



CHECK-IN

Ten Reasons to Love Your Hotel Job

As someone who admittedly has never been at the helm of a property with the exception of short-term manager on duty responsibilities, I feel as close as anyone can be to hotel management. Yet I recognize that it is not the same as the burden of being general manager, where day-to-day decisions can make or break the budget as well as destroy hard-earned asset values. I am humbled by many of the GMs I've met and in awe of their ability to stay calm in the midst of mayhem constantly surrounding them.

Perhaps this is why hotel management is such an adrenaline rush – the landscape changes hourly and there is no time to get bored. It's perfect for those with a touch of ADHD or a very curious mind. To reflect on this chosen career path and to offer you an extra dose of incentive to remain passionate about this line of work, here are ten reasons I love being a hotelier so much.

1. You get to see the fruits of your labor. Make any decision and you typically

don't have to wait very long to see the outcome. Compare this to any product-based business where you have to wait a full season or more to confirm whether your ideas delivered on their promise. Immediate gratification has its rewards!



2. You work with great people. Hotel teams employ a wide range of characters, from chefs and accountants to engineers and housekeepers. Being involved with so many different silos, often also from many diverse cultures, adds to the overall enrichment of the workplace and presents an opportunity to build a truly multinational team. Altogether, this makes for a fantastic, lifelong learning experience.

Continued on next page...

CHECK THIS OUT

- **Strange as it may seem...you can spend the night in a gas station.** Just travel to Germany and park yourself in the Gas Station room at the V8 Hotel in Boblingen. The room features a gas pump and furniture made from auto parts. Plus, you'll get to sleep in a race car bed. Vroom, vroom!
- **Some travel facts to make your day:** In spite of what you might hear in the news, the largest number of visitors to the U.S. come from Canada, according to the U.S. Travel Association, followed by Mexico, and the United Kingdom. Direct spending by all resident and international travelers in the U.S. averaged \$2.7 billion per day and international travel spending supports about 12 million U.S. jobs.

- **Tourists flock to see...gum?** The Market Theater Gum Wall in Seattle has been collecting chewed gum since 1993 and was even



named one of the germiest tourist attractions in the world by TripAdvisor. The gum sticking began when theatergoers waiting in line for the theater started sticking their gum on the wall. No matter how often it was cleaned, the collection kept coming back until workers eventually gave up.

3. You never know who is going to show up.

Guests can include real and cultural royalty, business leaders, foreigners who will test your language skills or just some great 'average' folk. Where else can you meet so many new people and give them an opportunity to experience your locale as well as your gracious hospitality? Talk about bragging rights!



4. You get to play with amazing technology.

Very few professions have access to as much technology as hoteliers. In fact, we have an annual trade show (HITEC) dedicated exclusively to the advancements in our industry. With so many toys, it's often hard to choose!

5. You get to eat and drink 'professionally'.

Sure, you could have gone into finance and spent your time taking clients out to fancy dinners or business lunches. But where else, other than a hotel's restaurant, can you talk to the chef and immerse yourself in a discussion about each dish, its processes and its ingredients? Good luck trying to get 30 minutes with an executive chef when you're simply the diner!

6. You can be innovative without approval from multiple layers of senior management.

Even within a branded product, there is room for creating thumbprints that are unique to your property. Moreover, there is always the encouragement to do so!

7. The scenery changes every day.

No two days in the hotel business are the same. The marketplace is dynamic, with new groups and guests arriving daily. You never know what you will be dealing with. It can be stressful, but you will look back on these hectic times, and your ability to juggle so many tasks, with pride.

8. The job has excellent mobility.

For those interested in expanding their careers globally, nothing beats being a hotel general manager. It is not unusual to see GMs transfer from one property to another across international boundaries. The skills you learn in one location are instantly transferrable. My suggestion is to learn as many languages as you can.



9. You can feed the inner fashionista and never worry about dry-cleaning costs.

What an opportunity to not have to worry about selecting the blue or grey suit. Get both; you'll need them. And chances are that you'll have a budget for this, too!

10. Friends visiting? You've got the answer.

Most of the time you'll have a room for them and will not have to worry about cleaning up after them. This will make you quite popular.

Source: Larry Mogelonsky, LMA Communications Inc., Toronto, 5/17

Keeping Your PTACs Clean



Clean your packaged terminal air conditioner (PTAC) filters. It's a message manufacturers have been delivering to hotels for ages, but it bears repeating no matter the season. The number one concern for PTAC health is cleaning interior filters monthly and evaporator coils quarterly. Once per year the entire machine should be removed from its sleeve for an annual deep cleaning.

This is even more important for hotels located in cities or areas of the country with high pollen counts and heavy pollution, both of which are heavily damaging to PTAC operations. In these locations, the outdoor condenser coil inside PTACs can become clogged with seeds, airborne particles and more, causing the machine to work harder, run louder and use more energy.

You should never reduce the recommended cleaning schedules, only increase it, based on your hotel's environment. Even if you just have humans in a room, they are shedding skin and hair that plugs filters.

PTAC equipment is becoming more feature rich, more energy efficient and quieter than ever, but the devices are also not getting any cheaper. While some hotels are getting by with 10- to 15-year-old machines in their guest rooms, many of these devices are hanging on by a thread due to a lack of attention to cleaning, a fate that could befall high-end replacements should a hotel not alter its approach to cleaning. A lack of cleaning could invalidate investments into PTACs, cutting into the benefits newer machines provide.

Compared to PTACs, HVACs have fewer maintenance concerns unless the machine breaks down in some way. Hotels should inspect their refrigerant lines each month and replace air filters every 90 days, at a minimum. Hotels should also watch for leaves and debris that may cover air conditioning and heat units, and make sure outdoor units are positioned on level ground.

In the event of a renovation, even hotels on their best behavior when it comes to cleaning may need to pay extra attention to their PTACs. Carpet holds onto dirt, hair and fibers better than hard flooring, and a hotel switching from one to the other should be vigilant with their PTAC filters after the switch since hard floors draw particles to PTAC filters.

Maintaining a strict cleaning schedule and including regular replacement of older PTACs in your budgetary planning makes good business sense and can help reduce costs over the long term.



Source: Elliot Mest, Hotel Management.net, 3/16



Path to Promotion

One of the most common questions that ambitious employees ask their boss, along with “Can I get a raise?” is “What can I do to get promoted?”

For some bosses, the answer is obvious: complete important tasks, gain a certain amount of experience or simply be the next in line. Other people, like HubSpot co-founder Dharmesh Shah, take a different approach. When it comes to getting promoted, Shah focuses on the employee’s attitude. His reasoning is simple. Attitude informs action and behavior. Attitude is the driving force behind every achievement, accomplishment and success.

Here’s what he wants to see employees do:

1. Be a servant of others, not yourself.

People never accomplish anything worthwhile by themselves. That’s why great teammates make everyone around them better. Great leaders provide the tools, training and culture to help their employees do their jobs better and achieve their goals.

Great companies know that by serving their customers they ultimately serve the interests of their business. The employee who’s only in it for himself will someday be by himself. The employee in it for others may not get all the limelight, but the right people notice.

2. Be humble, not arrogant.

Arrogant people think they know everything; humble people are always learning. Humble people ask questions and ask for help.

Humble people automatically share credit. They know that every effort is a team effort.

Humble people are willing to take on any job, no matter how menial, because no job is beneath them, and in the process, they prove that no job is above them.

3. Be optimistic, not pessimistic.

Optimists add energy; pessimists drain away energy. Optimists try more things and take more intelligent risks simply because they’re focused on what can go right. Best of all, optimism is infectious.

4. Focus on execution.

Planning is important, but too many shelves are filled with strategies that were never implemented. The best employees develop



an idea, create a strategy, set up a basic operational plan, then execute, adapt, execute, revise, execute, refine and make great things happen based on what works in practice, not in theory.

Employees who advance are good at planning, but awesome at execution.

5. Think long-term.

Real leaders are able to consistently inspire, motivate and make people feel better about themselves than they think they have a right to feel. Real leaders are people you follow not because you have to, but because you want to, and they make you feel like wherever you’re going, you’re going there together.

Creating that level of respect and trust and that type of bond takes time.

6. Be a volunteer, not a draftee.

The best employees are natural volunteers. They volunteer for extra tasks. They offer to help people who need help, and even those who don’t.

Why is that important? Volunteering demonstrates leadership aptitude. Leaders are proactive, they don’t wait to be told what to do.

Draftees expect to be asked and compensated before they consider doing more.

7. Be self-aware, not selfish.

Self-aware people understand themselves and that helps them understand the people around them. They are more empathetic and accepting of the weaknesses of others because they know how it feels to fail.

They can lead with compassion and kindness because they know how it feels to be treated

with disregard, disdain and scorn. They do everything they can to help others reach their goals, because they know how it feels to fall short.

Self-aware people solve for the team, the organization and the customer – not just for themselves.

8. Be adaptable, not rigid.

Things constantly change in high growth companies. Inflexible people grow uncomfortable with too much change and consciously or unconsciously try to slow things down.

Best practices are important. Methodology is important. Guidelines, procedures and policies all can help a business run smoothly. But anyone can follow guidelines and procedures. Great employees are willing, even eager, to change.

Great employees respond to new circumstances and challenges with excitement, not hesitation.

9. Be a teacher, not a truant officer.

The best people like to teach. They don’t hoard knowledge – they spread it and share what they know. A truant officer’s job is to make sure people show up. A teacher’s job is to make sure people learn.

A teacher helps other people gain experience, wisdom and insight. A teacher willingly and happily gives other people tools they can use. In the process, a teacher builds teams. And a teacher advances, because a true team builder is a rare gem.

Source: Jeff Haden, Inc. Magazine



From the Chairman

JIM LEAHY

Dear Friends,

We all have habits. We need habits. They bring order to our lives and can make us more productive. Life would be chaotic without them. They keep our lives under control.

Yet sometimes habits can control us or even limit our effectiveness. Some people constantly check their phones, not because they expect an emergency, but out of habit. Some people watch the news or sitcoms every night even when they find the news disturbing and the sitcoms mediocre. For some people, eating habits lead to weight gain or poor health.

Habits are neither good nor bad, but sometimes we let them control us and "make decisions" that are not in our best interests.

In the course of my life, I have at times found my weight increasing, and each time I had to look at my eating habits and make a decision to permanently change a habit.

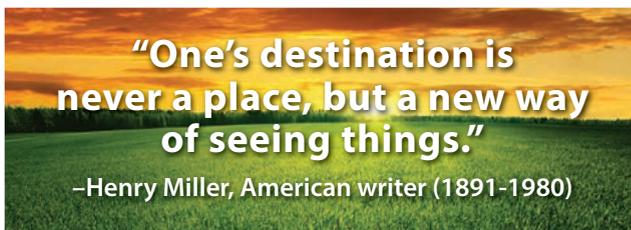
There are a limited number of hours in a week. When I count the hours that are truly "mine," I can take time to evaluate whether my habits are helpful or not. We also need a certain amount of rest in our lives, plus companionship, personal growth, and time for building our futures.

We can choose habits to promote our personal growth or we can let habits control us. To help you make choices in your own life, look at how you spend your personal time. How much of your day is spent on social media? How much of your personal time brings you satisfaction, knowledge or builds the "future you"? We all need breaks during the day, but we can't let them be the focus of our day.

Ask yourself which of your habits promote your future, distract from your future and which benefit no one. Then eliminate or change what you want to change!

For each of us to build our future, we need to honestly schedule time for reflection, for growth and for creating what we are to be in the future.

Love,



Spring 2018 Events

Find out what's new and what's happening in the industry by attending these upcoming trade shows or conferences:

March

3/4 - 3/6

BITAC® Luxury 2018
Austin, TX; bitac.net

3/4 - 3/5

Ocean City Hotel, Motel & Restaurant Spring Trade Expo
Ocean City, MD; oceancitytradeexpo.com

3/4 - 3/6

International Restaurant & Foodservice Show of New York
New York, NY; internationalrestaurantny.com

3/12 - 3/14

Midwest Foodservice Expo
Milwaukee, WI;
wirerestaurant.org/expo



3/26 - 3/28

Nightclub & Bar Convention & Trade Show
Las Vegas, NV; ncbshow.com

3/27 - 3/30

2018 AAHOA Annual Convention & Trade Show
National Harbor, MD; aahoa.com

April

4/12 - 4/13

2018 Hospitality Law Conference
Houston, TX; hospitalitylawconference.com

4/22 - 4/25

BITAC® Tech, Sales & Operations 2018
San Antonio, TX; bitac.net

May

5/2 - 5/4

HD Expo 2017
Las Vegas, NV; hdexpo.com

5/6 - 5/10

ARDA World 2018 Annual Convention & Expo
Las Vegas, NV; arda.org

We hope you've enjoyed this issue.

Your feedback, suggestions, stories, and ideas make our newsletter interesting and useful. Please take a moment to send us your thoughts.

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