

Focus on *TPHS*

THE PRIVATE HOTEL SCHOOL RECEIVES SOFTWARE DONATION FROM REMCO SOFTWARE

Stellenbosch, Western Cape, South Africa, 28 August 2007 – The Private Hotel School (PHS) is pleased to announce that it has received a software donation from REMco Software for inclusion in PHS's Hospitality Studies.

Through the REMco's Education Alliance Program, qualified colleges and universities can receive complimentary copies of the **NiteVision** Property Management System software. "**NiteVision** is exactly what we needed," said Hein Olckers, Managing Principal, "to include in our courses for hospitality management. Its ease of use and functionality enhances our objectives and provides our students with real-world experiences."

"A strong commitment to higher education is one of our primary concerns," said Bob McNeill, President of REMco Software. "We are delighted to be affiliated with a progressive, dynamic institution such as The Private Hotel School."

About The Private Hotel School

"Developing Tomorrow's Best Today" - This is the unique motto of a unique hotel school which opened its doors in January 2006. The Private Hotel School is nestled at the foot of the Helderberg at the Lanzerac Hotel & Spa outside Stellenbosch. It is the only hotel school forming part of a 5 star hotel, which makes it unique.

The Private Hotel School puts great importance on integrated studies, and the programme comprises theoretical as well as practical training. This school initially offered tuition in two full-time programmes, but the options have recently been extended to a variety of part-time programmes.

The Private Hotel School courses prepare students for immediate entry into a career and for further educational studies. Since its inception, The Private Hotel School has continued to provide educational opportunities for students regardless of background.

About REMco Software

Dickinson, USA, North Dakota-based REMco Software, Inc. (www.remcosoftware.com) has developed property management systems for over 18 years and has installed software in over 3000 hotels and resort worldwide. Using **NiteVision**, REMco's Windows®-based Property Management System, hotel managers realize the benefits of an easy-to-learn, easy-to-use product, while enjoying the power of state-of-the-art design, with all of the functionality and interfaces required to operate a modern hotel.

Enquiries can be directed to Hein Olckers or Merwede Snyman at tel (021) 886-8121, fax (021) 886-7995, e-mail holckers@privatehotelschool.co.za, www.privatehotelschool.co.za



Posted On: [August 28, 2007](#) by [Jim Butler](#)

Hotel Lawyer: Ali Kasikci accepts MD position at Montage Beverly Hills. Luxury hotel and residential mixed-use project on a fast track now!

By Jim Butler, Hotel Lawyer | Author of www.HotelLawBlog.com

28 August 2007

Hotel Lawyer in Beverly Hills with good news for luxury hotel mixed-use aficionados.

The trend of hotel mixed-use continues. This time, Beverly Hills will get its turn as the city anxiously awaits the latest luxury hotel development by the internationally acclaimed Montage Hotels & Resorts. Just steps from Beverly Hills' Rodeo Drive, and in the City's "golden triangle," this 201-room luxury hotel will be a fresh breath of air to those who appreciate "the best."

Alan J. Fuerstman, founder and CEO of Montage, today named award-winning hotelier Ali Kasikci as managing director of the new 201-room Montage Beverly Hills, scheduled to open in the city's "golden triangle" in fall of 2008. Ali Kasikci is widely respected as one of the top luxury hotel leaders in the world. His departure has to be a great loss for the Peninsula Beverly Hills and its guests. He will not be easy to replace. (See www.HotelLawBlog.com, article "[Ali Kasikci, "Hotelier of the World," leaving Peninsula BH for new challenges.](#)")

Kasikci takes the helm of Montage Beverly Hills

Ali Kasikci is one of the great hotel leaders of the world, with many international awards, including recognition in 2004 as "Hotelier of the World." He has just been appointed Managing Director for the Montage Beverly Hills, scheduled to open in Fall 2008. This new position will keep Ali in Beverly Hills, a city he loves. Kasikci spent almost 16 years as Managing Director of the Peninsula Beverly Hills, where he turned the hotel around from \$6 million in losses to \$1.8 million in profits, and at the same time led the hotel to become the first (and only) 5-star and 5-diamond hotel in Southern California. Now he looks to achieve even higher levels for the Montage Beverly Hills.

In making the announcement, Fuerstman said, "I have known Ali for a long time and have always admired his great success at caring for guests and contributing energetic leadership to his community. With his legendary passion for perfection and his belief in highly personalized service, he shares our philosophy that true luxury is serving guests graciously and attentively."

And Kasikci looks like the perfect choice for this position. After nearly 16 years managing The Peninsula Beverly Hills, Kasikci was ready for new challenges, so he resigned from the hotel he took to 5-star and 5-diamond recognition. Now he plans to do the same for the Montage Beverly Hills.

"I am especially excited that the next phase of my career will be opening and managing Montage Beverly Hills," said Kasikci, who was named "Independent Hotelier of the World" by Hotels magazine in 2004. "I am honored that Alan Fuerstman chose me for this great opportunity. Most importantly, this world-class property will be a vital addition to a community I treasure and that has had my heart since 1992."

A leader in the hospitality arena, Kasikci spent five years with Four Seasons Hotels and Resorts in Newport Beach, California, prior to joining the Peninsula Group. An active community leader, Kasikci served as chairman of the Beverly Hills Visitors Bureau and as president of the Beverly Hills Chamber of Commerce.

The city of Beverly Hills appointed Kasikci "Executive of the Year 1998." He currently serves on the board of directors of The Wallis Annenberg Center for the Performing Arts and in 2004, he and wife Donanne were honored by The Maple Counseling Center with their Crystal Award for Community Spirit.

Hotel mixed-use project at new standards of luxury.

The new seven-story Montage Beverly Hills, inspired by the Spanish Revival architecture and Mediterranean styling prevalent in Beverly Hills, will feature 201 guestrooms (including 55 suites) ranging in size from 500 square feet to 2,000 square feet for the Presidential Suite. There will also be 20 private residences, three restaurants, a rooftop pool and a full-service 20,000-square-foot spa. Located just steps from Rodeo Drive at Canon and Beverly drives, the hotel will also incorporate an art collection that celebrates the golden era of Beverly Hills and an outdoor urban oasis reminiscent of California gardens of the 1920s and 1930s, with landscaped lawns and covered pedestrian galleries.

Montage Hotels & Resorts is a luxury hotel and resort management company founded by Alan Fuerstman in 2002 to serve the affluent traveler. He selected the brand name "Montage" to reflect the artful assemblage of unique properties in stunning settings, each with residential-style elegance, distinct sense of place and the highest quality services and amenities. The company's first and flagship oceanfront resort, the 250-room Montage Laguna Beach, opened in February 2003 in the vibrant arts community of Laguna Beach, California. The company's second property, Montage Beverly Hills, will open in the fall of 2008 in the heart of the Beverly Hills golden triangle. A third property, Montage Deer Valley, is currently under construction in Park City, Utah, and is scheduled to open in time for winter ski season of 2010-2011.

What's this all mean?

Hotel mixed-use is stronger than ever. The luxury segment is doing particularly well. The Montage Beverly Hills has taken a long time to get this far, particularly because of a pitched multi-million battle launched by dissidents, most notably including Robert Zarnegin and Probitry International who control the Peninsula Beverly Hills, joined by the Four Seasons Los Angeles at Beverly Hills. But hiring Kasikci to lead the new team marks the "home stretch" for the Montage Beverly Hills. Maybe the Peninsula Beverly Hills and Four Seasons should have spent their millions modernizing and updating their own product instead of fighting the inevitable.

The Montage Beverly Hills is a 21st century hotel built for the 21st century. This world class project is sure to keep Beverly Hills' aging inventory of venerable hotels on their toes.

This is **Jim Butler**, author of www.HotelLawBlog.com and hotel lawyer, signing off. We've done more than \$40 billion of hotel transactions and more than 100 hotel mixed-used deals in the last 5 years alone. Who's your hotel lawyer?

Our Perspective. We represent developers, owners and lenders. We have helped our clients as business and legal advisors on more than \$40 billion of hotel transactions, involving more than 1,000 properties all over the world. For more information, please contact **Jim Butler** at jbutler@jmbm.com or **310.201.3526**.

Jim Butler is one of the top hotel lawyers in the world. GOOGLE "hotel lawyer" or "hotel mixed-use" or "condo hotel lawyer" and you will see why.

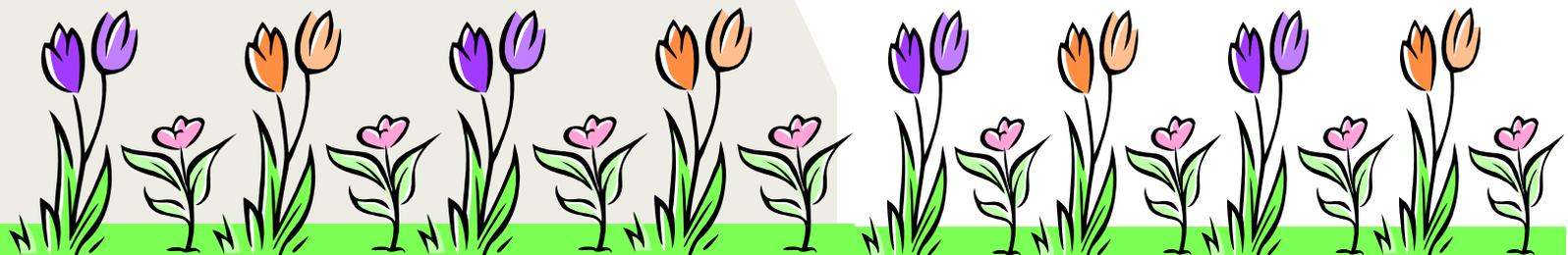
Jim devotes 100% of his practice to hospitality, representing hotel owners, developers and lenders. Jim leads JMBM's Global Hospitality Group® -- a team of 50 seasoned professionals with more than \$40 billion of hotel transactional experience, involving more than 1,000 properties located around the globe. In the last 5 years alone, Jim and his team have assisted clients with more than 100 hotel mixed-use projects, all of which have involved at least some residential, and many have also involved significant spa, restaurant, retail, office, sports, and entertainment components -- frequently integrated with energizing lifestyle elements.

Jim and his team are more than "just" great hotel lawyers. They are also hospitality consultants and business advisors. They are deal makers. They can help find the right operator or capital provider. They know who to call and how to reach them. They are a major gateway of hotel finance, facilitating the flow of capital with their legal skill, hospitality industry knowledge and ability to find the right "fit" for all parts of the capital stack. Because they are part of the very fabric of the hotel industry, they are able to help clients identify key business goals, assemble the right team, strategize the approach to optimize value and then get the deal done.

Jim is frequently quoted as an expert on hotel issues by national and industry publications such as The New York Times, The Wall Street Journal, Los Angeles Times, Forbes, BusinessWeek, and Hotel Business. A frequent author and speaker, Jim's books, articles and many expert panel presentations cover topics reflecting his practice, including hotel and hotel-mixed-use investment and development, negotiating, re-negotiating or terminating hotel management agreements, acquisition and sale of hospitality properties, hotel finance, complex joint venture and entity structure matters, workouts, as well as many operating and strategic issues.

Jim Butler is a Founding Partner of Jeffer, Mangels, Butler & Marmaro LLP and he is Chairman of the firm's Global Hospitality Group®. If you would like to discuss any hospitality or condo hotel matters, Jim would like to hear from you. Contact him at jbutler@jmbm.com or 310.201.3526. For his views on current industry issues, visit www.HotelLawBlog.com.

*Happy Spring Day to all
our Readers!*



Putting the 'Hospitality' back in the Hospitality Industry - By Brenda Fields

What other industry is so directly involved with serving its customers in many significant areas to their well being? Food, drink, and sleep are three of the most important needs of an individual. But just meeting these needs does not ensure a successful operation or client loyalty. Nor does it ensure that the customer's needs were met with good service in a hospitable manner.

As an industry, we discuss 'service' and more often than not, rely on the integrity and good nature of the employees to deliver the required service(s). Many of the large companies provide service standards on everything from how to answer the front desk phone to when to replace the soap in a guest room. Service and hospitality go hand in hand but are actually two different concepts.

'Service' can be defined as the 'act' of providing a service, whereas 'hospitality' is the 'cordial attitude' of the person providing the service. It's the difference between a pianist who hits all the notes with impeccable timing and one who evokes feeling with his playing. How many times have we tried to resolve credit card disputes, question telephone charges, or return merchandise, just to feel that the customer service person did not hear our legitimate perspective and was inflexible in their positions? We are thankful when we deal with a representative who not only works to resolve our problems, but does so in a helpful and kind way.

This article will address the opportunity and benefit for the hospitality industry to be the leader in providing hospitality and setting standards for other industries to emulate.

What is 'hospitality'?

According to two dictionary definitions, hospitality is: **'Cordial reception. Kindness in welcoming guests or strangers'** and the act of being **'friendly and solicitous towards guests'**.

When a customer refers to 'Great Service', it is service which is delivered by a person who is warm and caring or in other words one who is hospitable. What better industry to lead the way in service and hospitality as the 'hospitality' industry? Hospitality should actually be the industry's most natural strength. A dedication to this on every level will set the hospitality industry apart from other industries and foster profitability. Service + Hospitality = GREAT SERVICE.

Listed below are just some of the benefits to owners and managers to take on the leadership role of 'hospitality':

Attract better employees.

As labor is one of the largest expenses of a hotel operation, hiring the best staff and reducing turnover is important to positively impact the bottom line. Not only does the guest benefit from a warm, caring staff, but owners and managers do as well as they tend to be easy to work with. Who wouldn't enjoy a meal served by a person who was

warm and attentive and made you feel that he or she truly wanted you to enjoy the entire experience? Chances are that you would return to the restaurant over and over if you were recognized and felt truly appreciated. Therefore, when hiring staff with direct customer contact, look for that warm, caring attitude on the first meeting. If it's not there, it is unlikely that training will create it. Hospitality is the element that will create guest loyalty despite service lapses, product deficiencies, or minor inconveniences. Hospitable staff will seek out industries and companies that foster and encourage their helpful attitudes.

Build occupancy.

One of the most cost effective ways to increase or maintain business is to provide great service with hospitable, caring staff. It costs the same to hire someone with a great attitude as to hire someone who just performs their responsibilities on the most basic level.

In fact, one of the greatest competitive advantages of independent hotels is the service aspect. Without some restraints imposed by the bigger hotels companies, the independents can encourage their employees to truly go above and beyond, to ensure guest satisfaction and guest loyalty.

Hiring warm and service-oriented people is the number one ingredient. Without that, no amount of training or service standards will result in the desired result i.e. offering guests a truly great experience. No one is fooled by unsympathetic and uncaring staff, even if all the right notes are hit. It's really the spirit of the employees that will transcend product deficiencies, competitive disadvantages, and marketing exposure. The same amount of money is spent on a caring employee as an uncaring employee, so why not go for the gold?

As a result, guests will return over and over, without additional expenses incurred by the owner or manager to attract the business. Marketing expenses will be fully exploited to attract new business, which will quickly become repeat business and the cycle continues.

Improve average rates.

Great service can also help overcome rate resistance and insures that the customer perceives a fair price/value ratio of the product. A 'can-do', caring attitude of the staff will most likely add perceived value to a property. A five-star property with all of the five-star attributes, but lacks exceptional service, will most likely be perceived as priced too high. If a five-star restaurant charged \$50.00 for Dover Sole, but great service was not there, the restaurant would be hard pressed to maintain customers willing to pay that amount. Conversely, a limited service property that provides great hospitality will be in a stronger position to gain business from its competitive set. So, whether the property is five-star or limited service, great service has a value to its guests and will translate to improved average rates.

Therefore, whether you are an independent property or CEO of a large chain, why not lead the way and devote the time and resources to put the 'hospitality' back in the hospitality industry and enjoy the positive financial results as well as the satisfaction that the hospitality industry is leading the way and setting the standards for other industries to emulate.

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About the author:

In her more than 25 years as a marketing and sales pro in the hospitality industry, Brenda Fields has emerged as the 'go to' consultant for independent and/or privately owned hotels and resorts seeking real-world solutions for today's market challenges.

From small boutique hotels to large convention properties, Brenda has created and implemented highly successful marketing and yield management programs that enable owners to achieve target results despite market

conditions. With extensive expertise in pre-openings and repositionings, Brenda was responsible for the successful opening and stabilization of the Paramount Hotel in New York in 1990, for which she developed and executed a direct sales and yield management program in addition to a national and international marketing campaign.

With a 'who's who' roster of clients, Brenda has worked with a number of industry leaders and real estate investment companies including Starwood Lodging Corporation, Planet Hollywood, Choice Hotels International Olympus Real Estate Corporation, Gotham Hotels, The Kitano and Apple Core Hotels, among others.

Brenda was recently awarded 'The Best of the Best' from HSMAI for the Big Apple Awards and Recognition committee work and is President-elect of the NYC chapter of HSMAI for 2008.

Brenda can be reached at: 518.789.0117/phone or brenda@fieldsandcompany.net, www.fieldsandcompany.net



The Private Hotel School at the Lanzerac Hotel and Spa
PO Box 12207
DIE BOORD, Stellenbosch
7613

Telephone: (021) 886 8121
Fax: (021) 886 7995
Email: holckers@privatehotelschool.co.za
Website: www.privatehotelschool.co.za



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