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**H & A's
Tip of the Day**

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A New Face at Hall & Associates, Ltd.

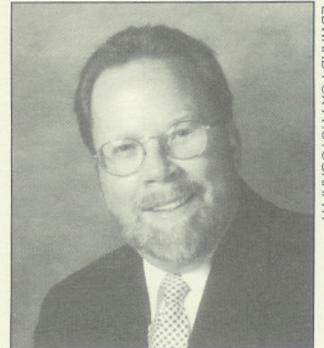
It's been a year since our last newsletter and in the past few months we have moved our office and have expanded our team to enable us to react better to our clients needs.

Hall & Associates, Ltd. is delighted to announce that Tom Kraft is a new addition to our team. Tom is a veteran hotelier with over 25 years of hospitality experience in food and beverage, operations and sales. Some of his employers include Chicago Convention and Tourism Bureau, Merchandise Mart Properties, Inc., Levy Restaurants and various hotels.

Tom is past president of Meeting Professionals International-Chicago Area Chapter. He is a Certified Meeting Professional and a Certified Hospitality Sales Professional.

As we continue to expand our scope to service our clients, Tom will focus his practice in the areas of food and beverage, operations and convention and visitors bureaus.

To find out more about Tom, please visit his profile on our updated website: www.hotelsalesjobs.com



EDWARD FOX PHOTOGRAPHY

Tom Kraft

Mentoring Programs are Win-Win

"Hiring" and "retention" are buzz words that we hear regularly from both clients and candidates. A great deal of time, money and energy is spent on finding the right talent for the position. It is equally important for prospective employees to join a company which will support their efforts. A structured mentoring program that focuses on orienting new hires in their first 30, 60 or 90 days can go a long way in creating a win-win relationship between employee and employer.

Lisa Governale, a former human resources consultant and the current director of human resources for Intentia, Americas Group, thinks mentoring is a great tool to retain and attract employees. Governale believes that orientation mentoring within an employee's first three months is the best place for a company to start a mentoring program because it helps the employee feel connected. "It's more comfortable for the employee and the mentor becomes the 'go-to' person," said Governale. She stresses that the best programs are the ones that have structure and are endorsed and promoted by the company.

I also discovered that Meeting Professionals International, Chicago Area Chapter (MPI-CAC) has embraced a comprehensive mentoring plan for its members, authored by Sue Tinnish, of Seal, Inc. The program has had great success at pairing members for one year stints. Stephanie Treccia, a Certified Meeting Professional with Northern Trust in Chicago, and the current chair of MPI-CAC's mentoring committee, vouches for the value of the program. In her first year as a mentee, Treccia was paired with John Potterton, director of business development at Chicago's Summit Executive Centre. "I was new to the city and it was good to have someone experienced in the industry and well-connected. He introduced me to a lot of people," said Treccia.

Mentors also gain valuable insight and perspective from their mentees. Potterton decided to mentor because, "I believe in giving back and helping people. [Mentoring] improved not only my professional development but also my personal growth." Potterton noted that his current mentee is the director of sales at a hotel and has given

him ideas on what he could be doing in his position, and has affirmed skills that he is already doing well.

Rich Mazur, Global Account Director for Starwood Hotels, has experience mentoring both externally and internally. Mazur mentored interns while he was an adjunct professor at Roosevelt University's Hospitality and Tourism Management program. Designed as a practicum, interns spent 16 weeks with him and learned concrete skills such as the 'ins and outs' of purging files or how to resurrect a company or territory. Internally, Mazur has also mentored Starwood sales associates since 1999. Although his mentees are not physically located in the same city as he, he has met them all and maintains a close link to them through regular phone calls. "It's also a feel-good thing," Mazur said. "I feel like a guidepost. People who used to work for me still call me."

Whether you choose to seek a mentor or become one, the following are the five basic skills that should be practiced by both parties, as outlined by Tinnish's plan.

- Be an active listener
- Identify goals and current reality
- Build trust with other person
- Offer encouragement

These skills can be used to assist new employees during their first three to six months as they adjust to a new work environment or to guide a coworker through a difficult time. A property which embraces a mentoring program has a high probability of reducing turnover, which is disruptive to everyone.

"Mentoring is hard to measure because it's all about perception," said Governale. "It's an intangible benefit. You can't put a dollar value on it, and you can't take it out and show it to your family, but the benefits can be amazing."

For more information about the MPI-CAC's mentoring program, go to <http://www.mpicac.org/>.

Katherine Mikkelsen, Contributing Editor

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