



# 2010 Certified Hotel Owners Program (CHO)

ATLANTA, GA

## What is The Certified Hotel Owners Program (CHO)?

CHO is a focused eight (8) module development program for hotel owners that provides technical instruction and professional insight in the day to day management of lodging operations as well as the strategic management of hotel ownership. **This program is offered by the AAHOA Institute of Management (AIM) as a benefit to AAHOA Members and their families.** Designed to recognize and certify the expertise of its member hotel owners, CHO is the first and only program of its kind in the country and is available at no charge for AAHOA Members and Best Western hotel/motel owners.

All eight modules are required to be completed to be eligible to sit for the CHO Exam.

**Class Location**  
All Classes will be held at:  
**Quality Inn**  
2960 North East Express way  
Atlanta, GA 30341  
Tel: 770 451 5231  
Special AAHOA Rate: \$39 plus tax

## Classes in Your Area!

Morning session: 7:30am to 1:45pm  
Afternoon session: 2:15pm to 8:30pm

- Feb 22nd     Hotel Sales, Marketing, & Public Relations
- Feb 22rd     Leadership
- Feb 23rd     Hotel Accounting & Business Ownership Structure
- Feb 23rd     Technology for the Lodging Industry
- Feb 24th     Housekeeping, Laundry, Engineering, & Maintenance
- Feb 24th     Human Resource Management
- Feb 25th     Front Office Operations & Reservations
- Feb 25th     Laws of Inn keeping

### Next Scheduled Exam in your Area:

Feb 26th (8:30 am to 4:00 pm) CHO Certification Review & Exam

## Registration

In order to guarantee your seat, complete the information below and fax this form to 404-816-6260 by February 12, 2010.

Name: \_\_\_\_\_ ID: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

### Please check which classes you will be attending:

- |  |   |
|--|---|
| Housekeeping, Laundry, Engineering & Maintenance _____ | Hotel Sales, Marketing & Public Relations _____       |
| Human Resource Management _____                        | Leadership _____                                      |
| Front Office Operations & Reservations _____           | Hotel Accounting & Business Ownership Structure _____ |
| Laws of Inn keeping _____                              | Technology for the Lodging Industry _____             |
| CHO Certification Review & Exam _____                  |   |

### Non AAHOA Members — Please Complete the Following Payment Information

If you are NOT an AAHOA member or Best Western owner, complete the information below. You will be charged a \$159 fee per each 2 day module. A credit card number is required for all registrations. If you do not cancel within 48 hours of class and do not attend, you will be charged a fee of \$50.

Credit Card #: \_\_\_\_\_ Expires \_\_\_\_\_

Name of Card Holder: \_\_\_\_\_

Signature of Card Holder: \_\_\_\_\_



# CHO TWO-DAY MODULES



Please see below for detailed descriptions of each two day module of the CHO Program.  
If you have any further questions about this program, please contact:

Nancy (Nayana ) Patel - North Georgia Regional Director 404.886.9179  
AAHOA Office 404.816.5759

## Feb 22nd Hotel Sales, Marketing, & Public Relations

An historic weakness in hospitality, especially in limited-service operations, has been in the area of sales and marketing. The goal of the CHO Sales and Marketing module is not only to help the owner/operator get “the business in the door” and “keep them coming back,” but also to focus on the more sophisticated applications of a comprehensive marketing plan as a key tool and strategic management approach to increasing business volumes. This course examines partnering with CRO’s to increase your reservations, relationship marketing, creating strategic alliances through branding, bartering strategies, personal sales tactics and considerations, effective advertising approaches, and local and national strategies for developing your marketing.

## Feb 22nd Leadership

This integrated CHO course focuses on the principles and skills of effective leaders in a global hospitality environment. This module’s centerpiece is two-fold: the application and development of hotel policy; and the management of a service business in a strategic environment. The topics and issues examined include: identification of the unique characteristics of the hospitality service environment and how it influences effective leadership; identifying effective leadership competencies for hospitality environments; adjusting your leadership style to fluid situations; empowering teams; restructuring the hospitality work environment; leading in a strategic environment; effectively facilitating change in a team approach; and developing and implementing a corporate code of business ethics.

## Feb 23rd Hotel Accounting & Business Ownership Structure

A well-managed property has sound and effective accounting systems in place. This CHO module covers a review of the fundamentals of managing payroll, cash controls, budgets, and current liabilities. The course also reviews and examines the strategic implications of financial statements, cash flow projections and management and basic ratio analyses. Learn how to analyze cost-volume-profit, develop effective, timely, and realistic operating budgets and a number of other key aspects vital to effectively managing your hotel/lodging accounting and operating systems.

## Feb 23rd Technology for the Lodging Industry

The increasing dependence of owners and operators on technology is evident. This module covers the costs of systems and training and how it impacts guests during introduction and implementation. This critical CHO module undertakes a review and analysis of current hardware and software systems and configurations for the hospitality industry - with an emphasis on the needs of limited service operations. Moreover, it provides an overview of practical and strategic applications and implications with particular emphasis in the areas of POS systems; computer operated equipment, and reservation systems.

## Feb 24th Housekeeping, Laundry, Engineering, & Maintenance

This is a course module designed to reinforce your ability to control expenses, manage inventory and their systems, and organize the housekeeping, laundry, maintenance & engineering departments for maximum efficiency and profitability. You’ll learn “Best Practices” approaches to systems for achieving optimal results in guestroom quality and laundry/linen/terry standards that will either meet or exceed your operational quality assurance standards. After completing this course, you’ll be equipped to manage, plan, monitor, control & assess all aspects of maintenance & engineering in the key performance areas of budgeting, purchasing, labor cost, technical innovations, energy conservation, & daily and preventive maintenance/repairs.

## Feb 24th Human Resource Management

This course will cover the major aspects of the employee selection and retention cycle, including human resource planning, recruitment, and interviewing strategies. The owner/operator will review cornerstone concepts at an advanced level—topics include performance assessment, coaching, team building, effective management in a diverse environment, and effective disciplinary policies and procedures. The intent of the course content is to expose and increase access by the owner/operator to develop a comprehensive portfolio of skills, strategies and cutting-edge approaches with the results of producing and maintaining highly motivated employees/associates. The goals of this module are to increase guest satisfaction and unit profitability by reducing labor costs through selecting and retaining “Star Employees.”

## Feb 25th Front Office Operations & Reservations

The Front Office series will help you, the owner/operator, learn to assess, organize or restructure the front office functions that are so critical to guest satisfaction and smooth hotel operation. Learn to optimize room rates by applying effective yield management strategies to maximize your property’s profitability. This course covers other owner/operator issues such as front office accounting, night auditing as well as an evaluation of current systems and maintaining hotel standards. You’ll also learn the vital selling techniques needed to convert inquiries into reservations.

## Feb 25th Laws of Inn keeping

The laws governing hotels and lodging in the United States are varied, numerous and complex. The contemporary and competitive owners/operators must remain ever vigilant in their quest to provide a safe environment for their guests and employees. This course alerts you to a number of potential legal problems and pitfalls that you may face as an owner/operator. Topics covered include: negligence; guest property rights; safety and security requirements and standards; and a wide range of wage, hour, and employment law issues. The emphasis in this course is on due diligence and preventive techniques, policies, and approaches to help mitigate the owner/operator’s exposure to legal liability.

This CHO Program is sponsored in part by



### FAX OPT-OUT NOTICE

If you prefer not to receive any future faxes from the Asian American Hotel Owners Association (AAHOA), you may opt out by calling the AAHOA Office at 404.816.5759, sending a fax to AAHOA at 404.816.6260, or sending an e-mail to [nofax@aahoa.com](mailto:nofax@aahoa.com). The telephone number, fax number, and e-mail address are available 24 hours a day, 7 days a week. AAHOA’s failure to comply with your request within 30 days is unlawful.