

Your Les Clefs d'Or Key Updates



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From the President's Desk

*Anders Jensen,
President, Les Clefs d'Or International*



Dear friends, dear members,

Warm greetings to you all. I hope you are doing well and are in good spirit despite the circumstances we are in. Hopefully, we are looking to a brighter future as the vaccines are now rolling out steadily in most countries, with some countries close to the end of the vaccination program. By the end of August, I hope to see an increased number of travelers and an increased number of our members standing in busy lobbies doing what we love to do – serving guests from behind our desks. I enjoy seeing the pictures and updates on social media with members returning to their hotels. It is very encouraging.

Since our AGM in late March, your Executive Committee has been working on different subjects, one being this newsletter, which we aim to publish quarterly.

Our committees have been steadily busy:

- The CSR Team has been working on an engagement tool for the benefit of our members, and we hope to have more news about this subject in the not-too-distant future.
- The Educational Team has been working tirelessly over the past couple of years hosting Membership Lounges. You can read all about their upcoming plans below.



From the President's Desk *(continued)*

- The Communications Team ran an excellent social media campaign leading up to our 69th anniversary, and they continue to create innovative and appealing campaigns today. "Member Mondays" and "Throwback Thursdays" quickly became favorites, as statistics show. Your Executive Committee is delighted to see the growing two-way engagement. Also, moving forward, the newsletter you are reading will have more and more involvement from the Communications Team.
- We have re-connected with our Award candidates to decide whether the postponed award should occur online or at the next gathering.
- The Strategic Partnership Team is gearing up to help with fundraising needs for regional and international gatherings over the next couple of years.

Speaking of our congresses, I am delighted to inform you that the 2023 Congress in Istanbul has been ratified unanimously by the Board of Directors on behalf of their respective sections. This will be our first, full-scale international congress in 4 years. Representatives from the Executive Committee will perform a site inspection later in the year, and we look forward to working with and supporting Les Clefs d'Or Turkey as they organize this highly anticipated global gathering.

For 2022, we are still uncertain how free the international movement will be in some parts of the world. Your Executive Committee aims to host a Board of Directors meeting in the first part of the year, and we hope to see two zone congresses by autumn. The Pan-American Congress is the only one confirmed at this time, and it will be held in late August in Rio de Janeiro, hosted by Les Clefs d'Or Brazil. In the meantime, as your own countries and sections open up, we encourage you to host smaller gatherings. If you are planning an event, please remember to share the dates and details with your respective Zone Director. Our goal, as always, would be for someone from the Executive Committee to attend and participate, if local restrictions allow us to do so.

Immediately after the Virtual AGM, the Executive Committee discussed the status of refunds from India. Sadly, as you all know, the country has been hit very hard with a new wave of the pandemic over the past month or so. As a result, we have put everything India-related on hold. Before the lockdown in India, we initiated a good and open dialogue via the owners of the LaLit. We will resume this dialogue in collaboration with the Indian section and with the host hotels in Delhi to resolve this as efficiently as we can, but not until their crisis is calm enough for them to return to work. In the meantime, we ask and appreciate your patience.

One of our other priorities is to re-engage with our international partners in the hopes of renewed and continued support in the future. I believe we need each other now more than ever, and in the years to come, our mutual support of each other will make us all stronger. I'm delighted to inform you that, so far, every interaction has been positive.

Finally, I would like to thank my fellow Executive Committee members for their time and dedication, along with our Zone Directors and Committees.

Stay well and safe, my dear friends, and join me with the hope for a brighter future for us all, in service through friendship.

Your friend,
Anders



CSR from around the globe

By Les Clefs d'Or CSR Committee

The COVID-19 pandemic we are currently experiencing has affected so many people from all walks of life, from all around the world. Many have lost loved ones, their jobs and even their sanity due to this global pandemic. The world we once knew will never be the same again.

It is heartwarming, however, to know that despite the hardships that many face, our members worldwide have managed to ignore their own challenges and rise to the occasion to offer their assistance and care to others in need.

Here is a brief report of how our fellow Les Clefs d'Or members have risen to this occasion to offer help during the pandemic:

ARGENTINA – Members in Argentina donated face masks to 'Monsignor Gustavo Carrara' who dedicates his efforts to shanty town dwellers of Buenos Aires. They also contributed to the 'Merendero Ninos de la Ribera,' in dedication to children in need of care.

BRAZIL – Christmas donation food items to the poor in Sao Paolo. Also raised funds to buy essential items for the church community in Sao Paolo – Catedral de Sao Miguel Arcanjo and the samba school community in Rio de Janeiro.

CANADA – Members in Canada proudly continued with their traditional participation in Terry Fox Run. Despite COVID-19, the run was done virtually, and LCD Canada managed to collect a handsome sum of \$15,238!

DENMARK – held a charity lottery during their Christmas party and collected DKK14,000 to be contributed to the Bryd Tavsheden – a non-profit organization that helps vulnerable children with domestic violence and abuse.

FINLAND – continued their annual CSR initiatives of donating blood to the Finnish Red Cross, interestingly and coincidentally held on the 'Day of the Dead.'

FRANCE – Mathieu Glacier organized a COVID-19 face mask sale to benefit the Alsace Centre le Cancer, a local association championing the fight against cancer. He sold 500 masks and raised \$2,500.

SWITZERLAND – Members in Zurich, in collaboration with a local chocolate factory, donated 100 bars of fine swiss chocolates to the COVID-19 frontliners to show support for their efforts to fight the pandemic.

UAE – During the early stages of the pandemic, Executive Committee of LCD UAE distributed food packs and relief packages to affected members.

INDIA – the northern members of India, together with Dettol India and Bikers for Good, helped spread the awareness of hygiene during the pandemic by distributing information to shelter homes, hospitals and slums.

INDONESIA – Our friends in Indonesia assisted the Semara Putra Orphanage in Bali by raising funds to buy books, laptops and phones for the children and also for the operations of the center.

JAPAN – Members in Japan donated boxes of mineral water, snacks and hotel amenities for a good cause in aide of the pandemic. During Christmas, Ms. Miki Saito of Shangri-La Tokyo donated her own used Christmas tree, equipped with a card with Christmas messages, from members to a home for children.

MALAYSIA – During the recent month of Ramadhan, members in Malaysia ran a donation drive to raise monetary assistance to support the IJN Foundation in providing sahoor and iftar meals to the young heart patients' caregivers in the National Heart Institute's pediatric ward.

PHILIPPINES – In conjunction with their annual Andy Pongco Day, members supported COVID-19 frontliners by providing them with groceries and meals for a day.



"Despite the hardships that many face, our members worldwide have managed to ignore their own challenges and rise to the occasion to offer their assistance and care to others in need."



Les Clefs d'Or Award

Les Clefs d'Or Award Committee has been in touch with the candidates for the 2019 Award, which was postponed due to the pandemic. We asked the candidates if they would prefer to conclude the award online or if they would prefer to wait until we can meet face to face. The overwhelming response was to conduct the Award at the next face-to-face meeting. Your Award Committee will continue to work toward this goal.



Education Committee



For the past 18 months, the Les Clefs d'Or Education and Training Committee has been producing webinars to keep members informed, educated and connected. We have just completed our very successful Members' Lounge Series and are getting ready to launch our new series, "TALK TO ME." The first session, "Conversations with Hoteliers," was held on June 15th.

Les Clefs d'Or concierges heard from hoteliers who were asked to explore the topic of what we can expect as the hospitality industry starts to rebuild. We hope this series will help us gain insights that can help members best serve guests as we return to our lobbies.

We look forward to our members' participation in the new and exciting educational program.

General Managers' Survey

The General Managers Survey is still a work in progress, the goal of which is to create an ongoing dialogue between hotel GMs and Les Clefs d'Or. When feasible and when the climate seems right, we intend to survey GMs (as identified by our members) to find out what our association can do to educate and prepare our members in these changing times.

It is our hope to be able to use the information gathered to better meet the needs of our hotels, therefore increasing the value that our members deliver to our respective hotel operations.



V Concierge from Mendoza

Les Clefs d'Or Argentina

The Concierge profession has always been equated with magic—making the impossible possible. Or simply, making things happen.

Our Les Clefs d'Or Argentina friends, specifically in Mendoza, have just done that. **Martin Rodriguez, Jessica Rojo Savard, Daniel Alonso** and **Carlos Raiteri** have recently developed the 'V Concierge,' an exclusive 2019 vintage wine from Uco Valley, Mendoza.

This grand Malbec is full bodied and exhibits rich dark fruit flavors, round tannins and has a medium acidity. It reflects the goals and dreams of concierges and their spirit of friendship.

It is perfect to drink now or to add to your wine collection. There is only a limited number of 600 bottles available, so hurry, contact our friends at Les Clefs d'Or Argentina at lasllavesdemendoza@gmail.com to get your bottle (or two) today!



V Concierge - an exclusive 2019 vintage from Mendoza



The 4 Argentine Concierges behind the V Concierge.

“It reflects the goals and dreams of concierges and their spirit of friendship.”



The Concierge: An Amenity or a Necessity in the New Norm?

*excerpts from an article written by
Nathan Goff as featured in
HotelExecutive.com*

As we inch closer to a sense of normalcy, we can all agree that many travelers are still unsettled. The continual presence of "risks" and "unknowns" can cause a great deal of anxiety.

This is certainly not an emotion we ever want our guests to feel. In fact, over the past months, hotel employees have taken extreme measures to quell that emotion. Positive emotional engagement with guests is more critical than ever before.

When arriving at a hotel, of course guests look to ensure adequate COVID-19 precautions have been taken. But they also look for further reassurances that their stay will be safe and problem-free. The concierge is the perfect staff member to empathetically support guests and direct them in a way that puts them at ease. As experts in the ever-changing landscape of closed venues, occupancy limits and other regulations, your concierge is able to provide guests with up-to-the-minute, reliable and trustworthy information. This makes the concierge uniquely positioned to expeditiously deliver recommendations, make reservations and create bespoke experiences for your guests.

As the hospitality industry bounces back, the majority of first-returning guests will be leisure travelers. They are also the ones who have been keeping the doors of many hotels open throughout the last year. These guests trust and depend on the concierge. Many have built relationships with concierges and are eager to see them again -- as if they are family. The value of such a rapport with guests cannot be underestimated.

Considered the most knowledgeable service providers in the hotel, in many nations, concierges have worked through the pandemic. The concierges were the first staff to be called back as soon as hotel doors reopened. Experienced in several operational areas, concierges are able to assume front desk and reception responsibilities while still offering guests highly specialized service, which has helped hotels to keep running, despite low occupancy levels.

To read the full article, please visit the following link: <https://www.hotelexecutive.com>



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President, Les Clefs d'Or USA

Your Les Clefs d'Or Key Updates is a periodical newsletter published independently by the Communications Committee of UICH Les Clefs d'Or, highlighting the activities carried by members across the globe.

Should you wish to share your respective section news or activities or be featured in future publications, kindly forward via email to: assistantsecretary@lescledsdor.org