

TeleGRAM

Great American Hotel Group Newsletter

Around the Block

Wishing a "Happy Anniversary" to our Great American Hotel Group office and property GMs:

Linda Komornik - 21 years

Jim Davis - 1 year (rejoined GRAM in 2016)

A Little Bit Wiser

Wishing a "Happy Birthday" to our Great American Hotel Group office and property GMs:

Jeff Webb - July 17

Karen Beranger - July 18

Mercy Breitenbach - July 22

Sheela Patel - July 27

Adam Robitaille - August 2

Dave Akridge - August 14

Social Butterflies

GRAM recently opened a Twitter account. While we are newbie tweeters - we'd love you to follow us! @GreatAmerHG.

If you haven't already - "Like" us on Facebook too.

A Laugh A Day



Renovated With Style

SpringHill Suites Quakertown PA recently completed their renovation and celebrated their grand reopening with clients and friends on July 20, 2017. The staff planned a wonderful party to show off the hotel. Local clients and hotel guests joined the event, toured rooms, public spaces, and enjoyed food/beverage. Both Dave Akridge, GRAM President and Linda Komornik, GRAM Corporate Director of Sales & Marketing were in attendance.



Pictures: GM Sheri Kresky presents grand prize winner Jackie Holiday from Free Press the Apple Watch. Hotel Staff. Sales Coordinator Gail DeHelian admires local youth artist's submission to the Art of SpringHill wall display. Food fit for a great grand opening.



Roomer Has It

GREAT AMERICAN HOTEL GROUP

There's a "new kid in town". Please join the GRAM Accounting Team in welcoming Ben Gosbee as a new Staff Accountant.

Ben is originally from Maine and graduated from Clark University in 2009 with a degree in Geography and Holocaust & Genocide Studies. After exploring the job market in both those fields and not finding what he wanted, he went back to school and attained a BS in Accounting from the University of Southern Maine. Finishing his second degree last month and graduating magna cum laude, Ben is now poised and ready to tackle GRAM!

An avid hiker, Ben is in the process of conquering the NH48 (48 peaks over 4000 feet in New Hampshire). This summer (so far) he has claimed 5 peaks off the list.

Other interests and hobbies include following baseball (Go Red Sox), music, and reading/learning about world history.



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I Am Human, I Am A Resource *Suzanne Baele,* *Corporate Director of Human Resources*

According to Global Application and Network Security's 2016 - 2017 report:

- 98 % of all companies suffered a cyberattack in 2016.
- The average company suffers a minimum of 11 cyberattacks per day, with some facing as many as 50 daily.
- 27 % of all cyber incidents are caused by insiders due to malicious or accidental actions.
- Individuals open 30 % of phishing messages directed to them, with another 12 % clicking the malicious attachment or link, enabling the attack to succeed.
- 40 % of companies have no cyber incident response plan in place
- 70 % of companies lack cyber insurance.
- Over the lifespan of a mobile device, 22 % of all such devices will disappear, with over 50 % of those never to be recovered. With more and more internet traffic flowing via mobile over desktop, these missing devices (along with other security holes such as open and unsecured wifi) pose a huge risk to your data security.

Protecting our company/property assets is everyone's responsibility. It starts with YOU. Please be mindful of responsible digital practices. If you wouldn't jeopardize your personal devices, don't put your business devices at risk!

Professional phishers will do anything to get what they want from naive associates. If someone calls and asks to be transferred to a room number, ask to verify the name of the guest BEFORE you transfer a call - especially late at night!

Companies looking to sell equipment or supplies (like toner and printer ink) may call "just to verify the make and model of your machines. Do not give information out over the phone.

Be suspicious of weird email requests. Do not click on requests to verify or add more memory!

If it sounds phishy, it probably is phishy.

When it doubt.... ask your manager of supervisor before releasing information that should be confidential.

HR CORNER

In this day and age of high levels of litigation the following items assist us in protecting the hotel, the hotels ownership and the management company:

- General Managers, or second in command intending to be away from the property, must notify HR prior to their scheduled departure.
- All new hires require background checks. All cash handling, supervisory/management level also require credit check. Anyone required to drive on behalf of their respective hotel will also be required to have a motor vehicle report check.
- HR bi-weekly reports are not optional.

Property Happenings

SPRINGHILL SUITES QUAKERTOWN

When the going gets tough - the tough get cooking! Recently, due to an unexpected opening in the breakfast area, GM Sheri Kresky and Ops Manager Christopher Soderberg donned their aprons and channeled their inner chef taking over the breakfast duties!

"It was a great experience and way to stay in touch with guests!" noted Sheri. "I've always visited with customers during the breakfast timeframe, but this was an awesome cross-training exercise for our team."

"I have a new appreciation for our breakfast champions" added Chris!

Never fear, a new associate is now trained and doing a GREAT job!



COURTYARD TULSA CENTRAL

The hotel is gearing up for a renovation. The first order of business was new paint to brighten up the exterior of the building. The staff is really looking forward to all the changes and can't wait to get started.



Hotel Data Security: Understanding the Difference Between PCI and PII

Article written by Vishal Arora, VP Product at Travel Tripper

Data security is becoming an increasingly important issue in the digital age. In the past few years, companies such as Facebook, Amazon, and Yahoo have all suffered from high-profile breaches that have involved personal details of their users being leaked. When it comes to data security, the hospitality industry has proven to be especially vulnerable to attack. A 2016 report by Trustwave revealed that the hospitality sector had the second largest share of data incidents by industry at 14%. In February 2017, IHG announced a series of unauthorized charges had been carried out on payment cards of their guests.

These increasing attacks are both a sign and a natural outcome of how much hotels have increased connectivity and digital services to guests. Online bookings, mobile check-in services, public Wi-Fi, and messaging apps all involve guests handing over personal details. As such, hotels have a heightened responsibility to protect this information at all costs. In the digital age, safeguarding digital data means adhering to strict guidelines that fall under two categories: PCI (payment card industry) and PII (personally identifiable information) compliance. The two terms are often used together and in conjunction with each other though each is a vast area of compliance in itself.

What is PCI compliance? Every business that handles credit card information (including storing, processing, and transmitting cardholder data) must be PCI compliant. To ensure credit data remains as secure as possible, the PCI Data Security Standard (PCI DSS) offers a guideline with 12 central security areas—these are identified as the minimum level of security measures organizations need to take. PCI compliance involves a contractual agreement with acquiring banks, and some U.S. states have introduced elements of PCI compliance into their own laws. Ultimately, responsibility for any breaches falls upon the hotel. While smaller hotels might not have the luxury of a dedicated officer or department to deal with compliance, the majority of properties can still meet PCI compliance by following a few simple measures.

What is PII compliance? PII (personally identifiable information) relates to any form of information that could be used to reveal a specific person's identity. This extensive list includes details such as: Person's Name, Email Address, Date of Birth, Phone Number, IP Address, Passport Number, Bank Account Number. While PCI compliance only applies to protecting details relating to credit card data, PII is a much bigger area. It's also one that hotels need to be especially aware of given the surge in guest data now being collected through various sources such as online bookings, loyalty programs, and social media profiling. As with PCI compliance, any business that fails to protect personally identifiable information risks facing a significant financial penalty, not to mention a big hit to its brand reputation.

Differences between US and EU requirements - There are also distinct differences between data laws in the US and the European Union. For hotels that collect any form of identifiable data from overseas guests, understanding the nuances of these regulations is essential. So what are the main differences that hotels need to be aware of?

In the U.S., PII regulations are fragmented and regulated by state and federal laws. They're also often industry-specific and dealt with on a case-by-case basis that considers the level of risk that a person might be identified.

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Beach Blanket Bingo

1. **When did Jonathan DeLonge invent the beach ball?**
a. 1953 b. 1938 c. 1912
2. **Where was the first public beach in the USA (in 1895) located?**
a. Miami Beach, FL b. Myrtle Beach, SC c. Revere Beach, MA
3. **What was the first ice cream flavor?**
a. Chocolate b. Vanilla c. Strawberry
4. **What is the hottest temperature ever recorded on earth?**
a. 117 F/47 C b. 106 F/41 C c. 134 F/57 C
5. **How much SPF (Sun Protection Factor) (at the highest) still gives you a tan?**
a. 50 b. 30 c. 15
6. **How many pounds do Americans buy of marshmallows each year:**
a. 90 million b. 1 billion c. 16.3 million
7. **What is the most popular activity/sport played in summer?**
a. Swimming b. Biking c. Tennis
8. **What is top item sold during the summer?**
a. Bathing Suits b. Sunglasses c. Suntan Lotion
9. **Do you receive more oxygen in the summer than spring?**
a. Same b. No c. Yes
10. **What was the most popular bathing suit style worn by women in the 1950's?**
a. One Piece Tank b. Itsy Bitsy Bikini c. Mini-Dress

Not Your Average Joe... Meet Joe Horowitz

The count down is on in Queens, where our two newest Marriott products are currently under construction and slated for an October opening. Joining the team as dual Director of Sales for the Courtyard and Fairfield Inn & Suites New York Fresh Meadows is Joe Horowitz.

"If you just look at his personal email address alone (...skythelimit@...), you know you are meeting someone with great drive... a 'not your average Joe' kinda guy," noted General Manager Jon Kozma. "I am excited to have him on the Fresh Meadows team where I am sure he will be anything but average!"



Mr. Horowitz has a plethora of experience in hotel sales. His most recent experience includes DOS&M duties at the Radisson Hotel JFK Airport. Previously, Joe served as dual DOS for the Courtyard Montvale and Residence Inn Saddle River, held the DOS position at the Hampton Inn Princeton and was Sales Manager at the Hampton Inn Woodbridge. With a stellar record of developing and maintaining relationships with key accounts, Joe has driven top line revenues year-over-year at every property worked. The sky truly is the limit.

Joe is a proud father. He and his wife are raising 3 boys and have a baby girl on the way. Motorcycle riding and spending family time are his passions and favorite activities include weekend trips to FL to visit his parents in Delray Beach.

Work Like A Dog For Sales Success!

I have two puppies - one “acts like a dog” and one “works like a dog”. Both are successful in winning what they want out of me (sales success so to speak) and each dog has a different sales approach to get my attention, love, and/or treats. Both puppies have distinctly different personalities and traits even though they are litter-mates.



One of my dogs (appropriately name Bacchus after the God of Wine) (my idea) is a slug. He is the alpha in the relationship and wants your attention 100% of the time. He lolls the hours away napping, insists on being the center of attention, is always looking for food and affection, and longs to be carried around in my Mom's arms 24-7.

LouLou is his polar opposite. Named after me (my Mom's idea), she is active, fun-loving, and has the drive of the Energizer Bunny! She is relentless in her pursuit of pleasing us, won't stop chasing and retrieving the

ball or a toy, and is the cuddle and kiss giver of the two. She demands nothing and is content to wait her turn. She “works like a dog” to achieve her goals; and, if she were a sales person.... she would achieve sales success in everything she does.



So what do my dogs have to do with sales success? Why should you “work like a dog”? Here are my rewards' analogies:



Unconditional Love - If you “work like a dog” to make your customers happy, provide the info and data that they need to satisfy their needs, - they will love you! If they love you first, you can train them to come when you call.

Unlimited Belly Scratches - Now I don't advocate to actually try to “scratch your customer's belly (or anything else for that matter)” but you can satisfy their need for your product by being timely, complete, competitive, and by being their friend. Theoretically, you will be “scratching their belly”.

Treats - Reward your customers by providing them with a great product, great service, and constant attention. These are the best treats you can give your clients. They might even give you their paw.

Working like a dog in sales has purpose. Here's the barkology: If you keep sniffing, pawing and barking and their doors - you'll eventually find the right customers for your hotel. If you keep nosing around the neighborhood, you'll surely find a friend. And, if you continually mark your territory, you're customers will find their way to you and your competition will be negated!

Happy Being More Like LouLou!

Linda



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Compared to Europe, U.S. companies have far more freedom over how they use data. For instance, U.S. consumers must opt to stop their information being shared, rather than the company actively gaining their approval.

Things are markedly different in Europe. Instead of fragmented PII regulations, there's a single privacy law known as the data protection directive. This overarching law is far more comprehensive in scope than regulations in the U.S. and gives consumers a greater level of protection. For instance, the definition of personal data in Europe extends to a range of information, including photos, social media posts, and lifestyle preferences. (It's important to note that the EU uses the more broad term of "personal data" as opposed to the U.S. accepted definition of "PII.")

As of May 2018, the new General Data Protection (GDPR) will see even stricter consent laws come into place, with heavy financial penalties for organizations that are found to be non-compliant. One key change is the increased scope of the law. The GDPR does not just apply to EU companies, in fact every company around the world that does business with EU consumers is required to adhere to these regulations. Data usage consent forms can no longer be illegible pages filled with legalese, but rather "intelligible and easily accessible" forms with "clear and plain language," and consent should be as easy to withdraw as it is to give.

Security implications for hotels - While PCI compliance involves adhering to a global standard, the differences in how PII is defined in the U.S. and Europe presents an obvious challenge for hotels conducting business overseas. Not only must domestic but also overseas regulations be followed. This is arguably a tougher challenge for U.S. hotels when dealing with the more stringent European laws, especially with the impending changes set to come about under GDPR. While understanding the different boundaries and definitions of personal data might seem daunting, there are some vital reasons that hotels must educate themselves in this area.

The risks of not adhering to compliance - Perhaps most significantly, non-compliance to data protection regulations can lead to a huge impact on brand reputation. If a data breach becomes public knowledge, it could rock customer trust and loyalty. There are also potentially severe financial penalties to consider. When it comes to non-PCI compliance, the fines can run into the hundreds of thousands of dollars. In Europe, organizations that breach GDPR could face a fine of up to 4% of their annual global turnover or €20 million.

Beyond the financial implications, there are also legal repercussions to consider. For instance, hotels are contractually obliged to comply with PCI. The risk of non-compliance includes losing their right to accept credit card payments. Not only would this prevent a hotel from receiving online bookings, guests would also have to use cash for everything they bought during their stay. Clearly, this kind of experience could lose a hotel countless future bookings from dissatisfied guests.

A call to action: How to work with your tech vendors on data security - Since most hotels outsource their technology systems, it can be easy to think that the responsibility for data protection passes on to the tech vendor itself. But ultimately it's the hotel that will be responsible should something happen. The recent data breach at Sabre, for example, affected a number of well-known hotel brands, who were then required to notify potentially affected guests. When implementing tech systems within your hotel, be sure to provide your technology vendor with a list of security requirements from the start—keep communication open and clear about what features are expected, how data is protected on the hotel side and the vendor side, and what protocols to follow in the event of a cyber attack or breach. Consistent security audits and staff training are also important to ensure that your hotel stays up-to-date with the latest regulations. By doing so, you can avoid getting caught up in sticky compliance issues and reduce the risk of potential data breaches and the legal fines and repercussions that go with it.

Beach trivia Answers: 1. b 2. c 3. b 4. c 5. a 6. a 7. b 8. a 9. c 10. c