

The Business Link

A COMMUNICATION NEWSLETTER PRODUCED BY HOSPITALITY RESOURCE GROUP, INC.

WINTER 2010



Dear Friends and Colleagues:

Let me start by wishing all of you a happy and healthy New Year with hopes for a prosperous 2010. Let me also say good riddance to 2009 – a year that was difficult for everyone across the country! We did, however, pull some very important lessons from the tough year we all faced and I think the biggest lesson learned and solidified was to "never" give up. We all went through a lot of ups and downs, we laughed and cried and sometimes stood idle as things seemed to be falling apart around us...but we never gave up!!!

So on to a new year, a new decade and new hopes and dreams. Many of us were forced to refocus, retool and redirect our businesses for optimal performance. These are the lessons we will carry forward to create a stronger business model for a successful future! We are thrilled to have you as a part of HRG and we look forward to partnering with you on the many exciting projects slated for 2010.

This newsletter brings you updates and creative ideas from every aspect of our company. From learning from the Harlem Children's Zone Model to building a stronger brand name for the Food Bank for Westchester, this issue of *The*

Business Link gives a great variety of creative business solutions.

We hope you will find inspiration from the articles, as we are inspired by our clients each and every day and we thank you for continuing to utilize Hospitality Resource Group as your total business link!

Warmest Regards,

Robert O. Sanders, Jr., CMP
Founder & CEO
Hospitality Resource Group, Inc.
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P.S. One great bit of news in '09 was, of course, the New York Yankees winning their 27th World Championship... Go Yanks!

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Event Solutions Manages "Changing The Odds"

Prompted and energized by the Obama Administration's commitment to support effective strategies to improve life outcomes for children in high poverty areas through a national Promise Neighborhoods Initiative, Event Solutions managed **Changing the Odds: Learning from the Harlem Children's Zone Model**, a two-day conference on November 9-10, 2009, in New York City. More than 1,400 leaders from non-profit, community, government, and philanthropic organizations gathered at the Sheraton New



Graduation day at Harlem Children's Zone

York, exchanging information on how to transform their communities by replicating the innovative HCZ model.

Among the many distinguished speakers were Kenneth Chenault, Chairman & CEO of American Express; Geoffrey Canada, President & CEO of the Harlem Children's Zone; Angela Glover Blackwell, Founder & CEO of PolicyLink; and Melody Bares, Director of the White House Domestic Policy Council. But, the speaker who drew the largest crowd was Secretary of Education, Arne Duncan, who closed out the conference on November 10th.

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OUR FAMILY OF COMPANIES



YOUR TOTAL BUSINESS LINK

Event Solutions' CALENDAR

- JANUARY 17 – 20, United Rentals' Annual Supplier Show** at America's Center in St. Louis, Missouri.
- FEBRUARY 24, American Red Cross in Westchester County's Annual Power of Humanity** Laura & Jerome H. Holland Celebration at The Fountainhead in New Rochelle, New York.
- FEBRUARY 28 – MARCH 2, The New York State Restaurant Association's Annual International Restaurant & Foodservice Show** of New York at The Jacob Javitz Convention Center in New York City.
- MARCH 1, The New York State Restaurant Association Educational Foundation's Annual TY Awards** at Tribeca Grill in New York City.
- MAY 8, Lutheran HealthCare's Annual Gala** at The Grand Hyatt in New York City.
- MAY 25, The Foundation for Educating Children with Autism's Annual Spring Reception** at Bryant Park Grill in New York City.



Food Bank for Westchester Builds Stronger Brand Name

A strong, consistent corporate identity is crucial to building brand awareness. When the Food Bank for Westchester joined forces with Allegis Communications, their goal was to strengthen the Food Bank for Westchester's identity system and bring it to the next level so that they may continue to provide hands-on solutions to chronic hunger in Westchester under a well-known and trusted name.



Through a series of meetings and focus groups, Allegis worked with the existing Food Bank for Westchester logo to create a tag line and standard appearance that would be a consistent visual symbol of the products, services and promises of the organization moving forward. The style guide Allegis created gave the Food Bank for

Westchester a thorough reference for all possible uses of the logo to reach maximum awareness of the brand in all marketing materials.

In a collaboration of HRG companies, Strategic Training Solutions was utilized to conduct a training session for employees on the new style guide, brand and communication standards and logo usage. The training was an effective way to commence organization-wide standards simultaneously.

To learn more about the Food Bank for Westchester and how you can help alleviate hunger in Westchester County, visit their website at www.FOODBANKFORWESTCHESTER.org.

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Welcome!

HRG would like to extend a warm welcome to our newest clients:

- Bayer HealthCare
- Harlem Children's Zone
- Hudson River HealthCare, Inc.
- Macromark
- CMO, The Care Management Company
- NADAP
- Pentegra
- Strauss Paper

"Changing The Odds"

"We are thrilled to be part of history in the making," said Michael Lattari, COO of HRG. "The effect Harlem Children's Zone has on the blocks it serves is amazing and there are numbers to prove that it is actually working. We were able to see hundreds of neighborhoods start that same process at the conference and we cannot wait to see the positive outcome this conference will have on our entire country!"

This conference, the first of its kind, gained such enormous popularity across the country, that registration reached its capacity several weeks in advance. Hundreds of people from around the country had to be turned away, as cancellations were rare and the waitlist kept growing. All conference materials and videos are posted on the following website – www.HCZ.org/conference2009, giving viewers a glimpse of what it was like at the Changing the Odds conference.

Harlem Children's Zone began 40 years ago, in 1970, under the name Rheedlen and the visionary leadership of President and CEO, Geoffrey Canada. Today, Harlem Children's Zone is an almost 100 block initiative, offering innovative, efficiently run programs that are aimed at doing nothing less than breaking the cycle of generational poverty for the thousands of children and families it serves.



Harlem Children's ZONE



NYSRAEF Says, "Thank You"



The 2010 TY Awards Dinner will be held at the Tribeca Grill in New York City on Monday, March 1, 2010. This year the New York State Restaurant Association Educational Foundation will say **Thank You** to Alfred Portale of Gotham Bar and Grill, a pioneer in the New American Cuisine movement. Thanks will also be given to Pesetsky & Bookman, Attorneys at Law, as the corporate honorees for their continuous support of the foodservice industry.

"Planning Ahead" Helps Not-For-Profit Events

If you are hosting a not-for-profit event, log on to www.HRGinc.net and click on "Planning Ahead" to post your event for all of Westchester County to view.

For more information or insight, call HRG at (914) 761-7111

HRG Welcomes Michael Annunziata!



"Mike A" joined the HRG team as a Special Events Manager in January of 2010 after working as an intern and

completing his Business degree at Quinnipiac University where he was also the Captain of the Lacrosse team. Mike has been a real asset to HRG since day one and we are happy to welcome him officially to the team!.

To contact him, please call (914) 761-7111 or email MichaelA@HRGinc.net

Strategic Training Solutions FOCUS

Improving English Proficiency In Westchester Area Hotels



STRATEGIC
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Strategic Training Solutions was recently awarded stimulus funds from New York State Department of Labor to design and implement a Limited English Proficiency Program for local businesses in Westchester County. LEPP is designed to increase the level of English proficiency with employees whose first language is not English.

Recognizing the hotel industry as a perfect match for this program, STS President Laura McNerney contacted hotels in Westchester County to gauge the level of interest. A resounding seven hotels signed up for the program, committing to a joint goal of providing employees an opportunity to further develop their English language skills, which will enable them to meet and exceed their property's commitment to customer service.

The classes will meet twice a week throughout the first quarter of 2010. While the core curriculum of the VESL training (Vocational English as a Second Language) will focus on primary areas such as General Language Skills, Workplace Language Skills and Interpersonal Skills, the program will be custom designed to specifically address the concerns and challenges limited English speakers face in the hotel environment. Additionally, each hotel's program will be further customized to address the individual property's specific service standards and initiatives.

"It is an exciting opportunity for both the participants and the hotels involved," states Laura McNerney. "It shows a real commitment to the employees on the part of the employer and, I believe, will ultimately create a higher level of employee retention and customer satisfaction. It's a win-win!"

If your organization is interested in providing a VESL program, please contact Strategic Training Solutions at (914) 761-7111 or email Laura McNerney at Laura@HRGinc.net.

United Rentals Supplier Show

Event Solutions executed United Rentals' annual Supplier Show at the America's Center in St. Louis, MO, this



Attendees watch crane mounted TV

January. The show was attended by more than 800 United Rentals Managers from across the country. 150 of United Rentals' suppliers displayed their newest products and equipment at the show.

HRG Spotlight



GuardHill: How One Financial Corporation Triumphed During the Mortgage Crisis

GuardHill Financial was established in 1992 to fulfill a vision of quietly and deliberately becoming the preferred provider of mortgage financing to the nation's high net worth market.



By recruiting the most experienced and creative professionals from the nation's top private banks and related industries, and combining these talents with the most aggressive lenders in the country, GuardHill Financial is able to deliver superior rates and service to every client transaction, regardless of size. The relationship-based philosophy, versus the more traditional transactional philosophy, has produced thousands of repeat clients.

Despite the "mortgage crisis" of 2008 and 2009, which effectively crippled the commercial banks and caused even seasoned mortgage lenders to fold, GuardHill has actually tripled in size during this time and recruited some of the most talented mortgage professionals in the industry. How were they able to accomplish this when the competition was running for the exits? The answer lies in their lender relationships and mortgage product platform.

When the mortgage crisis hit, commercial banks stopped their jumbo lending completely and mortgage lenders were caught with loans on their books that could not be sold in the secondary market, which had effectively closed for business.

GuardHill successfully anticipated these events, closed their banking division, and instead brokered all of its loans to portfolio lenders that were still actively lending.

While lending guidelines certainly became more restrictive in reaction to the crisis, the broker platform proved to be the most advantageous in providing competitive and truly objective mortgage financing alternatives to clients. In fact, GuardHill expanded the client base substantially during this time, as new clients informed them that their prior mortgage provider was either out of business or unable to deliver logical financing structures and/or competitive rates.

While market dynamics caused natural attrition to occur in the industry, federal government intervention has also gone a long way in weeding out the suspect providers through revised regulations and the national licensing process. In addition, the government was successful in artificially deflating rates through their treasury and mortgage backed securities purchase programs.

Rates are currently at unprecedented levels, but are unsustainable for at least two reasons: (1) the government purchase programs end on February 1, 2010 and (2) the Federal Reserve will eventually begin tightening monetary policy in 2010 in an effort to control inflation.

These factors and others further support and strengthen GuardHill's platform for future business, as it becomes even more clear that a mortgage broker with national reach and an arsenal of lending options can best address the needs of a diverse clientele.

To learn more about GuardHill Financial Corporation, contact Scott W. Hazard at shazard@GuardHill.com or call 203-716-6438.

PAJAMA PROGRAM'S Second Annual "Stuff A Bus" Event

Many children do not know the comfort of putting on new pajamas and having a bedtime story before they go to sleep. The Pajama

Program provides pajamas and books to children in need, many waiting and hoping to be adopted.

This past November, 50 schools, corporations and libraries throughout Westchester County participated in the Second Annual "Stuff A Bus" Pajama and Book Drive. Following a fantastic kick-off at The Charter School of Excellence in Yonkers, a special pajama bus made the



rounds to pick up all of the much-needed donations. The bus was "stuffed" with 3,682 pairs of pajamas, 2,893 books and \$5,233 in donations. The week concluded with an energetic pep-rally at St. Eugene's School in Yonkers.

The pajamas and books collected during the week of November 9th were distributed just in time for "Danger Season," the coldest and loneliest time for these children. Event Solutions is proud to have partnered with the Pajama Program to coordinate such an important and needed service to Westchester County. To see how you can help make a difference in these children's lives, please visit www.pajamaprogram.org.



iQuest Decks The Halls

iQuest had a busy fourth quarter decking the halls with holiday cheer from twinkle lights and holly wreaths to reindeer pulling sleighs; each event had its own elegant theme to celebrate the season in style. Below, Meeting Professionals International's (MPI) holiday event at the Doubletree Hotel in Tarrytown included red art deco lamps and poinsettias to punctuate the stunning Christmas wreath above the toasty fireplace. What a wonderful way to make the holidays merry and bright!



iQuest Designs



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