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The President's Message

Fall always creates employee changes as summer employees go off to school and

Employees as Brand Builders

Employee delivered value-added services, employee attitudes, and employee raves not only provide satisfied customers, they build loyalty. Pete Blackshaw, Exec.V.P. of Nielsen Online Digital Strategic Services and author talks about the "culture book" published by Zappos.com. Three hundred pages in length, the book includes written -- and often gushy -- testimonials from employees about

fall/winter replacements are brought into the workplace. The season in Maryland is long and as a result the need for continued training for your new and existing staff never changes, it must be completed.

Please review the [MTEF web site](#) for the variety of employee training offerings which will improve your customer service and bring guests back to your establishment again and again.

Fall is also the time of year to be sure the Maryland Governor's Tourism Industry Conference on your calendar. The dates are November 10th to 13th.

This is the premier event of the year for all of us involved in Maryland's tourism industry.

Excellent training programs for employees of all levels in marketing are offered.

what it means to work at Zappos.com.

"A well-trained, highly motivated workforce that understands the brand, their role in making it successful and feels empowered to do just that, is any company's most powerful and most underutilized asset," says Rick Murray, CEO of Edelman Digital and board member of the Word-of-Mouth Marketing Association (WOMMA).

Leslie Forde of Communispace, a firm that builds and manages online communities for brands, emphatically agrees, noting that employees are the "overlooked resource." She asks, "How many times have we extended forgiveness or patience to a brand that 'messes up' in a customer service interaction, because the individual employee that we've dealt with is impressive and professional?"

Brian Kalma, director of creative services and brand marketing at Zappo's, says "each employee needs to be a great point of contact with customers."

Of course, that's easier said than done. You can't just increase the effect and impact of employee loyalty and advocacy overnight the way you can media spend.

The opportunity to network with fellow industry leaders is a not to be missed opportunity.

Learn all the latest trends in the marketplace and learn how to maximize your business in a struggling economy.

Last, but not least, the conference this year is at the new Gaylord National Resort and Convention Center at National Harbor. This outstanding property is fascinating in its size and grandeur.

Don't miss it.

We'll see you there.
Dave

The Cachet of Hospitality

This is a long-term proposition. "ROI metrics for employee loyalty and education are more complex and require a long-term view," warns Forde. Employee training needs to be coordinated between the HR and marketing leaders.

Beyond the front line, behind the scenes reservationists, call center personnel and company bloggers have a great impact. Today's environment provides several options for measuring their success.

Today we can quantify the "conversation" generated by employees in such a way that we can pinpoint specific aspects of employee behavior. For example, analysis of consumer-generated media can provide some statistical significance of employee behavior.

If you can train it, measure it, and see tangible outcomes, recognition and reward should be close behind. For example, online consumers constantly call out Southwest or Nordstrom employees for going the extra distance. If it's measurable, it's rewardable, right?

Economic survival and the industry's image are concurrent challenges we face. As we do so, we may want to keep in mind the fabulous cachet our industry provides.

The [thoughts and comments](#) of one of the industry's professional leaders provides food for reflection.

The Two Sides of Scholarship

If you're reading this newsletter, you're working in (or with) one of America's most exciting industries. Your career has seen some interesting changes. By now you've probably changed industry segment, workplace geography or responsibilities.

Somewhere in your past you studied, researched, learned, practiced, observed and in some way paid for the education

Recruit and Recognize

Recruiting is a challenge. But according to marketing gurus, there is a plan that succeeds.

Recruit your brand image. Recruit problem solvers. Recruit company members who buy into your marketing promises.

Then, if you want to keep your successful recruits, keep them:

- Informed
- Educated
- Appreciated
- Recognized and
- Rewarded

Maryland Opportunities

Your local hospitality and tourism programs have

and experience that led to where you are now. Were you able to qualify for a scholarship to help you pay for that education? Did you ever wish you could have done more or finished faster? Did you wish you had had more money available to pay for the classes? If so, are you ready now to help someone else with that wish?

MTEF offers you two options to provide that help. Connect someone interested in growing in our industry with a scholarship that will help pay for it.

Option 1: Send them a copy of the application you'll find [here](#).

Share some of the income you're now earning to help someone else develop a great place in our industry.

Option 2: Complete and mail in a

well-trained candidates. Click [here](#) for a list of the schools.

Maryland Governor's Tourism Industry Conference!

Nov. 10-12, 2008

at the new
Gaylord National Resort Hotel and Convention Center
National Harbor
in Prince George's County

Info to Share?

If you have hospitalit and tourism workforce or education information you would like MTEF to consider including in our newsletter, please submit it to info@mdtef.org

donation to the MTEF scholarship fund for education in Hospitality and Tourism.
You'll find that form [here](#).

It will be tax deductible. And even \$50 can make a difference in growing opportunities!

It's your turn.