

**INDOUS Chamber of Commerce**  
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# INDOUS Monthly

A Publication of the INDO•US Chamber of Commerce, Tampa, Florida  
[www.indo-us.org](http://www.indo-us.org) Volume 7, Issue 1 January 2005

## Upcoming Events

### Event:

The Asian American Small Business Work Shop

### Date & Time:

January 22, 2005

### Location:

Bayanihan Arts Center, 14301 Nine Eagles Drive, Tampa, Florida

### Contact:

Claire Picz, (813)936-5100

### Event:

INDOUS Business Meeting

### Date & Time:

Wednesday, February 9, 2005, 6:30 PM

### Location:

Best Western Westshore 1200 N. Westshore Blvd., Tampa, Florida

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**We welcome your comments and suggestions. Please contact us or e-mail us at: ramramcharran@hotmail.com**

## Chamber Holiday Social A Big Success

Submitted by: Nitish S. Rele

About 150 people participated in the INDOUS Chamber of Commerce's Holiday Networking Social on December 10.

The event, held at the India Garden in Clearwater, attracted people from all of Tampa Bay as well as surrounding areas. "This year we wanted to have a holiday social that was informal that would allow our members to get to know each other in a more relaxed atmosphere," said chamber President Dr. Ram Ramcharran.

Indeed, the evening was a mixture of networking and dinner in a quiet, friendly and relaxed atmosphere as people made new acquaintances and regaled one another with old pals.

INDOUS Chamber wants to thank Khalid Sohail and his folks at India Garden for a wonderful and sumptuous dinner. ♦



## Quotes

An eye for eye only ends up making the whole world blind.

~ M.K. Gandhi

I want to know God's thoughts... the rest are details.

~ Albert Einstein

100% of the shots you don't take don't go in.

~ Wayne Gretzky



## The INDOUS Mission:

To provide an active forum in which Asian American professionals and business owners can network, exchange ideas, and grow by promoting professionalism and excellence through education and community involvement.

## President's Message

The first part of the 2004-2005 year for my time as president of Indous chamber of commerce has past. I feel a sense of pride and accomplishment thus far. My team and I are working towards continuing to raise the bar for this organization. I trust that our members and this community will be pleasantly surprised with the programs we have planned for the New Year. Like always we have expanded our membership by over 20% and have introduced several new programs that have lead to new and successful business relationships.

I would like to thank the Executive Committee members for their

continued dedication and efforts in making Indous successful. Without their involvement and hours of hard work, the programs Indous assembled would be impossible to be executed. We are fortunate to have such a strong team.

Lastly, I am thrilled and looking forward to the upcoming 2005 calendar year. I believe with our kick off program with the Asian American Chamber of Commerce joint venture, I firmly believe our community will be recognized by the main stream business community. Please note that our first program will be held at the Bayanihan Arts Center, 14301 Nine Eagles Drive,

**By Dr. Ram P. Ramcharran**

Tampa, Florida on January 22, 2005. For additional info Call Claire Picz at 813-936-5100.

We are anticipating over 500 attendees for these free workshops ranging from Immigration, financing, customer service techniques, and to how to start a small business. I strongly encourage everyone to take full advantage of this free program offered to our Asian American Community.

Again, I am looking forward to continuing to serve this wonderful organization.

"Together the future is ours" ♦

## Chairman's Message

Indous is very proud to roll into the holidays. New executive committee members have joined us, new board members will take part in the fun and all of you are what make us a success! This success is what drives our donations and gets members into the spirit of giving. We look forward to everyone taking part in making these holidays extra special.

Spreading good cheer is what the season is all about. Indous spends this time distributing Thanksgiving dinners and collecting toys for the many children out there. Indous means "business" when it comes to helping others. We strive to reach higher goals each year. So come and join us collect those toys for tots. And after that, come

**Submitted by: Anita Shembekar**

celebrate together at the holiday social.

The holiday social is where you can get a chance to mingle with your friends, make some new acquaintances and mix a little business with pleasure.

Let's all look forward to a safe and prosperous New Year! Happy holidays from me and my family to you and your family!! ♦

## Press Release

### Consulate General of India: Tsunami Earthquake in Southeast Asia

HOUSTON- As you are aware India along with other countries in the

region has been severally hit by Tsunami tidal waves caused by an earthquake on 26th December 2004. Thousands of people in the coastal Indian states of Tamil Nadu, Kerala, Andhra Pradesh and Union Territories of Andaman and Nicobar Islands and Pondicherry have lost their lives and property worth millions of dollars has been damaged.

The Prime Minister of India has issued an appeal to all to donate generously to the Prime Minister's National Relief Fund (PMNRF) to help fund the relief and rehabilitation measures.

The donations can be made as detailed below:

Cheques or draft or money

order in the name of "The Prime Minister's National Relief Fund" may be sent directly to:

**Prime Minister's Office,  
South Block, New Delhi 110001  
(India)**

Contribution may also be made directly to the following Prime Minister's Relief Fund Account:

In US Dollars : Account No.000-03847-4 with HSBC Bank USA New York (SWIFT CODE:-MRMD US 33)

Please visit <http://pmindia.nic.in/relieffund.htm> for more details for sending your generous contribution to the Prime Minister National Relief Fund - INDIA by Credit Card, etc. ♦

## Employment Based Green Card Processing Slows Down Immigration

**Submitted by: Dilip Patel, Attorney At Law (727)712-0066 www.dplawfirm.com**

The State Department has announced that effective January 1, 2005, the demand for Green Cards will exceed the supply available in the Employment Based Third (EB3) Preference Category for applicants chargeable to China, India, and the Philippines. The demand may exceed the supply in other EB preferences and for other countries in the coming months.

This will have the following impact during the month of January 2005 (and possibly beyond), for applicants chargeable to China, India, and Philippines in the EB3 preference:

1. No adjustment of Status application can be filed in January 2005 unless the applicant has a priority date earlier than January 1, 2002. This is because an application for adjustment of status can only be filed if an applicant's priority date is "current" or earlier than the dates listed in the Visa Bulletin for that month.

2. If the adjustment of status application is pending (already filed with the Immigration Service) and the applicant's priority date is after January 1, 2002, the adjustment application will not be approved until such time as a Green Card visa number becomes available for that applicant's priority date.

3. No Immigrant visa interview will be scheduled for an applicant who is consular processing the immigrant visa unless the applicant's priority date is earlier than January 1, 2002. This is because interviews for Immigrant visa applicants are not scheduled by consulates until a visa number is available and allocated to the particular individual.

Going forward, Employment Based Green Card applicants will need to monitor the supply as published by the US State Department in the monthly "Visa Bulletin," which can be found at [http://travel.state.gov/visa/frvi\\_bulletin.html](http://travel.state.gov/visa/frvi_bulletin.html). To better understand this, the following terms and concepts must be understood:

Priority Date: This is the date that the Labor Certification application was

received by the Department of Labor. For those who do not require Labor Certification (such as Registered Nurses, and applicants in the Employment First Preference category), the priority date is the date on which the Petition on Form I-140 was first received by the US Immigration Service.

Chargeability: An applicant is generally chargeable by the quota system to the country of birth (not citizenship). However, there is an important exception: a married applicant can be chargeable to the country of birth of his or her spouse. This could be very useful where for example, a person born in China, India or Philippines marries an individual born elsewhere in the world.

### Visa Supply and Availability

The supply is generally monitored on a world-wide basis; however, availability for individual countries is listed only if applicants chargeable to a specific country exceed the per-country maximum. The worldwide level for annual employment-based preference immigrants is at least 140,000. The per-country limit for preference immigrants is set at 7% of the total annual family-sponsored and employment-based preference limits, i.e., 25,620. The dependent area limit is set at 2%, or 7,320. The Third Preference Category, consisting of Skilled Workers, Professionals, and Other Workers, is allotted 28.6% of the worldwide level, plus any numbers not required by first and second preferences, not more than 10,000 of which may be applied to "Other Workers".

**Outlook for  
Employment Based**

### Green Card Supply

While the supply has currently dried up for the EB3 preference category for the three countries mentioned above, it is likely that over time, waiting lists will develop for other countries and in other categories as well.

### Healthcare Workers

In general, immigrants in the healthcare field qualify in the EB3 category, as either skilled workers (occupations requiring at least two years of training/experience) or professionals (occupations generally requiring a bachelor's degree). Furthermore, a large number of foreign healthcare workers were born in China, India, or the Philippines. While it is still possible to start the green card process for foreign healthcare workers, there will be a delay in actual visa issuance or adjustment of status filing. As the whole process will take longer, employers of healthcare workers, who will find it even more difficult to fill critical vacancies will need to press for a political solution to the supply problem. For example, increasing the supply or bringing back the H-1A visa for Registered Nurses. ♦

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The Indo-US chamber of commerce is working hard to provide their members with tangible benefits that can be utilized by all members. Contact: Shyam Mundra at (813) 290-8483 ext. 220 for more information. ♦

## Technology

### New Developments In Technology Law: Can We Kiss And Make Up?

Submitted By: Manjit Gill, Esq. [Msgill@becker-poliakoff.com](mailto:Msgill@becker-poliakoff.com)  
Phone: 813-843-8468 (cell); 305-351-1072 (work)

On December 8, 2004, the United States Supreme Court announced its decision in *KP Permanent Make-Up, Inc. v. Lasting Impression I, Inc.*, No. 03-409, and the Court's decision arguably will have an impact on the ability of trademark holders to successfully argue that others are infringing on their marks.

By way of background, the dispute that was heard by the Court involved two manufacturers and sellers of permanent makeup, consisting of a mix of pigments and liquids that are intended to be injected under the skin to hide injuries or other flaws created by Mother Nature. To market and sell these products, both the Plaintiff and Defendant had used a version of the term "micro color". KP Permanent Make-Up, Inc. ("KP") claimed that it used the term since about 1990 or 1991 on advertising literature and since 1991 on pigment bottles. Lasting Impression I, Inc. ("Lasting") applied for a trademark in 1992 for a mark consisting of the words "Micro Colors" in white letters separated by a green bar within a black square. Lasting's mark was registered in 1993, and the registration became incontestable in 1999.

In 1999, KP started producing an advertising brochure that used the term "microcolor" in large typeface, and Lasting was not pleased, and demanded that KP stop using the term. KP would not stop, and instead sued in federal court in California to get the court to declare that its use of the term "microcolor" did not infringe Lasting's trademark, and argued that its use of the term was recognized by the federal law as a "fair use". The trial court sided with KP, finding that Lasting had conceded that KP had used the term "microcolor" only to describe its goods and not as a trademark, and that KP acted fairly and in good faith. The court did not consider whether KP's use was likely to cause confusion with Lasting's use, but nevertheless held in favor of KP on the trademark infringement claim.

On appeal to the Ninth Circuit Court of Appeals, the court reversed the trial court, finding that the lower court should have considered possible

confusion by consumers as to the origin of the parties' goods that would result from the use of the term "microcolor" by KP in assessing whether KP's use of the term was "fair" and not-infringing. The court implicitly put the burden on KP to show that no consumer confusion was probable in order to establish the fair use defense.

The Supreme Court agreed to hear this case on appeal because the Ninth Circuit's decision, along with similar appeals court decisions from a few other circuits, were in conflict with appeals court decisions from other circuits on the issue of whether a party trying to show that its use of a mark was a "fair use" can do so in the face of confusion.

The Supreme Court held as follows. A party trying to state a defense of "fair use" to a claim of trademark infringement does not have to be able to show that there is no likelihood of confusion between the party's use of certain words and the trademark holder's mark. The Court held that the burden of showing likelihood of confusion has always been resting on the trademark holder, and its decision was intended merely to remind everyone that the plaintiff has that burden in any trademark litigation.

The Court further held that because the burden of showing likelihood of confusion rests with the plaintiff, the Ninth Circuit was wrong in concluding that some degree of consumer confusion would automatically prevent a defendant from being able to state a successful fair use defense. The rationale for this holding by the Supreme Court was that both the common-law and the federal trademark statute never intended to give a trademark a monopoly over a merely descriptive term, just because that term was part of a trademark. These types of terms are only able to acquire trademark protection because these terms have developed a "secondary meaning" in the minds of consumers that links the term with the particular mark holder. Otherwise, the Supreme Court reasoned, the first person to use a descriptive term, such as "micro color", may be able to shut out all uses, and that is not what the law

was intended to allow: "If any confusion results, that is a risk the plaintiff accepted when it decided to identify its product with a mark that uses a well known descriptive phrase."

The Court, however, pointed out that in holding that a defendant does not have to show there is no likelihood of confusion to be able to state the fair use defense, the Court was not completely discounting confusion: "[O]ur holding that fair use can occur along with some degree of confusion does not foreclose the relevance of the extent of any likely consumer confusion in assessing whether a defendant's use is objectively fair." Further, the Court declined the invitation of the United States government, who filed a brief in this appeal as well, to hold that fair use means only that a descriptive term describe the goods accurately. While the Court acknowledged that accuracy was to be considered in determining whether the use was fair, a showing of accuracy would not conclude the inquiry.

#### INTERNET TAXATION

On December 3, 2004, President Bush signed legislation to reinstate a ban on certain taxes on transactions taking place on the Internet for an additional three years. This ban had been lifted earlier this year, but now will be in place through November 2007.

By the Internet Tax Nondiscrimination Act, nearly all states, with the exception of Wisconsin will be barred from imposing Internet access taxes for four years (Wisconsin will be barred for two years, and then has to enact a new law to revive the tax), and will be barred from imposing taxes on digital subscriber line (DSL) Internet service by states for two years. The Act, however, does not affect state law initiatives dealing with the growing technology of Internet telephony known as "Voice over Internet Protocol", or VoIP

Disclaimer: This document is intended as an informational reminder and does not constitute legal advice. If you have any questions about the article or would like to discuss a particular situation pertaining to business litigation or intellectual property law (including patents, trademarks, copyrights, trade secrets, and the Internet), please contact Manjit Gill at Becker & Poliakoff, P.A. The purpose of this article is to provide general information about significant legal developments and should not be construed as legal advice on any specific facts and circumstances.

# INDOUS Spotlight

By NITISH S. RELE [nsrele@ix.netcom.com](mailto:nsrele@ix.netcom.com)

## Amol Nirgudkar Is Business Journal's "30 Under 30" Winner

You got to hand it to Amol Nirgudkar, managing partner of Tampa-based Reliance Consulting. The 28-year-old is the only Indian American to be picked by the local Tampa Bay Business Journal as one of its "30 Under 30" winners this year. The weekly gives the award annually to recognize young excellence in the Bay area.

Needless to say, Nirgudkar is thrilled to be among the prominent business leaders in the Tampa Bay community. "It is wonderful to be in the company of such distinguished nominees," he says.

Born in Bombay, Nirgudkar holds two bachelor's degrees in accounting and finance and a master's in accounting from the University of South Florida in Tampa. Later, he worked as a staff auditor at PricewaterhouseCoopers LLP. He then took up a job as a tax and business consultant at an accounting firm in Pinellas County. A year ago, he joined Reliance Consulting as managing partner. Can Nirgudkar summarize the year for us? "It's been a year of change," he replies. "It's been a year of tremendous growth. It's also been a year where we have added two new service lines to our business - Physician Contracting & Support Services (PCSS) and Retirement Planning Services (Third Party Administration)."

Unlike Reliance's tax compliance and consulting services, which focus on tax (cost) savings, PCSS has enabled the accounting firm to enhance revenues for its physician clients. "With PCSS, we not only add value to our client's bottom line but we also help increase their top line," he says.

"With Retirement Planning Services, we are offering complete third party administration of pension plans, including design, testing and annual compliance. We have spent the whole year distinguishing ourselves from the rest of the CPA firms in the Tampa Bay area. By introducing new service lines, by using new technologies to increase efficiencies and by attracting the best people to work for us, we have truly have evolved into a

CPA firm of the 21st century."

Reliance has seven employees on its staff and offers a full range of consulting services, including comprehensive tax and bookkeeping. It assists physicians in Florida with several services such as forming practice, legal/tax structures, tax compliance, planning, mergers, acquisitions, asset protection, retirement planning and pension plan administration.

When asked what he likes and doesn't like about his job, Nirgudkar replies, "What I most like about my job is the ability to make substantial and more importantly measurable difference in my clients' businesses. However, the deadlines can be annoying sometimes. The busy season is crammed into three months and that puts undue stress on our entire staff. But that's part of our business. Deadlines are an accepted reality and we have learnt to effectively deal with them."

Regarding his company's future ten years down the line, Nirgudkar sees Reliance as a regional CPA firm with offices at least in the major cities of Florida. "I also foresee the business consulting arm of Reliance taking off and becoming the major growth driver for our firm," he says.

Among Nirgudkar's hobbies are reading philosophy books and listening to Indian classical music. "Philosophy gives good food for thought for the brain and classical music helps me relax," he says.



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**Once again, we congratulate Sofia for achieving the highest**

## Community What, If Anything, Will Sink the Global Economy?

### "Sucking in Imports"

Stephen A. Meyer, Vice President and senior economic policy advisor at the Federal Reserve Bank of Philadelphia, was more upbeat over the long-term. "When I think about long-term growth, I think about supply-side factors: growth in capital, growth in technology, and growth in labor and skills. Long-term growth comes from more tools, more workers, better workers," he said. "What you are hearing about are the short-run oscillations that reflect the demand side - consumer demand, business demand for investment, exports and so on."

According to Meyer, consensus forecasts indicate the U.S. economy will grow by 4% this year and a little less in 2005, driven by continued moderate growth in consumer spending and "fairly robust business spending." It is probably not enough growth, however, to get unemployment below 5% by the end of the year, he said.

He pointed out that forecasters believe any increase in interest rates will be gradual. "What the Fed is aiming for is a path for interest rates that grows at full employment," said Meyer, who began his remarks saying he was presenting his own opinions, not official Fed policy.

Looking globally, he predicted the economies of Canada and Mexico will benefit as the United States continues to "suck in imports." In Europe, interest rates are rising to slow

inflation. As for China, its economy is beginning to slow, but not as a result of government actions. "The people who have been building are recognizing they are getting a little ahead." The pullback may wind up being abrupt and painful, with runs on domestic banks.

Oil will also have an impact on industrializing Asian economies, depending on whether they import or export oil, Meyer noted. "I suggest the big risk in oil is not \$50 a barrel, not even if it continues to rise gradually. The big negative would be a significant reduction of supply. Could that happen? Yes. The odds strike me as low, but the risk is there."

Meyer stressed that demographics will play a large part in shaping the global economy long-term. In India, the sex ratio has been skewed to the point where there are significantly more men than women. In China, authorities are beginning to grow concerned that the one-child policy will result in a dearth of workers to support its older population.

The same issue is looming in the United States, he said. "The concern is not that the Social Security system is in trouble, but that we are going to have a lot of people who want to retire and continue consuming. The problem is, where will we get the workers and the capital to make the goods and services that older people want?"

George Melloan, deputy international editor of The Wall Street Journal, said he is optimistic about the global economy and the "incredible changes in poor countries of the world like China and India." He is not overly concerned about the U.S. deficit with the rest of the world. "The U.S. has had a current

account deficit for a long time and it's very large now. As a result, countries that hold U.S. debt have developed a very strong interest in that debt maintaining its value. What we have worried about all these years hasn't happened yet and it doesn't look like we're in any real danger of it happening."

The current global economy reminds Melloan of the U.S. economy 40 years ago as Southern states rose up to attract manufacturing work and investment from the North. "It worked," he said. "You have a marvelous industrial infrastructure in the South today. Has that damaged the North? No ... the U.S. economy is now much more balanced and much richer." The Northern states, he added, have recovered because they were forced to compete. "Some people are against globalization because they don't want to face the difficulties of global competition."

Source: Wharton School of Business

### Endocrine, Osteoporosis and Thyroid Care Center

We are pleased to welcome to our practice, Lucia Gilling, M.D. She received her medical degree from New York Medical College and is specializing in Endocrinology. Dr. Gilling trained in Internal Medicine at St. Luke's- Roosevelt Medical Center, and completed her Endocrine Fellowship at Tulane University School of Medicine in New Orleans.

We are proud to introduce our staff: Joscelyn Richey, MSN, ARNP, CDE; Kimberly Grubb, Administrator; Cheryl Tyson, Assistant Manager; Theresa Marrone, Front office Coordinator; Dawn Johnson, Receptionist; Pauline Elcock, RN, Patient Care Coordinator; Tere Avila, MA; Henry Lopez, MA; Debora Amat, Lab Technician; Karin Jones, Transcriptionist; Rhiannon Tyson, Filing Clerk.

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## Health

## Handle And Prepare Food Safely

Submitted by: Dr. Sadhana Shah (727)771-7200 www.sadhanashah.com

Almost everyone has experienced a food-borne illness at some point in time. But do we only get sick from restaurant food? No, in fact many cases of food-borne illnesses occur when food is prepared at home. If food is handled and prepared safely, most of those can be avoided. All food may contain some natural bacteria, and improper handling gives the bacteria a chance to grow. Also, food can be contaminated with bacteria from other sources that can make you ill. Contaminated or unclean food can be very dangerous, especially to children and the elderly. Each year food-borne illnesses kill up to 9,000 people. They also cause fever, stomach cramps, vomiting and diarrhea in almost 80 million Americans, or about one in three people.

There are four major tips you can use to prevent contaminating food.

1. Use caution when you buy your food.
  - Buy perishable food such as meat, eggs and milk last.
  - Avoid raw or unpasteurized milk.
  - Because eggs, meat, seafood and poultry are most likely to contain bacteria, do not allow their juices to drip on other food.
2. Store your food properly.
  - Store eggs, raw meat, poultry and seafood in the refrigerator.
  - Use containers to prevent contaminating other foods or kitchen surfaces.
  - Your refrigerator should be set at 40 degrees.
  - Your freezer should be set at 0 degrees.
  - Regularly clean and disinfect the refrigerator and freezer.
3. Use special precautions when preparing and cooking food.
  - Wash your hands and clean and disinfect kitchen surfaces before, during and after handling, cooking, and serving food.
  - Wash raw fruits and vegetables before eating them.

- Defrost frozen food on a plate either in the refrigerator or in a microwave, but not on the counter.
  - Cook food immediately after defrosting.
  - Use different dishes and utensils for raw foods than you use for cooked foods.
4. Cool and promptly store leftovers after food has been served.
- Because harmful bacteria grow at room temperature, keep hot food hot at 140 degrees or higher, and keep cold food cold at 40 degrees or cooler. This is especially important during picnics and buffets.
  - Do not leave perishable foods out for more than two hours.
  - Promptly refrigerate or freeze leftovers in shallow containers or wrapped tightly in bags.
  - Basically use common sense and when in doubt, throw it out. It is much cheaper to throw out bad food than it is to pay expensive medical bills or miss work.

an internal temperature of 180 degrees. It is done when the juices run clear and it is white in the middle. Never eat rare poultry.

### Fish

Cook fish until it is opaque or white and flaky.

Cook ground meat to 160 degrees.

### Meat

It is done when it is brown inside. This is especially critical with hamburger meat.

Source: National Center for Infectious Diseases, Centers for Disease Control and Prevention.



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## Business Have You 'Met the Enemy' and Is It You?

Submitted by: **Steven Belmonte, President, Hospitality Solutions, LLC**

Have you ever heard general managers or department heads say things like, "It's so hard to find good help these days" . . . "Nobody wants to work anymore" . . . "Turnover is through the roof, these people don't care" . . . "These kids are weird, with the earrings, the way they dress, their crazy hairdos they're weirdos."

A good part of my business involves talking to managers and supervisors all around the country at all levels of the industry and I hear things like that all the time. Maybe we of the baby-boomer generation were harder-working and more motivated than today's young people but they aren't the problem. To me, the problem really starts with the owners and general managers who make these kinds of complaints. Their words remind me of the late Walt Kelly's comic-strip, "Pogo," in which Kelly had Pogo utter this famous line: "We have met the enemy, and they is us."

Kelly and Pogo knew what they were talking about: Sometimes, we're our own worst enemy. I think of this every time I hear a

complaint about today's employees. The truth of the matter is that management sets the tone for a hotel, a chain, a company, for the whole industry, really. Here are two examples of what I mean, the first an example of excellent management; the second of terrible management.

The first example is about FedEx, and it happened to a friend of mine. He needed to drop off a package early in the morning, but got to the Fed Ex office 15 minutes before it opened. While he waited on the sidewalk, his back to the door, the FedEx clerk unlocked the door, came out to the street, tapped him on the shoulder and said, "May I help you, sir?" At which point, she had him come instill before the store officially opened so he wouldn't be detained. My friend, obviously, was impressed. Guess which company he always patrons when he wants to send a package?

The other example, oddly enough, happened to the same friend. He goes into a

well-known restaurant chain in Chicago at 10:50 in the morning. He walks to the front counter, where there are three uniformed servers standing around with a man who, it turns out, was the manager. My friend says, "I'd like a cup of coffee to take out, please." One of the servers looks at him and says, "I'm sorry, but we don't open until 11." The coffee is already made, four feet away, and he's "sorry we don't open until 11"? Even worse,

the manager just stands there doesn't say or do anything. My friend, obviously, wasn't impressed. Guess where he doesn't go for a coffee (or lunch or dinner)?

Which of these two cultures does your hotel or chain, or company reflect? Are your people like that FedEx clerk or that restaurant manager? Maybe that manager isn't typical of the restaurant's culture, but I'll tell you this about the FedEx clerk: She did what she did because of FedEx founder and Chairman Fred Smith. He probably never met or talked to her but he established the policies and created the culture within which FedEx employees believe that going the extra mile is part of their job.

As industry managers and executives, a big part of your job is to instill pride and "heart" in the workplace and to a large extent your bottom line is determined by how effectively you do it. Your ability to be competitive in this most competitive of businesses depends on your ability to instill a positive culture and to nurture your employees give credit where credit is due, praise them for a job well done, offer recognition for their efforts in every way possible, whether through your words or on an "Employee of the Month" plaque prominently displayed in the lobby or break room. This is key-provide dollars, significant dollars, as performance bonuses. Whatever it costs, you'll get your investment back many times over through increases to your bottom line.

As one great leader, Dwight Eisenhower, put it, "There are no victories at bargain prices." Even Pogo couldn't have said it better.

### About Hospitality Solutions LLC

Hospitality Solutions LLC, Randolph, N.J., provides new franchise agreement negotiations, franchise termination and liquidated damage claim negotiations, mediation, expert witness, litigation support, motivational speaking, market studies, feasibility studies, on-site analysis and ownership and development assistance to the hospitality and service industries. Company President and CEO Steven Belmonte, former President and CEO of Ramada Hotels, also served as Chairman of the American Hotel & Lodging Assn.'s Educational Foundation and serves on the Board of Directors of Arlington Hospitality Inc. For more information, call (973) 598-0839, email [stevenbelmonte@aol.com](mailto:stevenbelmonte@aol.com) or visit [www.stevenbelmonte.com](http://www.stevenbelmonte.com).



## Did You Know?

- Canadian researchers have found that Einstein's brain was 15% wider than normal.
- While in Alcatraz, Al Capone was inmate #85.
- The actor who played Wedge in the original Star Wars trilogy has a famous nephew: actor Ewan McGregor, who plays the young Obi-Wan in the new Star Wars film.
- Astronaut Neil Armstrong first stepped on the moon with his left foot.
- Peter Mayhew, who played Chewbacca in the first three Star Wars movies, was a hospital porter in London before starring as the Wookiee.
- Sheryl Crow's front two teeth are fake - she had them knocked out when she tripped on the stage earlier in her career.
- Hitler was claustrophobic. The large elevator leading to his eagle's nest in the Austrian Alps was mirrored so it would appear larger and more open.
- Jim Morrison, of the 60's rock group The Doors, was the first rock star to be arrested on stage.
- Hans Christian Andersen, creator of fairy tales, was word-blind. He never learned to spell correctly, and his publishers always had the spelling errors corrected.
- Frank Lloyd Wright's son invented Lincoln Logs.
- Dutch painter Vincent van Gogh cut off his left ear. His "Self-portrait with Bandaged Ear" shows the right one bandaged because he painted the mirror image.
- Peter Falk, who played "Columbo," has a glass eye.
- The only married couple to fly together in space were Jan Davis and Mark Lee, who flew aboard the Endeavour space shuttle from September 12-20, 1992.
- Besides Star Trek, William Shatner, Leonard Nimoy, James Doohan, and George Takei have all appeared at one time or another on "The Twilight Zone."
- Barbie's full name is "Barbara Millicent Roberts."
- The mother of Michael Nesmith of "The Monkees" invented whiteout.
- Screech, from "Saved by the Bell," was the only one of the characters who played in all the episodes from the junior high, with Mrs. Bliss, to "Saved by the Bell: The New Class."
- Betsy Ross and Elvis Presley were the only real people to ever have been the head on a Pez dispenser. The Elvis Pez dispenser was named "Elvis Pezly."
- Michael Jordan makes more money from Nike annually than the entire Nike factory workers in Malaysia combined.
- Shakespeare invented the word "assassination" and "bump."
- Leonardo Da Vinci invented the scissors.
- Marilyn Monroe had six toes.
- The shortest British monarch was Charles I, who was 4 feet 9 inches.
- Tina Turner's real name is Annie Mae Bullock.
- Queen Victoria eased the discomfort of her menstrual cramps by having her doctor supply her with marijuana.

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