

Published by *The Hospitality Resource Group*

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Special points of interest:

- The Hospitality Resource Group goes International
- HRG announces a new Executive Search Division. Robert Penland, one of the founding Principals, of The Hospitality Resource Group has been named President of the new Division
- To learn more, visit our new website: [www.hrg-consulting.com](http://www.hrg-consulting.com)
- PRIDE! It's the key word in hiring and keeping the best people
- Thinking of renovations? Call us at 800-249-9973

## HRG GOES INTERNATIONAL—SINGAPORE

We are very proud that The Hospitality Resource Group was selected, by world renowned Ernst & Young—Singapore, to provide consulting expertise with respect to several private club initiatives by one of its clients—the prestigious Singapore Island Country Club. The SICCC boasts a membership numbering over 7,000 Principal members, and a total membership over 17,000.

Mr. Richard C. Day, Chairman & CEO of The Hospitality Resource Group, states that "the challenges facing clubs in the United States, are also experienced by clubs throughout the world. We feel our wide array of expertise will easily translate globally and we welcome the

opportunity to introduce our services to the international marketplace."

Additionally, Mr. Day recently received a telephone call from Mr. Richard Smith, Executive Director of the European equivalent of the Club Managers Association of America. During that discussion, issues facing clubs in Europe were found to be similar to those facing similar clubs world-wide. As a result of this discussion, Mr. Day and Mr. Smith are seeking ways for The Hospitality Resource Group to provide assistance to clubs throughout Europe.

Mr. Day further states that "the experience we gain, through our international initiatives, will enable us to provide a much



broader perspective to our U.S. clients, as we are exposed to other creative solutions regarding issues within the club industry".

Please contact The Hospitality Resource Group if we can provide any assistance to your club.

For further information, call us at **800-249-9973**

## EXECUTIVE SEARCH

Our new Executive Search Division was started out of frustration and disappointment with others practicing this discipline in the industry. We found that some firms were continually presenting the same candidates, regardless of the client's needs. We had several highly qualified

candidates submit resumes to search firms and in at least 50% of the cases, never even received an acknowledgement. We were also asked, by current clients, if we could help them in several situations. Out of this, our Executive Search Division was born. We are cer-

tainly not the largest search firm in the industry and it is not our core business. However, we can provide highly qualified candidates to fill specific client needs, from General Manager, to Executive Chef. For further information, call us at **800-249-9973**

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## TRAINING—IT'S ALL ABOUT PRIDE!!

*"The Hospitality Business is not bricks and mortars, it's the people business. Get good people and train them to be the best, and you will be successful"*

One of the biggest, and, certainly, one of the most difficult challenges facing the club industry, is finding, hiring, training, and keeping good people. The majority of club employees are hourly workers and usually trained in the skill sets necessary to perform their specific tasks.

This is a big mistake, as most club training programs are leaving out the most important characteristic of identifying and developing their personnel. That characteristic is **PRIDE!!**

Walt Disney World, which Richard C. Day, the Chairman of this firm, had the privilege to work for, is generally acknowledged to have one of the top training programs in the world. Their program is used as a model by many of the creative and successful organizations, covering many industries. It is based on **PRIDE!!**

"I found it very interesting

when I observed how the cast members, who swept the streets of litter, were trained", says Mr. Day. "It shouldn't take five (5) days to train someone to do that. Yet it did".

The reason it did, was because WDW took four and one-half (4.5) days to instill in these cast members, **PRIDE!!**

Without them doing their job and doing it well, the entire guest experience could be compromised right at the beginning. One of the biggest reasons WDW stands out is because it is perceived as a great place to bring the entire family and it's CLEAN.

This sets the tone for a positive guest experience, because as soon as they get in one of the parks, the guest's all say how clean it is.

The cast members who keep WDW clean are told that they are some of the most important employees in the entire

organization. And they are!

Servers, dish washers, groundskeepers, bus persons, it doesn't matter. Without great people in these positions, who take **PRIDE** in what they do, your club is providing ordinary service. And that is not what members are paying for.

This can be avoided in the hiring process by looking for people who are "passionate" about what they do, who take pride in being one of the best. These are the people who will raise your club's service standards. It's fine to train them how to set and serve a table, but spend several training sessions talking about **PRIDE!!**

If you do it well, you'll have a great staff.

For more information on HRG Training programs, call **800-249-9973**



## Services Offered by The Hospitality Resource Group

### DIRECT SERVICES

- Comprehensive Membership Surveys to include survey design, tabulation, analysis and recommendations
- Strategic Planning
- Operational Audits
- Board Orientations
- Staff Training
- Food and Beverage Analysis
- Executive Search including management, food and beverage professionals and Executive Chefs

### AFFILIATE SERVICES

- Chefs Assist Program
- Membership Marketing
- Renovation Services
- Interior Design
- Project Management
- Diamond Club Services

To learn more, please visit our web site at [www.hrg-consulting.com](http://www.hrg-consulting.com)

You may also call us toll free at 800-249-9973



Organization

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