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Southern Hospitality
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What You're Looking For ...

Running a successful hotel or restaurant requires more than having beautiful facilities, exemplary service and delicious food ... much more. You know that, of course, and it's probably one of the reasons you picked up this magazine. You always have an eye out for creative ideas, new products and timely information that will streamline your operations and add to the bottom line. That's why we're here, and this edition of *Southern Hospitality Magazine*[™] is packed cover to cover with what you're looking for ...

Industry Partners Offer Money-saving Solutions

Take a look at many technology solutions. Read more about POS and learn about Postec's MICROS system on page 16. Or turn to page 10 to find out how Lodging Technology Corporation is saving hotels money with its guestroom occupancy sensing systems. Maybe you'll want to consider entering the "No-fry Zone" after reading about the RATIONAL SelfCooking Center[®] on page 12. Another interesting cooking system, RATIONAL ovens, is featured on page 18. If you manage non-English speaking employees, you'll want to see what the National Restaurant Education Foundation has to say about TransPerfect Translations (page 13). Have you visited your own website lately? You should. Read more about it in "Could Your Website Actually Be HARMING Your Business?" on page 20. Then glance over at the sidebar on page 21 to see why so many restaurants and hospitality providers are turning to TannerMark for website development.

2006 Buyers Guide

Support the suppliers and contractors that support you! You'll want to clip and save pages 25 through 30. Our 2006 Buyers Guide lists suppliers by category and also alphabetically with complete contact information and product/service descriptions. You might want to laminate these pages and keep them in a binder so you can reference them often throughout the year.

Legal News

Are you up to date on Florida's new minimum wage? Attorney Mark Addington has written an easy-to-read guide to the new law. Turn to page 9 to see if you're meeting the new requirements.

A quiz on pages 12 and 13 will test your knowledge of OSHA's peculiar definitions of commonly used terms. (Don't cheat, but the answers are on page 31!)

You may not think about guns very often, but if gun advocates have their way during Florida's 2006 legislative session, you'll need to. Turn to page 19 to see why some are saying Florida may soon become the "Gunshine State."

Consumer Preferences

When you're in the hospitality industry, it's all about meeting and exceeding your customers' expectations. "What's for dinner in 2006?" (page 11) and "Safety and Security: Does Your Plan Match Their Perceptions?" (page 15) are must-reads for those who want to keep up with trends in consumer preferences.

I hope I have whetted your appetite for information you can use to manage your business better. As always at Southern Hospitality, we'd like to have your input so we can serve you better. Please give us a call at 850/386-7401 to let us know how we're doing.

Happy reading!

Debbie Dewell, Publisher

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Quick Service Solutions

Central Florida Association Presents 'Academy Awards' to Hotel Employees

The Central Florida Hotel & Lodging Association held its annual Employee Recognition Awards celebration Thursday, Jan. 26, 2006, at the Hyatt Regency Grand Cypress in Orlando. This "Academy Awards" style dinner recognized hotel employees of the year in 12 different categories (administrative, bell person/concierge, community services, convention center/banquet, culinary, engineering, food & beverage, front office, housekeeping, laundry, recreational and security).

Over 150 nominations were received by the CFHLA, and each nominee was invited to attend an exclusive pre-dinner VIP reception featuring Orange County Mayor and Mrs. Richard T. Crotty. Mayor Crotty and his wife, Pam, greeted nominees and took individual photos with them.

Following the reception, Mayor Crotty escorted the nominees down a red carpet into the ballroom. Over 350 guests attending the dinner stood along the perimeter of the red carpet, applauding and taking photos of the nominees as they walked into the ballroom.

The dinner program began with Mayor Crotty reading the Orange County proclamation and presenting a congratulatory toast to all the employees.

The CFHLA presented \$1,000 scholarships to five students who are related to employees of a CFHLA member hotel. The 2005 CFHLA Family Member Scholarship winners are Francisco Cruz who attends the International Academy of Design and Technology (son of Irma Gonzalez of the Orlando World Center Marriott); Andrea Green who attends Valencia Community College (daughter of Joanna Randolph of the Hyatt Regency Grand Cypress); Jennifer Miller who attends the University of Central Florida (niece of David Scarnato of the Sheraton Safari Hotel); Erika Rivera who attends Valencia Community College (daughter of Julio Rivera of the Orlando

World Center Marriott); and Amy Sierra who attends Lake Sumter Community College (daughter of Terri Bolin of the Hyatt Regency Grand Cypress).

"The CFHLA membership was excited about putting together this event.

It's an opportunity for our industry to recognize and celebrate the great work of its exemplary employees. The family scholarship component also complements our evening's celebration," said Richard Maladecki, CFHLA president.

The 2005 CFHLA Hospitality "Best of the Best"

2005 Administrative Employee of the Year

ELAINE HOFFAR *Hyatt Regency Grand Cypress*

2005 Bell Person/Concierge Employee of the Year

ERIC ANDERSON *The Peabody Orlando*

2005 Community Service Employee Hotel of the Year

JOSEPH SANCHEZ *JW Marriott Orlando*

2005 Convention Center/Banquet Employee of the Year

FRED SHARIFI *Grande Lakes Westin Grand Bohemian*

2005 Culinary Employee of the Year

ENOCK LAVEUS *Best Western Lakeside*

2005 Engineering Employee of the Year

ANTONIO AGUAYO *Radisson Resort Parkway*

2005 Food & Beverage Service Employee of the Year

MARIO PALZA *Orlando Marriott Downtown*

2005 Front Office Employee of the Year

AILYN DIXON *DoubleTree Guest Suites in the WDW Resort*

2005 Housekeeping Employee of the Year

LOREN NICHOLAS *Orlando World Center*

2005 Laundry Employee of the Year

WILMA "STRAWBERRY" JOHNSON *Marriott Holiday Inn I-Drive Resort*

2005 Recreational Employee of the Year

JACQUI ALBERTO *Hard Rock Hotel at Universal*

2005 Security/Loss Prevention Employee of the Year

FRITZ DIEUJUSTE *Gaylord Palms Resort and Convention Center*

Additionally, the following recipients earned other annual hospitality awards at the CFHLA Hospitality Gala of Dec. 17, 2005.

2005 Hotelier of the Year

Dennis Bement, *general manager, Holiday Inn SunSpree Resort*

2005 Allied Member of the Year

Debra K. Ray, *director of marketing, The Florida Mall*

2005 Engineer of the Year

Steven Bukoski, *chief engineer, Gaylord Palms Resort and Convention Center*

2005 Charles Andrews Memorial Hospitality Award for Community Leadership

Honorable Richard T. Crotty, *Orange County mayor*

VIRGINIA

GED Fast Track Career Bridge Focused on the Hospitality Industry

The Race to GED is a specialized GED Fast Track class that integrates industry specific examples and samples into GED instruction and employs hospitality related concepts to build a career bridge for hospitality workers. A shrinking labor force is the number-one challenge facing the global hospitality industry.

Tourism product-service is the top export in the United States. The tourism and hospitality industries consist of a varied collection of firms and employees that provide a memorable and pleasurable experience for travelers, domestic and international. When labor shortages occur within transportation, lodging, food service and attraction companies, there are fewer employees left to deliver the high-quality service or experience that is needed. As we all know, poor service results in negative experiences and visitors may decide not to return.

Service industries—including hospitality, food service, leisure and recreation—are most affected by the shrinking labor force because service delivery systems are more people-intensive than traditional manufacturing systems. Maintaining and growing future workers will position the U.S. hospitality industry in the world market for the long term.

The Office of Adult Education and Literacy will identify program managers in three strategic areas of Virginia to pilot the GED Fast Track specific to the hospitality industry: Virginia Beach/Hampton Roads, Richmond and Northern Virginia.

Richmond Virginia Hotel and Travel Association members were the first to hear a presentation on this program. The information was very well received, and all in attendance signed up to partner with the state and support the Race to GED program. The only thing the state is looking for from the VHTA is the commitment to interview these individuals once they have completed the GED program. It certainly

will expand the employment pool from which you as business owners or managers will have to choose, knowing that these individuals have been introduced to the hospitality world. This is a “win-win” program for both the individuals earning their GEDs and for this industry.

For questions about this program or if you would like more information, please contact Rhonda Allison at Rhonda@vhta.org or 800/552-2225.

ALABAMA

Grand Hotel Marriott Resort, Golf Club & Spa, Point Clear

Grand Hotel Reopened 200 Rooms on April 1, 2006; Entire Resort Reopening by End of 2006

The Queen of Southern Resorts is making another historic comeback, this time from Hurricane Katrina. Beginning April 1, guests were able to check into the Grand Hotel's luxury accommodations, play the two renovated golf courses, swim in the feature pool and pamper themselves in the European-style spa. Dining options include the Lakewood Golf Clubhouse and limited offerings poolside. Renovations on the remainder of the hotel, including meeting facilities and other restaurants, are scheduled to be complete by the end of 2006. Reservations are being taken for the Grand Hotel online or by calling **800/544-9933**. We look forward to having you visit us at the Grand Hotel in 2006.

Grand Hotel Receives AAA Four Diamond Award for 29th Year

For the 29th year in a row, the Grand Hotel Marriott Resort, Golf Club & Spa has received the prestigious AAA Four Diamond Rating. Out of the 32,000 AAA rated lodging properties across the United States and Canada, only 3.4 percent of all lodgings are awarded the Four Diamond rating. Only 16 properties have maintained a Four Diamond status since the rating system was implemented in 1977, and The Grand is one of those 16.

Marriott Shoals Hotel & Spa, Florence

Marriott Shoals Hotel & Spa Ranked in Top 10 of Full-service Marriotts for Guest Satisfaction in 2005

The Marriott Shoals Hotel & Spa has an overall satisfaction rating of 90 percent (#10 out of 333 full-service Marriotts in North America and the highest rating in a four-hour radius, including Huntsville, Birmingham, Chattanooga, Knoxville, Nashville and Memphis).

The Marriott Shoals was number one in Marriott Brand in 13 of 52 categories, including

- Overall satisfaction of guestroom; Product & upkeep;
- Bed was comfortable; Room smelled clean and fresh;
- Feeling of security; Style of guestroom was appealing;
- Room enabled me to get a good night's rest; and
- Bedding was clean and fresh.

In addition, the hotel was in the top ten in 33 of 52 categories. It ranked number one of 333 in the Product and Upkeep Score and number eight of 333 in the Service Score.

For more information about these Alabama properties, contact Bill Lang, director of public relations for PCH Hotels & Resorts, at 205/298-7128 or bill.lang@pchresorts.com.

SOUTH CAROLINA

South Carolina Lets Bars Use Larger Bottles

COLUMBIA, S.C., Jan. 1 (AP)—The year 2005 was not the only thing toasted away in some South Carolina bars at midnight. Partygoers also said goodbye to minibottles.

For 22 years, South Carolina bartenders have had to pour liquor from 1.7-ounce bottles most often associated with airplanes and hotel minibars.

(Continued on page 8)

Larger Bottles Continued from page 7

But a vote in 2004 and a law passed the next legislative session allowed bars and restaurants to pour liquor out of larger bottles.

Matthew Andrade celebrated just after midnight with Red Bull and vodka poured from a liter bottle at Rookie's Sports Bar and Grill. "I thought it was going to be us—South Carolina—and the airplanes forever," said Andrade, who moved to the state five years ago.

The switch to large bottles will go slowly in some places. Many bars plan either to keep minibottles or to finish the stock they have on hand. While the new liquor law took effect just after midnight, a calendar quirk did not let many bars in the state take advantage. Sunday alcohol sales are banned in most of South Carolina outside of the Columbia area and the coast, meaning last call at most bars happened before 2005 ended.

Liberty Tap Room in Columbia and a

number of other bars also are having to train bartenders who, with minibottles, simply had to twist the top and pour. Several are using a contraption that looks like several test tubes to teach bartenders how

much an ounce feels like when pouring.

The biggest change may come with mixed drinks. With minibottles, bartenders used nearly twice the alcohol, turning drinks like cosmopolitans into knee-wobblers.

funnybone

Don't Assume Anything

by Judy DiGregorio



Trainers and meeting planners who don't do their homework live to regret it. Unable to schedule a training classroom at the usual facilities, I reserved a room at an unfamiliar hotel without doing any kind of quality check. I was young and inexperienced at the time. I was also stupid.

I arrived at the hotel that summer morning to discover a tiny classroom separated from the kitchen by a swinging door. As waiters yelled out menu orders, we squeezed students into a

room permeated by the smell of frying bacon. When the instructor began his presentation, the cook's gravelly voice drifted through the door, crooning, "Do it to me one more time." And it wasn't even 9:00 a.m.

On top of the noise and the crowded space, the air conditioning didn't work, so the students were stuck in their seats—literally. That disaster taught me a valuable lesson. I never again scheduled a training class without thoroughly checking out the meeting space first.

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The New Florida Minimum Wage Act

On Nov. 2, 2004, Florida voters approved a constitutional amendment creating a state minimum wage that was one dollar higher than the federal minimum wage. Under Section 24, Article X of the Florida Constitution (amendment), the minimum wage was set at \$6.15 per hour for "employees," as defined under the Federal Fair Labor Standards Act (FLSA). The amendment also includes an annual adjustment based on the increase in the U.S. Consumer Price Index. On Jan. 1, 2006, the minimum wage for employees was increased to \$1.25 per hour above the federal minimum wage of \$6.40 per hour. The amendment also directed the Agency of Workforce Innovation (AWI) to publish the amount of the initial and adjusted state minimum wage. Additionally, it creates a private cause of action for retaliation, with specific remedies, against any individual exercising rights under the amendment. Furthermore, the attorney general is authorized to bring civil enforcement actions and authorized class actions to enforce the amendment.

On Dec. 12, 2005, Governor Jeb Bush signed the Florida Minimum Wage Act (FMWA). The FMWA consists of statutory provisions designed to implement the amendment. The FMWA incorporates provisions from the amendment and supplements those with the following statutory provisions:

- **Employee Eligibility:** The state minimum wage applies only to employees that are eligible to receive the federal minimum wage and only to hours worked in Florida. Sections 213 and 214 of the FLSA, relating to employee exemptions and special certificates, have been incorporated into the FMWA.
- **Statute of Limitations:** An action claiming a violation must be commenced within four years, or within five years if the claim is that the violation was willful on the part of the employer.
- **Administrative Responsibility and Authority:** The AWI is responsible for calculating and publishing the annual adjustment to minimum wage by Oct. 1 of each year. The AWI must also mail written notice of the adjusted rate to all employers registered in the most current unemployment compensation database by Nov. 15 of each year. The AWI was granted authority to only do that which is expressly provided for in the amendment.
- **Employee Notification to Employer:** This provision should be very helpful in avoiding unnecessary litigation. An employee is required to notify the employer in writing of an intent to initiate a lawsuit for unpaid minimum wages. This notice must identify the wage to which the employee claims he or she is entitled, the actual or estimated work dates and hours for which payment is sought and the total amount of alleged unpaid wage through the date of the notice. The employer has 15 days to pay or otherwise resolve the claim before a lawsuit can be filed that is consistent with the contents of the notice.
- **Damages:** A prevailing employee may recover the full amount of unpaid wages plus the same amount as liquidated damages and reasonable attorney's fees and costs. A prevailing employee may also be entitled to equitable damages, including reinstatement and injunctive relief; however, punitive damages are not recoverable.
- **Attorney General:** The FMWA authorizes the attorney general to bring a civil action to enforce the new law. The attorney general may seek injunctive relief and impose a fine of \$1,000 per violation, payable to the state, for willful violations.
- **Class Actions:** The Legislature explicitly designated class actions as a procedure to be used under the FMWA. An employee bringing a class action would be required to prove by a preponderance of the evidence the individual identity of each class member and the damages for each class member.

The creation of standard publication requirements and implementation of a notice requirement are very important benefits to employers under the FMWA. However, employers should be aware of some major differences between the FMWA and the FLSA. The FLSA provides for a two-year limitations period, or three years for willful violations. Under the FMWA, the limitations period under Florida law is longer and will provide a larger timeframe for employer liability.

The FMWA uses state class action procedures, while the FLSA provides for "collective" actions that require participating plaintiffs to take an affirmative action and "opt-in" to the lawsuit. If an employee who brings an FMWA class action can identify other class members and damages for each class member, then each class member will be included as a plaintiff unless he or she affirmatively chooses to "opt-out" of the lawsuit. The resulting impact of the class action provision of the FMWA will probably be an increase in plaintiffs participating in state wage litigation. Furthermore, state court is generally a more favorable arena for plaintiffs. Since a claim under the FMWA is brought under state law, it may be more difficult to move to federal court.

Mark A. Addington is an attorney representing employers in the Jacksonville, Fla., office of Fowler White Boggs Banker. He practices in the firm's Employment Law Practice Group and Restaurant Practice Group and has extensive operations and training experience in the hospitality industry. Mr. Addington is admitted to practice in Florida, the United States Court of Appeal for the Eleventh Circuit and the United States District Court for the Middle District of Florida. He can be reached at 904/598-3124 or maddington@fowlerwhite.com.

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The Scenario is Almost Always the Same . . .

Guests check into a hotel or resort property and, upon entering the room, turn on the HVAC unit to maximum cooling. Occasionally, they also open the balcony door. Then they leave for the beach, the restaurant, a business meeting or sightseeing attractions for the entire day.

Studies show that rented guestrooms are typically *UNoccupied* 60 to 65 percent of the time while guests are out. However, air conditioning continues to operate at maximum guest-selected temperatures. Most hoteliers are aware that cooling (and heating) is the largest guestroom expense, and total energy consumption is usually the second highest cost of business in the lodging industry, second only to payroll.

Occupancy Sensing Systems Reduce Costs . . .

Properly designed and installed guestroom occupancy sensing systems, such as Lodging Technology's GEM System®, can reduce HVAC COSTS 35 to 45 percent, depending upon climate, type HVAC unit and room construction. Based on typical installed prices of \$269 - \$299 per room, simple payback will be two years or less with return on investment (ROI) of 45 to 55 percent.

Energy costs WILL continue to rise as evidenced by the rise in oil and gas prices from which most electricity is generated. These costs must be dealt with as a manageable expense in today's competitive hotel environment. In addition, we can expect more brownouts and blackouts in the future if consumption is not reduced. Hotel



management to promote the property as an environmentally responsible business can also market reducing energy use.

Clearly, it's not necessary to pay for energy not required by guests . . .

Occupancy sensors have proven to be a major energy and cost saver for the hospitality industry. Studies show that even rooms that are booked are actually vacant 60 to 65 percent of the time. It is during these hours of wasteful high-energy use, that an *automatic* guestroom occupancy sensing system has the greatest potential to save energy and improve the hotel's bottomline profits.

GEM System® and similar products automatically reduce wasteful HVAC consumption while guests are out, without intruding upon comfort or convenience. The guest has complete control of room temperature while physically in the room. GEM System® resets temperature to a comfortable, management-selected, energy conserving temperature when guests are out.

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national scene

by Parija Bhatnagar
CNNMoney.com staff writer

What's for dinner in 2006?

Experts say the next wave of food fads will cater to our continued quest for better health.

NEW YORK (CNNMoney.com)—Now that the Atkins diet craze is dead—the low-carb craze creator Atkins Nutritionals filed for bankruptcy in 2005—what'll be the next fad for food companies to jump on?

“Over the next few years, I think consumers' focus will be on maintaining a healthy balance of carbs and calories, as opposed to extreme food choices,” said Lynn Dornblaser, analyst with market research firm Mintel.

Some food companies have already anticipated that trend. “Kraft is doing a great job by introducing new products that aren't about taking out carbs but more about delivering balanced nutrition through portion control,” Dornblaser said. The company recently introduced small, 100 calorie packs of snacks such as Oreo cookies and Cheese Nips as a way to help consumers curb calorie intake.

Kraft leads by example with its portion-controlled 100 calorie snack packs. Danone's new “probiotic” yogurt line claims to help regulate the digestive system.

Indeed, the consensus among industry experts is that, much like in years past, consumers will continue to at least try to eat healthier in 2006. Here's how:

“Brown” is better: UBS analyst David Palmer cited recent data from market research firm NPD Group that showed consumers are buying more products with whole-grain fiber. “We're already seeing the first wave of innovation addressing this trend,” he said. For example, No. 1 food company Kraft Foods introduced the Di-Giorno Harvest Wheat Crust frozen pizza in November under its “Sensible Solution” banner. And Kraft's Nabisco snacks division also recently launched 100 percent whole-grain versions of a few popular snacks like Chips Ahoy!, Fig Newtons, Wheat Thins and Planters.

General Mills in November announced its bakery division would start using white whole-wheat flour for making products like cinnamon rolls, croissants and puff pastries, while last year cereal maker Kellogg introduced a new Tiger Power brand of

whole-grain wheat cereal for kids, featuring the Frosted Flakes icon Tony the Tiger on the box.

Disease prevention: Grocery shelves are already crowded with plenty of low-calorie and low-fat products. Now companies are marketing products with more specific health benefits. Said Mintel's Dornblaser, “These are foods that claim to lower cholesterol, control blood pressure or address osteoporosis and diabetes concerns. It's already a huge category outside of the United States, and now it's being introduced to consumers here.”

French company Danone, maker of Danon line of yogurts, introduced its fruit-flavored Activia probiotic yogurts, which claim to help regulate the digestive system.

Beverage giant PepsiCo launched a high-fiber version of its Tropicana orange juice called Pure Premium Essentials. The new beverage, which contains three grams of added fiber per serving, is also formulated to help regulate the digestive system, according to the manufacturer.

Senior shoppers: There are 79 million baby boomers in the United States, and the oldest of them hit 60 this year.

At the same time, “very few food products are formulated or packaged specifically for boomers,” said Dornblaser. “Now food companies are sizing up the market poten-

tial for this older demographic. We'll see more products on the shelves that address the needs of boomers.”

Already in the market is Proctor & Gamble, which is selling a Folgers Aroma-Seal coffee cannister that has an easy-grip molded handle. “When you peel off the lid protector, it says the product is endorsed by the American Arthritis Foundation,” Dornblaser said.

Organic goes mass-market: Harry Balzar, food sector analyst with NPD Group, says the \$20 billion market for organic food and beverage products will continue its juggernaut as a vital growth opportunity for the mature food industry.

“As a result, more companies will enter the organic space,” he said. Sales at the number one natural foods retailer Whole Foods have been on a tear, but the chain will soon be in for some stiff competition, most notably from Wal-Mart, the biggest grocer in the United States.

That retailer already sells a limited range of organic products, like brown flour, packaged salad, carrots, tomatoes and milk, and indicated its intention to become a premier retailer of natural foods at its October 2005 analysts meeting. “That's why we are expanding our organic food offerings,” said John Menzer, who heads the retailer's U.S.

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Hogs, Jogs, Aprons and Packages: Test Your OSHA Vocabulary

To most people, an apron is a simple garment worn over the front of the body to protect one's clothes when cooking. But in the world of Occupational Safety and Health Administration (OSHA) regulations, a common

term like "apron" can mean something else entirely. According to construction industry regulation 1926.606, under Subpart O: Motor Vehicles, Mechanized Equipment, and Marine Operations, an apron is "the area along the waterfront edge of the pier or wharf."

Opposite you will find ten common terms and their everyday definitions, and in a numbered listing, their very different OSHA definitions. Can you match the letter

of the common term with the number of its OSHA definition? The OSHA definitions and the standards to which they relate are taken from MANCOMM's **OSHA Dictionary**, a one-of-a-kind book containing all the terms and definitions from the 29 Code of Federal Regulations (CFR) OSHA parts 1903, 1904, 1910, and 1926 (Inspections, Recordkeeping, General Industry, and Construction).

If you get at least seven right, consider

RATIONAL Solves 'No-Fry Zone' Cooking Challenges for U.S. Schools

RATIONAL is helping schools serve more healthful meals to students across the country with the RATIONAL SelfCooking Center®. These advanced cooking centers are replacing fryers, and up to 50 percent of conventional appliances, with an intelligent cooking process that optimizes the quality of food—and students' satisfaction.

Texas, which has been at the forefront of battling children's weight and health issues, recently passed anti-obesity state legislation requiring all school districts to abandon fried food and all onsite fried food prep equipment at their facilities over the next four years. Not only does this policy impact the 1,256 school districts in the state of Texas and more than 7,100 regular instructional schools, but it also has implications on districts across the country.

RATIONAL's SelfCooking Center exceeds the demands of changing school foodservice policies through its state-of-the-art cooking technology that prepares high-quality food at the touch of a button. This process combines convection oven cooking and steaming technology that is continuously monitored by the system to increase the quality and taste of prepared food, without the unhealthy cooking processes—and equipment—that have become conventional to most school kitchens.

"Our success with this new equipment has spread throughout our region as school foodservice directors are discovering that everything can be cooked in the SelfCooking Center, leaving little need for other preparation methods," states Pat Barker, director of food and nutrition for the 31-school Beaumont Independent School District in Beaumont, Texas.

In terms of nutrition policy, this new method of preparation is a minor sensation. French fries from the SelfCooking Center contain 36 percent fewer calories and up to 80 percent less fat than conventional potatoes from a deep fryer. No wonder that hospitals, schools and other institutions have welcomed the RATIONAL SelfCooking Center with open arms. But the benefits of this technology go beyond just the health aspects. In addition to improving the working conditions in the kitchen, such as less chance for grease fires and hot grease burns, eliminating the deep-

fat fryers has also created massive savings.

Not only has Barker's district realized the return on equipment purchases through energy, labor and other equipment cost savings, but the schools have also experienced increased demand from the students for foods prepared in the SelfCooking Center. The return is therefore not just in the increased satisfaction of both students and parents, but also to the district's bottom line.

RATIONAL has been recognized with over 10 international awards, including the 2006 Kitchens Innovations (KI) Award by the National Restaurant Association, for its trend-setting kitchen equipment in the foodservice industry.

The SelfCooking Center

The SelfCooking Center has simplified the cooking process to the press of a button. In fact, it's so easy to use there is no need for expensive training and retraining due to staff turnover. Just select the appropriate food, that's it! It detects product-specific requirements, the size of the food to be cooked and load size. Then, the SelfCooking Center automatically calculates cooking time, temperature and ideal cooking cabinet climate on an individual basis. It continuously monitors and adjusts 3,600 times per hour to achieve the desired result. The SelfCooking Center also requires 28 percent less space in the kitchen but cooks up to 15 percent faster than conventional combi-steamers. It is available in gas or electric.

TeamCooking Live Seminars

RATIONAL is holding free TeamCooking Live Seminars across the United States to demonstrate the cooking unit's ease of use and consistently reproducible results. For dates and registration information or for more information about the SelfCooking Center, please call **888/320-7274** or visit **www.RATIONALusa.com**.

RATIONAL is the world market and technology leader for the thermal preparation of food in professional kitchens. Founded and based in Germany since 1973, RATIONAL is committed to the principle of sustainability, expressed in its policies on environmental protection, leadership and social responsibility. Numerous awards such as "Best Factory," "Product of the Year," "Manufacturer of the Year" and "Global Excellence in Operations" attest to RATIONAL's high standards and recognition in the industry.



yourself exceptionally well-versed in OSHA matters—and give yourself a pat on the back if you can cite the standards to which the OSHA definitions apply. (Answers on page 31)

Common Terms and Definitions

- A. Barrel:** A large cylindrical container, usually made of wooden staves bound together with hoops, with a flat top and bottom
- B. Bite:** To cut, grip or tear with the teeth
- C. Check:** A written order to a bank to pay the specified amount
- D. Ground:** Soil or land
- E. Hog:** A domesticated pig
- F. Husk:** The envelope of leaves around an ear of corn
- G. Jog:** To run at a steady slow trot
- H. Package:** A wrapped or boxed object
- I. Reach:** To touch or grasp by stretching out or extending
- J. Telltale:** One who informs on another; a tattler

OSHA Definitions

- 1. A unit of lumber (Standard 1910.265(b)(28))
- 2. A machine for cutting or grinding slabs and other coarse residue from the mill (Standard 1910.265(b)(18))
- 3. A device used to serve as a warning for overhead objects (Standard 1910.265(b)(43))
- 4. The nip point between any two in-running rolls (Standard 1910.211(c)(1))
- 5. A conducting connection, whether intentional or accidental, between an electrical circuit or equipment and the earth, or to some conducting body that serves in place of the earth (Standard 1910.269(x), .399; 1926.449)
- 6. An intermittent motion imparted to the slide by momentary operation of the drive motor, after the clutch is engaged with the flywheel at rest (Standard 1910.211(d)(40))
- 7. The effective length of an alloy steel chain sling measured from the top bearing surface of the upper terminal component to the bottom bearing surface of the lower terminal component (Standard 1910.184(b))
- 8. A head saw framework on a circular

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- 9. mill (Standard 1910.265(b)(19))
 - 9. A volume of 42 U.S. gallons (Standard 1910.106(a)(33))
 - 10. A lengthwise separation of wood, most of which occurs across the rings of annual growth (Standard 1910.21(c)(17))
- Since 1996, MANCOMM and its partner company, American Safety Training Inc., have been committed to helping businesses protect their workers by providing them with state-of-the-art safety compliance products and training. For more information, visit www.mancomm.com.

TransPerfect Translations Selected as Preferred Provider for the National Restaurant Association Education Foundation

TransPerfect Translations, one of the world's largest providers of international

communications services, has been selected by the National Restaurant Association Education Foundation (NRAEF) to produce translations of multicultural training tools. These translations will impact the food, beverage and food service industries throughout the nation, positioning TransPerfect as the leader in this far-reaching field.

"We are thrilled to team with TransPerfect for the translation of our ServSafe® and ServSafe Alcohol™ examinations," said Mary M. Adolf, president and COO of the National Restaurant Association Educational Foundation. "The NRAEF focuses on recruitment, retention and risk management in the restaurant and food service industry, and the need for multicultural training tools in these areas continues to grow at a very fast pace. TransPerfect helps the NRAEF ensure that all of these training materials are accurate and up-to-date with their thorough and cutting-edge translation practices."

With over 12.2 million employees, the restaurant and food service industry is the second largest employer in the United States. Non-native English speakers make

(Continued on page 14)

TransPerfect Continued from page 13

up a fast-growing segment of this population. These individuals come from many different cultures where practices and traditions regarding food handling and food storage vary significantly. Ensuring these individuals have clear, accessible information in their first language about food service standards and practices in the United States will have a major impact on all consumers.

Liz Elting, president and CEO of TransPerfect, noted, "The restaurant industry is one of the nation's largest employers of non-native English speakers. By localizing safety examinations for individuals who are not fluent speakers of English, the NRAEF is performing a critically important service and a heightened level of protection for consumers throughout the United States. We applaud the NRAEF for taking this step and are honored to be working with them."

The NRA Education Foundation

The National Restaurant Association Educational Foundation (NRAEF) is a not-for-profit organization dedicated to fulfilling the educational mission of the National Restaurant Association. As the nation's largest private sector employer, the restaurant and food service industry is the cornerstone of the American economy, of career and employment opportunities and of local communities. Focusing on three key strategies of risk management, recruitment and retention, the NRAEF is the premier provider of educational resources, materials and programs that address attracting, developing and retaining the industry's workforce. Sales from all NRAEF products and services benefit the industry by directly supporting the NRAEF's educational initiatives. For more information on the NRAEF, visit <http://nraef.org/>.

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TransPerfect is a family of companies providing international communications solutions in over 100 languages. With over 30 offices worldwide, TransPerfect is headquartered in New York. TransPerfect comprises TransPerfect Translations, TransPerfect Staffing, TransPerfect Document Management, TransPerfect Transcriptions and Translations.com. Together, these companies offer an array of services including translation, interpretation, website globalization, subtitling/voiceovers, multicultural marketing and litigation support. TransPerfect Translations was awarded ISO 9001:2000 certification in 2003. For more information, please visit www.transperfect.com.

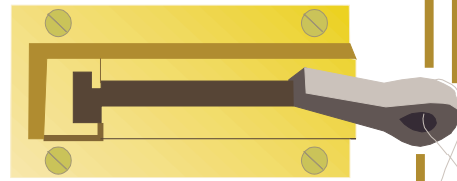
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by Elaine Cappellino



Safety and Security: Does Your Plan Match Their Perceptions

Much time and effort is spent developing safety and security plans to protect your guests and your property. But does your plan accomplish what you hope it does? Do your guests feel safe and secure when staying on your property?

A search of online sites, such as Hotel & Motel Management (www.HotelMotel.com) reveal these important features of a hotel security plan: design elements, access and entry points, lighting and staff training. Each one of these components plays a part in guests' perceptions of safety and security.

Our family of four recently spent a week traveling in the Southeast and visited three hotels. Two of the properties were mid-scale hotels in resort areas. The third was an economy hotel located just off a major highway north of Atlanta. Each hotel left a distinct impression even though security wasn't a conscious element in our choice of hotels.

Maintenance Matters

The economy hotel had a fairly well-lit parking lot surrounded by a raised berm with a small hedge. There were flower pots surrounding the entrance and a 24-hour staffed front desk; so far, so good. After check-in we were directed to enter through a side entrance rather than through the main lobby area. Although there was an electronic key card entry, the exterior door was loose and did not appear secure. We had to climb a flight of narrow stairs with shabby, ripped carpeting. The lighting both in the stairwell and the interior hallway was very dim, and suddenly we felt less than secure in our choice of accommodations. Again, even with the key card entry,

our room door seemed old and worn, and using the swing bar to secure the door from the inside gave only minimal comfort.

This hotel had used some outside design elements to give the initial impression of a safe and secure place; however, by not following through with measures such as an after-hours single entry, adequate lighting and maintenance, our perception quickly changed. Although bodily safety was not even remotely on our minds at the outset, we found ourselves wary of our surroundings. Basic upkeep and maintenance of the common areas would have gone a long way in assuring us that this hotel was a safe place for a night's stay.

Aesthetics Matter

Single entryways and inside corridors are usually associated with a safer, more secure property, but the design and upkeep of a hotel can go a long way in affecting guests' perceptions of their environment. A mid-scale hotel in a resort town in Georgia was built with outside hallways facing an unenclosed parking lot, but the overall appearance of the property made it look inviting. The lobby was open, airy and nicely decorated; and the rooms had been recently updated. As we returned from dinner after dark, we noticed that the front lobby, parking lot and hallways were well lit. We felt secure and were not concerned about our safety or that of our vehicle.

People Matter

The most impressive hotel during our vacation was a mid-scale property found in a resort town in Tennessee. The design elements offered an immediate sense of comfort and security. The property was surrounded

by an attractive faux iron gate and well-kept landscaping. This gave the impression of entering an oasis away from the hustle and bustle of the busy street. The building itself was well maintained, and the lobby had a double set of doors, the second of which had a key card entry for after hours.

Throughout our stay, we recognized the same faces of the staff each day—from the front desk to the cleaning crew to the servers in the breakfast area. No matter the time of day or night, there always seemed to be hotel staff in the hallways and common areas. All were friendly and offered help with a pleasant attitude. We felt as if we belonged there and subconsciously were given the impression that the staff would recognize someone who did not.

Money (doesn't always) Matter

Interestingly, the difference in rates for these three hotels during our trip was less than \$20, but the difference in our perception of value was tremendous. While each property is unique in its design, layout and location, the elements that really affected our perceptions were not necessarily limited by the physical plants. Our view of the economy hotel would have been more positive simply if the doors had been maintained properly. And while we certainly enjoyed the aesthetic value of our favorite hotel, the training and performance of the staff are what really made us feel secure during our stay there.

As hotel managers evaluate their safety and security plans and work to improve them, looking at their properties through the eyes of a guest can be an eye-opening experience!

BEFORE, DURING AND AFTER THE (POINT OF) SALE

photo by Adam Waterson, The Reynolds Group, Inc.

Unlike the general public, restaurant professionals see food as a small segment of their business. Sure, it's what ultimately gets, and keeps, bodies in the seats, but from an operation standpoint it is really just the icing on the cake. The behind-the-scenes technology is an ever-evolving key factor in competitive business, and successful operators depend on good point-of-sale (POS) systems to support them in multiple facets before, during and after the food hits the table.

One such popular system is MICROS, sold regionally in the Southeast by Postec Inc., which is used by restaurant mogul Bob Amick of Concentrics Hospitality. In fact, since discovering the system, he has begun converting all of his restaurants to MICROS to maximize the overall effectiveness of his POS technology.

"After Postec introduced me to the updated MICROS system, I saw the benefits that could be made by moving our systems over to this new technology," says Amick. "Since switching Murphy's and Lobby at TWELVE, we have already seen a difference in the efficiency of our operation and the added value of MICROS. I'm looking forward to seeing an all around improvement once the updates are made at ONE, midtown kitchen, TWO, urban licks and piebar."

Postec Inc. was formed in 1987 and is a leader in providing POS systems to the Southeast, accompanied with technological expertise, market knowledge and superior training. Its clients include restaurateurs looking for total added value who understand the value of technology and are low-risk, high-return decision makers. To further service its clientele, Postec has also made recent investments in improved credit card security (PCI/DSS), managed firewalls (SonicWall), proactive monitoring (Vigilex) and corporate reporting (MyMicros.net).

The MICROS Restaurant Enterprise Series 3000 (RES 3000) is a marvel of a point-of-sale system, which plays host to numerous applications that track order timeliness to controlling prices, menus and profits. It is currently the most widely used POS system in the world.

"MICROS has advanced programming and functionality in this version of their point-of-sale system. Reports are now exportable to different platforms, menu items can cross reference a number of screens, and more," says Shireen Harrington, manager at Murphy's.

MICROS has added value to Concentrics Hospitality restaurants by improving business support, reporting and flexibility. It is a much easier system to use than its predecessor, contains more robust hard-



ware and has a lower total cost of ownership and greater ancillary services/product flexibility as well as enhanced security and support response. This system comes standard with 150 reports for operators to use. Additionally, myMicros.net delivers near real-time access to key SCORE card metrics remotely for decisive and effective management. Ad hoc reporting is also a feature in this system.

The hardware created by MICROS is a more robust system than the previous one and is based on WK4 technology. Such advancements include no fans or hard drives as would normally be found in more office-type equipment. The WK4 works on the same technology as a Palm Pilot and is easily replaceable in a matter of minutes.

Always a natural selling point in today's world, MICROS contains open and extremely secure software. Compatible with secondary software such as Open Table for each restaurant as well as TWELVE Hotel's front desk software, the POS technology is easily integrated to be beneficial at all

levels. However, it is also secure and proactive in possible intrusions and attacks by unwarned software or users. Data in transit and at rest encryption, user level password management and tracking and risk management features are all encompassed in the MICROS system.

Postec has also incorporated its own upgrades to the MICROS POS system. One such advantage is that the company prides itself in offering more local technicians in the surrounding area, using the latest technology via GPS tracking and employing inventory location software. This service enables customers to receive what they need when they need it. Another built-in proactive feature is the Viglix exception/error proactive response software, which self-monitors exceptions in the operating systems and begins the corrective action process by alerting the Postec Help Desk, usually before the restaurant is even aware of the issue.

Oneac power conditioners regulate and condition the power to each terminal, printer and server to ensure uninterrupted and stable flow of power. This allows for a longer performing system with lower total cost of ownership. Postec also recently installed a state-of-the-art system and data security firewall that is globally managed from its own offices to prevent hack attacks, viruses and intrusion software.

A good reputation and superior follow through have earned Postec a solid following in the Southeast. Other Postec clients include top Atlanta restaurants such as Bacchanalia, Fritti, Sotto Sotto and Ruth Chris Steak House.

Operators and hospitality professionals alike are discovering new ways to save more green through investing in better point-of-sale systems. With major advancements in POS systems, restaurants are virtually eating up the profits provided by indispensable technology like MICROS. The addition of these systems can mean the difference between just serving food and the ability to service the restaurant along with its guests. And after all, isn't everyone still looking for that two-for-one deal?

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A photograph of two hands, one larger and one smaller, holding a white seagull in the palm of the smaller hand. The background is a clear blue sky with some light clouds. The hands are positioned as if presenting or protecting the bird.

With growth comes the need for perfect business vision. To remain competitive. To improve efficiencies and ensure good service. To address customers' demands for satisfaction and value. MICROS delivers near real-time access to eye-opening metrics and operating parameters for decisive and effective management. Essential for continued success in a competitive world. Discover the power of the enterprise view you only get with MICROS. Just call.

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REPAST FEATURES STATE-OF-THE-ART RATIONAL OVENS

High-tech Ovens Help Create the New American Cuisine of Chefs Joe Truex and Mihoko Obunai

Atlanta's Repast restaurant features two state-of-the-art RATIONAL cooking systems. These combination cooking ovens offer ultimate control of the cooking process with five cooking modes: hot air; steam; combination; vario-steam; and finishing; and they can bake, roast, steam, poach and braise all in one unit.

RATIONAL ovens cook up to 15 percent faster than conventional combi-steamers, saving both time and money. These ovens replace 40 to 50 percent of all conventional cooking appliances, such as hot air ovens, stoves, boiling steamers and deep fryers. By combining two tabletop RATIONAL ovens one above the other,

Repast is able to perform more efficiently.

The RATIONAL ovens enable Repasts' chefs to work simultaneously with no need for extra space. For instance, you can produce your roasts automatically in the bottom shelf of the oven and can steam the vegetables in the top shelf. There is no taste transfer, even when widely differing products are loaded at the same time. Vitamins, minerals and nutrients are conserved. Outstanding, consistently high food quality inspires confidence day after day.

The five cooking modes are easy to operate, using only one knob. The moist heat mode, at 212 degrees Fahrenheit, is ideal for blanching, boiling, steaming, simmering and soaking. The dry heat mode varies from 85 to 550 degrees Fahrenheit and is best suited to roasting, grilling or baking. You can cook tender filets, crispy cutlets and even light bakery products with an evenness that sets new standards. The combination mode, or moist and dry heat, also vary from 85 to 550 degrees Fahrenheit. This mode prevents food from drying out, minimizes cooking shrinkage and at the same time ensures even browning.

The vario-steam mode offers gentle cooking below 212 degrees Fahrenheit with maximum steam saturation. It is effortlessly successful, even for large quantities of extremely sensitive foods, such as crème caramel, vegetable flan, delicate fish or mousselines. This cooking mode is perfect for poaching, simmering, scalding and even vacuum cooking.

The last of the five cooking modes is the finishing function mode. Today it is standard practice to keep food warm. This frequently leads to loss of quality, with unwanted cell fusion being the inevitable consequence. Finishing does away once and for all with the need to keep food hot. This allows you to prepare food to perfection in a relaxed, stress-free atmosphere, whether it's one, five, 20 or several thousand meals.

Repast—Chefs Joe Truex and Mihoko Obunai's casual yet elegant neighborhood restaurant in Atlanta—features new American cuisine with a metropolitan flair. Truex and Obunai bring years of experience from Atlanta and New York to this in-town eatery that features Asian influences enhanced by wood beams throughout, exposed concrete, a curved bar and windows along three sides. Drapes in the breezeway between the street and courtyard create a hip lounge area for diners to enjoy small plates al fresco. Repast is open for dinner Monday through Saturday. Reservations are recommended, but not required. For more information, diners can log onto www.repastrestaurant.com or call 404/870-8707.

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Worried About the Upcoming Showdown? You Should Be.

Employer beware! There's a showdown brewing between an employer's right to regulate an employee on its property and the employee's right to bear arms. Employers should know that gun advocates intend to have both barrels blazing during the 2006 Florida legislative session. If newly proposed legislation is enacted in Florida, the right of an employer to restrict firearms on the employer's property may soon be restricted—no, criminalized!

Two bills pending in the 2006 Florida Legislature should be of great concern to employers. House Bill 129 and Senate Bill 206 are identical bills that propose to prevent employers from establishing or enforcing any policy or rule to prohibit employees from lawfully storing and transporting firearms in their parked vehicles. Under this legislation, it does not matter if an employee might be required to park on company property. This legislation proposes to make it a *felony* for an employer to enact or enforce a rule or regulation prohibiting guns in *any* vehicle, arguably even in those of non-employees.

The Florida Division of Licensing reports that as of December 31, 2005, the total number of registered gun licensees is 500,841. If this legislation passes and your Florida business holds 100 or more employees and guests, two of the people in your establishment probably have a firearm in your parking lot—regardless of whether or not the parking lot is private company property. A major business chain with multiple outlets, thousands of employees and even more guests on the premises could have many more firearms legally brought onto company property.

The proposed bills restrict an employer's right to regulate any of these firearms if they are kept in an employee's or customer's vehicle. While this legislation does seek to exclude the employer from civil liability for any injuries connected with the lawful storage of such a firearm, it nevertheless subjects employers to civil liability for injuries to third parties resulting from an employer's attempt to enforce any "illegal" rule or policy excluding firearms from their parking facilities. Similar bills have

been enacted in recent years in Kentucky, Oklahoma and Minnesota.

Advocates of the proposed legislation believe the issue is about personal safety and privacy. They operate on the theory that a person's vehicle is private property and employers have no right to rule out possession of a legally owned firearm. This position is predicated on the idea that the privacy a person has in his or her personal vehicle is akin to the privacy expectation people have in their homes. Advocates also argue that disarming law-abiding citizens does not change the behavior of criminals. Thus, employers' rules against firearms essentially criminalize owning a firearm and punish the wrong people.

On the other hand, those opposed to the passage of this legislation are concerned about workplace violence. They argue the legislation will result in more accessibility to firearms by employees, thus creating a greater potential for small incidents or disagreements to get out of hand. Restricting an employer from controlling this issue may result in an increased opportunity for employees to retaliate with violence when employers take necessary disciplinary action for violations of company policies.

Furthermore, the argument that an employer or property owner should not be permitted to restrict firearms on company property because a person's vehicle is similar to one's home does not ring true because one's home is not usually parked on the property of another. A vehicle on an employer's property is merely a guest of the business. While Florida law has long allowed persons to legally possess firearms within their vehicles, this proposed legislation raises serious constitutional issues regarding the ability of the state to dictate the rights of private property owners and employers.

Employers should also know that Florida recently abolished the duty to retreat if an intruder enters a home or workplace. Effective October 1, 2005, Florida's so-called "shoot first" law went into effect. An employee is now permitted by statute to use deadly force under certain circumstances. This law merely codified the

case law regarding an employee's right to use deadly force when threatened at the workplace. Ultimately, from an employer's perspective, the "shoot first" law should have little effect on the ability of employees to carry firearms in the workplace.

With respect to non-employees, Florida courts have held that non-employees do not have the right to carry weapons into the place of business of another. Therefore, under current Florida law non-employees would be subject to criminal prosecution for bringing a firearm onto an employer's property unless they possessed a valid conceal-carry license. Furthermore, even properly licensed persons could be excluded by an employer under the general rights associated with private property ownership. Although non-employees might argue that their right to bear arms under the federal and state constitutions trumps the ability of the employer to exclude them, such an argument would likely fail given the broader scope of legal authority associated with ownership of private property. Just as there is no First Amendment right to free speech on private property, there is no right to bear arms on the property of another.

Currently, an employer in Florida may legally prohibit an employee from bringing a gun onto company property through the enactment of employee policies and procedures. An employee violating the employer's policy might be subject to suspension or termination depending on the severity with which the employer wants to treat the employee. However, if the proposed legislation is enacted by the Florida Legislature, it will remove this power from employers. The result, as some commentators have stated, is that Florida's motto may soon change to the "Gunshine State."

Mark A. Addington is an attorney representing employers in the Jacksonville, Fla., office of Fowler White Boggs Banker. He practices in the firm's Employment Law Practice Group and Restaurant Practice Group and has extensive operations and training experience in the hospitality industry. Mr. Addington is admitted to practice in Florida, the United States Court of Appeal for the Eleventh Circuit and the United States District Court for the Middle District of Florida. He can be reached at 904/598-3124 or maddington@fowlerwhite.com.

Could Your Website Actually Be HARMING Your Business?

Does your site ATTRACT or DETRACT?

As the old saying goes, “You never get a second chance to make a first impression.” That statement is especially true when referring to a business website. Customers worldwide are looking for products and services online, and there is no shortage of sites from which to choose. Broken links, spelling and grammatical errors, html errors and flashing graphics or annoying pop-ups can actually drive visitors away as quickly as they came. Do your web content, layout and page links come across as professional and say the things you want them to say about your business? Do too many bells and whistles essentially dilute your main message? Business owners and entrepreneurs should perform periodic website maintenance on their sites to ensure they continue to make a professional statement and work hand-in-hand with furthering their businesses.

When evaluating a site, here are the five most important things to check:

- Quality design
- Page consistency
- Ease of navigation
- Site activity
- Credibility

Quality design: Because design quality can be subjective, a good recommendation is to cater to your industry’s and customers’ tastes. For example, if you are selling scrapbook supplies, then a “homemade” feel for your website might

be appropriate. Alternatively, if you are a dentist, something with a light, clean, simple layout will better instill confidence in prospective patients.

Maintain your branding by using your logo, picking colors that match your other materials and including pictures that support the imagery you want associated with your business. Regardless of the style of your site, the best indicator of quality design is page consistency.

Page consistency: The Web can be a frightening place. When you click on a link in a webpage, it can take you almost anywhere. When your customers click on links within your site, add to their comfort level by making it clear they are still in your site. The number one way to do this is to have a consistent page template by using the same colors, style and placement of page elements on each page.

Color is important. We make associations based upon color all the time. Keep colors consistent or have a good reason why you are changing them from page to page. A rainbow of color can be overwhelming.

Stick to one style—organic or linear. Organic elements use soft curves that flow together. Linear elements are straight with sharp angles. Either might be appropriate for your business, but pick one and stick to it.

Use one page template. Site visitors expect the structural elements to stay in place. When someone visits your site, he or she becomes oriented to the site structure and expects the elements (navigation, logo, page headers, etc.) to be in the same place on every page.

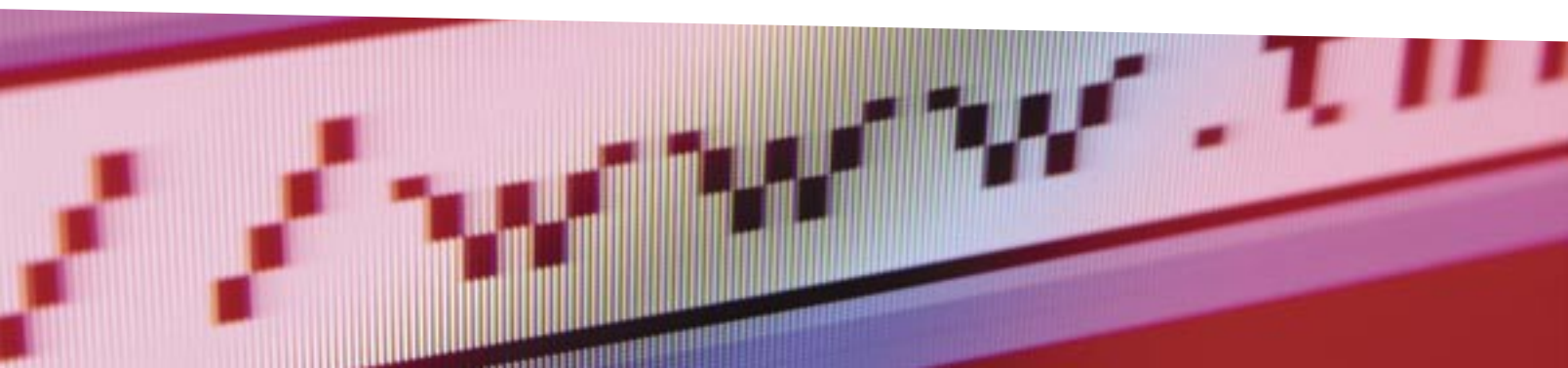
Site navigation: Site navigation is the primary element in a professional website. If your customers cannot easily find what they are looking for, they will look elsewhere—and that usually means your competition.

Ensure you have a distinct navigation bar positioned either along the left hand side of the page, along the top or a combination of both. Try to organize your content in as few categories as possible and use a table of contents page when the visitor clicks each category with a brief description of the category and links to subcategories with more information. To make it easier to maintain your site, it’s best to be able to add new subcategories as page content in the page without having to rework your site navigation bar each time.

Site activity: A stale website makes the rest of your business look stale. This does not mean you have to change the design of your website every month or even every year, but it does mean you should keep an eye on the content. Does your website list an “upcoming event” from 2004? Is an old promotion still on the site?

If you can change the sign on your store or the message on your voicemail, you should also have an easy way to change the content on your website. Do some research and find the best website editing software or service for you. You should also have a professional developer resource available for questions and more complicated changes that you cannot do yourself. Some editing services include both do-it-yourself editing and expert developers when you need them.

Credibility: Many factors can contrib-



ute to or take away from your trustworthiness online. Displaying outdated information is one thing, but others are just as glaring, if not more so. Broken images, bad links and misleading site navigation are all examples of things that lower credibility. Visit your site frequently to ensure your pages are displaying properly, links are updated as things change and content is current.

Make it clear that you are a real busi-

ness. People need to know they can contact you and trust you. Show that on each and every page. Place some testimonials and prominently display your contact information. List your email address and always include a phone number.

Take a Look at Your Site Again

Chances are you are already doing some of the above correctly. If you can look at your site and say you are doing

everything right, congratulations! If not, take notes about what you would like to do better and consult a professional web developer or website maintenance company about implementing these principles. The changes will not cost a fortune, but the results may produce one.

Andreas Thomson is a website maintenance expert at edit.com, a web maintenance service provider for small businesses. For more information go to www.edit.com.

by Kristi Porter

Sometimes Looks Really Do Matter

With the hospitality industry constantly getting more competitive, keeping up with the next big thing is more important than ever. Advertising and word of mouth move at cyber speeds, making web design a necessity. Nowhere is this need for speed more important than in the restaurant, food, beverage and hospitality related industries, where first impressions are everything.

Steve Tanner of TannerMark serves his clients at a pace faster than DSL, not only to keep up with the competition through superior web design but to stay far ahead. Focusing on "style conscious web design," Tanner creates innovative, customized designs that are specialized for this niche to make stunning visual and emotional impressions.

Tanner paints a picture in every site, creating content that draws visitors to the precision, presentation and beauty of the virtual canvas. He is a veteran of the web business, beginning in the dot.com era, so his knowledge is vast and he is continuously refining his abilities. Prior to a web focused career, Tanner was the founder and creative director for Mindflex Inc., an interactive multimedia design and video/broadcast production company that began in 1985. As the World Wide Web emerged, it was a natural progression, and he designed web media for mostly corporate clients. At the beginning of his career he logged six years in the advertising industry as a designer and art director. So a keen eye for design is not only evident, but also inherent. He takes pride in each facet in his work, treating each one specifically to meet particular needs. Not confining himself to an office, Tanner is very hands-on, inspecting sites, surveying structures, meeting on location, familiarizing himself with products and interviewing key players who have a vision for the direction and end result. Out-of-state clients are extremely satisfied as well, due to his intuitive perception of the concept and content needed to set them apart.

Tanner attributes his particular interest in the hospitality industry to the creative freedom, variety of niches available and the wide range of appeal in the market. Restaurants, glassware companies, beverage distributors, architects and creative enterprises are just a few of his interests in clientele because they all work under one umbrella. Not only do his services aid in reaching a whole new customer base for these companies, but they also allow returning viewers a reference page to keep up to date on a restaurant's activities.

"The hospitality business is constantly evolving and in need of creative resources to stay on top," says Tanner. "I love this industry because beautifully enhanced visual web design is appreciated and very effective in driving customers to these establishments. I want people to look at a TannerMark restaurant website and decide to dine there that night! That's what I try to do with every project."

As featured on his website, Tanner's repertoire showcases a prominent who's who list of nationally admired businesses. Restaurants all over the country seek his sound skills to create an enticing, sophisticated image and include some of Atlanta's most award-winning and popular restaurants like ONE. midtown kitchen, TWO. urban licks, piebar, Murphy's, Atlantic Seafood Company, The Real Chow Baby and the upcoming Lobby and Trois. Also profiting from Tanner's services are companies located through the United States: Miami's O-R-O, Hennen's in Chattanooga, Tenn., Birmingham, Ala.'s STIX, Jock's and Jill's throughout the Southeast and The Waterhouse locations in Cleveland, Ohio and Atlanta, Ga. In restaurant related companies, he has designed for The Johnson Studio, the Taste of Atlanta, Good Measure Meals and Geyer Construction. With a niche already carved out in the competitive hospitality industry, TannerMark is the benchmark in expertise, and hospitality clients receive a bevy of services that are finely crafted for each individual client, not a product of prepackaged design.

TannerMark can work with existing branding to maintain the business image or brainstorm with key players to begin at square one and work through completion. A sampling of his services include website design and development, email campaigns, online press kits, e-commerce, customer feedback databases and animated tours and demos.

Visually compelling and crafted with precision, TannerMark designs, develops and maintains premium websites for restaurants and hospitality, creative business, contemporary retail and innovative business to business.

For more information on TannerMark, please visit www.tannermark.com or call 404/626-8518.



Steve Tanner

Dining at its Best

Carolina's Has Provided Charleston With Outstanding Lowcountry Cuisine for More Than 20 Years

A landmark in Charleston's culinary history for more than 20 years, Carolina's offers guests the epitome of Southern cuisine. The only Charleston restaurant located south of Broad Street, Carolina's offers its guests one of the most romantic dining atmospheres in the city. Carolina's has been preparing decadent meals for the residents and visitors of the Charleston area since first opening its doors in 1985. Both tourists and locals flock to the restaurant for its renowned European infused Southern recipes and unique uses of ingredients and seasonings. Guests recognize the distinct quality of culinary excellence found at Carolina's and know it is something to relish.

Carolina's menu offers a vast array of Lowcountry culinary specialties. Guests may choose to begin their dining experience with a variety of appetizers such as bouchot mussels and Breach Inlet littleneck clams with leek fondue and white wine; roasted veal sweetbreads, parsnip puree and roasted brussels sprouts; or shrimp and crabmeat wontons with soy lime ginger aioli. Entrees range from Perdita's fruits de mer—combining fresh fish, shrimp, scallops and lobster tail with raspberry beurre blanc, red rice and vegetables; to cilantro and black sesame seed-encrusted local grouper served with a crabmeat grits cake, sautéed bok choy and chive and lemon beurre blanc; to grilled beef sirloin with braised beef and foie gras ravioli served with parsnip truffle puree; to

the local's favorite, the famous Carolina's burger, made with ground filet and served with grilled onions, sautéed mushrooms, bacon, lettuce, tomatoes and a choice of blue, mozzarella or cheddar cheese and garnished with French fried potatoes.

Carolina's catering services are available to guests for private luncheons, group dinners, banquets, receptions or business meetings. Offering personalized menus and an extensive wine list, Carolina's goes above and beyond its clients' high expectations by providing events with endless possibilities.

Proclaimed by *The New York Times* as "one of the most elegant restaurants on the East Coast," Carolina's provides three distinct dining room options in an effort to cater to each of its guest's unique style and taste. The Sidewalk Room offers guests a view of Exchange Street as they dine in a quaint atmosphere peppered with Charleston inspired paintings by local artists, including a famous work of art—*The Jazz Singer* by John Carrol Doyle.

The Bar Room offers an intimate dining area perfect for after work diners or happy hour guests. Wine rack lined walls surround a handcrafted mahogany bar, which serves as the focal point for this unique dining area. The custom chandeliers hang from the cedar planked ceiling, illuminating the room with a warm glow. Guests may mingle at the bar for an after work drink or dine at one of the tables surrounding the bar.

Tucked away on the harbor side of the restaurant is the famous Perdita's Room. Preserving the romantic ambiance of its legendary predecessor, Perdita's, this room is perfect for an anniversary dinner or a romantic night on the town. With its rich

hues of burgundy and deep mahogany wood, the Perdita's Room complements the more modern dining rooms at Carolina's and offers a dining experience reminiscent of old Charleston. Cloaked with velvet walls, antiqued mirrors, soft custom lighting and views of historic Charleston, the Perdita's Room offers an intimate setting unique to any other restaurant in the Charleston community.

Carolina's Executive Chef Tin Dizdarevic is a master of the culinary arts. Responsible for managing the kitchen staff, developing creative and unique menu items and assuring that Carolina's guests have the ultimate dining experience complete with excellent cuisine and outstanding customer service, Chef Dizdarevic is a leader in Lowcountry cuisine and the reason people visit Carolina's.

Prior to joining Carolina's, Chef Dizdarevic served as a chef for New York City's Craftbar, a sister restaurant to the acclaimed Craft Restaurant. A native of Slovenia, Dizdarevic built his vast knowledge of the culinary arts through his travels abroad and the experience he gained at Craftbar. An expert in the culinary arts, Dizdarevic has integrated the cuisines of Central Europe into his many signature dishes, including grilled quail with sautéed baby mustard greens and creamy grits with mascarpone as well as braised lamb shank and white bean stew with caramelized onions, which all showcase his extraordinary talent of combining the freshest ingredients and savory flavors. Dizdarevic received a culinary arts diploma from the French Culinary Institute in New York City.

Carolina's serves dinner nightly beginning at 5:00 p.m. For more information, call 843/724-3800 or visit www.carolinasrestaurant.com.





People in the News



Sterling Resorts has promoted **Will Carr** to rental manager of its Sterling Beach vacation condominium property in Panama City Beach, Fla. With more than 10 years of experience in the hospitality industry, Carr most recently served as front desk manager. He joined Sterling Resorts in 2003.

ICI Homes, which is developing 600 luxury resort condominiums for fractional ownership sale at Lighthouse Key Resort & Spa near Walt Disney World, has named **Kevin Mays** vice president of the Resort Division.

Global Hyatt Corporation announces the promotion of **Paul Tang** to vice president/managing director. Additionally, Tang will remain at his post as general manager of Hyatt Regency Grand Cypress, the 1,500-acre luxury resort located in Lake Buena Vista, Fla. The 35-year Hyatt veteran began at Hyatt Regency O'Hare, and today serves as the general manager of Hyatt Regency Grand Cypress, a position he has held since 2001.



The Alabama Hospitality Association named **Mark P. Noyes** Hotelier of the Year for 2005 at its Stars of the Industry awards

banquet Nov. 14. Noyes is the general manager of the Sheraton Birmingham Hotel, a Starwood Hotels and Resorts managed property, and serves as president for the Greater Birmingham Lodging Association, GBLA. Noyes also serves on the board of directors for the Greater Birmingham Convention and Visitors Bureau, the board of directors for the Alabama Hospitality Association and the Birmingham Chamber of Commerce board of trustees. "It is the strength of leadership at the hotel that gave me the opportunity to participate in activities in the community and be involved in organizations across the state," Noyes said. That strong leadership was demonstrated in the long list of award finalists who work at Sheraton Birmingham, including banquet manager **Jose Pereira**, guest service coordinator **Marcus Glasgow**, Atrium Restaurant server **Linda Bailey** and Atrium Restaurant server **Helen Thuo. Diann Pilgrim**, a teacher at Wenonah High School who works with Sheraton Birmingham on the Job Shadowing Program, was also a finalist in the educator category.

Gaylord Hotels has promoted hospitality industry veteran **Daryl Morris** to general manager of the Radisson Hotel at Opryland. Morris joins the hotel from Gaylord Opryland Resort & Convention Center in Nashville, Tenn., where he was most recently director of Relâche Spa, Salon & Fitness Center. Morris joined Gaylord Opryland from Las Vegas, where he was executive hotel manager of the Rio All-Suite Hotel & Casino and operations manager of the Canyon Ranch SpaClub at the Venetian Hotel. Previously he served as director of hotel at New York New York Hotel and Casino and director of rooms at The Venetian Resort Hotel and Casino, both in Las Vegas. Morris was instrumental in the successful opening of the European-inspired Relâche Spa at Gaylord Opryland in summer 2005.



amenities of a world-class resort. The resort's award-winning Kids' Klub provides fun-filled adventures each day for kids from ages five to 12. Supervised activities are coordinated by certified counselors with CPR, ADA and diversity training. Participants are grouped by ages for age appropriate activities. For information and reservations, call **800/767-7777**, contact a travel professional or visit www.sanibel-resort.com.

What do the Sofitel New York, The Ritz-Carlton Orlando



Changing Places

At **Sanibel Harbor Resort & Spa** (Fort Myers, Fla.), kids' stuff is serious business! Named one of the country's "Top 10 Family Beach Resorts" by *Family Circle* magazine and one of the "Top Five Family-friendly Resorts in the Southeast" by *Family Fun* magazine, the resort is situated on 85 acres overlooking Sanibel and Captiva islands. The tropical paradise has everything necessary to make this destination a perfect getaway for families who want to enjoy the area's natural beauty with the

Grand Lakes and the Four Seasons Resort Maui and San Francisco have in common? They are all ranked behind the **French Quarter Inn on the Market** in historic Charleston, S.C., according to world travelers who named the French Quarter Inn the number one luxury hotel in the United States and number ten in the world. TripAdvisor's 2005 Travelers' Choice Awards highlight what travelers from around the world have found to be the best hotels. TripAdvisor's Travelers' Choice winners are uniquely "selected" by the millions of travelers who provide their real and unbiased reviews or opinions about hotels on TripAdvisor.com™ and across the Web. Expedia.com has also recognized the French Quarter Inn as a top luxury hotel, ranking it in the top ten four-star hotels in the United States. The list was determined by Expedia's 2005 traveler

opinions, a database of reviews submitted by Expedia travelers who have booked that hotel on Expedia and stayed there within the last year. To view TripAdvisor's Traveler's Choice Awards go to www.tripadvisor.com. Expedia's press release announcing French Quarter Inn's listing may be read at www.prnewswire.com/cgi-bin/stories.pl?ACCT=104&STORY=/www/story/03-02-2006/0004312523&EDATE=. For more information on French Quarter Inn, visit www.fqjcharleston.com.

Rosewood Hotels & Resorts, the premier manager of ultra-luxury hotels and resorts throughout the world, is pleased to announce plans to develop a new hotel in Atlanta, Ga. **The Mansion on Peachtree, A Rosewood Hotel** will combine a luxury hotel and condominium residences



Things of Note

Intellistrand LLC, an industry leading developer of city, state and leisure portal Internet sites, has announced that **Guest Desk**, the company's online hotel reservation system, gained significant increases in reservations, room nights and revenue in 2005. Guest Desk's online reservations system allows affiliated hotels to designate a specific number of rooms to be available each night over a specified amount of time. These rooms are then sold on the Internet via the Guest Desk system, which is installed on each hotel's homepage. Allowing properties to retain control of their room inventory as well as to maximize their revenue, Guest Desk provides hotels with the ability to update the availability of the rooms; schedule blackout periods; and configure surcharges, discounts and minimum night stays. The system also provides the option to package accommodations with golf, entertainment and other specials. For more information, call Thomas Whitehead or Nancy Greene, Brandon Advertising, **843/916-2000**.



For verandas, conservatories, offices and other rooms with many windows, letting in light while maintaining interior comfort and privacy is a challenge successfully met by the new range of **Soltis®** solar protection materials by Ferrari, specialist in composite fabrics. The polyester-based Soltis®86 and Soltis®92 for outdoor applications and Soltis®99 for indoor applications provide excellent and efficient thermal comfort and are available in an extensive color palette. The Soltis® line stays true to the company's guarantee of dimensional stability and unrivalled flatness thanks to the "Précontraint Ferrari" exclusive pre-stressing technology. This makes each fabric resistant to tearing, time and dirt; perfectly colorfast; and less bulky for easy transport and storage.

Batyline is a ventilated, tough and easy-to-maintain textile, manufactured according to the exclusive Ferrari Précontraint technique. Its unique technology gives it optimum dimensional stability, which combined with a highly



regular weave, makes it the ideal textile for garden furniture. It is composed of tear-proof polyester thread, which is UV and weather resistant to guard against deterioration and to keep colors bright. With its open weave mesh fabric, Batyline® guarantees quick drying, and its antifungal treatment means it can be left outside, even in damp environments such as around swimming pools or in gardens. For more information, contact Bob McGilvray, **954/942-3600** or crowpoint@aol.com.

Equipped with Iridium satellite technology, **World Communication Center's satellite pay phone** can deliver credit card-based calling anywhere in the world with clear line of sight to the satellite. WCC's pay phone provides owners with the flexibility to vary the per-minute charges on each pay phone. The full-size weather-resistant stainless steel units, provided by Payphone.com, include tamper-proof security features equal to standard pay phones, such as reinforced LCD screen windows and heavy-duty cords, handsets, keypads and optional battery packs. Visit www.wcclp.com or call **800/211-2575** for purchase or rental information.

A common question asked today is, "When's the last time you had a good night's sleep?" Unfortunately, many people can't remember the last time they awoke without back pain,

ear pain or fatigue from a lack of restful sleep. The SleepPosture™ pillow is designed to encourage sleeping on one's side rather than on the back or stomach. Side posture sleeping is similar to the fetal position all humans begin life with, which naturally relaxes the body. The SleepPosture™ pillow is shaped uniquely to provide support for the head, neck and back. It also has a patented ear well that enables the ear to remain suspended while sleeping. More information is available at www.sleepposture.com.



Hunter Fan Company's distinguished Oasis® patio fan (model 20523) creates the ambience of a cool summer breeze on a hot summer day. Fashioned with the design characteristics of an ornamental decorative base with wrought metal trim, it is functionally crowned with an elegant ceiling fan mounted on a vertical pole. This versatile fan has a distinctive bronze finish and five reversible dark antique wicker/palm leaf blades with a 52-inch blade span. Ideal for porches, patios and decks, the Oasis is UL® wet listed to weather Mother Nature's worst and simply plugs into any outdoor electrical receptacle. For more information, consumers may call **1-800-4HUNTER** or visit www.hunterfan.com.

Places from page 23

in a slender eight-sided tower. Designed by noted American architect Robert Stern, The Mansion on Peachtree will be the very first ultra-luxury hotel and residential development in Atlanta. Located in Atlanta's most affluent neighborhood of Buckhead, the 42-story property will impart an understated elegance and refinement that reflects the ambience of the world's finest private residences. Projected opening date for the project will be January 2008. For more information on Rosewood Hotels & Resorts, please call **888-ROSEWOOD**, or visit www.rosewoodhotels.com.

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 Magic Box Inc.....541/752-5654

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Amana Brand PTAC/.....800/647-2982
 Goodman Co. LP

AMENITIES, GUEST

Home Box Office.....800/477-1761
 Safemark Systems.....800/255-8818 x 124
 Telkonet.....866-312-6690

APPAREL, CUSTOMIZED

Cypress Hotel & Spa.....866/347-7623

ARCHITECTS, ENGINEERS, DESIGNERS

CVC & Associates Inc.....800/940-7619

ART & MIRROR FRAMING & SUPPLIES

MCI Group.....800/782-2897

BARs—ACCESSORIES, EQUIPMENT, SUPPLIES

Matrix Engineering Inc.....800/926-0528
 Tropical Paradise Beverages Inc.....407-866-9907

BEDS—FOLDING, PORTABLE

Clearwater Mattress.....800/8597904

BEDS—BASES, FRAMES, MATTRESSES

A-I Textiles &.....800/351-1819 x 5
 Hospitality Products
 Clearwater Mattress.....800/859-7904
 Hatchett Hospitality.....800/783-5980

BEVERAGES, NON-ALCOHOLIC, NON-CARBONATED, CONCENTRATED FRUIT, CARBONATED

Tropical Paradise Beverages Inc.....407/866-9907

BROADCAST RECEPTION SYSTEMS

Magic Box Inc.....541/752-5654

BROADCASTING—RADIO, TV

Magic Box Inc.....541/752-5654

CARPETS—CLEANING, DYEING, RENTAL, SUPPLIES

Brintons.....678/594-9300
 U.S. Design Source Inc.....800/229-8737

CASH REGISTERS

ET & T Distributors Inc.....888/642-2226
 NEC Infrontia Inc.....203/926-5400

CATERING SUPPLIES

Tropical Paradise Beverages Inc.....407/866-9907

CLOTHING—BATHROBES, BLAZERS, UNIFORMS

A-I Textiles &.....800/351-1819 x 5
 Hospitality Products
 Cypress Hotel & Spa.....866/347-7623

COATINGS—PAINTS, SEALANTS, WATER PROOFING

Valcourt Building Services.....800/222-9533

COFFEE/CAPPUCCINO/TEA/ESPRESSO

Tropical Paradise Beverages Inc.....407/866-9907

COMMUNICATION EQUIPMENT (NON-PHONE)

DataValet.....866/532-4448
 Pinnacle Communications.....800/644-9101
 Corporation
 Postec.....800/783-9413

COMPUTER—HARDWARE, INSTALLATIONS, SOFTWARE, WIRING

Axcess Ind. Inc.....866/769-7009
 DataValet.....866/532-4448
 Northwind-Maestro PMS.....905/940-1923
 Pinnacle Communications.....800/644-9101
 Corporation
 Postec.....800/783-9413

COMPUTERIZED—BACK OFFICE SYSTEMS, MANAGEMENT SYSTEMS, FOOD SERVICE SYSTEMS, INVENTORY, SALES TRAINING

Postec.....800/783-9413

CONCRETE—PAVERS, SURFACING, RESTORATION

Nu-Safe Floor Solutions Inc.....800/275-7771

CONTRACT CASE GOODS/FURNISHINGS

CVC & Associates Inc.....800/940-7619
 ET & T Distributors Inc.....888/642-2226
 MCI Group.....800/782-2897
 Perdue's Inc.....859/426-7192

CONTRACTORS—BUILDING, DESIGN-BUILD, RENOVATIONS, ROOFING

CVC & Associates Inc.....800/940-7619
 Focus Hospitality Services.....941/907-9155

CONVENTION & VISITORS BUREAU

Magic Box Inc.....541/752-5654

DATA MANAGEMENT—SECURITY, SERVICES, SYSTEMS

Axcess Ind., Inc.....866/769-7009

DÉCOR & ACCESSORIES

Hatchett Hospitality.....800/783-5980

DECORATORS—EXTERIOR, INTERIOR, PARTY, THEME

CVC & Associates Inc.....800/940-7619

DESIGNERS—FOOD FACILITIES, INTERIOR, EXTERIOR

CVC & Associates Inc.....800/940-7619
 Hatchett Hospitality.....800/783-5980

DIRECTORIES—CITY GUIDES, GUEST SERVICES, HOTELS, RESTAURANTS, TOURISM, TRAVEL

Magic Box Inc.....541/752-5654

DISPENSERS—CONCENTRATES, BEVERAGE, CUP, FOOD, LIQUOR

Tropical Paradise Beverages Inc.....407/866-9907

DISTRIBUTORS—BEVERAGE, FOOD

Tropical Paradise Beverages Inc.....407/866-9907

DISTRIBUTORS—GENERAL, WHOLESALE

Matrix Engineering Inc.....800/926-0528
 U.S. Design Source Inc.....800/229-8737

EDUCATION—HOSPITALITY DEGREES, PROFESSIONAL DEVELOPMENT, EDUCATIONAL SERVICES

Johnson & Wales University.....866/598-3567
 New Markets International.....207/781-2019
 Safe Food Systems Inc.....866/564-8993

ENERGY—ANALYSIS, AUDITS, CONSERVATION PRODUCTS, MANAGEMENT SYSTEMS, SUPPLIERS, PROPANE, NATURAL GAS

Amana Brand PTAC.....800/647-2982
 /Goodman Co. LP
 Lodging Technology Corporation.....877/436-7978

ENTERTAINMENT

Home Box Office.....800/477-1761

ENVIRONMENTAL—ECO-HOTEL PRODUCTS, COMPLIANCE, SERVICES, TESTING

ACM Engineering &.....800/234-8435
 Environmental Services

EQUIPMENT, AUDIO-VISUAL—VIDEO CAMERAS/RECORDERS/PLAYERS, VIDEO GAMES

Magic Box Inc.....541/752-5654

EQUIPMENT, COMMUNICATION—CELL PHONES, PAGES, RADIOS, SWITCHBOARDS, TELEPHONES, WALKIE-TALKIES

Axcess Ind Inc.....866/769-7009
 Pinnacle Communications.....800/644-9101
 Corporation

EQUIPMENT, CONFERENCE—AUDIO-VISUAL CONFERENCE CALL SYSTEMS, MICROPHONES, PROJECTORS, SCREENS, SOUND SYSTEMS, TVS

Magic Box Inc.....541/752-5654
 MCI Group.....800/782-2897

EQUIPMENT, F&B—CONCESSION, COMMERCIAL KITCHEN, IN-ROOM VENDING

Matrix Engineering Inc.....800/926-0528
 Tropical Paradise Beverages Inc.....407/866-9907

EQUIPMENT, HOUSEKEEPING—CARTS, TOOLS, VACUUM CLEANERS (PARTS, REPAIRS, SALES)

Axcess Ind Inc.....866/769-7009
 Chem-Tainer/Maxi-Movers.....800/275-2436
 Techni-Quip.....800/826-1245

EQUIPMENT, KITCHEN—COOK TOPS, RANGES, REFRIGERATORS, FREEZERS, ICE MAKERS

Commercial Laundry.....800/638-1869
 Equipment Co. Inc.

EQUIPMENT, LAUNDRY—IRONS, IRONERS, IRONING BOARDS, STEAMERS, WASHERS/DRYERS, PARTS, SALES, SERVICE

Commercial Laundry.....800/638-1869
 Equipment Co. Inc.
 Techni-Quip.....800/826-1245

EQUIPMENT, RESTAURANT—DINING ROOM, KITCHEN

Matrix Engineering Inc.....800/926-0528

EQUIPMENT, ROOM SERVICE

Axxess Ind Inc.....866/769-7009

EQUIPMENT, SAFETY—AUTOMATED DEFIBRILLATORS, FIRE SAFETY, FIRST AID, POOL & SPA, SMOKE DETECTORS, SPRINKLER SYSTEMS

Vak Pak Inc.....904/353-4403

EQUIPMENT, SECURITY—ALARMS, CCTV, DOOR SYSTEMS, GATES, SURVEILLANCE

Axxess Ind Inc.....866/769-7009

EQUIPMENT, TELEPHONE—ADA-COMPLIANCE (TDD, TTY) INSTRUMENTS, GUEST ROOMS

Axxess Ind Inc.....866/769-7009
Pinnacle Communications.....800/644-9101 Corporation

EQUIPMENT, TELEPHONE—PARTS, REPAIRS, SALES, SERVICES

Pinnacle Communications.....800/644-9101 Corporation

EQUIPMENT, WATER—CONSERVATION, HEATERS, POOLS, RECLAMATION, SPAS

Vak Pak Inc.....904/353-4403

FF&E—LEASING, SERVICE, SUPPLIES

CVC & Associates Inc.....800/940-7619
Focus Hospitality Services.....941/907-9155
Hatchett Hospitality.....800/783-5980
MCI Group.....800/782-2897

FIXTURES—BATH, KITCHEN

CVC & Associates Inc.....800/940-7619
MCI Group.....800/782-2897

FLOORING MATERIALS—DESIGN, INSTALLATION, SUPPLIES

Brintons.....678/594-9300
CVC & Associates Inc.....800/940-7619
Nu-Safe Floor Solutions Inc.....800/275-7771
U.S. Design Source Inc.....800/229-8737

FOOD SAFETY

All QA Products.....800/845-8818

FOOD SAFETY—SYSTEMS, SUPPLIES

Safe Food Systems Inc.....866/564-8993

FRUIT JUICES, CANNED, DEHYDRATED, CONCENTRATED, FROZEN

Tropical Paradise Beverages Inc.....407/866-9907

FURNITURE—ALL HOTEL/RESTAURANT, CHILDREN'S, OUTDOOR, POOL & PATIO, SPA, DESIGN, HEALTH CARE, METAL

Clearwater Mattress.....800/859-7904
CVC & Associates Inc.....800/940-7619
ET & T Distributors Inc.....888/642-2226
Hatchett Hospitality.....800/783-5980
MCI Group.....800/782-2897

HOUSEKEEPING—EQUIPMENT, STAFFING, SERVICES, SUPPLIES

A-I Textiles & Hospitality Products.....800/351-1819 x 5
Axxess Ind Inc.....866/769-7009
Chem-Tainer/Maxi-Movers.....800/275-2436
Harris Pillow Supply Inc.....800/845-8240
Nu-Safe Floor Solutions Inc.....800/275-7771
Techni-Quip.....800/826-1245

HOUSEKEEPING—STAFF LOCATOR SYSTEMS

Lodging Technology Corporation.....877/436-7978

HVAC—ANALYSIS, DESIGN, MANUFACTURER, SALES, SERVICE, SYSTEMS

Amana Brand PTAC.....800/647-2982 /Goodman Co. LP

HVAC—DUCTS, FILTERS, GRILLES, HUMIDITY CONTROL, OCCUPANCY

Amana Brand PTAC.....800/647-2982 /Goodman Co. LP
Axxess Ind Inc.....866/769-7009
Lodging Technology Corporation.....877/436-7978

ICE CRUSHERS, CUBERS & SHAVERS

Tropical Paradise Beverages Inc.....407/866-9907

IN-ROOM—AMENITIES, HAIR DRYERS, HANGERS, IRONS, IRONING BOARDS, PERSONAL CARE PRODUCTS, TOILETRIES

A-I Textiles & Hospitality Products.....800/351-1819 x 5
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6-10 TIA International Pow Wow, Orlando, Fla. Information: www.powwowonline.com

20-21 Winds & Wine Festival, Leesburg, Va. Spring is in the air at Tarara's annual wine festival, with craft and food vendors, children's activities, u-pick asparagus and flights of Tarara's award-winning wines! Live bands all weekend long. Information: www.virginia.winecountry.com or 703/771-7100

20-23 NRA Restaurant Hotel-Motel Show, Chicago, Ill.

22 ServSafe one-day class—Richmond, Va.; For more information about ServSafe, contact Rebecca Reamer at 804/288-3065 or Rebecca@vhta.org

JUNE

25-27 Southwest Foodservice Expo, Houston, Texas. Join foodservice industry professionals as we celebrate Texas. Information: expoinfo@tramail.org, www.restaurantville.com or 800/395-2872

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6-8 Culinary Educators Conference, Austin, Texas. Featuring an assortment of culinary workshops for high school culinary arts teachers. Information: foundation@tramail.org, www.restaurantville.com or 800/395-2872

19-22 IACVB 92nd Annual Convention, Austin, Texas. Information: www.iacvb.org

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OSHA Vocabulary Quiz from page 13

Answers:

A.) 9, B.) 4, C.) 10, D.) 5, E.) 2, F.) 8, G.) 6, H.) 1, I.) 7, J.) 3

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