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Cover Photo: Enjoy delicious lowcountry cuisine and the Frank Duvall Jazz Trio at Charleston Grill. Photography by Barbie Perkins-Cooper, photojournalist

Support suppliers and contractors that support you! – page 24
Offering The Best

Southern hospitality is all about offering the best things in life to your guests. The best facilities. The best amenities. The best employees. The best (you fill in the blank).

In this edition of Southern Hospitality Magazine™, we “look over the shoulder” at some of the top hotels in the Southeast to see the kinds of amenities they offer their guests. On page 8, our spotlight falls on Embassy Suites in Centennial Olympic Park in Atlanta, Ga., where they pamper their business and leisure travelers with family-friendly facilities and furnishings to make every stay “out of this world.” Heading south to Daytona Beach, Fla., on page 18, Michael J. Jilley tells the story of Perry’s Ocean Edge Resort, a family-run hotel that dates back to the 1940s. Then, taking a western turn, on page 20, Haley Shapley confirms what we all knew: everything’s bigger in Texas, including hotel amenities! Rounding out our look at hotel amenities, frequent SHM contributor Apryl Chapman Thomas sheds light on what today’s travelers want in the way of travel conveniences and luxury experiences.

Restaurants also cater to sophisticated travelers, so a strong marketing plan is a must. Barbie Perkins Cooper profiles two successful restaurants in Charleston, S.C., on page 14. The two eateries couldn’t be more different, but their smart marketing strategies and their abilities to cater to their unique clienteles have made them both wildly successful. We also include an in-depth look at a key element of any successful restaurant: the menu. Be sure to join S.R. Johannes on page 15 to see how to create an eye-catching menu.

So we’ve covered facilities. We’ve talked about amenities ... Oh, yes, employees! You can’t offer Southern hospitality without well-trained, friendly people on your staff who make it their business to make guests happy. Training expert Pam Simos offers key advice about guest service training on page 19. According to Pam, it’s all about communication, and she offers true-to-life examples to help you improve your staff training program.

Did you know Southern Hospitality Magazine™ has a companion website? If you’re at your computer (or use an Internet-connected phone or PDA), go to www.SouthernHospitalityMagazine.com right now! You’ll find featured stories, industry links, our buyer’s guide, an events calendar and more. There’s even information on how you can become a published SHM author! We add new information all the time, so check back often!

Debbie Dewell, Publisher

P.S. While you’re visiting www.SouthernHospitalityMagazine.com, be sure to click on the link to the Southern Hospitality Experience certification program. You’ll also find more information on page 31 of this magazine. Look for this logo:
S. Jayleen Woods, 72, of Tallahassee, died Wednesday, Dec. 6, 2006.

Born Nov. 12, 1934, in Tampa, Fla., she was the daughter of Rose Amsler Robertson and Augustus Judson (A.J.) Robertson, and the step-daughter of Daniel Johns, all of whom preceded her in death, as did her husband of 48 years, Thomas Finley Woods of Tallahassee.

Upon graduation from Hillsborough High School in Tampa, she was awarded a writing scholarship to Florida State University, where she earned a Bachelor of Arts degree in journalism and communication. While at FSU she was a member of the Flying High Circus, served as editor of the Flambeau and was named to Who’s Who in American Colleges and Universities. Later she returned to FSU and earned a master’s degree in public administration.

For 17 years she served as assistant director of Information Services at FSU with responsibility for publishing the brochure and writing communications for the president and other university administrators. Her interview highlights include Helen Hayes, Burt Reynolds, Efrem Zimbalist, Jr., and Hubert Humphrey.

She was editor of the Florida Hotel and Motel Association magazine from its inception in the early 1970s until her retirement in 2002. She lent her journalism skills to the Girl Scout Council of the Apalachee Bend and created a fund-raising brochure for the Camp for All Seasons, now a successful reality. Over the years, she participated in the League of Junior Women Voters, Springtime Tallahassee, the American Territorial Crewe, Women’s Club of Tallahassee and FSU alumni activities and was an enthusiastic Seminole Booster. She also enjoyed crosswords, literature, modern art and world travel, especially dolphin-watching in the Gulf of Mexico.

She is survived by two daughters, Amanda Valerie Woods of Tallahassee, and Melissa Woods Cherry (Ray Cherry III) of Houston, Texas; two grandchildren, William Aldridge (Jennifer Cave) and Thomas Benjamin Aldridge; and one great-grandchild, Phoenix Kristin Aldridge-Cave, all of Houston. Other survivors include cousins Nancy Harris of Atlanta; Donna Levine of Winter Park; Laura Campbell of Boca Raton; lifelong friend, Gladys Marie McCoy of Miccosukee; and a host of loving friends and business associates.
CFHLA Wins ASAE’s 2007 Advance America Award of Excellence

The Central Florida Hotel and Lodging Association (CFHLA) has won the Award of Excellence in the 2007 Associations Advance America (AAA) awards program, a national competition sponsored by the American Society of Association Executives (ASAE) and The Center for Association Leadership, Washington, D.C.

CFHLA received the award for its Adopt-A-School program. This program is now in the running to receive a Summit Award, the ASAE and The Center’s top recognition for association programs, which will be presented in ceremonies at the ASAE’s 8th Annual Summit Awards Dinner at the National Building Museum in Washington, D.C., on Sept. 25, 2007.

The Adopt-A-School program pairs public schools in Orange, Osceola and Seminole counties with a CFHLA member who serves as a resource for the school year. The “adoptive” partners provide in-kind contributions and volunteer at the schools, assisting in various activities and programs.

Examples of Adopt-A-School partnership activities include:
- Assisting with the fund-raising for new band uniforms (and matched funds raised)
- Mentoring or reading to students
- Providing picnic lunch following state testing
- Painting the library and sponsoring a mural contest
- Sponsoring teacher recognition programs
- Offering students job shadowing opportunities at hotel
- Providing incentives/prizes for school activities/contests
- Sponsoring schoolwide end-of-year ice cream social for reaching book reading goal
- Delivering warm cookies for staff before the weekly principal-teachers meeting
CFHLA began the Adopt-A-School pilot program during the 2002-2003 school year with 28 hotel-school partnerships. There are over 85 Adopt-A-School partnerships now, and in 2005 it was recognized by a special Orange County Blue Ribbon Panel on Education. CFHLA’s goal is to have an adoptive partner in every Central Florida public school.

Now in its 17th year, the prestigious AAA awards program recognizes associations that propel America forward with innovative projects in education, skills training, standards-setting, business and social innovation, knowledge creation, citizenship and community service. Although association activities have a powerful impact on everyday life, they often go unnoticed by the general public.

“CFHLA’s program truly embodies the spirit of the Associations Advancing America campaign. It is an honor and an inspiration to showcase this activity as an example of the many contributions associations are making to advance American society,” says 2006-07 AAA Committee Chairman Charles A. McGrath, CAE, managing partner, client services at Bostrom Corporation.

Hickory Hardware Helps Habitat for Humanity

Company donates hardware and volunteers for Building Blocks program

Hickory Hardware™, America’s leading designer, manufacturer and marketer of decorative, functional and industrial hardware, participated in Habitat for Humanity’s 10-home build in Nashville, Tenn., Nov. 6-11. A new member of the Nashville community, Hickory Hardware provided volunteers and donated door hardware products for the five-day build.

Habitat for Humanity has helped change the lives of more than 30,000 American families since its founding in 1978. The new Building Blocks program, hosted for the first time by the Nashville Area Habitat for Humanity, is designed to engage people from around the country in an effort to raise awareness and help eliminate substandard housing in the United States. This around-the-clock build included the construction of 10 homes for Habitat for Humanity families on one residential housing block in Nashville’s Providence Park area.

Among the volunteers participating in the project were Hickory Hardware’s president, John Westendorf, his wife, Cari Lou, and John Pelka, vice president of marketing. In addition to helping with the build, Hickory Hardware also donated interior and exterior door hardware products for all 10 homes.

“Hickory Hardware played a big part in the effort to build these 10 homes,” says Chris McCarthy, CEO, Nashville Area Habitat for Humanity affiliate. “John Westendorf and his wife, Cari Lou, and John Pelka were up and at the build site before the crack of dawn. Thank you to Hickory Hardware for sharing such talented, wholehearted people within your corporation and for donating hardware products for the homes.”

“Giving back to the community is something that our company strongly believes in,” says Westendorf. “Nashville is Hickory Hardware’s new home, and we are excited that we could contribute in a small way to the Building Blocks program and to this community that has been so welcoming to us.”

For more information, call Hickory Hardware at 800/235-9484 or email info@hickoryhardware.com.
VIRGINIA

Governor’s Budget to Commit $500 Million in One-time Transportation Investments

Governor Timothy M. Kaine has unveiled the transportation amendments he will submit for consideration by the 2007 General Assembly. The governor’s amendments commit $500 million in one-time, unallocated general funds to transportation.

During his remarks to the Commonwealth Transportation Board, the governor cautioned that this investment will not solve the Commonwealth’s transportation challenges and is not a substitute for long-term, sustainable sources of revenue for transportation. He cited the continued decline of state transportation revenues, the increasing costs of transportation projects and programs as well as several mandated and necessary programmatic changes.

“Transportation remains the most urgent priority facing the Commonwealth, and my administration continues to make strides in the accountability of our transportation agencies through better performance, more reliable planning, creative public/private partnerships and consolidation of obsolete functions and offices,” says Governor Kaine. “This is a healthy year for our general fund revenues, and it makes sense to devote these one-time funds to one-time purposes. But this is an incremental step, and these revenues will not be available on a permanent basis. We must continue to work toward finding a source of long-term, sustainable revenue for our transportation needs.”

Total state transportation revenue reductions for the biennium amount to $112 million. Some major mandates and other cost increases faced by transportation providers include: the continued growth in the cost of highway maintenance; the federal REAL ID program for driver licenses; increased construction costs due to spiking commodity prices; and salary increases for state employees.

The governor identified several key priorities for the $500 million investment, targeting the one-time funds for continued private and public sector investments in port, rail, transit and highway facilities, and to improve key congestion bottlenecks:

- $305 million to support PPTA and design-build projects on the Capital Beltway (HOT lanes), the Hillsville Bypass on Route 58, the I-64/I-264 interchange and Route 50 in Fairfax and Loudoun counties;
- $125 million to rail and transit capital investments to increase passenger rail along I-95 and take more truck traffic off of I-81, and bring new railcars to the Metro, VRE and Norfolk light rail systems, and buses to other public transit systems statewide;
- $50 million to complete the Route 164 rail relocation in South Hampton Roads and to begin the planning and engineering for the Craney Island expansion, and;
- $20 million ($10 million for Hampton Roads and $10 million for Northern Virginia) to create a technology innovation grant, providing incentives for ideas that reduce congestion or increase transportation options in the most congested regions of the Commonwealth.

“Leveraging private sector technology-based transportation solutions, as Governor Kaine has proposed, is a critical step to relieve traffic congestion and to provide Northern Virginia commuters with more information, choice, predictability and safety,” says Bobbie Kilberg, president of the Northern Virginia Technology Council.

“Technology-based solutions will better inform commuters of real-time traffic conditions and allow commuters to consider alternatives, such as telework and mass transit. Northern Virginia’s technology community applauds Governor Kaine for his leadership in proposing to fund and implement this important initiative.”

Governor Kaine also announced his intention to submit legislation during the 2007 session to address the need for long-term, sustainable revenues for transportation. The details of his proposal will be released early this year.

“While we are excited about advancing these critical transportation projects and programs, we should recognize that these funds will merely complete or advance some longstanding, statewide priorities,” says Governor Kaine. “I remain dedicated to finding the long-term, sustainable revenue we need for transportation, and I will pursue it legislatively in the upcoming session.”
Embassy Suites at Centennial Olympic Park Offers Amenities for Business and Pleasure!

In the world of business travel, sometimes it pays to be out of this world. The Embassy Suites at Centennial Olympic Park is located right in the heart of downtown Atlanta. It is within walking distance of the Georgia World Congress Center, CNN Center and the Peachtree Street business district. Like many hotels in this area, the Embassy Suites caters to the business professional. What sets it apart is that this hotel also makes it easy for families to visit the downtown Atlanta attractions.

Downtown Atlanta is also home to the Georgia Dome, Philips Arena and Turner Field for the sports enthusiast; Atlanta Station, Peachtree Mall and Apparel Mart for the shopper; and Imagine-It Children’s Museum, Zoo Atlanta and the new Georgia Aquarium, so many families with children are making their way to Atlanta as a vacation destination.

Embassy Suites Centennial Olympic Park balances the worlds of business and family quite well. The standard two-room suite offers the business traveler separate work and sleeping areas. This design also allows for children and parents to have their own space (and their own TVs!), which helps everyone to unwind after a long day of visiting attractions.

In the morning, the hotel offers a complimentary cooked-to-order breakfast to get everyone off to a great start whether headed out for business or pleasure. The evening offers a complimentary reception to be enjoyed before dinner at Ruth’s Chris Steak House overlooking Centennial Olympic Park. Or the family can head out to a variety of dining experiences in the area.

For those who choose to stay in, the hotel sports an extensive fitness center as well as a rooftop outdoor swimming pool. Each room has Internet access, MP3 connectivity for alarm clocks, and Pay-Per-View movies and games available for both TVs.

Embassy Suites Centennial Olympic Park makes it easy for families to enjoy the Atlanta area attractions with special offers and discounts. In the fast-paced business world of downtown Atlanta, this hotel makes family friendly a part of doing business.
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Country Inn & Suites
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Crestwood Lodging
Crisp Air
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Cuno
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Custom Signature Cutlery
D & J Sales
D. Thomas Roofing Co.
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DCO Hospitality Carpets
Denver Mattress Co.
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Dicks Sausage
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**31ST ANNUAL Hotel, Motel & Restaurant Supply Show OF THE SOUTHEAST**

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**Myrtle Beach Convention Center**

**Exhibitor List as of January 1, 2007**
Everything You Wanted to Know about Today’s Travelers

(But Were Afraid to Ask)

It’s a simple fact: more Americans are traveling today.

According to Joann Posch, AOL Travel’s senior programming manager, today’s travelers run the gamut from families with small children to girlfriends on a getaway to seniors expanding their horizons through travel. Baby boomers are the fastest growing demographic in the travel industry today.

“With each generation, we see a more experienced, sophisticated traveler who wants to do more than just see the sights or lounge by the pool or on the beach,” says Posch. “Chances are, from baby boomers on down, they’ve been to the ‘usual’ destinations and are either returning for a more in-depth cultural experience or are visiting more exotic locales.”

Some key findings Posch points out include:

**Luxury is the name of the game for baby boomers:** They’ve done hostels and budget hotels and now they have time and money to enjoy the finer things in life. “Plush accommodations, spas and fine-dining options are necessary for this set.”

**Families are looking for convenience:** Package deals with meals and activities included are very appealing. Resorts that have well planned children’s activities will hit a home run.

**Single travelers (whether as a lifestyle or just for a trip with friends) are looking to escape the daily grind:** Women traveling together tend to gravitate toward resorts that will pamper them with spa treatments, yoga classes and the like. Men traveling as a group enjoy the opportunity to bond over sports outings, casinos or drinks at the bar.

Posch adds that with the Internet so readily accessible, people are using travel sites, such as AOL Travel (http://travel.aol.com), Trip Advisor for reviews (www.tripadvisor.com) and even blogs such as Gadling (www.gadling.com) to do more research about a destination and even determine where they are going to go.

“It is easier to book online now more than ever, and with more video and user generated content, travelers know they don’t have to rely on a destination’s description of a location. Instead, travelers are savvy enough to research what other travelers have said about a specific destination. They can, in turn, use this information to help plan their vacation,” says Posch.

Debbie Iannaci, PR director for Miami, Fla., based Amadeus North America, a leading global distributing system and technology provider serving the travel and tourism industry, stresses that when it comes to today’s traveler it’s not just about the price, it’s about value.

“Although price is always a consideration, travelers are really looking for value and are willing to pay for it. Consumers are not always looking for the lowest price; they are looking for the best price in line with their travel needs. Value for travelers equates to choice, convenience and flexibility, not necessarily the cheapest hotel room or airline ticket,” Iannaci explains.

“If given the choice, travelers would be willing to pay extra for amenities that would make a flight more comfortable or convenient. This may equate to choosing a 10 a.m. departure over a 6 a.m. flight or actually having overhead storage above their assigned seat rather than 20 rows back. A similar value could hold true for hotels. For example, if given the choice, some travelers may be fine paying extra for upgraded amenities—enhanced concierge services and more flexible check-in and checkout times.”

Posch believes that to catch the eye of the well-informed traveler, properties should concentrate on offering amenities and packages that are unique and appeal to travelers’ lifestyles or interests.

“Special vacations are not just limited to a honeymoon or retirement vacation anymore. ‘Mancations,’ a group of guys getting away for a guys-only vacation, and ‘Babymoons,’ which are for couples about to have kids, are also possible reasons for special vacations, and hotels are starting to cater to these trends,” Posch says. “Many hotels are realizing their hotel can be part of the destination, and the more they offer travelers, the more repeat guests and word-of-mouth marketing they can secure.”

Iannaci adds, “I think the overall theme is the three Cs: choice, control (or comfort)
and convenience. Travelers don’t want to be told what to do. They want the information presented to them in such a way so they can make informed decisions about their travel experiences.”

Iannaci offers the following tips for bringing in the traveler:

**Look to technology to get the word out:** Hoteliers can use technology to extend the marketing and sales reach of their properties. The technology options available to hoteliers today can open the door to new levels of service as well as bring additional revenue to the hotels.

**Highlight what you do best:** Whether a large resort property or intimate bed and breakfast, highlight unique features, benefits and amenities. “Make sure the end user—whether consumer or travel agent—has all the relevant information about your property. They can’t sell or buy what they don’t know about.”

**Appeal to their senses:** Don’t just tell them about the property, show them.

Iannaci explains: “New technology allows hoteliers to do things they couldn’t before. Let them experience the property even before they get there by viewing the floor plans, room plans, 360 degree tours of the hotel and streaming video.”

**Remember it’s all about value:** Determine the “true value” of your customers and tailor your offers accordingly. “A person may only pay $150 per room night, but may spend a lot more in the spa, restaurant or gift shop. On the other hand, they may bring you significant repeat business for the long-term. Recognize and reward high-value customers,” she advises.

**Appeal to the new hybrid traveler—the business leisure traveler:** According to Iannaci, there is a tremendous opportunity for resorts, convention properties, upscale hotels and other properties to serve this new group of customers who are not only looking for business but also pleasure when staying at a property. “Business travelers bring repeat business and are typically year-round whereas leisure travelers might be more seasonal. This is a great way to fill rooms in the off-season. Also, many business travelers once exposed to a top-notch property during a business trip will return and bring their spouse or family. If business travelers are coming to the property for business meetings or conferences, hoteliers can also cater to their leisure and relaxation needs, which ultimately means more revenue in terms of room nights and amenities such as food and beverage, spa services and golf.”
Applying the Key Ingredients for Restaurant Success

Restaurant industry sales are booming, with an anticipated sales forecast that could break many hospitality records in 2007. For the economy of the United States, this announcement made by the National Restaurant Association is good news. Marketing strategies for continued restaurant success are some of the key ingredients to meeting the challenging opportunities in the food service industry. Restaurants must cater to their clientele, providing a pleasant dining experience.

Establishing a successful marketing plan is one of the main components for success of any restaurant. Competition in the industry is intense. Successful marketing strategies must be implemented, including public relations, community relations, cooking demos, menu planning and radio and TV personality appearances, along with catering to the needs of the public.

Located in Charleston, S.C., Cordavi Restaurant and Charleston Grill have weathered the marketing storms while creating new flavors, styles and cuisines that are original and appetizing and keep their guests coming back for more.

Cordavi Restaurant – A Fresh, Futuristic Approach

Cordavi is located on Market Street in historical Charleston, S.C., a tourist city where tradition usually dictates the formula, and modern approaches are not exactly encouraged. The conception of Cordavi is a credit to co-owners Cory Elliott and David Szlam. The name Cordavi originates from their first names. Cordavi Restaurant is an upscale, futuristic dining experience ahead of its time. Cordavi opened in January 2006 and features a harmonious menu of new surprises and creations on a weekly basis. The key to the success of Cordavi is simple: “Many people return to dine at Cordavi on a regular basis, and that’s why we introduce new dishes, so our guests will always be excited and satisfied,” says Executive Chef David Szlam.

Another marketing strategy used at Cordavi is a special jazz event every Wednesday from 9 p.m. until midnight. Recently mentioned as one of the country’s 20 best new restaurants in *Esquire*, Cordavi established smart marketing strategies before opening its doors.

Focusing on American cuisine with a delicious twist (not the average low-country cuisine of Charleston), word of mouth has been the best advertisement since the opening of Cordavi. Marketing efforts focus on public relations and developing personal relationships in the community. Cordavi participates in local fund-raisers, auctions and festivals while providing guests an interesting experience of food and fine dining. “We get our food in front of people, allow them to taste it and the word spreads,” says Szlam. “Another strategy used is hosting a variety of groups for dinner. We invite food and travel writers to experience our food, and we work closely with the convention and visitors bureau.”

A key marketing strategy that works for Cordavi is menu planning. Szlam explains, “We strive to make every new menu even better than the previous one. It is a lot of work, almost like a great writer creating a new play or a composer creating a new symphony. Everyone in the kitchen has to be newly synchronized. Our wait staff must learn the new menu, the combination of wine pairings and new preparations as well as learn about innovative products and ingredients. We always aim for perfection in presentation, taste and service.”

Enjoy delicious lowcountry cuisine and the Frank Duvall Jazz Trio at Charleston Grill.

*Enjoy delicious lowcountry cuisine and the Frank Duvall Jazz Trio at Charleston Grill.*

*Chef David Szlam, executive chef/proprietor, Cordavi Restaurant; Below: Inside Cordavi Restaurant*
A Menu Makeover
How to Create Eye-catching Menus

A restaurant’s menu is part of an ensemble of elements that work together to create an ambiance that brings in customers and draws them back. The menu should help to express your establishment’s personality, focus your overall operations, promote profitability, establish your budget and keep your brand fresh. It says exactly who you are and what you hope to convey personality-wise. The menu must convey your restaurant’s brand in a manner that makes your customers excited to be there, want to return and happily recommend it to their family and friends. The average guest spends only about three to four minutes with the menu, so it is important that your menu make a good first impression.

What’s on the Menu?
The quality and variety of a restaurant’s menu certainly helps determine whether it is worthy of a customer’s investment. Restaurateurs and chefs search for a perfect menu mix that maintains the delicate balance between innovation and tradition—all the time keeping a close eye on the constantly changing tastes and trends of people. Some initial questions to ask when designing a menu include:

What foods should the menu offer? The menu should offer a variety of flavors and tastes, yet stay within the personality of the restaurant. A menu cannot be everything to everyone, but a variety that is pleasing to the majority of patrons is needed. For example: if you operate a Southern-style restaurant, it may be important to offer a variety of Southern dishes to ensure the taste is maintained, yet you should ensure there are choices that appeal to larger audiences. The size of the menu will depend upon the concept, market and operational capabilities as well as quality and profit goals.

What is my pricing strategy? Pricing is important to the business as well as to the customers. Pricing should ensure the business can be profitable, but should also represent a specific value to customers. It is important to do research when selecting recipes, setting prices and finalizing the menu. Cost out each ingredient in every recipe. This will help ensure profits. There are software products to help you do this quickly. In addition to food cost, other things to consider when pricing are your competition’s prices, a customer’s perceived value of an item and the appropriate placement of the prices in the menu. Put prices after descriptions and make any price changes in small increments.

How do I keep track of what is successful? Once you have decided the menu and pricing, it is important to periodically conduct an analysis of your menu every six to 12 months. During this evaluation, look at profitability analysis and competitive menu analysis and determine what works best and what isn’t working at all. You should constantly consider replacing or eliminating items that have lower-than-average popularity and produce lower-than-average sales.

Mixing It Up
Once a menu is established, it is not only important to provide popular menu items and consistency for returning customers, but it is also critical that a restaurant continue to keep its menu fresh and updated. Ways to revitalize your menus can include:

Periodic menu makeovers. Adding new dishes to your menu can be a great way to revitalize your brand and keep customers intrigued. This can be through daily or weekly specials. In addition, you can add new dishes permanently to spice up the full menu.

Seasonal offerings. Change your menu at least twice a year to ensure you are offering the most cost-effective ingredients during each season. Don’t get caught offering sides of asparagus in the middle of winter. This will keep the menu fresh while watching food costs.

Selling extras. Use certain areas of the menu to market other product lines such as specialty cocktails, appetizers, sides, salads, desserts and a selection of bottled wines. Do not leave parts of the menu blank. You will be surprised how much the small menu items can boost sales.

(Charleson Grill – French Cuisine and Southern Hospitality)

Charleston Grill, inside the plush, romantic setting of Charleston Place Hotel, offers guests a night to remember while tantalizing their taste buds under the spell of award winning Executive Chef Bob Waggoner. Waggoner creates an appealing menu of lowcountry dishes and Southern hospitality that exceeds the expectations of guests. Food presentations are masterpieces.

“The single most important ingredient to the marketing strategy at Charleston Grill is the quality of our product and the strength of that quality in the marketplace,” states Mickey Bakst, general manager. “The next marketing component is getting the message out to the general public. Our approach is two-pronged, beginning with national public relations, and the greatest is word of mouth.”

Charleston Grill has implemented many strategies beyond the normal marketing scheme. The restaurant has a strong presence in the community, and the landmark Charleston Place Hotel dedicates itself to the local charity scene. Local print media are used, and Charleston Grill strives to give the best possible customer service to every guest. The elegant restaurant, decorated with modern artwork and a plush décor, changes menu items on a regular basis, generally prompted by local ingredients and customers’ reactions to the dishes. Waggoner creates menus that are unlike any recipe or gourmet cuisine available. Not only is the presentation of gourmet cuisine an art form created under the expertise of Chef Waggoner, the food is presented by proud servers with enthusiasm and passion for what they do.

“Our location inside Charleston Place Hotel is an extra marketing bonus for us,” says Bakst. “Our efforts to attract guests begin the moment they check in. Each guest receives a complimentary glass of champagne coupon upon check-in, and this invitation encourages the guest to visit the lounge and listen to the Frank Duvall Jazz Trio while enjoying the champagne. In-room marketing materials and menus are placed in all rooms. We also have

(Continued on page 16)
Designing a Fresh Look

A menu is a representation of the personality of the restaurant. It is critical for the menu and tabletops to fit in with the style of your establishment. Is it classy and sophisticated? Fun-loving and wild? Elegant yet simple? The menu must reflect that feeling for the customer, or the customer will get confused. There are many elements to consider when designing a menu:

**Color/font.** The look should be appealing and still fit in with the overall theme and ambience of the establishment. Some tips include:
- Use at least three colors and fonts on your menu.
- Use one color/font to highlight the section headers (e.g., “Appetizers”).
- Use the second color/font for standard menu item names and descriptive copy.
- Use the third color/font to call attention to a few key menu items within each menu section.

**Descriptions.** Catchy descriptions help explain what an item is and why your customer should notice it.
- A description should be limited to fewer than 15 words, giving the reader enough information while also leaving room for intrigue.
- Longer descriptions should be reserved for signature items, especially the profitable ones.
- Think about what flavors and tastes you want to convey. Words like crunchy and spicy give the customer a better idea of what something will be like.

**Photos/graphics.**
- Use high-quality pictures to highlight featured menu items. Whether promoting appetizers, new menu offerings or dessert, a picture is worth a thousand words. A great photo will show your customers exactly how good the dish looks … and why they should order it. Be sure the photo looks like the food dish, or it could pose a problem.
- The use of high-quality graphics can set items apart and increase sales by as much as 15 percent.

**Design/layout.** The design and layout should be professional and easy to read. It should also pull the customer’s attention to the right spots.
- The “power position” is on the inside right page above the center. A menu item’s position within a list can also affect sales. People tend to remember the top two items and the bottom item on a list.
- Categorize your menu carefully—it can affect how the guest perceives value and variety. Categorizing helps guests find what they want, leading to a quicker decision and ultimately a quicker table turn.
- Neat columns with unfussy fonts work best.
- Arrange items sequentially, with appetizers, salads and soups first, then entrees, then desserts.
- Place your best selling items, or those you want to have the biggest draw, on
the prime “sweet spots” of the menu. Boxing selections off within your menu works well, as does adding colors, photographs, labels and logos.

- Fill space, but do not create a crowded menu.
- Be careful choosing the typeface, ink color and paper color. Make sure there is enough color contrast.
- Periodically redesigning the menus to keep them updated and fresh can also boost sales. According to restaurant consultants interviewed by Restaurants USA, menu redesign can improve sales an average of 2 to 10 percent.

**User-friendly.** If your menu creates problems for your clients, they will become apprehensive and less likely to return. Common mistakes include menus that:

- Are too small to read easily or too big to handle easily. The print should not be smaller than a 12-point font.
- Are not professional and appear cheaply made (e.g., using clip art instead of photos).
- Do not include daily or weekly special inserts.
- Have entrees that don’t look like their photos.
- Show a misalignment of brand and menu.
- Have errors in the menu. (This sends a poor message about the quality of the establishment.)
- Do not offer flexibility in menu choices—75 percent of consumers customize their meals by asking for alternative preparation methods, off-the-menu orders and substitutions.
- Do not provide some nutritional value information for health-conscious customers.

**Other Ways to Market to Customers**

Ideally, the architecture, décor and tabletop design continue the anticipatory buildup, which culminates in a menu that fully expresses the style of the restaurant. Other ways to market to your customers when they visit include:

**Creative menu covers.** Covers not only keep the menus clean, but they also add to the quality and tone of the restaurant. These can range from vinyl to leather to wood depending on the cost effectiveness and personality of the restaurant.

**Eye-catching menu boards.** Menu boards can help sell specials. Use freestanding wooden-framed menu boards to advertise specials or events. Be sure size is taken into account. Use two-sided display boards at the entrance/exit to advertise the menu upon entering and exiting your restaurant.

**Appealing tabletops.** Items on the tabletops tell customers what you need them to know. Tabletop items get no respect. From the olive oils and pepper grinders to the basics of flatware and dishes, planning the tabletop isn’t something most restaurateurs give much consideration. But savvy ones do.

**Talking table tents/table cards.** Having table tent marketing items separate from the menu is a great way to get them noticed. When using table tent marketing, position the most profitable item, or the item you would most like to promote, in the center of the table tent, where the customer’s gaze will naturally land.

**Menu inserts.** Brand your restaurant by offering a specials menu insert that creates a sense of “You can only get this here.” Menu inserts also give your servers something to talk about and keep your menu fresh. Additionally, you can use them to promote high-profit specials, foods you want to move due to over ordering or new items that could eventually move onto the regular menu.

**Consistent ambience.** Paint can be an easy, quick and cheap way to update the color palate of your restaurant and give the space a sense of currency. When budget is an issue, color makes a bold statement at an affordable price. Adding unique features and small personal touches can help your restaurant achieve its own individuality. Try adding attention-grabbing finishes to walls, tabletops or floors to keep guests intrigued.

**A creative platform.** A creative platform is more than just a logo; it includes all graphic design elements, such as typography, background style and treatments. All of your restaurant materials should incorporate a consistent creative platform and can be applied to menus, napkins, to-go materials, etc.

Robert Welcher, president of Restaurant Consultants Inc., a full-service consulting company based in Columbus, Ohio, says, “The average customer spends about three minutes with your menu. How much is comprehended during that contact with your in-house marketing depends on how well organized it is, how readable it is, and how well it conveys the tone of the operation.”

Menu marketing is important. Menus are statements of the food and drinks provided, based on the wants, needs and demands of customers. Menus are not only a list of products; they are a way for the restaurant to communicate to its customers. Menus should be well planned, appealing and practical. If menus are done well, a restaurant is more likely to win in a highly competitive market.

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Shelli Johannes-Wells owns her own marketing communications company, bilan inc. (www.bilaninc.com). She has over 12 years of marketing experience and as a freelance writer. She writes articles for various periodicals and designs marketing brochures for Fortune 500 companies including Accenture, Bank of America, Delta and CARE USA. For marketing consulting or writing needs, please contact Shelli at 404/607-1735 or sjohannes@bilaninc.com. Copyright Dec. 2006.
Perry’s Ocean Edge Resort Succeeds With One Foot in the Past

by Michael J. Jiloty

Remember when the local, family-owned grocery store would make deliveries to your home? So would the milkman and the dry cleaner. Remember when you could go to the apothecary and enjoy a root beer float after picking up a bottle of Wildroot or a tube of Ipana? The folks at one family-run hotel in Daytona Beach do. And while they might not be able to take us back to the mid 1900s in a time machine, there is something about Perry’s Ocean Edge Resort that is reminiscent of the good old days.

Perry’s welcomed its first guests in the 1940s. It was a decade that saw the dramatic end of World War II and a generation of young people eager to begin their adult lives after having served their country or working to support those who did.

The original motel, Perry’s Motor Court, was a 12-room oceanfront inn overlooking the pristine beaches of the Atlantic Ocean in Daytona Beach Shores. Mr. & Mrs. Perry “bet the ranch” on the venture, hoping to attract enough guests to make ends meet and maintain the little property as America got its life back.

While being an innkeeper was a round-the-clock proposition, Perry’s survived its first few years and earned the loyalty of its guests, who returned year after year, sometimes traveling great distances. Considering that the nation’s interstate highway system would not even exist for another 20 years or so, the willingness of Perry’s guests to travel country roads with few conveniences was appreciated by the Perry family.

Perhaps this is why the Perrys were known for the warm welcome they extended to their guests, receiving them as though they themselves were family members who had arrived at a safe haven after rigorous journeys.

“Mr. Perry set a tone that still rings true today,” says Jim Bazemore, who represents the next generation of the Perry family, which has managed the resort since the 1960s. “When we welcome our guests, we still feel as though we are welcoming them ‘home,’ because they consider Perry’s their home away from home.”

Perry’s link with the past goes well beyond its steadfast commitment to guest service and traditional Southern hospitality, however. For decades, Perry’s guests have awakened to the aroma of homemade donuts and freshly brewed coffee, which are served on a complimentary basis. “There’s nothing quite like enjoying a couple of homemade donuts and coffee while relaxing on the balcony and watching the spectacular sunrise over the ocean,” says Alex McGuinnes, of Pittsburgh, who has made an annual pilgrimage to Perry’s for 15 years. “Throw in a morning newspaper, and you can just have my mail forwarded here, ‘cause I’m not leaving,” he quips.

Perry’s also has a diner on the grounds. Ed’s Eatery has quite a following among guests (and locals, for that matter). Hearty breakfasts and generous lunch specials keep ‘em coming back. And when dinner rolls around, guests enjoy dinner at one of Perry’s Preferred Restaurants. These include many of the best restaurants in the area, each of which is endorsed by Perry’s and welcomes Perry’s guests with open arms … and a discount.

In keeping with their commitment to maintaining a homey atmosphere at Perry’s, the Perry family and its management team have made each room, suite or cottage warm and cozy. Amenities include super sleeper mattresses, ensuring a good night’s sleep. Most guestrooms have extra bedding in the form of sleeper sofas. Another popular feature in most rooms is the resort kitchen, which guests use to whip up a quick snack or a whole meal. This is especially appreciated since so many of Perry’s guests arrive en masse as families, extended families or reunions. The furniture and accessories all contribute to the warmth of the place. Of course, high tech conveniences, such as Internet access, are featured in all rooms for those who cannot fully abandon the present.

Another trademark of the Perry’s experience is its oversized indoor pool and tropical gardens, all located beneath a high-tech retractable roof, a convenient hedge against the occasional rainy day. Relaxing poolside is something of an art form at Perry’s, one exercised by many guests who just like the garden setting and don’t venture into the heated pool. Some guests insist on staying in one of the guestrooms overlooking the indoor pool, simply for the cozy ambiance of the indoor gardens.

This year, Perry’s will celebrate its 65th anniversary. It remains an independent property. It is still under the management of the Perry family. It recently completed a top-to-bottom makeover, following the hurricanes of 2004. And its commitment to treating guests like family has not changed. It is safe to say the Perry’s folks have one foot in the past and one foot in the present … with an eye on the future.

For more information visit www.perrysoceledge.com/sh
Effective Communication
A Key to Guest Service Training

by Pam Simos

When dining out, how often have you heard restaurant employees make statements such as:

“That can’t be re-cooked; you ate most of it.”

“You arrived at six o’clock, and I told you the wait was going to be 45 minutes.”

“No, I can’t do that.”

Training your team to adopt effective communication skills will add to your guests’ overall experience. While we train our staff members how to sell menu items, set up and maintain equipment, operate the computer system and practice safety and sanitation procedures, we often forget to teach them how to communicate effectively.

Don’t assume your staff knows how to speak properly to your guests—most people don’t know and must be trained. Your guests will judge your operation by the degree of “care” conveyed in the words and the messages your team members send. Choosing the right words and positively conveying messages can make the difference between repeat business and a one-time stop at your establishment.

When training your staff members to communicate effectively, teach them these tips:

• Speak with an upbeat, well-modulated voice that conveys energy.
• Use positive, flowing gestures and open body language.
• Maintain effective eye contact.
• Use animated facial expressions.
• Use team words that build partnerships, such as everyone, we, together, our, let’s/let us. Avoid using the word “you” in a scolding or blaming fashion, which places the receiver in a defensive position (see examples at right).

Don’t Say
“We ran out of …”

Say
“We sold out of …” (Ran out conveys lack of preparation, while sold out suggests your item was popular.)

Don’t Say
“I don’t know.”

Say
“That is a great question. I will ask my owner/manager/coworker and let you know.” (The majority of the time, someone will know the answer.)

Don’t Say
“Your credit card is bad.”

Say
“I am sorry, Mr./Mrs. Carrera, we are having some trouble getting authorization on your credit card—do you have another form of payment? We accept …”

Don’t Say
“No.”

Say
“I’m sorry we don’t have___ on the menu, but the___ has a very similar taste.” or
“I’m sorry we are unable to___, but here is what we can do …” (Always say “I’m sorry” when you are unable to accommodate a guest.)

Don’t Say
“You forgot to sign.”

Say
“Mr./Mrs. Hsu, would you please provide me with your signature?”

Don’t Say
“You need to show me your I.D.”

Say
“I’m sorry for the inconvenience, but would you mind showing me your identification?”

Don’t Say
“We can’t do that.”

Say
“I’m sorry we are unable to accommodate you, but here is what we can do …”

Don’t Say
“I don’t know. I’m new.”

Say
“I want to help you … I’m pretty new here, but I will be happy to get you an answer right away.”

To illustrate this point, recently my sister and I visited a nearby Italian restaurant my neighbor recommended. We were seated promptly by a friendly, upbeat hostess—a pleasant beginning. When the server arrived, we ordered a pizza with extra sauce and light cheese.

When the pizza arrived, it had light sauce and extra cheese—the complete opposite of our request. When we realized the mistake, we mentioned it to the server in a very diplomatic way. She placed her hands on her hips, rolled her eyes and replied in a tense voice, “You didn’t tell me you wanted extra sauce.” We were confident we had ordered the pizza correctly, but even if we were mistaken, we certainly could have done without the scolding. We held our composure and just ate the pizza since we were on a tight time schedule.

The entire situation could have been handled more professionally if the server had said: “I’m sorry for our mistake. Why don’t you go ahead and start nibbling on this one, so you will have something to munch on … in the meantime, we will remake the pizza for you.”

Rephrasing sentences and rewording thoughts to convey a positive message may take seconds longer, but the outcome is well worth it. As a result, you will stimulate repeat business and add more money to your bottom line.

Mike Carcase, vice president of operations for Dan Marino’s, headquartered in Fort Lauderdale, Fla., says, “We teach our team to take the time to think before they speak. A little more effort on their part in choosing the right words creates a ‘caring’ culture in our restaurant that encourages guest loyalty.”

Pam Simos is president of Five Star Training. Her company specializes in reducing labor and maximizing profits through training. She has 30 years of experience in the hospitality industry and a B.S. degree in hotel/restaurant management. She offers a full line of training services for managers and staff, including seminars, new restaurant openings, consulting, keynote speaking and company manuals. Five Star Training is based in St. Petersburg, Fla. For questions, information and/or a complimentary consultation, contact Pam at www.five-startraining.com, contact-us@five-startraining.com or 800/385-7827 (STAR). Copyright © 2005. Five Star Service and Products Inc. All rights reserved.
Gone are the days of amenities limited to bath towels, a bar of soap and pillow mints. Now, bath towels monogrammed with your dog's initials, world-class spas and helicopter landing pads are more like it; and these types of luxuries are popping up at hotels all over the nation. And in the Lone Star State, hotel management takes the “everything is bigger in Texas” saying to heart, offering top-of-the-line amenities that make everyone from the family vacationer to the honeymooner to the business traveler happy.

**For Your Convenience**

For the overworked, overtired and overscheduled—a large segment of the hotel guest population—establishments are doing everything they can to make each stay as hassle-free as possible. At Hotel Derek in Houston, the business center has an airline ticket kiosk, so guests can check in for their flights, print their boarding passes and skip the lines at the airport. And for the business traveler, the hotel provides lofts with an alcove and desk. “It separates the work area from the sleep area,” says spokeswoman Darlene Fiske. “It has a very residential feel.” Features include complimentary high-speed wireless Internet access, a printer, a docking station and brainteaser games.

Hyatt Regency Dallas also boasts an ultra convenient airline ticket program. Getting a boarding pass is as simple as walking down to the lobby, and if visitors don’t want to lug their bags around, they can check them in through the Bags Incorporated service, which uses a remote sky cab to transport all of the luggage safely to the airport. Another program designed in the interest of saving time is one in which the Hyatt’s guests can avoid lines at the front desk by using the self-service check-in and check-out kiosk.

**Bring Along Man’s Best Friend**

Not only does Fido never have to stay at home anymore, now every little pup can get the royal treatment on the road. At the W Dallas-Victory, cats and dogs receive a toy, treat and tag upon check in. In the room, more goodies await, including a custom bed, a food and water bowl with a floor mat, a pet-in-room door sign and something special to munch on at turndown. Information is available to guests about dog sitting and walking services, grooming and area veterinarians; and the hotel can provide leashes, toys, food and litter boxes.

For dogs 50 pounds or less, Hotel Derek supplies a dog bed; food and water bowls; and a gift bag that contains dog treats, chew sticks, doggie toys and a bandana for canine companions to sport.

**Easy Riding**

Shuttles have become standard, but when Hotel Derek guests want to cruise in style, they turn to the Derek Mobiles, two black stretch SUVs that take people within a three-mile radius of the hotel for free. Transportation is just one less thing to worry about on the way to and from all the shopping in the vicinity. And a little less stress is a good thing—especially when it’s tough enough deciding what to buy at the nearby Galleria, which is the fifth-largest mall in the United States and boasts 2.4 million sq. ft. of retail space. But for those who do want to drive their own cars around town, the valet will give the automobile a bath so it’s sparkly and ready to hit the pavement whenever its owner is.

**Genie in a Bottle**

One of the hottest trends in the hotel business is to grant guests their one wish. The W Dallas-Victory has a Whatever/Whenever program, and the title pretty much covers it. Whatever you want, whenever you want it. A bathtub filled with chocolate? Check. A party in the exclusive Ghostbar? No problem. A helicopter ride around town? Ready when you are. All of this comes at a price, of course. But if guests can dream it, the W Dallas will try its best do it.

**Back to Basics**

While extravagant can be exciting, sometimes simplicity is just as nice. The most popular amenity at The Heritage Inns in Denton is hospitality. “We love to sit and chat and talk to guests,” says owner Donna Harris. “What they say is that it just feels like coming home. A large percentage of [our visitors] are repeat guests.” At the inns, lots of personal attention goes into details, such as food. A double chocolate banana muffin is the signature dish, and guests receive muffin baskets in their rooms on Sunday mornings. Special gourmet coffee comes from The Spice Merchant & Company in Wichita, Kan. With the spa packages offered, couples receive an hourlong massage and then return to their rooms to find a bath drawn with aromatherapy products, candles lit, a cheese and fruit tray ready to be eaten and private-label wine to imbibe.

Whether it’s complimentary bottles of water in the rooms at The Heritage Inns in Denton or a museum of Dallas history at the Hyatt Regency, a stay in Texas is always supersized and complete with all the best in amenities.

Haley Shapley is a magazine editor and freelance writer living in North Texas.
Enter Carr’s® ‘Make It Special’ Recipe Contest

As innovative recipes continue to arrive for the “Make It Special” recipe contest, Carr’s® has extended the deadline for recipe submissions. Originally slated to conclude Dec. 31, 2006, recipes will now be accepted through Feb. 28, 2007.

Launched in September 2006, the contest invites all legal residents of the United States who are 18 years or older and who are employed in the food preparation sector of the food service industry during time of entry and time of awarding the prizes to submit their recipe innovations in three categories: hors d’oeuvres, catering and desserts. Award-winning chef and proprietor of New York City’s Riingo restaurant and cofounder of the Townhouse Restaurant Group, Marcus Samuelsson, will serve as the contest’s judge.

In each category, entrants may submit an original recipe that incorporates a minimum of one Carr’s® product and any other ingredients of the chefs’ choosing. The categories range from traditional uses of Carr’s® products in hors d’oeuvres to more distinctive catering and dessert ideas. Contestants must submit a full-color photograph, no larger than 8x10 inches, of their creation to aid in the judging process, of which the criteria include taste perception (40%), creativity/originality (30%) and appeal (30%). All original submitted recipes will be considered.

“At every dinner party, event or function that I go to, Carr’s® crackers are a staple item,” says Samuelsson. “Their versatility provides a great foundation to build a dish around, and I’m looking forward to seeing what the chefs come up with.”

The first round of judging will narrow the field to 30 finalists, and then Samuelsson will determine the final winners. One grand prize winner, selected from the 30 final submissions, will receive a four night/five day roundtrip for two to the Coventry Food Festival in England (approximate retail value $7,000) that must be taken in June 2007. Three first-place winners, one from each category, will receive a two night/three day trip for two to Napa Valley, Calif. (ARV $3,040) that must be taken by Dec. 31, 2007, or the prize is forfeited. Nine second place winners (three winners in each category) will each receive a $50 gift certificate to Amazon.com to help build their cooking libraries.

Chefs interested in entering the contest should submit their recipes and color photographs, postmarked by Feb. 28, 2007, and received by March 7, 2007, to Carr’s® Make It Special Contest, P.O. Box 185991, Battle Creek, MI, 49018-5991. Judging will take place on or about March 14, 2007, and winners will be notified by phone or mail.

For more information on the contest, including complete rules and requirements, call the Kellogg Company at 877/511-5777.

Charleston Grill  Continued from page 15

marketing materials in the elevators, and interesting signage is in the lobby.”

Marketing is the key to the success of any business, especially in the restaurant or hospitality industry. Concierge and front desk agents who are able to suggest dining and entertainment venues are crucial. These contacts not only serve the customer, but they are also important entities of any hospitality marketing campaign. Public relations is an essential component to connecting and broadening the scope of any restaurant marketing strategy. “One final and important strategy vital to any business is to make sure this business is your passion, for if it is not, you will be eaten alive,” says Bakst.

Dedicating 15 years to a career in the hospitality industry, Barbie Perkins Cooper is a talented, award winning writer. She specializes in hospitality and travel guides and has published numerous articles for regional, trade, health and beauty and travel publications. She freelances assignments for regional, trade and national publications and is a correspondent for Northstar Travel Media, publishing three travel guides in 2006. Ms. Perkins Cooper is a member of International Food, Wine and Travel Writers Association. She served as vice president of South Carolina Writers Workshop from 1999-2005.
Phil Caronia has been named general manager and John Molnar director of convention services of the award-winning Rosen Centre in Orlando, part of the largest independently owned hotel portfolio in Florida. Caronia most recently served as the hotel’s director of convention services & catering. He began work at the Rosen Centre more than 11 years ago as assistant director of convention services & catering. He was promoted to director in 1998. As general manager, Caronia will oversee all aspects of the hotel’s operations including the completion of the multimillion-dollar renovation of meeting space. As director of convention services & catering, Molnar will be responsible for overseeing the convention service/catering department, banquet and banquet room and reservations. Before being promoted to director of convention services and catering at the Rosen Centre, Molnar had spent the last 18 months working as the national sales manager for the Midwest market for the Rosen Shingle Creek, assisting in preparations for the resort’s September opening.

New Orleans Fine Hotels, a collection of nine hotels, announces the promotions of Randy Parkins to vice president sales and marketing and Edna Johnson to national sales manager as well as the additions of Glenn Duhy, sales manager; Nalander “Skip” Melton, local corporate sales manager; and Shelley Cambre, director of group sales. Parkins has been in the hospitality industry for 15 years, three of which have been with New Orleans Fine Hotels. He has served as associate director of sales and director of group sales. Johnson has been employed by New Orleans Fine Hotels for the past four years and has previously served as the reservations manager, assistant front office manager and, most recently, sales manager. Duhy will handle sales for the Midwest and West Coast markets. He brings with him almost 20 years of sales experience and has formerly worked with the New Orleans Metropolitan Convention & Visitors Bureau, Meridian Hotel and Wyndham Canal Place. As local corporate sales manager, Melton will provide local businesses with the ability to give their clients the guaranteed lowest corporate rate at any of the New Orleans Fine Hotel properties. He has 15 years of hospitality industry experience. Cambre will oversee convention group sales and marketing for Astor Crowne Plaza Hotel and New Orleans Fine Hotels.

Shelley has 17 years of hotel experience in New Orleans, most recently as director of sales for Doubletree Hotel/Hilton Hotels Corporation. She is a graduate of Nichols State University.

Gaylord Opryland Resort & Convention Center is proud to announce the addition of Jeffrey Quasha as chef de cuisine at its award-winning Old Hickory Steakhouse. As chef de cuisine, Quasha will be responsible for the proper, efficient and profitable functioning of all stations to ensure the highest standard of quality and service for all guests. He will also train and supervise all kitchen personnel on proper use of kitchen equipment and practices. A graduate of Florida State University, Quasha holds a bachelor’s degree in criminology and criminal justice with minors in religion and philosophy. But in the end, his passion for things culinary quashed his curiosity about crime, and Quasha enrolled in the Florida Culinary Institute in West Palm Beach. He is a member of the American Culinary Federation, the James Beard Association and is a nationally certified service safe trainer.

Phil Caronia
John Molnar
Randy Parkins
Edna Johnson
Nalander Melton
Shelley Cambre

The Comfort Inn & Suites - Colonnade has received a 2006 Platinum Hospitality Award from Choice Hotels International Inc., one of the world’s largest lodging franchisors. This year, all Choice Hotels properties were judged based on a customer focused awards process that measured the hotel’s ability to meet guest needs. The Comfort Inn & Suites - Colonnade earned this prestigious award because it was among the top hotels in the Choice family of brands, meeting several key thresholds important to achieving guest satisfaction. The hotel scored high marks for cleanliness and property maintenance. Only 5 percent of properties in the Choice Hotels system were awarded the exclusive Choice Platinum Award this year. For more information, visit www.choicehotels.com.

In 1967, the Hilton Hotel at Mockingbird Lane and Central Expressway was introduced as a prominent hotel in Dallas, and after much work and an extensive renovation, the same address and property are being reintroduced as a new Dallas landmark, the Hotel Palomar and Residences. Perhaps the most challenging undertaking of the project was the architectural design of the property done by acclaimed boutique architecture firm, three. The firm’s vision for the Palomar project focused on changing the image of the property from an executive conference hotel to a personable boutique hotel with a more intimate public space where people can enjoy themselves in a comfortable environment. Hotel Palomar and The Residences at Hotel Palomar is Dallas’ first urban resort mixed-use development. The hotel features 198 guestrooms; exhale, Texas’ first mind-body spa; boutique retail shopping and two restaurants, Central 214 and Trader Vic’s. The nine-story residential tower includes 72 private estates in a variety of styles in addition to the custom penthouses, ground floor villas, urban loft homes and luxury condominiums. For more information, visit www.threearch.com or call 214/559-4080.

Subscribers to the industry-leading Corporate & Incentive Travel awarded the 2006 Award of Excellence to Rosen Centre as one that best serves its meeting and incentive needs based on service, quality of food and beverage, meeting space and accommodations. The award-winning property has been continuously recognized by the industry, including the Meeting & Convention Gold Key and Gold Platter Awards, the Pinnacle Award from Successful Meetings, the Inner Circle Award from Association Meetings, the Merit & Distinction Award from Medical Meetings and the Paragon Award from Corporate Meetings & Incentives. For more information, visit www.rosencentre.com.

The Comfort Inn & Suites - Colonnade has received a 2006

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Save energy. Save money.
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- Amana Brand PTAC/Goodman Co. LP — 800/647-2982

### AMENITIES, GUEST
- Home Box Office — 800/477-1761
- MicroFridge — 800/994-0165
- Safemark Systems — 800/255-8818 x 124

### APPAREL, CUSTOMIZED
- Cypress Hotel & Spa — 866/347-7623

### ART & MIRROR FRAMING & SUPPLIES
- MCI Group — 800/782-2897

### BETS—FOLDING, PORTABLE
- Clearwater Mattress — 800/859-7904

### BEDS—BASES, FRAMES, MATTRESSES
- A-1 Textiles & Hospitality Products — 800/351-1819 x 5
- Clearwater Mattress — 800/859-7904
- Sealy — 800/707-3259

### CARPETS—CLEANING, DYEING, RENTAL, SUPPLIES
- Brittons — 877/594-9300

### CASH REGISTERS
- NEC Infortima Inc — 203/926-5400

### CLOTHING—BATHROBES, BLAZERS, UNIFORMS
- A-1 Textiles & Hospitality Products — 800/351-1819 x 5
- Cypress Hotel & Spa — 866/347-7623
- Royal Pacific Corp — 888/259-6777

### COATINGS—PAINTS, SEALANTS, WATER PROOFING
- Valcourt Building Services — 800/222-9533

### COMMUNICATION EQUIPMENT (NON-PHONE)
- Pinnacle Communications
- Corporation — 800/644-9101
- Postec — 800/783-9413

### COMPUTER—HARDWARE, INSTALLATIONS, SOFTWARE, WIRING
- Axxess Industries Inc — 866/769-7009
- Northwind-Maestro PMS — 905/940-1923
- Pinnacle Communications
- Corporation — 800/644-9101
- 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
- MCI Group — 800/782-2897

### CONTRACTORS—BUILDING, DESIGN-BUILD, RENOVATIONS, ROOFING
- Focus Hospitality Services — 941/907-9155

### DATA MANAGEMENT—SECURITY, SERVICES, SYSTEMS
- Axxess Industries Inc — 866/769-7009

### EDUCATION—HOSPITALITY DEGREES, PROFESSIONAL DEVELOPMENT, EDUCATIONAL SERVICES
- Safe Food Systems Inc — 866/564-8993

### ENERGY—ANALYSIS, AUDITS, CONSERVATION PRODUCTS, MANAGEMENT SYSTEMS, SUPPLIERS, PROPANE, NATURAL GAS
- Amana Brand PTAC/Goodman Co. LP — 800/647-2982
- Lodging Technology Corporation — 877/436-7978
- Onity — 866/866-6489

### ENTERTAINMENT
- Home Box Office — 800/477-1761

### ENVIRONMENTAL—ECO-HOTEL PRODUCTS, COMPLIANCE, SERVICE, TESTING
- ABC Research Corp — 352/372-0436

### EQUIPMENT, COMMUNICATION—CELL PHONES, PAGERS, RADIOS, SWITCHBOARDS, TELEPHONES, WALKIE-TALKIES
- Axxess Industries Inc — 866/769-7009
- Pinnacle Communications
- Corporation — 800/644-9101

### EQUIPMENT, CONFERENCE—AUDIO-VISUAL, CONFERENCE CALL SYSTEMS, MICROPHONES, PROJECTORS, SCREENS, SOUND SYSTEMS, TVS
- MCI Group — 800/782-2897

### EQUIPMENT, EXERCISE—FITNESS, RECREATION, SPORTS
- Hotel Fitness — 800/291-0403

### EQUIPMENT, F&B—CONCESSION, COMMERCIAL KITCHEN, IN-ROOM VENDING
- MicroFridge — 800/994-0165

### EQUIPMENT, HOUSEKEEPING—CARTS, TOOLS, VACUUM CLEANERS (PARTS, REPAIRS, SALES)
- Axxess Industries Inc — 866/769-7009
- Chem-Tainer/Maxi-Movers — 800/275-2436

### EQUIPMENT, KITCHEN—COOKTOPS, RANGES, REFRIGERATORS, FREEZERS, ICE MAKERS
- Commercial Laundry
- Equipment Co. Inc — 800/638-1869

### EQUIPMENT, LAUNDRY—IRON, IRONERS, IRONING BOARDS, STEAMERS, WASHERS/DRYERS, PARTS, SALES, SERVICE
- Commercial Laundry
- Equipment Co. Inc — 800/638-1869

### EQUIPMENT, ROOM SERVICE
- Axxess Industries Inc — 866/769-7009

### EQUIPMENT, SECURITY—ALARMS, CCTV, DOOR SYSTEMS, GATES, SURVEILLANCE
- Axxess Industries Inc — 866/769-7009
- Onity — 866/866-6489

### EQUIPMENT, TELEPHONE—ADA-COMPLIANCE (TDD, TTY) INSTRUMENTS, GUEST ROOMS
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- Pinnacle Communications
- Corporation — 800/644-9101

### FIXTURES—BATH, KITCHEN
- MCI Group — 800/782-2897

### FLOORING MATERIALS—DESIGN, INSTALLATION, SUPPLIES
- Brittons — 678/594-9300
- Nu-Safe Floor Solutions Inc — 800/275-7771

### FOOD SAFETY
- All QA Products — 800/845-8818

### FOOD SAFETY—SYSTEMS, SUPPLIES
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- Safe Food Systems Inc — 866/564-8993

### FURNITURE—ALL HOTEL/RESTAURANT, CHILDREN’S, OUTDOOR, POOL & PATIO, SPA, DESIGN, HEALTH CARE, METAL
- Clearwater Mattress — 800/859-7904
- Hotel Fitness — 800/291-0403
- MCI Group — 800/782-2897
- Royal Pacific Corp — 888/259-6777

### HOUSEKEEPING—EQUIPMENT, STAFFING, SERVICES, SUPPLIES
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- Axxess Industries 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
- Royal Pacific Corp — 888/259-6777

### HOUSEKEEPING—STAFF LOCATOR SYSTEMS
- Lodging Technology Corporation — 877/436-7978
HVAC—ANALYSIS, DESIGN, MANUFACTURER, SALES, SERVICE, SYSTEMS
Amana Brand PTAC/
Goodman Co. LP.......................... 800/647-2982

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Goodman Co. LP.......................... 800/647-2982
Axxess Industries Inc..................... 866/769-7009
Lodging Technology Corporation ...... 877/436-7978
Onity........................................ 866/866-6489

IN-ROOM—AMENITIES, HAIR DRYERS, HANGERS, IRONS, IRONING BOARDS, PERSONAL CARE PRODUCTS, TOILETRIES
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Royal Pacific Corp......................... 888/259-6777
Safemark Systems......................... 800/255-8818 x 124

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Goodman Co. LP.......................... 800/647-2982
MicroFridge............................... 800/994-0165
Royal Pacific Corp......................... 888/259-6777

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IN-ROOM—MOVIES, ON-DEMAND TV SERVICES, TV-INTERNET ACCESS, VIDEO GAMES
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IN-ROOM—TELEPHONES, TELEPHONE INTERNET, TELEPHONE SYSTEMS, WIRING
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Equipment Co. Inc......................... 800/638-1869

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Equipment Co. Inc......................... 800/638-1869
Lodging Technology Corporation...... 877/436-7978

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MCI Group................................. 800/782-2897
Royal Pacific Corp......................... 888/259-6777

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Cypress Hotel & Spa ....................... 866/347-7623
Harris Pillow Supply Inc.................. 800/845-0240
Royal Pacific Corp......................... 888/259-6777

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MANAGEMENT—HUMAN RESOURCES, LABOR, PARKING FACILITIES, SECURITY
Focus Hospitality Services ................. 941/907-9155

MANAGEMENT—INVENTORY SYSTEMS
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Goodman Co. LP.......................... 800/647-2982
Onity........................................ 866/866-6489

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MicroFridge............................... 800/994-0165

NETWORKS—LAN, WAN, WIRELESS
Pinnacle Communications............... 800/644-9101

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

POINT OF SALES SYSTEMS
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Northwind-Maestro PMS................. 905/940-1923
Postec................................. 800/783-9413

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World Cinema Inc......................... 800/944-9441

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Postec................................. 800/783-9413

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

REFINISHING—FURNITURE, BATHTUB, CERAMIC, MARBLE, METAL, SINK, WOOD
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RESERVATION SOFTWARE/SYSTEMS
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Postec................................. 800/783-9413

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MicroFridge............................... 800/994-0165
Onity........................................ 866/866-6489
Safemark Systems......................... 800/255-8818 x 124

SAUCES
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SEAFOOD
ABC Research Corp......................... 352/372-0436
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<tr>
<td><strong>SERVICES—EMPLOYEE BENEFITS, HUMAN RESOURCES, PAYROLL</strong></td>
<td>Focus Hospitality Services</td>
<td>941/907-9155</td>
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<tr>
<td><strong>SERVICES—MOLD/MILDEW CONTROL &amp; REMOVAL, ODOR CONTROL</strong></td>
<td>ACM Engineering &amp; Environmental Services</td>
<td>800/234-8435</td>
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<tr>
<td><strong>SERVICES—RATINGS, RESORT EVALUATIONS, TRAINING</strong></td>
<td>Safe Food Systems Inc.</td>
<td>866/564-8993</td>
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<td><strong>SERVICES—RECYCLING, WASTE MANAGEMENT, WATER RECLAMATION</strong></td>
<td>Chem-Tainer/Maxi-Movers</td>
<td>800/275-2436</td>
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<td><strong>SERVICES, RENOVATION—BATHROOM, BUILDING, INTERIOR/EXTERIOR, LANDSCAPE</strong></td>
<td>KVV Bathtub &amp; Tile Restoration</td>
<td>813/643-3720</td>
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<tr>
<td><strong>SIGNAGE—ADA, HOTEL, INTERIOR/EXTERIOR, MARQUEE, LED MESSAGE DISPLAYS</strong></td>
<td>Axcess Industries Inc.</td>
<td>866/769-7009</td>
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<tr>
<td><strong>SUPPLIES—BATHROOM, CLEANING, LAUNDRY, LINENS, MOLD/MILDEW, ODOR CONTROL, PEST CONTROL, SANITATION</strong></td>
<td>A-1 Textiles &amp; Hospitality Products</td>
<td>800/351-1819 x 5</td>
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<tr>
<td><strong>SUPPLIES—BUILDING, CONSTRUCTION, FLOORING SYSTEMS, MAINTENANCE, WALL SYSTEMS, ROOF SYSTEMS, DANCE FLOORS, PARTITIONS, WALLS, PANELS, TILES, WALLBOARD, STAGES</strong></td>
<td>Nu-Safe Floor Solutions Inc.</td>
<td>800/275-7771</td>
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<td><strong>SUPPLIES—FOOD SAFETY, SAFETY, SECURITY</strong></td>
<td>ABC Research Corp.</td>
<td>352/372-0436</td>
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<tr>
<td><strong>SUPPLIES—BUILDING, CONSTRUCTION, FLOORING SYSTEMS, MAINTENANCE, WALL SYSTEMS, ROOF SYSTEMS, DANCE FLOORS, PARTITIONS, WALLS, PANELS, TILES, WALLBOARD, STAGES</strong></td>
<td>Safemark Systems</td>
<td>800/255-8818 x 124</td>
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<tr>
<td><strong>SUPPLIES—HEALTH &amp; FITNESS, SWIMMING POOL, SPAS</strong></td>
<td>A-1 Textiles &amp; Hospitality Products</td>
<td>800/351-1819 x 5</td>
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<td><strong>TESTING &amp; EVALUATION SERVICES, EQUIPMENT, FOOD</strong></td>
<td>ABC Research Corp.</td>
<td>352/372-0436</td>
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<td><strong>THERMOMETERS</strong></td>
<td>All QA Products</td>
<td>800/845-8818</td>
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<tr>
<td><strong>TRAINING PRODUCTS</strong></td>
<td>All QA Products</td>
<td>800/845-8818</td>
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<tr>
<td><strong>VEGETARIAN PRODUCTS</strong></td>
<td>ABC Research Corp.</td>
<td>352/372-0436</td>
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<tr>
<td><strong>WALL COVERINGS/WALLPAPER</strong></td>
<td>Hatchett Hospitality</td>
<td>800/783-5980</td>
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<tr>
<td><strong>WINDOW COVERINGS—BLINDS, DRAPERIES, SHUTTERS, STORM PROTECTION, TREATMENTS</strong></td>
<td>Hatchett Hospitality</td>
<td>800/783-5980</td>
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<td><strong>YIELD MANAGEMENT</strong></td>
<td>Northwind-Maestro PMS</td>
<td>905/940-1923</td>
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### 2007 BUYERS GUIDE—alphabetized listing

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<tr>
<td>ABC Research Corporation</td>
<td>3437 SW 24th Avenue, Gainesville, FL 32607  Phone: 352/372-0436 Fax: 352/378-6483</td>
</tr>
<tr>
<td>A-1 Textiles &amp; Hospitality Products</td>
<td>PO Box 5259, Chatsworth, CA 91313  Toll Free: 800/351-1819  Phone: 818/890-6744  Fax: 800/453-0952  Contact: Linen Expert  <a href="mailto:linen@a1textiles.com">linen@a1textiles.com</a></td>
</tr>
<tr>
<td>Amana Brand PTAC/Goodman Co. LP</td>
<td>1810 Wilson Parkway, Fayetteville, TN 37334  Toll Free: 800/647-2982  Phone: 813/661-2123  Fax: 813/661-0152  Contact: Jim Miller, Commercial Sales Manager  <a href="mailto:jmiller@amana-ptac.com">jmiller@amana-ptac.com</a>  <a href="http://www.amana-ptac.com">www.amana-ptac.com</a>  Serving Nationwide  Amana brand package terminal air conditioners and heat pumps.</td>
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<tr>
<td>All Q&amp;A Products</td>
<td>PO Box 369, Mount Holly, NC 28120  Toll Free: 800/845-8818  Phone: 704/829-6600  Fax: 704/829-6602  Contact: Janet Cox  <a href="mailto:sales@allqa.com">sales@allqa.com</a>  <a href="http://www.allqa.com">www.allqa.com</a>  Serving Internationally  We have a variety of products for food safety and temperature monitoring. We can assist with key applications in food processing, preparation, storage and transport for HACCP and QA programs.</td>
</tr>
<tr>
<td>All QA Products</td>
<td>PO Box 369, Mount Holly, NC 28120  Toll Free: 800/845-8818  Phone: 704/829-6600  Fax: 704/829-6602  Contact: Janet Cox  <a href="mailto:sales@allqa.com">sales@allqa.com</a>  <a href="http://www.allqa.com">www.allqa.com</a>  Serving Internationally  We have a variety of products for food safety and temperature monitoring. We can assist with key applications in food processing, preparation, storage and transport for HACCP and QA programs.</td>
</tr>
<tr>
<td>Axcess Industries Inc.</td>
<td>1517 Golden Street, Orovile, CA 95964  Toll Free: 866/769-7009 x 121  Phone: 250/769-7000  Fax: 509/357-3213  Contact: Charles Akken  <a href="mailto:sales@axxind.com">sales@axxind.com</a>  <a href="http://www.axxind.com">www.axxind.com</a>  Serving Nationwide and Internationally  Revolutionary “Do Not Disturb Housekeeping System” replaces doorknob hanger sign. Many hotels using the system, MGM, Disney, Holiday Inns. Custom room signs; do not disturb and housekeeping; room occupancy indicator; PDA; foodservice tray tracking; computer network software; mini bar usage; exit night light.</td>
</tr>
<tr>
<td>Brintons</td>
<td>1000 Cobb Place Boulevard, Building 200, Suite 200, Kennesaw, GA 30144  Phone: 678/594-9300  Fax: 678/594-9301  Contact: Scott Ivins, Marketing  <a href="mailto:rivins@brintonsusa.com">rivins@brintonsusa.com</a>  <a href="http://www.brintonsusa.com">www.brintonsusa.com</a>  Serving Internationally  Brintons USA is the foremost supplier of custom woven Axminster carpet in the Americas and is part of the Brintons global organization, founded in 1783, the largest, most versatile and respected provider of custom woven carpet for the commercial and residential markets. Services include: life-cycle cost planning, design services, layouts/estimating and installation and maintenance expertise.</td>
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<tr>
<td>Hatchett Hospitality</td>
<td>866/347-7623, 800/275-2436, 352/372-0436  Contact: Janet Cox  <a href="mailto:sales@allqa.com">sales@allqa.com</a>  <a href="http://www.allqa.com">www.allqa.com</a>  Serving Internationally  We have a variety of products for food safety and temperature monitoring. We can assist with key applications in food processing, preparation, storage and transport for HACCP and QA programs.</td>
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<td>hatchett hospitality</td>
<td>866/347-7623, 800/275-2436, 352/372-0436  Contact: Janet Cox  <a href="mailto:sales@allqa.com">sales@allqa.com</a>  <a href="http://www.allqa.com">www.allqa.com</a>  Serving Internationally  We have a variety of products for food safety and temperature monitoring. We can assist with key applications in food processing, preparation, storage and transport for HACCP and QA programs.</td>
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Southern Hospitalty Magazine • Winter 2006/07, Vol. 29, Issue 4

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Markham, ON L3R 0E1, Canada
Toll Free: 888/667-8488
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JANUARY

28-31 Seafood Summit 2007—the only venue bringing global representatives from the seafood industry and conservation community for in-depth discussions, presentations, and networking on the business of sustainable seafood. Jacksonville, Fl. Information: https://programs.regweb.com/resourceone/seafood-summit2007/register/

29-30 VHTA Legislative Summit and Café, Jefferson Hotel, Richmond, VA. The meeting will be filled with many opportunities to become pro-active in the legislative process in Virginia. Information: www.vhta.org

Jan. 10-Feb. 1 The 31st Annual Hotel, Motel, and Restaurant Supply Show of the Southeast, Myrtle Beach, S.C. Information: Kelli Bates, hmrss@sc.rr.com or ltushows@sc.rr.com; www.hmrsss.com

FEBRUARY

3-4 Chocolate Lovers Festival, Fairfax, VA. Information: 703-385-1661 or www.chocolatefestival.net

22-25 South Beach Wine and Food Festival, South Beach, FL. The Food Network South Beach Wine & Food Festival is a national, star-studded, four-day weekend destination event showcasing the talents of the world’s most renowned wine and spirits producers, chefs and culinary personalities. Hosted by Southern Wine & Spirits of Florida and Florida International University (FIU), the festival benefits the Teaching Restaurant and the Southern Wine & Spirits Beverage Management Center both located at FIU. Information: 305-627-1741 or info@sobewineandfoodfest.com

MARCH

1-4 Charleston Food and Wine Festival. Information: charlestonfoodandwine.com

8-11 RCA Annual Conference & Trade Show, New Orleans, LA. Information: www.culinology.com

APRIL

12-14 Florida Wine Festival, Tallahassee, FL. Three days of fine wine, fine food, and friends. Information: info@thefloridawinefestival.com

23-24 Expo Comidas Latina, Houston, TX. The leading business event for the Hispanic food and beverage industry. Information: www.expo-comidas-latina.com

MAY

19-22 National Restaurant Association Show

JUNE

1-3 Coffee Fest Atlanta, Atlanta, GA. Information: www.coffeefest.com

9-11 World Tea Expo, Atlanta, GA. The World Tea Expo is the largest trade-only conference in the world showcasing tea and tea-related products. Our goal is to add value to the rapidly growing tea industry by providing a true global marketplace for commerce and education. We are committed to providing the most comprehensive products and resources necessary to serve the tea industry and facilitate its growth. Information: www.worldteaexpo.com

17-20 Southern Innkeepers Association Meeting, Pinehurst Resort, N.C. The Southern Innkeepers Association is the oldest lodging association in the nation. Our membership consists of hotel general managers and owners of the South’s premier resorts and hotels. Information: www.southerninnkeepers.org or 919/861-5586

JULY

21-24 ACF 57th National Convention, Orlando, FL. Information: www.acchefs.org

SEPTEMBER

TBA Mid-Atlantic Expo. Information: www.midatlantexpo.com

OCTOBER

7-10 International Baking Industry Exposition, Orlando, FL. Nearly 800 exhibitors will cover 400,000 net sq. ft. of exhibit space with the newest baking technology for every kind of bread and bakery item including... rolls, cookies, sweet goods, tortillas and more. Information: www.ibie2007.org
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