/operators, venders and suppliers to exchange business strategies and ideas.

Participants can either get operational questions answered and give advice to others.



There are 18 discussion threads that cover a variety of topics including: fundraising, session games, novel-ties, remodeling, community, snack bar and technology.

Dr. Clark contributes daily insights to three of the threads: Rink

Marketing, Operational Mgt. & Employee Development.



TSA Secure Flight Program Regulations: Need to Know Info.



Traveling around the U.S. by air is not as easy as it use to be, however security procedures from time to time have to be changed in order to maintain a high level of safety for all travelers.

The **Transportation Security Administration (TSA)** has just launched a program called "**Secure Flight**" which will require travelers to provide their full name as it appears on the government issued identification they will be traveling with (i.e. driver's license, passport) when making airline reservations.

Note that with this change, travelers



will no longer be able to travel under an abbreviated name or nickname (i.e. Tony vs. Anthony, Sue vs. Susan, Marc vs. Marcus, Liz vs. Elizabeth.)



The Negative Side of Downsizing: Think Before You Act!

Is downsizing, right-sizing, or restructuring (choose your euphemism) an acceptable tool to use in managing today's business? Or are there drawbacks?



severance pay, paying out accrued vacation and sick pay, higher unemployment-insurance, outplacement costs, cost of recruiting employees when business improves, low morale, and potential lawsuits. Some are intuitive, such as the toll on morale and productivity as anxiety infects

behavior are 6 times more likely to exhibit violent behavior after a layoff than similar people who remain employed?

Downsizing also increases the rates of alcoholism, smoking, drug abuse, and depression.

Academic research has suggested the following:

That businesses incur big cost when they lay off workers. Some of these cost are obvious, such as direct cost which include



remaining workers (When will the next shoe drop and will it be on me?).

And did you know that studies show that people who had no history of violent



Life is a journey filled with remarkable opportunities.

To glean the best from one's travel, being well rounded, educationally is the key. Here are several E-Learning sites to support your travels no matter what age you might be.

VIDEOLECTURES.NET Lectures presented by distinguished scholars and scientists at conferences, seminars and workshops.

ITUNEU More than 100,000 educational video and audio files from

E-Learning: Excellent for Everyone

top universities. Created by Apple.

RESEARCH CHANNEL Consortium of leading research and academic institutions share with the public more than 3,500 videos.

ACADEMIC EARTH 1000's of lectures by the world's top scholars.

WEBCASE-BERKELEY Recorded lectures from CA-Berkeley university.



WC Berkeley offers on-campus lectures, debates and symposiums.

"Education is that which discloses to the wise and disguises from the foolish their lack of understanding."

Ambrose Bierce

U.S. journalist and writer

Recession Yes. But Your Company Can Still Be On Top!

Research from the Hay Group shows that companies that have faired well during this recession period had several things in common:

They made sure that their employees felt engaged by their work and desired by the company.

- They specified what employee engagement means, attached a measurement to it, and held line

management accountable for its success.

- They connected employee engagement to business objectives such as



productivity and efficiency.

- The invested the money and the effort to brand themselves as employers, just not as marketers to customers.
- They truly believe that their employees are their greatest assets and they treat them as such.

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Dr. Clark at Biosphere2, Oracle, Arizona

Dr. Clark is a service/hospitality veteran of more than three decades. Over his career he has conducted over 3,400 domestic (42 states) and international seminars in such locations as Mexico, Canada, Panama, Thailand, Taiwan, India, Switzerland, Spain, Africa, Puerto Rico and the Caribbean.

Dr. Clark is the author of **SMART Management** and **The Manager's Toolkit, 61 Building Blocks for Success**. He has contributed management monograms to the **Florida Hotel Journal**, **Tanning Trends Magazine**, **Rinksider Magazine**, **AHME's Food & Wine Magazine** and **Tanning Beauty Magazine**.

"I met Dr. Marc Clark in Leysin, Switzerland where he was my mentor and facilitator for the CHE workshop. I found him as a brilliant speaker, motivator and a charismatic hospitality leader who has power to lead and deliver.

Khem Raj Lakai, CEO,
*Global Academy of Tourism & Hospitality
Education (GATE), Nepal*

Clients that Dr. Clark has provided services to include: Best Western International, Silken Hotels (Madrid, Spain), Swiss Hotel Management School (Chur, Switzerland), Les Roches University (Marbella, Spain), CZ Patel College of Business & Management (Anand, India), Shrimad Rajchandra Institute of Management & Computer Application (Surat, India), and The Panama International Hotel School (Clayton, Panama),

His success is attributed to his Faith, Family and Friends.



We Believe That There Are Always Alternatives



Making the Most Admired Companies List (2009 Ranking)

The Most Admired list is the definitive report card of corporate reputations. It takes into account 55 different industries around the globe.

The list to follow list those organizations that were chosen as the #1 admired company in their category world-wide. (list not inclusive)

- **Adobe Systems** (Computer Software)
- **Apple** (Computers)
- **IBM** (Info Technology)
- **Google** (Internet Services)
- **Cisco Systems** (Network)



- **Verizon** (Telecommunications)
- **Nike** (Apparel)
- **Beverages** (Coca-Cola)
- **Nestle** (Consumer Food Products)
- **Archer Daniels Midland** (Food Production)
- **Procter & Gambles** (Soaps)
- **Aetna** (Health Care)



- **Disney** (Entertainment)
- **Marriott International** (Hotels)
- **McDonalds** (Food Service)
- **Singapore Air** (Airlines)
- **BMW** (Motor Vehicles)
- **GE** (Electronics)
- **Intel** (Semiconductors)
- **Wal-Mart** (General Merchandisers)



- **DaVita** (HC Medical Facilities)
- **New York Life** (Insurance)



Psalm
63:7