

How area hotels treat conventioners

By HY SHENKMAN

What is the key to success in the hotel business today? Thom Tabor, the manager of the Stodfers Northland Inn has a simple reply: "Make people feel as if they are at home."

He observes that when people are on the road they prefer to take good care of themselves, make their aching bones more comfortable, so the Northland Inn is installing saunas in 25 guest rooms.

"We stress spaciousness, view, comfort and service," insists Tabor. "We have the largest guest rooms in the city, half of which have wide bay windows overlooking the town."

Turning to channel 30 on the TV Tabor said, "There is another thing we have in every room, free major motion pictures. They are all first run moving pictures changed daily."

"We are trying to make people feel at home as much as possible so when ever they wake up the operator asks the guest if they wish to have coffee and a daily newspaper delivered to their room. The guest comment cards reflect their surprise and appreciation."

"We try to maintain a warm atmosphere of a corporate hotel. We don't want to sell our place to conventions because it would offend our regular guests. As a corporate hotel we cater to the individual."

Tabor claims that Stodfers North-

land Inn enjoys a good number of repeat business from loyal guests. "Some of them come to us just to see our pianist, Bob Hawkins. To them it is more than just an entertainer. He memorizes the first names and attracts them by playing 'their song'."

He has a repertoire of hundreds of songs and as soon as the guest enters he greets them in a special way. A candy manufacturer who comes regularly every few months is being honored by the Candy Man song. An elderly Jewish lady gets to hear to her delight "The Yiddish Mama" as soon as she walks in the door. He is just the kind of man who knows when, how and why and the guests love him for this.

What about competition? "Competition is good," Tabor says. "It brings in more people to the area and it gives them an opportunity to compare values. I found people are shopping today for price which they didn't do two years ago. They are looking for values but are willing to pay a little more for first accommodations and better facilities."

"PEZAZ IS another virtue for a hotel. You have got to have pezas," said John Wassil of the Birmingham House. He explained the meaning of pezas. "We have a unique character and flavor about this place that makes it different from our direct competition. We have a few little

touches such as free coffee and doughnuts for our departing guests trying to catch the limousine to the airport."

Birmingham House has been in the hotel business for 13 years and is one of the first established in the city.

"I make it a point to get to know our regular guests. We appeal to the family. No parties. We try to keep the place peaceful. Being in the heart of Birmingham we have a good locality and our guests can take a stroll to the center of the city's shopping center. A manager for 25 years Wassil is able to train help."

"I have an eye for talent and I can tell people who have a flair for this kind of business, a desire to anticipate the public's needs. Because of the choice of help our employees have been with us for many years."

LOCALITY IS another factor which can determine the success of a hotel. Two cinemas, two restaurants, an indoor swimming pool and a health club all under one roof make Somerset Inn in Troy a successful place according to its executive secretary Nancy Lockwood.

"Our hotel building," she said, "is of an exceptional architecture. In addition, we are located conveniently across the parking lot from the Somerset Mall and apartment buildings. Shoppers patronize our restaurants and out-of-towners who come to visit friends or relatives in the apartments

become our guests because of the location."

"We are popular with family groups and our entertainment is young people-oriented. I'm close to 30 and I enjoy it," she said.

"We offer a package weekend for two people. Included in the cost of the room are two tickets to the cinema plus two complimentary breakfasts."

Employees are concerned with

hospitality and work well as a team.

CEASARS PALACE in Southfield is one of 20 reservation offices throughout the country whose primary job is to book for hotels in Las Vegas. "A travel agency will call me," said Miss Robin Clinton and "I'll confirm their reservation on teletype. We give out local information about Las Vegas and who is playing in the different hotels."

We handle Michigan, Ohio and part of Canada. People are asking us about the weather, what kind of clothing to wear, the age of gambling and what they need to get married."

"Yes, she said people like to get married in Las Vegas because it's fast. No blood test is needed so they can save three days. The place also represents to some a sense of escape. The rumor that one needs three rings, an engagement ring, a wedding and suffering is no more than a joke."

Neither do couples come here for a quick divorce. For that they go to

Reno, Nevada. The Las Vegas strip is six miles long and it is the only place in the world where guests can see so many shows within three miles. It's a place where people don't stay long—four to five days at the most. The Caesar Palace Hotel is also famous for conventions for people who like to mix business with pleasure.

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Business ethics are discussed

Pilfering paper and pencils from the company for home use is not considered to be as unethical as blaming others for your mistakes, according to 121 managers.

The managers in business, government, and public utilities were asked about their beliefs and behaviors concerning what is unethical. The findings are published in an article, "The Ethics of Management and the Management of Ethics," in the current issue of "MSU Business Topics," a quarterly publication of Michigan State University.

The study was conducted by Arizona State University faculty members John W. Newstrom and William A. Ruch.

Newstrom and Ruch discovered that managers in general proclaim a fairly ethical set of beliefs, although they viewed some items as "very unethical" and others as only "somewhat unethical."

"It appears that action-oriented and

overt behaviors such as blaming others, falsifying reports, and large padding of expense accounts are repugnant to the sample group," the researchers reported.

"The more covert behaviors involving use of time and company services are more acceptable."

However, there were inconsistencies in reported values and behaviors. For example, the managers tend to pilfer more frequently than their declared values would indicate, but their gifts and favors in exchange for preferential treatment occur less frequently than indicated.

When the researchers compared the managers' self-proclaimed ethical standards against what the managers thought their peers believe, the common perception was "I'm more ethical than he (she) is." This attitude, the researchers believe, could allow the managers to justify some indiscretions because they think "everybody is doing it."

New from Britain

The latest British offering in the convertible species is the new Triumph TR-6, a two-seater with a six-cylinder engine, independent suspension and optional air conditioning. TR-6 features rack and pinion steering, a servo assisted brake system with disc brakes on the front wheels, standard equipment tubeless radial ply tires, and an optional fingertip-control electric overdrive which operates on third and fourth gears.

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