

HRG INTERNATIONAL,
INC.



The Hospitality Forum

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Special points of interest:

- .HRGI opens new Asian Pacific office under the leadership of Mr. Joseph Toh. The office address: Unit 3-5, 21st. Flr, No. 9 Queen Roads Central, Central Hong Kong
- New complimentary Powerpoint Presentation is available
- General Manager Executive Search
- Operational Audits

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HRGI OPENS ASIAN OFFICE

HRGI is expanding into China, with the appointment of Mr. Joseph Toh as President of the newly created Asia/Pacific Division. Mr. Toh is a veteran professional with a wealth of over 30 years experience in the hospitality industry across the Asia Pacific Region. An MBA holder majoring in International Marketing, he is a well known individual in the hotel and travel industry, highly regarded and respected for his creative marketing savvy and innovative management style.

Joseph's portfolio includes Vice President of Sales at the Venetian Macau Resort Hotel in Macau, where he played a key role in the pre-opening and post-opening of the 3000 all suite luxury hotel resort. He also played key business development roles with various international hotel groups in different countries, represent-

ing such groups as Le Meridian Hotels, Marriott International, Jin Jiang Hotel Group Radisson Hotels Worldwide and in Singapore, the Omni Marco Polo Hotel and the Mandarin Oriental Hotel among others. Joseph has been an essential catalyst in spearheading business development, and contributions to the industry, especially in the Asian and mainland China markets.

The creation of the Asia/Pacific Division of HRGI recognizes the growing impact that Asia and China, in particular, is having on the hospitality market. While the leading indicators demonstrate a downturn throughout the global hospitality industry, China is seen to be significantly investing in the development of hospitality entities in the form of private clubs, hotels and resorts. The services available to our Asian



clients will be those that are available to our domestic clients. They include comprehensive Member/guest surveys, long-range strategic planning, operational audits/analysis and recommendations, world class staff training, food and beverage analysis, executive search, new construction/renovation, design and project management/oversight, creative marketing and Membership programs, just to name a few.

To inquire about services in our Asian market, please direct inquiries to Mr. Joseph Toh at 852-9387-5753.

NEW POWERPOINT PRESENTATION IS AVAILABLE

HRGI has created a new, brief powerpoint presentation that identifies our corporate philosophy, as well as profiles the services offered by our Private Club Division and our Hotel Resort Division.

Potential clients are welcome to contact us to receive a complimentary copy of the presentation and to learn how

our firm can provide assistance to them in these challenging times.

Our wide array of services allows us to offer our clients highly personalized and integrated initiatives that are designed to build on the intimate knowledge gained with project familiarity.

The addition of our new office in the Asia Pacific Region places HRGI in a global position to provide hospitality solutions throughout the world.

To receive a complimentary copy of our new powerpoint presentation, please contact us at 240-654-4280



***“To Be the
Best -***

Hire the Best”

New Newsletter Design

This is the first issue of our new newsletter design. We believe you will find it easy to read and informative. Every newsletter will continue to bring the reader information regarding new HRGI projects, as well as news about various HRGI initiatives.

HRGI is one of the few full-service private club consulting firms in the country. Our wide array of services are also augmented by associations with other firms or vendors, whose products and services supplement what

we, ourselves, can do. The advantage to our clients is that we can recommend firms whose work we know and who will deliver the most cost effective, high quality, service or product. In other words, you will not have to spend considerable time and resources attempting to discover who, or what, is best for your Club. We've done that for you.

From time to time, our newsletter may feature one of these associate firms or a product(s) which we would

recommend.

Additionally, the newsletter may feature an individual or individuals who have demonstrated a unique ability to make a difference in the hospitality industry.

Please feel free to comment on the newsletter or make suggestions for content. You may also view our website at:

www.hrg-consulting.com and we've added a translate button so that it may now be viewed in many languages.

General Manager Executive Search

Our General Manager Executive Search program has been far busier than we expected, even though we are very discerning as to when we engage to offer our services.

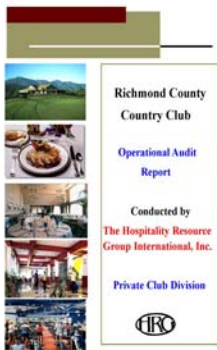
There is data that supports the fact that 50% of hires are mis-hires and that the average tenure for a General Manager in the private club industry is 2.7 years. This means a lot of clubs are get-

ting it wrong. In today's challenging environment, a club cannot afford to make a mistake in this area.

Unfortunately, when there is an announced opening, a club will receive well over 50 responses and almost everyone looks good on paper. How is a search committee to know which candidate has the skills and background that is needed? We were not big fans of the existing

search firms in the industry, so we said, what would we do if we were going to hire an individual?

What we did was develop a comprehensive questionnaire which gets to the bottom of a candidate's background and character. Interestingly, less than one-third of the candidates we spoke to, completed the questionnaire. Don't make a mistake. Call 240-654-4280.



Operational Audit Report

Do You Need an Operational Audit?

Most clubs don't think that they do and yet they continually are fielding Member complaints about a variety of issues.

A proper operational audit, conducted by an independent industry expert, can reveal many little problems and, occasionally, a major problem.

Our firm provides such a service. We are an unbiased, no agenda, agent for

improvement. We provide a client club's decision makers with the information necessary to make improvements in front and back of the house operations. Sometimes, the information is not what a client wants to hear, however, better we deliver the results of what we found than deal with Member complaints and dissatisfaction.

The operational audit is so cost-effective that it should

be a "no-brainer" for almost every club. They should be conducted, on average, approximately, every five years, often in conjunction with a comprehensive Membership survey, which we also recommend being conducted every five years, as your Membership is evolving.

For further information, contact us at 240-654-4280