

**2004 HFTP Annual Convention & Tradeshow**  
*Professional Challenges in a Changing World*



**Tradeshow:**  
October 27-28, 2004

**Convention:**  
October 27-30, 2004

Hyatt Regency Orange County  
Garden Grove (Anaheim), California

[www.hftp.org](http://www.hftp.org)

*Hospitality Financial and Technology Professionals*

# HFTP

***Your invitation to attend***

# HFTP 2004 Annual Convention & Tradeshow

## Professional Challenges in a Changing World

**HFTP's Annual Convention & Tradeshow will prepare you for professional challenges in a changing world.**

**Shape your future by taking advantage of quality continuing education programs and networking opportunities at this valuable four-day conference.**

**Hundreds of professionals find attending the HFTP Annual Convention & Tradeshow beneficial, with attendance increasing every year.**

**HFTP is dedicated to providing industry professionals, from clubs and hotels to restaurants and casinos, with the elements necessary to succeed in a changing world.**

**"Each year I cannot imagine how HFTP will surpass the last, but with continued dedication and creativity, HFTP manages to do just that. The sessions were so good I heard several people say that they were having a difficult time deciding between concurrent sessions."**

*Anna McFarland, CPA, CHAE, CHTP, a hospitality consultant and a Director on the HFTP International Board.*

### Leadership Opportunity — HFTP's Leadership Academy

Chapter leaders won't want to miss the 2004 Leadership Academy this year! The academy starts a day before the Annual Convention & Tradeshow with an entirely revamped schedule that includes extremely beneficial subject matter. Keep in mind that a \$500 (US) stipend is available to each chapter to supplement travel and lodging expenses. Each chapter may send up to four representatives. The first two representatives may attend free of charge, each additional will be at a cost of \$200 (US). For more information contact Wendi Williams at 001 (512) 249-5333 ext. 19 or e-mail [wendi.williams@hftp.org](mailto:wendi.williams@hftp.org).

### HFTP Member Challenge

HFTP is challenging members to make the 2004 Annual Convention & Tradeshow the most successful ever! This year, HFTP is implementing four attendee recruitment campaigns that members, chapters and ProLinks communities can participate in. The four campaigns will begin in July and will conclude with the early registration deadline of September 28th. For more information visit [www.hftp.org](http://www.hftp.org) and click on Annual Convention.

## Anaheim, California

*The 2004 Annual Convention & Tradeshow will be in beautiful Anaheim, California, a city best known for a famous inhabitant — Disneyland. Since opening in 1955, Disney has added two more attractions to the area, Disney's California Adventure and Downtown Disney. Anaheim's list of attractions certainly does not stop at Disney. Knott's Theme Park and the Movieland Wax Museum are other local attractions.*

*The area's 42 miles of beaches, offer idyllic stretches of sand and tide pools, along with some of the finest sunbathing, surfing and sailing anywhere in the United States. The Bowers Museum of Cultural Art features cultural artifacts from North and South America, Asia and Africa as well as early California. The premier cultural attraction of the region may well be Mission San Juan Capistrano, the legendary "Jewel of the Missions." Built by the Spanish in 1776, it houses the oldest building still in use in California, as well as beautiful gardens, and Indian and Spanish artifacts.*

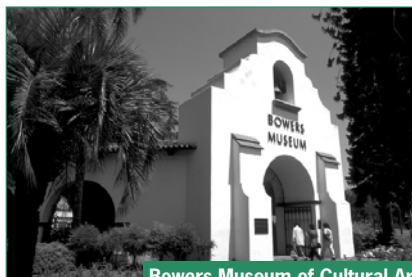
*The average temperatures for October ranges from a low of 54° F and a high of 76° F (low 12.2° C, high 24.4° C).*



Disney Castle



Laguna Beach



Bowers Museum of Cultural Art



Gateway Monument

**Information and pictures courtesy of the Anaheim/Orange County Visitor's & Convention Bureau. Get more information about the area at [www.anaheimoc.org](http://www.anaheimoc.org).**

# General Information

## Hotel Information

### Hyatt Regency Orange County

11999 Harbor Boulevard  
Garden Grove, CA 92840  
Phone: (800) 233-1234 or 001 (714) 750-1234  
Fax: 001 (714) 740-0465  
www.orangecounty.hyatt.com

The HFTP group rate is \$125 (US) single/double occupancy, \$145 (US) triple occupancy, or \$165 (US) quadruple occupancy, prior to October 5, 2004. Current taxes are 13 percent and subject to change. Check-in time is 3 p.m. and check-out is noon.

Reservations can be made online at [orangecounty.hyatt.com/groupbookng/jhft](http://orangecounty.hyatt.com/groupbookng/jhft) or by calling (800) 233-1234 or 001 (714) 750-1234. In order to receive the special group rate, you must identify yourself as attending the HFTP Annual Convention & Tradeshow.

In the heart of Orange County, the Hyatt Regency is located less than a mile from the Downtown Disney District, Disneyland Park and California Adventure with complimentary shuttle service. Other nearby attractions includes Edison International Field of Anaheim, Knott's Berry Farm, Crystal Cathedral and The Grove of Anaheim.

The Hyatt Regency offers many in-house recreational amenities, which include dual outdoor swimming pools, whirlpools and tennis courts. A complete fitness center is equipped with free weights, exercise cycles, stair climbers and treadmills.

## CPE Accreditation

Participants may obtain maintenance points and continuing professional education credit hours (CPEs) for various certification programs. A total of 18 CPE points may be earned for participation in the entire convention. You can earn an additional 2 CPE credits towards the CHAE and CHTP designations for participating in all four of the Exhibitor Tutorials.

- Individual sessions are geared to an intermediate to advanced knowledge level.
- There are no prerequisites required for attending any of the educational sessions at the HFTP Annual Convention.
- Courses presented at the HFTP Annual Convention utilize a group-live instructional method.
- For more information regarding administrative policies such as complaints and refunds, please contact HFTP (800) 646-4387 or 001 (512) 249-5333.



Hospitality Financial and Technology Professionals (HFTP®) is registered with the National Association of State Boards of Accountancy (NASBA), as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219-2417.

## Air Travel and Car Rental

**American Airlines** is offering 5–10 percent off the lowest applicable fares valid for travel dates October 19 through November 4, 2004. All rules and restrictions apply. To make reservations, call American Airlines at (800) 433-1790 and refer to Authorization #A79H4AM.

**Continental Airlines** is offering discounted fares valid for travel dates October 18 through November 5, 2004. To make reservations, call Continental Airlines at (800) 468-7022 and provide the Z Code ZGTV and Agreement Code VT7VJW.

**Avis Rent-A-Car** is offering attendees discounted rates on rental cars. To make your reservations, call (800) 331-1600 and refer to AWD #T137599.

## Airport Transportation

Listed below is the distance and estimated travel costs from each airport to the Hyatt Regency Orange County.

### John Wayne Airport (JWA) – 11.8 miles

Taxi: \$35  
Super Shuttle: \$11 (available in Baggage Claim)

### Los Angeles International Airport (LAX) – 38 miles

Taxi: \$90  
Super Shuttle: \$16 (available in Baggage Claim)

### Ontario Airport (ONT) – 32 miles

Taxi: \$80  
Super Shuttle: \$15 (reservations must be made in advance)

### Long Beach Airport (LGB) – 17 miles

Taxi: \$30  
Super Shuttle: \$12 (reservations must be made in advance)

### Super Shuttle: (714) 533-6600

Self-parking is available at the hotel for \$12 (US) per day and valet parking is available for \$18 (US) per day.

## Cancellation Policy

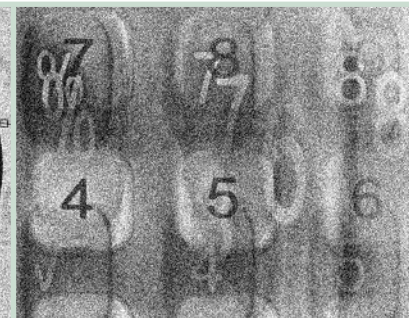
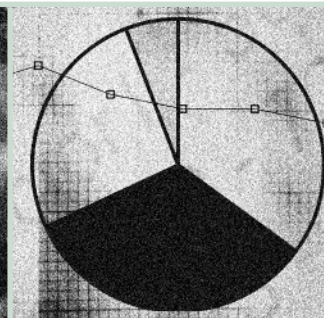
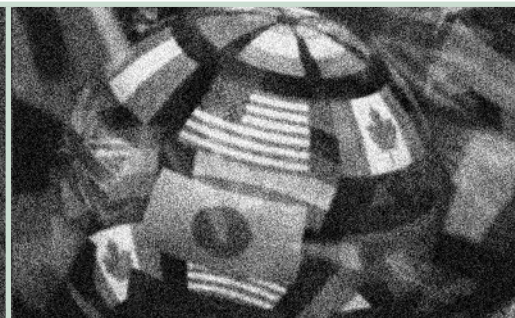
All cancellations must be received in writing at the HFTP office. An administrative fee of \$50 will be charged on all cancellations received by September 28, 2004. Cancellations received after September 28, 2004 will result in a 100 percent penalty.

## Guest Program

There will be no organized guest program; however there are a multitude of sightseeing options for guests to enjoy. For more information visit [www.anaheimoc.org](http://www.anaheimoc.org). Due to the HFTP liability insurance policy, no children under 16 will be admitted in the exhibit hall or at HFTP special events.

## What to Wear

This year's convention dress is business casual. The Friday night dinner/dance is black tie optional. Tuxedo rentals will be available on-site. Due to personal comfort ranges and since meeting rooms tend to be cold, please bring a sweater or light jacket.



# HFTP 2004 Annual Convention & Tradeshow

## Schedule at a Glance

### Wednesday, October 27

- 12 – 8 p.m. Registration Open
- 5:45 – 6:30 p.m. First-Time Attendee Orientation
- 6 – 7 p.m. Welcome Reception
- 7 – 9 p.m. Reception & Exhibits

### Thursday, October 28

- 6:30 a.m. – 5 p.m. Registration Open
- 7 – 8:15 a.m. **Concurrent Sessions:**
  - C** Data Mining: What, Where, When, How and Why?
  - H** Risks and Opportunities
- 8 – 8:30 a.m. Beverage Break
- 8:30 – 10 a.m. **General Session:**  
21<sup>st</sup> Century Alchemy — Get Off Your Assets!...How to Unleash the Power in You
- 10 – 10:15 a.m. Beverage Break
- 10:15 – 11:30 a.m. **Concurrent Sessions:**
  - C** Member Relationship Management: The Ultimate Goal of Club Technology
  - H** Predicting Monthly Share Performance (RevPAR Index)
  - C** Sexual Harassment: When the Member, the Customer or the Patron Go Too Far
  - T** Operating in a Wireless World
- 11:30 a.m. – 3 p.m. Exhibit Hall Open  
*Lunch at 12:30 p.m.*
- 12 – 2:45 p.m. Exhibitor Tutorials
- 3:15 – 4:45 p.m. **Concurrent Sessions:**
  - C** Sarbanes-Oxley Trickle Down to the Club Industry
  - H** Accounting Update
  - C** HFTP Salary Survey — 2004 Edition
  - T** Securing Your LAN, MAN, WAN Infrastructure
- 5:15 – 6 p.m. New Member Sponsor Reception (*invitation only*)
- 6 – 10 p.m. Special Event at The Grove

### Friday, October 29

- 6:30 a.m. – 5 p.m. Registration Open
- 7 – 8:15 a.m. **Concurrent Sessions:**
  - C** The Food And Beverage Cost Control Boot Camp — 10 Steps to a Better Bottom Line
  - H** Key Success Factors in Deflagging a Hotel
- 8 – 8:30 a.m. Beverage Break
- 8:30 – 9:45 a.m. **General Session:**  
FISH! Four Key Concepts to Improving Morale and Productivity
- 9:45 – 10 a.m. Beverage Break
- 10 – 11:15 a.m. **Concurrent Sessions:**
  - C** Private Club Memberships — Varieties, Hybrids and Pitfalls
  - H** Uniform System of Accounts Update
  - C** Best Practices for Hiring: How Good Are Your Employee Selection Procedures?

- 11:30 a.m. – 1:30 p.m. Annual Business Meeting & Luncheon
- 1:45 – 3 p.m. **Concurrent Sessions:**
  - C** Hot Club Topics — Then, Now and in the Future
  - H** Communication in Leadership
  - C** Employment Class Actions in the Hospitality Industry: Navigating in Dangerous Waters
  - T** Techniques to Gather Data from Diverse Front Office Systems
  - I** The Dynamics of Dynamic Currency Conversion (DCC)
- 3 – 3:15 p.m. Beverage Break
- 3:15 – 4:30 p.m. **Concurrent Sessions:**
  - C** What Makes You a Professional in the Club Industry?
  - H** Growing Hotel Profit Through Strong Working Relationships with Operations and Sales Departments
  - C** Understanding Your Insurance
  - T** Competing With Cell Phones and Wireless Services
  - I** Hiring International Workers
- 6:30 p.m. – 12 a.m. President's Evening

### Saturday, October 30

- 6:45 – 8:15 a.m. CHAE/CHTP Certification Breakfast (*invitation only*)
- 7:30 a.m. – 1:30 p.m. Registration Open
- 8 – 8:30 a.m. Beverage Break
- 8 a.m. – 12 p.m. CHAE Review  
CHTP Review
- 8:30 – 9:45 a.m. **General Session:**  
Anything is Possible
- 9:45 – 10 a.m. Beverage Break
- 10 – 11:15 a.m. **Concurrent Sessions:**
  - C** The Private Clubs Form 990 — Not so Private
  - C** HFTP Governance Positions
  - T** Application Service Providers
- 11:30 a.m. - 12:45 p.m. **Concurrent Sessions:**
  - C** Managing Costs: A Strategic Approach
  - C** What's That Smell?...Fraud Detection and Prevention
  - T** Flash Training for Microsoft Excel, Word and Access
- 1 – 5 p.m. CHAE & CHTP Exams

#### Key to Session Tracks:

- C** Club Track
- H** Hotel Track
- G** General Interest
- T** Technology Track
- I** International Track

Program content and schedule are subject to change without notification.

# Education Schedule

## Wednesday, October 27

5:45 – 6:30 p.m.

### First-Time Attendee Orientation

HFTP Staff and Executive Committee members will provide you with an overview of our organization, the education sessions and activities. In this informal get-together, learn about HFTP and the Annual Convention & Tradeshow.

6 – 7 p.m.

### Welcome Reception

Don't miss this great networking opportunity to visit with friends and colleagues before the exhibit hall opens.

7 – 9 p.m.

### Reception & Exhibits

Take advantage of this valuable opportunity to get an overview of the more than 50 exhibits displaying innovative hospitality services and products. In order to give you ample time to visit with the vendors, the exhibit hall will also be open on Thursday, from 11:30 a.m. – 3 p.m.

## Thursday, October 28

7 – 8:15 a.m.

### Concurrent Sessions:

#### Data Mining: What, Where, When, How and Why?

**C** This session will focus on a top technology priority of private clubs: extracting meaningful management information from the club's computer software. An informative overview of data mining techniques and functionality will be presented. Then, several of the industry's club management software providers will be put to the test — to demonstrate how their systems store and retrieve computer data, how information can be "sliced and diced," and how reports are created. Each provider will take the audience through a structured demonstration of the data mining process, and offer an inside look at the actual procedures used to extract data and create output. Don't miss this opportunity to see into your club's technology future.

**T**

The Technology Track  
is sponsored by:

Hospitality Upgrade

The Technology Series

Thursday, 8:30 – 10 a.m.

### General Session:

#### 21<sup>st</sup> Century Alchemy — Get Off Your Assets!...How to Unleash the Power in You

Every person and organization has hidden assets residing within them that, when unleashed can yield tremendous results. In this program, you'll learn the skills necessary to discover and tap into those powerful assets, both in your personal and professional life. The result is a powerful transformation that yields incredible results for both you and your company.

Desi Williamson is the author of a popular video training series, four audio cassette programs and a new book titled, *GET OFF YOUR ASSETS!...How to Unleash the Power in You*. His clients include Fortune 500 corporations, civic organizations and trade associations.



### Risks and Opportunities

**H** If the purpose of risk analysis is to make better decisions about future actions in an uncertain world, hoteliers have to alter their risk-adverse culture. To manage the inherent risks in today's hotel industry, operators must consider both the risks and opportunities that may arise. This presentation will outline how hospitality managers can manage the inherent hazards in today's hotel industry while at the same time seizing opportunities as they arise.

8:30 – 10 a.m.

### General Session:

#### 21<sup>st</sup> Century Alchemy — Get Off Your Assets!...How to Unleash the Power in You

See above for details

10:15 – 11:30 a.m.

### Concurrent Sessions:

#### Member Relationship Management: The Ultimate Goal of Club Technology

**C** Although the role of satisfying members doesn't fall directly on the shoulders of controllers, determining which technologies are best for the club does. Controllers need to understand how technology can help the club in delivering on this core mission of Member Relationship Management, and this session provides both an overview of the concept and specifics in regard to the impact of technology.

#### Predicting Monthly Share Performance (RevPAR Index)

**H** This seminar outlines three methods hotels can use to forecast future monthly RevPAR Index. Utilizing trending history off the STAR Report, hotels can predict RevPAR performance of their competitive set and then drop in budgeted RevPAR to calculate RevPAR Index (RPI). Predicting RPI is essential for optimal pricing and demand strategies, in addition to assisting with the annual budget. The newest industry measures, "Pace" and "Balance" Indices will also be reviewed.

### Sexual Harassment: When the Member, the Customer or the Patron Go Too Far

**G** This session will review the law of sexual harassment and discuss your liability as an employer when the club member, restaurant customer or gaming patron goes too far with employees. It will also discuss the 'must have' elements of sexual harassment prevention and review the six biggest mistakes that land employers in court and on the receiving end of huge judgments.

### Operating in a Wireless World

**T** Wireless Technology has made great advances in our industry over the last few years. Are Wi-Fi "hot spots" still hot? Can RFID tags improve our bottom line? Do we still have to incur the costs of installing more cable? Does this stuff pose any security risk? Learn about the current state of wireless technologies, current applications and what's coming down the wireless highway over the next few years.

11:30 a.m. – 3 p.m.

### Exhibit Hall Open

Lunch at 12:30 p.m. in the Exhibit Hall.

12 - 2:45 p.m.

### Exhibitor Tutorials

Representatives from exhibiting companies will lead these half-hour sessions that provide vendor expertise about the product or technology on the show floor in a non-sales environment.

3:15 – 4:45 p.m.

### Concurrent Sessions:

#### Sarbanes-Oxley Trickle Down to the Club Industry

**C** Today's business headlines are screaming about fraudulent financial reporting in publicly traded companies. Yet, fraud is also prevalent in small businesses. This session will discuss issues surrounding the private club industry.

# Education Schedule

## Accounting Update

**H** There have been many things transpiring in the accounting world with pronouncements, SOPs, in the US and abroad by the FASB, AICPA, SEC, ISAB and others. This session will discuss the accounting issues that impact us, in understandable terms, as well as look at various proposals such as what convergence can mean to us, principles verses standards, and other accounting and auditing issues.

## HFTP Salary Survey — 2004 Edition

**G** This session, which is an HFTP member benefit, will discuss the results from the third bi-annual HFTP Compensation and Benefits Survey. Come see how your company compares to others in the industry and discover some of the current trends in compensation and benefits. This is one session you don't want to miss!

## Securing Your LAN, MAN, WAN Infrastructure

**T** This session will discuss how layers of protection can be applied to your network to secure financial, business and guest/client information from both internal and external threats, while also reducing costs. The techniques being covered are based upon affordable state-of-the-art practices that are being applied within the federal law enforcement community. Coverage will include business requirements; current industry-wide weaknesses; tools and their applications; and security's ability to reduce operating costs.

**Thursday, 5:15 – 6 p.m.**

## New Member Sponsor Event (invitation only)

See right for details.

**6 – 10 p.m.**

## Special Event at The Grove

See right for details.

## Friday, October 29

**7 – 8:15 a.m.**

### Concurrent Sessions:

## The Food and Beverage Cost Control Boot Camp — 10 Steps to a Better Bottom Line

**C** The time is now to expand your financial IQ on food and beverage cost controls and learn the 10 most likely areas that with improved awareness, minimal changes and stronger controls will lead to a better bottom line. This session will address some of most common problems faced in this department and learn solutions from fellow colleagues on how they were successful in implementing controls that can be shared with your management team for improved cost control strategies in today's economy.

**Friday, 8:30 – 9:45 a.m.**

### General Session:

## FISH! Four Key Concepts to Improving Morale and Productivity

The FISH! Philosophy is based on the success of Seattle's Pike Place Fish Market. Despite working 14-hour days in cold, wet and smelly conditions, the Pike Place fishmongers bring incredible joy, enthusiasm and accountability to work every day and have a "Thank God it's Monday" attitude. In this session you will discover why a more rewarding workplace is just a few choices away and why a light, playful environment is more creative and productive than a rigid and serious one. You will learn how to help people bring all their talents and personal passion to work, love the work you are doing, even if you aren't always doing work you love, and how to personally be your company's mission and vision from moment to moment.

Harry Paul is co-author of *FISH! A Remarkable Way to Boost Morale and Improve Results*. He has 20 years of business experience in running all aspects of management training and consulting organization including sales, distribution, product development and international operations.



## Key Success Factors in Deflagging a Hotel

**H** This session will address key marketing issues associated with leaving a hotel franchise and successfully operating as an independent. The key success factors include "redirecting" franchise fees into direct property marketing, disciplined revenue management coupled with aggressive Internet marketing and maximum distribution; maximizing proprietary web site through SEO and e-marketing; changing brand loyalty into property loyalty; and affiliation with broad based destination marketing and reward programs.

**8:30 – 9:45 a.m.**

### General Session:

## FISH! Four Key Concepts to Improving Morale and Productivity

See details above.

**10 – 11:15 a.m.**

### Concurrent Sessions:

## Private Club Memberships — Varieties, Hybrids and Pitfalls

**C** Initiation fees and membership deposits are refundable through a number of complicated schemes in today's private club marketplace. Prospective members have been willing to pay much more to join a club that offers them an exit strategy on their money. Unfortunately for the club and the member, these refund strategies cause the club to have debt and the member to have to wait years sometimes for his refund. This session will discuss the alternative methods of satisfying the member's desire for a refund while protecting the club's balance sheet.

**Thursday, 5:15 – 6 p.m.**

## New Member Sponsor Event (invitation only)

At the Annual Convention HFTP honors the members and chapters that have worked year-round to build a stronger association. The New Member Sponsor Event includes an awards ceremony, as well as a reception for the new members and their sponsors. Each time a member sponsors a new member, his/her name is entered into two \$500 cash drawings. So, the more new members sponsored the higher the chances to win!



**Thursday, 6 – 10 p.m.**

## Special Event at The Grove

Come experience the sophisticated ambiance at The Grove of Anaheim. You will enjoy a relaxing and entertaining evening networking with colleagues and friends. After dinner Gilbert Gauthier & Company will present a spectacular show, "Portrait of a Chairman." This nostalgic show will pay tribute to the sounds and music of Frank Sinatra and Dean Martin. Continuous shuttle service will be provided throughout the evening between the Hyatt Regency Hotel and The Grove.



### Uniform System of Accounts Update

**H** This session will review the progress of the committee charged with preparing a revision to the Uniform System of Accounts for the Lodging Industry. Final format and content changes recommended by the committee will be presented as well as an estimated timeline for the new changes to become effective.

### Best Practices for Hiring: How Good Are Your Employee Selection Procedures?

**G** Finding and retaining qualified, engaged employees, and doing it legally, is a greater challenge than ever before. This session will examine online recruitment, background checks, proper documentation, and document retention from a legal standpoint, and will provide practical solutions for improving your hiring practices and insulating them from future challenge.

### Time and Labor Management System Case Study

**T** This session will review ways to use the latest software solutions to assist in managing the volume of work required to administer, schedule and pay over 500 full- and part-time employees. The case study will discuss the internal review and due diligence, goal and objectives, RFP process, change management, training and installation, post installation review and lessons learned.

### Personal Information Protection and Identity Theft

**I** This session will describe the Personal Information Protection and Electronic Documents Act (PIPEDA) of Canada, why it was implemented, what is required to conform to the act and what further protection requirements will be likely in the future. The second part of the session will discuss ID theft, what is your company's exposure and why you should care. What happens to your productivity when no one in your company has a working credit card, valid drivers license, and finds their health insurance is used up. This session will answer these questions and more.

### 11:30 a.m. – 1:30 p.m. Annual Business Meeting & Luncheon

HFTP will conduct its annual business meeting over lunch. Gallery seating will be available for those who wish to attend the business portion of the meeting only. The outgoing Board of Directors will be recognized.

1:45 – 3 p.m.

### Concurrent Sessions:

#### Hot Club Topics — Then, Now and In the Future

**C** The operations of clubs and their financial well-being are affected by developments outside the club's gates. The economy and where it's going, changes in laws such as wage and hour, tax law interpretation and member demographics are just a few of the areas we must constantly address and evaluate. A panel will discuss these areas as well as questions raised by the audience.

#### Communication in Leadership

**H** Being a leader is not because of our title or role but the ability to communicate the vision, goals and expectations that others believe in and follow. This presentation will discuss how leaders communicate so that the "walk and talk" are aligned and how ineffective communication detracts from business effectiveness.

#### Employment Class Actions in the Hospitality Industry: Navigating in Dangerous Waters

**G** This session will discuss the hottest trends in employment class actions as they affect the hospitality industry. Wage and hour violations, employment discrimination claims, immigration law issues, and special problems, including tips, tip pooling and services charges, and the proper classification of exempt and non-exempt employees for purposes of overtime and related issues will be addressed. This program will also review the new wage and hour regulations proposed by the Department of Labor, as they affect lodging, restaurant and food service operations.

#### Techniques to Gather Data from Diverse Front Office Systems

**T** This presentation will focus on techniques to automate extracting data from systems that do not provide a ready export mechanism and how to structure data in a way that can easily be used for management and financial reporting. It will show high-level examples of using common software to unintrusively transport data from several different operational applications, including front desk (PMS), time clock, POS, payroll, sales, and accounting systems.

#### The Dynamics of Dynamic Currency Conversion (DCC)

**I** Popular overseas and gaining popularity in the US, Dynamic Currency Conversion is becoming a must-have for hotels looking for their share of the international visitors market. But what is DCC and how does it work? This session will explain the DCC process and the mechanics behind the transaction.

3:15 – 4:30 p.m.

### Concurrent Sessions:

#### What Makes You a Professional in the Club Industry?

**C** What characteristics and traits identify you as a professional in the club industry? Education, experience and certifications define your qualifications, but what does it take to be recognized as a professional in your niche? Share in an interactive session as we debate the merits of all of these factors and gain insight as we explore the question of image and recognition.

#### Growing Hotel Profit Through Strong Working Relationships with Operations and Sales Departments

**H** This presentation will discuss how controllers can improve hotel profits by building strong relationships with operations and sales. You will learn the trick to get beyond the personality differences and the egos and be able to sell the positives of working closely together.

#### Understanding Your Insurance

**G** Many controllers make decisions about insurance for their business and may not understand all the details and exactly what they are buying or not buying and why. This session will help you understand the different insurance available and the possible impact on your business. This interactive session will be a nuts and bolts look at the different types of insurance.

#### Competing With Cell Phones and Wireless Services

**T** This session will review how packaging and pricing innovations of cell phone and Internet service providers can be applied within a hotel property. It will also illuminate the best practices of hoteliers who have learned the lessons of the consumer telecommunications industry and who are in active pursuit of the guest communications dollar.

#### Hiring International Workers

**I** This session will discuss the pros and cons of hiring international workers and will review the laws associated with bringing in international employees. It will also discuss the costs and challenges involved in the process.

### 6:30 p.m. – 12 a.m. President's Evening

Come enjoy an exquisite evening featuring the installation of your 2004–2005 President, Executive Committee and Board of Directors. After an elegant dinner, you will dance the night away! This event is black tie optional. A tuxedo rental service will be available on Thursday, October 28.

# Education Schedule

## Saturday, October 30

6:45 – 8:15 a.m.

### CHAE/CHTP Certification Breakfast

All attendees holding a CHAE or CHTP designation are invited to attend the Certification Breakfast on Saturday, October 30. A dynamic speaker will kickoff the morning offering one CPE point. Please check the appropriate box on the conference registration form to receive your ticket. The cost is included in your registration fee.

8 a.m. – 12 p.m.

### CHAE Review

The Certified Hospitality Accountant Executive (CHAE) designation is recognized as the symbol of achievement in hospitality accounting. Individuals interested in the CHAE exam will benefit from participating. There is an additional fee for this session.

### CHTP Review

The Certified Hospitality Technology Professional (CHTP) designation is recognized as the symbol of achievement in hospitality technology. Individuals interested in the CHTP exam will benefit from participating. There is an additional fee for this session.

8:30 – 9:45 a.m.

### General Session: Anything is Possible

See details above.

10 – 11:15 a.m.

### Concurrent Sessions:

#### The Private Clubs Form 990 — Not so Private

**C** In the current environment of public scrutiny, clubs should be aware of the possible dangers or pitfalls that an inaccurately prepared Form 990 can cause. This session will review the common errors to avoid in completing a Private Club's Form 990 as well as the possibility of turning the Form 990 into a public relations tool. Club controllers can bring their 990's to the session for a page by page "check-up" review.

#### HFTP Governance Positions

**G** This session will discuss the procedures and importance of running for the HFTP Board of Directors, how it works and the role of the Board. Information on running for the Nominating Committee will also be discussed.

#### Application Service Providers

**T** ASP — application service provider(s) can provide an alternative to system implementation through capital spending. Are you prepared to evaluate what ASPs have to offer? This session will provide you with the knowledge to evaluate ASP offerings from vendors as well as hotel management companies.

Saturday, 8:30 – 9:45 a.m.

### General Session: Anything is Possible

This program will bring together Giovanni's singular blend of mind-bending showmanship, contagious enthusiasm, high-voltage delivery and outside-the-box thinking to encourage you to break through self-imposed barriers and achieve the very best.

This session will combine the M.A.G.I.C. formula to inspire you to push past the sky and reach for new heights, solve problems creatively, and build long-lasting personal and professional relationships.

Giovanni Livera is author of *Live a Thousand Years* and one of America's most unique motivational speakers. He is an International Brotherhood of Magician's World Champion and has presented education programs for Fortune 500 companies across the nation.



11:30 a.m. – 12:45 p.m.

### Concurrent Sessions:

#### Managing Costs: A Strategic Approach

**C** This presentation will outline the key elements of a comprehensive cost management strategy and also outline how companies can preserve their long-term competitiveness by maintaining cost management activities. The essential features of the strategy that will be discussed are: committed management, supervisors and employees, implementation of the best technologies, and vigilance in achieving measurable cost reductions and productivity gains year after year.

#### What's That Smell?...Fraud Detection and Prevention

**G** This session will be a discussion about fraud detection, fraud prevention and creating a culture of honesty and accountability in your organization. The focus will be on "real world" examples and on how property level management can and should contribute to fraud detection and prevention.

### Flash Training for Microsoft Excel, Word and Access

**T** Are you looking to expand your knowledge of Microsoft Excel, Word or Access? This PowerPoint presentation will give you tips and tricks that will help you on your job, and will show you the potential of these powerful tools. This interactive session will allow time for questions and answers.

1 – 5 p.m.

### CHAE & CHTP Exams

The CHAE and CHTP designations are internationally recognized by hospitality industry professionals as the premiere symbol of career dedication and educational achievement. For more information, contact the Certification Administrator at (800) 646-4387 or 001 (512) 249-5333, ext. 26, or via e-mail at [certification@hftp.org](mailto:certification@hftp.org).

Applications are available at  
[www.hftp.org](http://www.hftp.org).

## Current Legal Sessions

The following sessions will provide updates on legal issues affecting the workplace.

Thursday, October 28; 10:15 – 11:30 a.m.

Sexual Harassment: When the Member, the Customer or the Patron Go Too Far

Friday, October 29; 10 – 11:15 a.m.

Best Practices for Hiring: How Good Are Your Employees?

Friday, October 29; 1:45 – 3 p.m.

Employment Class Actions in the Hospitality Industry: Navigating in Dangerous Waters

# 2004 HFTP Annual Convention & Tradeshow Registration Form

## October 27 – 30 • Garden Grove (Anaheim), California

HFTP Member ID# \_\_\_\_\_

First Name \_\_\_\_\_ MI \_\_\_\_\_ Last Name \_\_\_\_\_

Nickname for Badge \_\_\_\_\_ Guest (If you are purchasing additional event tickets only) \_\_\_\_\_

Title \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail address \_\_\_\_\_

Referred by an HFTP Member? Please write in his/her name above.

- Check here if you would like to receive additional information regarding HFTP membership.
- Check here if you would like us to update our records with the information listed above.
- Check here if you require special accessibility or accommodations at this convention. (Please attach a written description.)
- HFTP occasionally makes available its attendees' e-mail addresses to vendors who purchase sponsorships, booths, advertising, etc. at our events. Check here if you do not wish to have your e-mail address to be included on these lists.

**DESIGNATIONS:** Check here if applicable.  CHAE  CHTP  CPA  CHA  CCM  Other \_\_\_\_\_

**IS THIS YOUR FIRST HFTP ANNUAL CONVENTION & TRADESHOW?**  Yes  No

**PURCHASING POWER:**

During the year I plan to purchase/influence the purchase of products on display at this convention in the amount of approximately:

- A. \_\_\_ No purchase planned
- B. \_\_\_ Less than \$10,000
- C. \_\_\_ \$10,000–\$50,000
- D. \_\_\_ \$50,001–\$100,000
- E. \_\_\_ \$100,001–\$250,000
- F. \_\_\_ \$250,001–\$500,000
- G. \_\_\_ More than \$500,000

	Postmarked by September 28		Postmarked after September 28		TOTAL
Registration*	Member	Nonmember	Member	Nonmember	
___ Full Registration	\$525 (US)	\$675 (US)	\$575 (US)	\$725 (US)	= _____
___ Thursday Registration	\$225 (US)	\$275 (US)	\$250 (US)	\$300 (US)	= _____
___ Friday Registration	\$225 (US)	\$275 (US)	\$250 (US)	\$300 (US)	= _____
___ Saturday Registration	\$125 (US)	\$175 (US)	\$150 (US)	\$200 (US)	= _____
___ HFTP Member Dues †	\$225 (US)	\$225 (US)	\$225 (US)	\$225 (US)	= _____
<b>Event Tickets** (read before marking)</b>					
___ Exhibits Only	\$50 (US)	\$50 (US)	\$50 (US)	\$50 (US)	= _____
___ Thursday Special Event	___@ \$85 (US)	\$85 (US)	\$85 (US)	\$85 (US)	= _____
___ Business Mtg. Luncheon	___@ \$30 (US)	\$30 (US)	\$30 (US)	\$30 (US)	= _____
___ President's Evening	___@ \$85 (US)	\$85 (US)	\$85 (US)	\$85 (US)	= _____
___ Certification Breakfast	___@ \$0 (US)	\$0 (US)	\$0 (US)	\$0 (US)	= _____
<b>Designation Review Sessions</b>					
___ CHAE Review	\$75 (US)	\$95 (US)	\$85 (US)	\$105 (US)	= _____
___ CHTP Review	\$75 (US)	\$95 (US)	\$85 (US)	\$105 (US)	= _____

**CANCELLATION POLICY:**

All cancellations must be received in writing at the HFTP office. An administrative fee of \$50 US will be charged on all cancellations received by September 28, 2004. Cancellations received after September 28, 2004 will result in a 100 percent penalty.

**TOTAL PAYMENT DUE:** Check and credit card payments must be made in U.S. dollars.

\$

**\*Registration:** A Full registration fee includes admittance to all convention activities, including scheduled meal functions, Thursday Special Event, President's Evening, and educational sessions. **Daily registration** fees include admittance to educational sessions, meal functions, and ticketed social events for the *specified day only*. **Exhibits only passes** include admittance to the exhibit hall only. Additional exhibit passes may be purchased by Annual Convention & Tradeshow meeting registrants for guests. **Full payment must accompany each registration.**

**\*\*Social Event Tickets:** A full registration includes event tickets to ALL social events. If you purchased a Full or Daily Registration, you may purchase additional event tickets for your spouse/guest. No ticket is required to attend the business meeting portion of the Friday luncheon; gallery seating will be provided for members who do not wish to purchase a luncheon ticket.

† **Join HFTP** now to get a discount on your annual convention registration. My \$225 (US) international dues are enclosed. Please bill me for any applicable chapter or ProLinks dues. Join HFTP online or contact HFTP for more information.

My check made payable to HFTP is enclosed.

Please charge my:  VISA  MasterCard  AMEX

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_ Date \_\_\_\_\_

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 Amount \_\_\_\_\_ Payer \_\_\_\_\_  
 ID No. \_\_\_\_\_  Member  Nonmember

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# HFTP 2004 Tradeshow

## *Professional Challenges in a Changing World*

### **Exhibit Hours**

Wednesday, October 27 | Thursday, October 28  
7 – 9 p.m. | 11:30 a.m. – 3 p.m.

This year's annual tradeshow, produced in conjunction with HFTP's Annual Convention, will prove to be beyond valuable to industry professionals. The tradeshow began at the request of members who wanted to view new products to help them improve and increase their business. The growth and success of the tradeshow has proven to be one of the most popular events at the convention.

You will have the opportunity to evaluate new technologies and services, making you more effective at providing the services your members and customers deserve. In this business-like environment you can reacquaint yourself with long-time suppliers, comparison shop for features and prices, and take valuable leads back to your property.

The tradeshow will feature exhibitors that provide products and services such as accounting software, credit card service companies, financial service companies, Internet access, travel services, club management software, and much more.

Exhibit space for the tradeshow is still available. If you are interested in exhibiting, please contact Lance Peterson (ext. 29) at (800) 646-4387 or 001 (512) 249-5333, or e-mail [Lance.Peterson@hftp.org](mailto:Lance.Peterson@hftp.org).

### **2003 Tradeshow Exhibitors:**

3Com  
Abacus 21  
ADP Time & Labor Management Division  
Advanced Solutions International  
Aptech Computer Systems, Inc.  
Audio Visual Innovations  
Certa Data Corporation  
Club Tax Book (Mitchell L. Stump, CPA, PA)  
clubsystems group  
CLUBTEC (Club Technology Corporation)  
Crescent Systems  
Cunningham Consulting & Associates, LLC  
Data Plus Inc.  
Datavision Technologies, Inc.  
DBG Loyalty Marketing  
EBS On Line  
Educational Institute of the AH&LA  
entegra Procurement Services  
Frank H. Furman Insurance  
Gary Jonas Computing Ltd.  
Gatekeeper Business Solutions, Inc.  
Gevity HR  
Golden Tree Communications, Inc.  
HFTP Florida Treasure Coast Chapter

HFTP  
Hospitality Safeguards Inc.  
Hospitality Upgrade  
Infinite Energy, Inc.  
Integrated Business Systems, Inc.  
Main Street Softworks, Inc.  
Marsh & McClennan  
MeritSoft  
National Club Association  
NetEffect Alliance  
The Network Support Company  
Oasis Outsourcing, Inc.  
PrintMe, a division of EFI  
Professional Accounting Solutions, Inc.  
Resort Insurance Brokers  
SECURE-RES.COM  
SibiSoft, Inc.  
Smyth Systems  
StayOnline, Inc.  
TAI Club Management  
Venture Insurance Programs  
Visual One Systems  
Willis  
Zurich North America