

*"Your value is not defined by possessions, achievements, physical beauty or public praise. You are one of a kind."*

From the book, *A Father's Word to His Children*



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Co-Founder of HE.C  
Dr. John Hogan

## SMARTBIZZONLINE.COM ✓

Born on the Fourth of July: [www.HospitalityEducators.com](http://www.HospitalityEducators.com)



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**HospitalityEducators.com** is designed to be an evolving, global resource for the hospitality industry. It offers the professional insights and best practices to help individual hoteliers and groups of hotels improve their market penetration, deliver service excellence and increase their profitability.

**HE.C** differs from other information and membership sites in that it is a consortium of successful corporate and

academic professionals, committed to delivering focused and affordable counsel in solving specific challenges facing the hospitality industry.

The members of the consortium collectively have more than 150 years of operational, learning and teaching experience. They will serve a wide spectrum of hospitality businesses, ranging from small family-owned operations to

convention centers, including independent hotels and restaurants, boutique hotels, small hospitality brands and associations, management companies, country inns and bed & breakfasts.

### Founding Associates

**Stephen Barth,**  
**Jennifer Calhoun,**  
**Dr. Marc Clark**  
**Dr. William Frye**



### Dr. Clark Lectures to Hospitality Educators

There were 21 participants who attended the Certified Hospitality Educators (CHE) workshop which was held in Montreux, Switzerland.

This program is just one of many professional designations offered through the American Hotel & Lodging Associations Educational Institute.

Attendees represented three highly respected hospitality institutions based in the country: the **SHMS-University**

*Centre, the Hotel Institute Montreux, and the IHTTI School of Hotel Management.*

Dr. Clark was the lead instructor for this four day program which was co-presented by Roger Eyer, a program leader at the Hotel Institute Montreux.

### HospitalityEducators.com

**Kathleen Hogan**



*(Story Continued on PG #3)*



## Marketing the *Invis ble* Message: How Logos Speak

Take note of the invisible message sent by each of these business logos. Smart, don't you think?.....



If you look at the center of this logo, you can see two people enjoying a Tostitos chip with a bowl of salsa. This logo conveys an idea of people connecting with each other.

The yellow swoosh looks like a smile: Amazon wants to have the best customer satisfaction. The swoosh also connects the letters a and z, meaning that this store has everything from a to z.



See the letters N and W, the first two letters of the brand name. But what most people don't see is the compass that points to the Northwest, another reference to the brand name.



Toblerone is a candy company from Bern, Switzerland. Bern is sometimes called 'The City of Bears'. They have incorporated this idea in the Toblerone logo, because if you look closely, you'll see the silhouette of a bear.

The Milwaukee Brewers is a professional baseball team. Their logo is actually made up of the letters M (on top) and B (below the m). These two letters also form a baseball glove.



The pink parts of the BR form the number 31, a reference to the 31 flavors of ice cream.

See the #1 in the negative space between the F and the red stripes. This logo also communicates a feeling of speed.



Laptop: The 1st two letters represent the basic analogue signal. The last two letters look like a 1 & 0, representing the digital signal.



## Customer Relationship Management 4 Simple Steps that will Enhance Business Results

1. Focus on customer's expectations first, then market share.
2. Focus on each customer's overall value and worth.
3. Focus on each customer's individual needs.
4. Treat different customers differently.



## Scoreboard

One significant difference between a group and a team is that a team knows what constitutes a win. Team members have some idea how close they are to reaching a win and what they need to do to make it happen.

During a ball game, players glance at a scoreboard continually. When the game is over, at least they know if they've won or lost.



hitting or missing expectations?

However some businesses do display "scoreboard" signs that read:

## Strategy

This isn't true in most businesses. Employees work for weeks and months and have no clue if they are advancing or falling behind. Or if the company is

- 221 days since our last accident
- 3,500,000 miles driven safely
- 26,000 orders filled this quarter and still climbing
- Over 10 billion burgers sold

These are all scores. Maybe your scoreboard is your profit chart. Maybe it's time to share this information with your team.

**Dr. Clark Lectures to Hospitality Educators (continued from front page)....**



Topics covered during the session included: developing a lesson plan, identifying learning objectives, Bloom’s Taxonomy, designing instructional objectives, understanding learning theory, establishing positive classroom cultures, content presentation methods, interactive teaching methods and using support media.

There were four special recognitions given by the workshop participants to fellow co-participants:

- A) Outstanding Leadership,
- B) Greatest Contribution,
- C) Personality Plus+, and
- D) Contagious Positive Attitude.



**Pictured L to R**

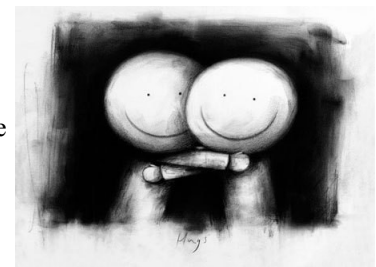
Dr. Marc Clark

- A) Jeroen Greven
  - B) Margaret Hutton
  - C) Inga Wendelin
  - D) Evangelos Vantzou
- Roger Eyer



**Pacifying Tuff Customers: How would you rate your personal skills against the following statements?**

- I am confident that I will succeed in winning over the customer.
- I control my emotions, even in the heat of the moment.
- I never attack the customer’s personal character.
- I remain open minded to what I am listen to.
- I know when to remain silent.
- I allow the customer to vent their frustration without taking anything personally.
- I take notes of the conversation, after asking permission.
- I do not jump to conclusions.
- I evaluate my actions after the situation has been resolved.



**CHO Workshop Participants Orlando, FL.  
Dr. Clark, front row center**

**Hotel Owner/Operators Participate in Certification Program**

Members of the Asian American Hotel Owners Association have traveled to numerous cities over the past quarter to earn their Certified Hotel Owners Designation (CHO).

The workshop is an intense five day program covering eight hospitality topics necessary to succeed in

today’s every changing competitive market place. Locations hosting the CHO program included: Fayetteville, NC., Portland, OR., Orlando, FL., Denver, CO., San Francisco, CA., Columbus, OH., Vancouver, BC/ Canada, Nashville, TN., and Austin, TX.



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*Dr. Clark's success  
is attributed to his  
Faith, Family and  
Friends.*



*Dr. Clark with friend Ben Franklin in  
Leiper's Fork Village, Franklin, Tenn.*

Dr. Clark is a service/hospitality veteran of more than three decades. Over his career he has conducted over 3,500 domestic (45 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.**

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), Gate Hospitality School, Katmandu, Nepal and The Panama International Hotel School (Clayton, Panama).

Dr. Clark is associated with 48 networking affiliates via LinkedIn. Connections include: Innovation People, Leadership Think Tank, Best Practice Institute, Organizational Change Practitioners, The Engagement Factor, Keynote Speakers, American Hotel & Lodging Association & Asian American Hotel Owners Association.

[www.linkedin.com/in/drmarcclark.com](http://www.linkedin.com/in/drmarcclark.com) [www.smartbizonline.com](http://www.smartbizonline.com)

**Choice Hotels Canadian Fall Conference Overwhelming Success**

Choice Hotels Canada hosted their 2010 Fall Conference in the beautiful city of Toronto.

The three day event was held at the Toronto Airport Hilton Hotel & Suites.

Activities at the conference included networking opportunities for owner/operators, a supplier trade show, and numerous educational seminars.

Dr. Clark kicked off the Thursday's morning session by presenting: **Managing Success: Do you have the skills to lead today's employees?** The discussion cover content pertaining to raising the standard bar of guests service, maintaining a sales driven mindset, and property image.



Eight different leadership characteristics were also discussed that are a must in order to drive today's business forward in today's highly competitive service market.



*Dr. Marc Clark & Kevin Maven, CHC*



★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
 ★ "It was a pleasure ★  
 ★ to be in your class. ★  
 ★ I have felt ★  
 ★ energized ever ★  
 ★ since. Thank you ★  
 ★ for your great ★  
 ★ leadership and ★  
 ★ training." ★  
 ★ Joyce A. Hill ★  
 ★ Department Head ★  
 ★ Guildford Technical ★  
 ★ Community College, ★  
 ★ Jamestown, N.C. ★  
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