SMARTBIZZONLINE.COM√

Publication 7, Issue 26 *Quarter #2, 2011*

M. DOUGLAS CLARK & ASSOCIATES

USIL Campus Building

*Dr. Clark recently traveled to the campus of **USIL** located in Lima, Peru to provide lectures to the administration and faculty on adult education. USIL is home to the Postgraduate School, the Center for Entrepreneurship and the SME Training Center.*

Other institutions on campus are created to promote high quality education and an entrepreneurial culture among young people and adults.

Lima was founded on January 18, 1535. Today, it has over 8 million inhabitants.

Dr. Clark Lectures at Universidad San Ignacio de Loyola in Lima, Peru

Businesses today require talent, who can anticipate, develop ground-breaking approaches to manage change, recuperate quickly from setbacks and work successfully with people from a variety of back-grounds and cultures.

Adaptability

What Companies Need in Order for Survival

Businesses need employees who are adaptable.

Defining Adaptability:

- ***Reacts decisively to dangerous situations.***
- ***Remains calm under pressure, acts as a calming influence.***
- ***Can shift focus and take reasonable action.***
- ***Performs effectively in different cultures while learning new values and traditions.***
- ***Adjust interpersonal style to achieve goals.***
- ***Creates a climate that fosters and leads change.***

Inside this issue:

Passenger Bill of Rights	*2*
5 Points to Improve Performance	*2*
Dr. Clark Recertified	*2*
Jamaica: Educator's Workshop	*3*
Hotel Owner Certification	*3*
CHOICE Conference in Boston	*4*

Amid all your list making, organizing and planning your next move, when was the last time you sat down and thought about your reputation?

Passenger Bill of Rights

United States Department of Transportation has announced a new series of passenger rights that will take place in August, 2011. ***NOTE:*** *A bump in bumping compensation: If you're bumped from an oversold flight, you're entitled to some cash for your troubles. Currently, you can receive the price of your ticket, up to $400, if the airline gets you to your destination on a domestic flight within a couple of hours of the original arrival time and with four hours on international flights. For longer delays, you can receive twice the ticket price, not to exceed $800. The new rules raise these limits. For short delays, you'll double the price of your ticket, but not more than $650.*

For long delays, you will be entitled to four times the value of your ticket, not to exceed $1,300.

Time on the Tarmac.

On international flights, U.S. and foreign carriers won't be able to keep passengers on the tarmac for more than four hours without giving them a chance to get off, so long as it's safe to do so. And airlines must make sure passengers have food, water, working bathrooms and medical treatment, if necessary, after two hours.

5 Points to Improve Service from Your Top Talent

1. ***Be clear on what it takes to succeed.*** *Make sure that employees understand what they need to do.*
2. ***Provide ongoing education and training****. Provide the necessary tools needed to improve.*
3. ***Provide real-time feedback.*** *Don't hesitate to speak up and to provide the facts. Do it now!*
4. ***Make it personal.*** *Performance is about people, not just progress.*
5. ***Provide clear coaching.*** *Teach them how to play the game, but allow them the choice to win or lose.*

Dr. Clark Recertified as Advanced Lay Speaker

open hearts
open minds
open doors

Dr. Clark has participated in a re-certification process in order to retain his title of ***Advanced Lay Speaker*** *offered through the United Methodist Church. This responsibility goes beyond filling in for the pastor or speaking in public. Teaching, communicating, serving, training, leading, and caring, are all integral parts of a lay speakers calling. Dr. Clark hopes to attend the LSM Leadership Conference which is scheduled to be held in Nashville, Tenn. in 2012.*

Educator's Workshop in Jamaica a Hugh Success

Dr. Clark traveled to Montego Bay & Whitehouse, Jamaica to conduct the Certified Hotel Educators Workshop (CHE) for the Educational Institute of the American Hotel and Lodging Association.

The workshop was co-presented with Emily Ellis, who is a well respected hospitality professional throughout the United States.

Dr. Clark and Ms. Ellis at one time worked together at the nationally known Gaylord Opryland Hotel, located in Nashville, TN.

Both the program and reunion were a big success.

Sandals® Resorts

Dr. Clark with Emily Ellis, President of ETC. (Education & Training Concepts) at Sandals Whitehouse, Jamaica.

Hotel Operator Certification Continues at Strong Pace

Attendance continues to be strong at the Asian American Hotel Owner's regional CHO Workshops. Meeting rooms were filled to capacity at the Columbia, South Carolina, Dallas, Texas, and Runnemede, New Jersey sessions.

The CHO is an intense five day workshop that focuses on strategic operational concepts needed for operators to be competitive in today's ever changing service market.

A CHO review and examination was presented at AAHOA's annual convention in Las Vegas.

Dr. Clark is one of four facilitators that present this nationwide program. He has been supporting this program for seven years.

You Can Because You Think You Can: Believe

We Believe That There Are Always Alternatives

M. DOUGLAS CLARK & ASSOCIATES, PO BOX 624. FRANKLIN, KY 42135-0624
(O) 270-586-7244, (C) 615-496-5903, MDCLARK@KIH.NET

Dr. Clark at historical British Fort in Montego Bay, Jamaica

Dr. Clark has been lecturing worldwide for more than three decades. He has presented over 3,500 domestic and international seminars. His travels taken him to such locations as Jamaica, Mexico, Canada, Panama, Thailand, Taiwan, India, Switzerland, Spain, Africa, Puerto Rico, Caribbean, Peru, France, Italy, Netherlands, England, Dubai, Japan, Korea, and Gibraltar,

Dr. Clark attributes his success to his Faith, Family & Friends.

My respect for you grows further with every interaction.

I was completely overwhelmed by your persona and could feel the over flowing positively simply by your presence. Needless to say how impressed we all were by your knowledge and wisdom. I am a constant visitor on your bog now, and will remain connected.

Warm Regards,

Miss S. Kaura,
Office Administrator,
Northampton Group,
Canada

Choice Hotel's Annual Convention

Dr. Clark worked closely with Chris Longstreet, Director-Learning Experiences and Chris Innis, Intern Program Coordinator, of Choice University in preparing two seminar sessions for the 57th Annual Choice Hotel Convention.

The seminars were entitled: ***"Service is not about Making Promises, It's About Keeping Them"*** *and* ***"Recruiting Talented GM's: Out Running the Competition.***

The convention was held at the Boston Convention and Exhibition Center.

In between lectures Dr. Clark participated in a book signing event hosted by Extreme Edvantage.com, a hospitality industry service provider of training resources. It is currently in the process of expanding it's services to include a national speaker's bureau.

The conference was well attended with 1,000's of owners and operators.

Hotel Operator Grace Jacobson and Dr. Clark, Boston, Mass. Annual Convention