



# **EDUCATIONAL SYMPOSIUM**

## **ADVANCING HOSPITALITY: Exploring the Business Aspects of Service Excellence**

*Presented by  
Les Clefs d'Or USA*

*Symposium Co-Chairs:  
Marjorie Silverman and Jack Nargil*

*Symposium Sponsors:  
American Express Lifestyle Services  
International Herald Tribune*

*Capital Hilton (Washington, DC)  
12 January 2006*

## OVERVIEW

Through today's speakers and panelists, we will explore the current state of the hospitality industry as well as examine trends and forecasts for the future of travel and tourism. We will seek answers to questions such as . . .

- How will individual properties compete in emerging and intensely competitive markets?
- What is the relationship between service and bottom line?
- To what extent is "smart card technology" being integrated into the infrastructure of new hotels?
- How are governments, both local and national, assisting the tourism industry?

## TIMELINE

7:30 am	Breakfast
8:30 am	Opening Remarks by USA President Shujaat Khan Introduction of Dignitaries and Announcements
9:00 am	Mr. Simon Cooper
9:30 am	Question & Answer session Presentation of Honorary Memberships
10:00 am	Coffee break
10:30 am	Senator Robert Dole
11:00 am	Ms. Holly Stiel
11:30 am	Presentation: American Express Lifestyle Services
12:30 pm	Lunch
2:00 pm	Panel Discussion
5:30 pm	Adjourn

## **Morning Session**

### **I. Speakers**

#### **A. Mr. Simon F. Cooper President & COO, Ritz-Carlton Hotel Company, L.L.C.**

Mr. Cooper oversees the operations, development, and strategic positioning of one of the world's most powerful brands. Mr. Cooper is also responsible for the development of Bulgari Hotels, a joint venture between Marriott International, Inc., and Bulgari S.p.A. The Ritz-Carlton portfolio currently includes 58 hotels in 20 countries. Under Mr. Cooper's leadership, the company continues to earn the highest accolades including the designation of AAA five diamonds for 22 hotels. Born in England, Mr. Cooper began his hospitality career when he immigrated to Canada in 1972 and worked for Canadian Pacific Hotels & Resorts.

#### **B. Mr. Robert J. Dole Political Leader & Statesman**

Highlights of Senator Robert J. Dole's distinguished career include service in the U.S. House of Representatives for five terms (10 years in total). He was elected to the U.S. Senate in 1968 and was reelected for five additional six-year terms. In 1984, he was elected Senate Majority Leader. Senator Dole was the Republican candidate for president of the United States in 1996 and the Republican candidate for Vice-President in 1976. Senator Dole is a veteran of World War II, where he served as a platoon leader in the Allied Liberation of Northern Italy. Twice wounded and twice decorated for "heroic achievement," he is the recipient of the Presidential Medal of Freedom, the nation's highest honor for distinguished service.

#### **C. Ms. Holly Stiel Author, Speaker, Consultant**

Holly Stiel is a pioneer in the field of customer service. Twenty-eight years ago, she attended the International Congress in Vienna, Austria, as the first American woman admitted to Les Clefs d'Or. Ms. Stiel single-handedly established the concierge department at San Francisco's Grand Hyatt, and was the Chef Concierge at that hotel for 17 years. Ms. Stiel is the author of three books on customer service (available for purchase at the Trade Show). Her company, StielMedia, LLC, developed the customer service-training program for Hampton Inns and Hilton Garden Inns using state-of-the-art, interactive DVD formats. Ms. Stiel has a master's degree in education and in 1999; she was given the "Distinguished Visiting Professor" award from Johnson & Wales University (Charleston, South Carolina).

### **II. Presentation: American Express Travel & Lifestyle Services**

- Ms. Daniela Cerboni, Vice President/Operations  
Membership Travel Services International
- Mr. Yves B. Neyraud, Vice President/Business Development  
Membership Travel Services Europe
- Mr. Guido Scarfo, Head of Lifestyle Services  
Membership Travel Services Europe

## **Afternoon Session**

### **I. Panelists**

#### **A. Richard Adie, General Manager Statler Hotel at Cornell University**

Mr. Adie joined the School of Hotel Administration in July of 2002 at the request of Dean Butler after a distinguished career in hotel operations. The hotel serves the School of Hotel Administration in many ways: from housing the 250 annual industry leaders who lecture at the university to serving as the “learning laboratory” for all undergraduates studying hotel operations. Two hundred students work part-time in the hotel, gaining practical experience and also participating in the hotel’s Statler Leadership Development Program. After graduating from Cornell in 1975, Mr. Adie joined Hyatt Hotels and served in many Hyatts across the United States. He was appointed General Manager at the age of 29, and while he was with Hyatt Hotels, he was recognized as their General Manager of the Year.

#### **B. Michael Batt, President & CEO Carlson Leisure Group**

Mr. Batt oversees the management of the Group’s 1,650 franchised travel agencies in addition to a company-owned leisure travel business with annual sales in excess of \$800 million. In addition, he sits on the Board of Carlson Wagonlit Travel and helps supervise Carlson’s 50% stake in the world’s second-largest business travel agent with annual travel sales in excess of \$12 billion. Prior to joining Carlson nine years ago, Mr. Batt was Executive Vice President of Alamo Rent-a-Car, but he is probably best known for his role in the turnaround and branding of British Airways from 1987 to 1995.

#### **C. Marshall A. Calder, Senior VP of Marketing Leading Hotels of the World, Ltd.**

Mr. Calder previously served as Senior Vice President of Brand Management, overseeing all aspects of the company’s first brand extension, The Leading Small Hotels of the World. In 1991, Mr. Calder joined HRI as President of Prima Hotels, a subsidiary of Hotel Representative Inc., representing four- and five-star hotels and resorts. During his tenure, Mr. Calder led the international development of Prima Hotels, which resulted in a tripling of its membership base and an eight-fold increase in annual revenue.

Prior to joining HRI, Mr. Calder was the Executive Vice President of Scott Calder International, a noted representation company serving luxury hotels throughout Europe, Bermuda and the Caribbean. He has also served in an advisory capacity to the British Tourist Authority, the French Government Tourist Office and the Bermuda Department of Tourism, as well as private boards. Mr. Calder is a graduate of Harvard College where he majored in history and economics.

**D. William A. Hanbury, President & CEO  
Washington DC Convention & Tourism Corporation**

Mr. Hanbury oversees marketing, convention sales, tourism and membership development for the Washington DC Convention & Tourism Corporation (WCTC). Additionally, WCTC is responsible for all sales and marketing for the Washington Convention Center. WCTC is the Washington DC metropolitan area's primary marketing organization and is responsible for the economic health of a \$10 billion hospitality industry that employs 260,000 individuals. Mr. Hanbury also serves as President of the American Experience Foundation, a 501(c) 3 public charity formed to educate the public about arts, culture and the unique heritage of Washington, DC. Prior to joining WCTC, Mr. Hanbury served as President and CEO of the Greater Milwaukee Convention and Visitors Bureau. He is a graduate of Harvard University's John F. Kennedy School of Government.

**E. Michael D. Hirsch, CHA, Area Vice President  
Hilton Hotels Corporation (Washington, DC area)**

Michael Hirsch is responsible for seven hotels in the Hilton Family of Brands in Washington, DC and Virginia. Mr. Hirsch is a 25-year veteran of hotel management with Hilton Hotels Corporation and has held a variety of sales and operational positions at hotels in Washington, DC; Alexandria, VA; Houston, TX; Santa Monica, CA; and New York City. Mr. Hirsch is a recipient of the prestigious Certified Hotel Administrator designation from the Educational Institute of the American Hotel and Lodging Association. He recently spearheaded efforts that resulted in a \$100,000 donation to the Hospitality High School of Washington, DC. He also is an Advisory Board member of the Howard University Hospitality Program. During his six years in California, Mr. Hirsch created endowed hospitality program scholarships at the Collins School of Hospitality (Cal Poly-Pomona) and the Glendale Community College, and also guest-lectured and mentored students in those schools.

**F. Jean-Luc Naret, Director  
Michelin Guide**

Jean-Luc Naret joined the Michelin Guide in September 2003 and is the sixth director in the Guide's 104-year history. A graduate of Ecole Hoteliere de Paris, Mr. Naret has worked in luxury hotels for 20 years. His illustrious career includes Manager at the Venice-Simplon-Orient Express train; Deputy Director of the Bristol in Paris; the One & Only Le Saint-Geran in Mauritius, The Palace of the Lost City in South Africa, and the One & Only Ocean Club in the Bahamas, and the Sandy Lane in Barbados. Prior to joining Michelin Guide, Mr. Naret managed a hotel group belonging to His Highness the Aga Khan.

**G. Roberta Nedry, President  
Hospitality Excellence, Inc.**

Roberta Nedry is the President of Hospitality Excellence, Inc., a guest experience management firm specializing in designing the ultimate guest experience and the highest standards of service excellence. She works with industry leaders on how to generate repeat, referral, and incremental business based on exceptional service. With more than 20 years of executive training, client service, and marketing experience, Ms. Nedry consults with clients and hospitality leaders on guest perception studies and programs to enhance profitability while making guests happy.