



QUICK TAKE

## Green Flags

CERTIFICATIONS FURTHER DEVELOP HOSPITALITY TALENT  
BY ROBIN MCLAUGHLIN

### ACQUIRING TALENT IS A CONSTANT CONCERN FOR THE HOTEL INDUSTRY.

A portfolio, resume, and reference list don't necessarily guarantee that a potential employee is legitimate and able to perform the essential tasks of the job, and the added component of remote work makes it even more difficult to vet candidates. These factors make hiring an incredibly difficult task, but a trend is emerging in the hospitality industry that might help alleviate this pain—more and more organizations are introducing a certification component. Certifications in hospitality serve two purposes. First, because many of these certifications need to be maintained and renewed, skillsets are elevated through continuing education opportunities. Second, it demonstrates to hiring managers that a candidate's skills are up to par.

Andrea Belfanti, executive director of The International Society of Hospitality Consultants (ISHC), a global, invitation-only membership society composed of vetted hospitality industry consultants, says groups like hers allow potential employees to stand out in an applicant pool. "It helps add legitimacy. In the past, a business card was good enough, but that's just not the case anymore."

CHA and CHAM certifications are also gaining prominence in the hotel industry. CHA signifies a certified hotel administrator, while CHAM denotes a certified hotel asset manager. The CHA certification was created by and is still administered by the American Hotel & Lodging Educational Institute (AHLEI). The Hospitality Asset Managers Association (HAMA) created the CHAM certification, which was spearheaded by Cody Bradshaw, managing director and head of European hotels for Starwood Capital Group. Craig Mason, executive vice president for CHMWarnick and a CHAM, was on the committee that helped develop the CHAM designation. He says, "A group of fairly senior asset managers came together and formed a panel to determine what the criteria should be." And that criteria is pretty strict. Not only does the asset manager need to have 7 years of hotel asset management experience and letters of recommendation, he or she also needs to pass a 4-hour exam with 200 questions. Mason helped write questions for the test. So did Chad Crandell, managing director and CEO of CHMWarnick and a CHAM.

Crandell adds that continued education and willingness to grow and learn will show employers what candidates are willing to do to set themselves apart. He says, "These certifications create a platform in which continued education is a priority. And by default, those individuals—because of that continued education—should be better experienced and qualified to do what that certification indicates."

## FRESH INC. ◦

Debuting at the International Consumer Electronics Show, the **Safe Zone Gunfire Detector** uses infrared and sound detection technologies, combined with cloud-based data analysis, to automatically detect, analyze, and report gunfire to local authorities within 10 seconds. The Safe Zone system is able to determine the location of shots fired, the number of shots, and the type and caliber of gun being used using data from multiple detectors positioned around a property. The data is directly sent to Public Safety Access points in nearby dispatch centers, giving 911 dispatchers the information they need to get police on the scene.



## GOOD HOUSEKEEPING

### SAFE AND SECURE

## Security-related tasks for room attendants

BY WILLIAM D. FRYE, PH.D., CHE

Room attendants may be the hotel employees that visit guestrooms every day, but it is not uncommon that they overlook simple, but necessary, security-related tasks when servicing a guestroom. Train, coach, and audit all room attendants in these five areas to improve a hotel's security.

🔔 **Door Locks.** Inspect all door locking mechanisms and door knobs to ensure that they lock properly, securely, and have not been compromised.

🔔 **Windows.** To minimize energy consumption and to safeguard items in the guestroom, housekeepers should close and lock all windows, whether it is a stayover or an on-change room.

🔔 **Door Viewfinder.** It is essential that room attendants examine the guestroom door's viewing port with each service, ensuring that the viewfinder has not been broken, removed, reversed, or can be easily removed from the outside of the door.

🔔 **Guestroom Safe.** In-room safes must be unlocked and inspected for contents when servicing rooms that are on-change. It is not uncommon for a departed guest to forget that they had personal items locked in the safe. Check to ensure that the safe keypad operates as expected.

🔔 **Guestroom Telephone.** Room attendants should pick up the handset and listen for a dial tone. One of the primary purposes of an in-room phone is so that a guest can summon help from the hotel or 911 in the event of a medical emergency or security concern.

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