

** A periodic newsletter publication by Les Clefs d'Or International / www.lesclefsdor.org / 12 Rue Cambon, 75001 Paris **

From the President's Desk

Dear friends,

Welcome to our 3rd newsletter of 2022. This issue celebrates the life of our dear friend, Past President of UICH and distinguished member of the Conseil des Sages, Mr. Denis O'Brien. Denis received a funeral worthy of a statesman, and I am sure all of us who knew him would agree that it was the least he deserved. I hope you will enjoy the loving memory of Denis in the next pages.

From your Executive Committee, I am delighted to share that we are looking to finally be able to close the chapter of the New Delhi refunds with the collaboration of our Indian section, and I would like to personally send my gratitude to all involved. We are aware it has far too long a process, and hopefully, the first and last time in our history that anything like this occurs. Looking forward, we hope that by taking back the responsibility of signing contracts and routing payments through our Head Office in Paris that we can avoid this in the future.

From March 11th to 15th, our Turkish Section will host our 67th Congress in Istanbul. Registrations are set to open within the next month. We will have early bird registrations with favorable rates and with a limitation on rooms. We do recommend you to register at your earliest convenience.

On August 28th, the first Pan-American Congress since 2018 will be held in Rio de Janeiro. As all our zone activities are of utmost importance, your Executive Committee will be represented by our General Secretary Burak Ipekci, 1st Vice President Randy Santos and 2nd Vice President James Ridenour during this gathering. With incredible commitment from your Brazilian colleagues under the leadership of President Renata Farha, I am certain we will experience a lot of positive energy on social media with the core of our motto "In Service Through Friendship" shown at every turn.

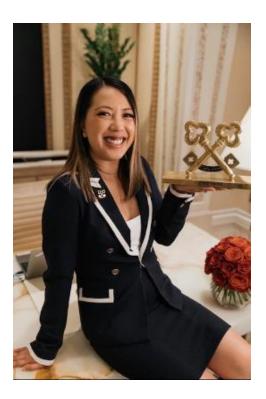
IN THIS ISSUE:

From the President's Desk			
Message from our Les Clefs d'Or			
Awards 2020 Winner	2		
CSR Committee Updates			
Communications Committee			
Education & Training Committee	5		
Section Updates	6-12		
Changing Tides	13		
Fun Page	15		



Finally, we are delighted to share that we have been able to re-gain a seat with the Standard Advisory Committee with Forbes Travel Guide and will have a say on the importance of the Les Clefs d'Or and Forbes Travel Guide partnership, and on the importance of having Les Clefs d'Or concierges in hotel lobbies. I would like to thank our General Secretary Burak Ipekci for bringing the partnership with Forbes to an international level.

In Service Through Friendship, Anders



A Message from **Angelica Miozza**, Les Clefs d'Or Award 2020 - Winner

On behalf of the **UICH Award Committee**, thank you from the bottom of my heart for all the kind congratulatory messages from ALL around the world and the warm welcome from the ExCo Leadership to lead this committee as we head into a new year of exciting opportunities.

Two years ago, 14 extraordinary concierges were eagerly waiting to meet all of you but travel came to a stop. During this pause, we built a strong bond and had a few promotions, a proposal, and even a few Concierge babies. We awaited our fate for the conclusion of the Award. With the efforts of this Award Committee and the ExCo Leadership, the integrity of this tradition lives on because many of these talented individuals will play a part in the future of the organization.

This Award and the experience at the Board of Directors meeting in Marrakech has certainly impacted my life. It was truly inspiring to witness the dedication and hard work that your Section Leaders put in to ensure the continued success of the association. I can only imagine what it would be like when we all meet in Istanbul.

With your support, our committee would appreciate your consideration in nominating a candidate for the 14th Annual Les Clefs d'Or Award in 2023 honouring the late UICH Past President and member of the esteemed Conseil des Sages, **Denis O'Brien**. This year we have also announced that the age qualification has been amended to 38 years old as a one-time exception because we have been unable to hold the competition for the past two years. The deadline to submit is the 5th of December. For any general inquiries, please reach out to <u>award@lesclefsdor.org</u>.



The Corporate Social Responsibility Committee

The Corporate Social Responsibility (CSR) Committee is thrilled to announce its latest initiatives with all of you.

We are working in the CSR projects that will happen at the upcoming PanAmerican Congress in Rio in the end of August.

In addition to that we are also working in activities for our International Congress in Istanbul. Besides that, we are also creating a Calendar of Worldwide activities to happen in 2023.

Stay tuned for more information.

In Caring Through Friendship,

Your CSR Family

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 them via email to: <u>assistantsecretary@lesclefsdor.org</u>



The Communications Committee

The Communications Team is happy to keep you updated with the on-goings within our Society especially through our various social media channels. Thank you for showing your support by following us, and do share them further with your colleagues, friends and family!

Les Clefs d'Or Social Media Channels:

Facebook - @lesclefsdorintl - 8,882 Followers

Instagram - @lesclefsdor - 8,155 Followers

Linked In - @les clefs d'or[®] international – **17,470** Followers

Twitter - @LesClefsDorIntl - 2,250 Followers

We are also working very closely with the Education Committee by acting as liaison to channel out the various Educational programs that have been planned for all our members.



Raphaelle Grandgirard Mandarin Oriental Geneva, SWITZERLAND

CLEFS D

NICATION



Kathrin Beulshausen Hotel Grand Élysée, Hamburg, GERMANY



Xavier Kok Marina Bay Sands, SINGAPORE



Peter Buday Four Season Hotel, Gresham Palace Budapest HUNGARY



Shelley Hayashi Vancouver, BC CANADA



Mael Talibart Kimpton Saint Honore Paris, FRANCE

Education and Training Committee

EDUCATION & TRAINING COMMITTEE

LINS CLEFS D'OR

With Les Clefs d'Or concierges once again overseeing guests in hotel lobbies it is more important than ever to reconnect with colleagues and reenergize ourselves. The Education and Training Committee is excited to be working on a new Education Day - March 13, 2023 at the 67th International Congress in Istanbul.

Stay tuned via social media for updates!

O @lesclefsdor

Les Clefs d'Or

Les Clefs d'Or New Zealand

SECTION UPDATES

28th National Annual General meeting of Les Clefs d'Or New Zealand, June 2022

Dear Friends,

Under the guidance of our esteemed President Kris Mosch, a very warm and friendly meeting was successfully held here in the South Island at the historic Fable Hotel in Dunedin. Chief Concierge Quintin McLeod hosted what is now the most southern National AGM to be held anywhere on the planet, ever. Set in an 1878 building classified as a Category 1 Historic Place by the New Zealand Historic Places Trust, the setting could not be be beat. The ladies and gentlemen who make up our Active Members have created a network of friendship with loyalty, enthusiasm, knowledge, wisdom and experience.

The three-day event started with the Taste of Dunedin sightseeing tour and a detailed Partners program. Then with canapes and cocktails and a welcome by General Manager Jeffrey Lee, along with a representative from the city's Deputy Mayor of Dunedin, the National AGM was declared open with a specially commissioned Les Clefs d'Or celebration cake.



Using laptops and software that recorded and dictated our voices, we were able to move to a more paperless AGM for our minutes. Special thanks to our Honorary Member of 12 years, Mr. Ben Thornton.

William Larnach's large Gothic Revival Castle sits on a ridge with spectacular panoramic views of the Otago Peninsula. Complete with the addition of the 3,000-square-foot ballroom built in 1887, the castle was a 21st birthday present for eldest Mr. Larnach's daughter, Kate. The dramatic scene was set for the bagpipes to walk the members and invited guests to a Gala Dinner and Dance. Special thanks to our Honorary member of 15 years, Mr. Paul Evans.

The final day was our much anticipated "Meet the Region" – a vital part to the success of the AGM. The day began with a 2-hour educational program, followed by one hour of networking, which served as the extra "icing on the cake," for both sides to have more time to interacting, exchange information, and develop professional contacts.



SECTION UPDATES

Les Clefs d'Or Brazil

On behalf of the *Les Clefs d'Or Brésil* section, I am very pleased to share what's been going on in our section with you.

On June 29th we celebrated the Concierge Day. It is not a coincidence that June 29th coincides with Saint Peter's Day. If Saint Peter has the keys to heaven, the concierges who are members of Les Clefs d'Or Brésil also have the golden keys on the lapel of their uniforms and they have the "keys to the city." With these keys they welcome our visitors with open arms, providing excellent service within renowned hotels, promoting the culture of the country and the people.



The Day, celebrated since 2011, was the brainchild of the former concierge of the Sheraton Rio Hotel, Miro Guimarães, and the board of directors of the Brazilian Association of Concierge of



Great Hotels. This year the celebration started in Rio with a beautiful sunset in the swimming pool of the hotel McGallery Santa Tereza and ended up with an amazing dinner at Térèze Restaurant to get to know the new menu of the Chef Paulo Grobe.

➢ In São Paulo the celebration happened at Asian restaurant Dasian, where we are always very welcomed. The kitchen is managed by the award-winning chef, Chef Flavio Miyamura.

> Warmest Regards, Les Clefs d'Or Brésil Section.

SECTION UPDATES

Les Clefs d'Or Argentina



Introducing La Plata – Buenos Aires

La Plata is the capital of Buenos Aires province. It was founded by Dardo Rocha, on the 19th of November, 1882. It is located to the southeast of the city of Buenos Aires, and it has almost 700,000 inhabitants. La Plata city is 50 km away from Buenos Aires city. People can arrive by car or by bus along La Plata-Buenos Aires motorway in just 60 minutes.

Until 1880, the province of Buenos Aires was involved in a constant discussion with the Nation, because both wanted to

control the city of Buenos Aires. In that year, when the city of Buenos Aires was finally designated capital of the Nation, the governor of the province of Buenos Aires, Dardo Rocha, decided to found La Plata, because it was necessary to install the government and administration buildings in another city.

Tradition tells us that the name La Plata was given by José Hernández, the author of Martín Fierro. The fundamental stone was placed during the presidency of Julio Argentino Roca, in the centre of the city, the current Plaza Moreno. La Plata is the administrative centre of the province, a university city, and it is near the port-industrial complex of Ensenada.

The city is recognized by its square tracing, its diagonals, its forest and its squares, which are placed with accuracy in draughtboard every six blocks. The designer who has planned that was the Engineer Pedro Benoit. The project is one of the most relevant examples, worldwide, of the urbanism in the 19th century. At the end of the same Century, La Plata was distinguished in the International Fair of Paris, with the prize to the Modernity, delivered to Dardo Rocha by Julio Verne.

In October 1998, UNESCO included this city on a tentative list between other four places of the country, which aspired to be designated as Patrimony of the World.

One of the main attraction is The Cathedral, which is situated opposite to Moreno Square, which is the main one in the city, surrounded by the 14th and 15th streets and the 51st and 53rd boulevards.

The Cathedral is one of the biggest churches in America. It was founded by Dardo Rocha, who

was the founder of the city, on April 30th 1884, but it was inaugurated in 1932. Its style is very similar to the one of the Amiens Cathedral, in France, and the Colonia Cathedral, in Germany.

It has a central building with seven towers and each one has a meaning:

- The main tower is in homage to the Pantócrator.
- The main tower on the right is in homage to the Virgin Mary
- The main tower on the left is in homage to Jesus

- And the other ones to the Heavenly virtues: moderation, justice, prudence and fortitude.



All the people who visit the Cathedral can notice the Maria and Jesus life on the facade and appreciate the Roseton colorful stained glass windows. It has

three altars in homage to the Lujan Virgin, Immaculate Conception and Santisimo Sacramento. The Old and New Testament are represented in the stained glass windows. The Cathedral has a crypt where the founder of La Plata City and the Cathedral, Dardo Rocha, and his wife, Paula Arana are buried.



Another main attraction of the city is "Republica de los Niños" or "Children Republic." It is situated in Manuel B. Gonnet city, which belongs to La Plata city. It started to be built in 1949 by Capresa Company by 1600 men. It was inaugurated on 26th November 1951 with the presence of the President Juan D. Peron. This place has a lot of green trees and lakes. It also has many palaces, castles and restaurants. All of these buildings are very small because it is a little republic

only for children. There are replicas of the Ducal Palace, in Venice, and the Taj Mahal, in India. And there is a museum called The Joy International Museum. Children also could appreciate the Legislature Building and The Town Council Bank Building.

The Natural Science Museum is also an attractive place to visit during a visit to La Plata.

First, the Archaeology and Anthropology Museum was founded on 17th October 1877 in Buenos Aires city. When La Plata city became the capital of Buenos Aires province, the collections of the Museum were transferred to this city in 1884 and the Government ordered to build a building for the new Museum. It was inaugurated in 1888 and some years later, it became a part of the construct of La Plata University. The Museum was declared as a National Historical Monument in 1997.

Les Clefs d'Or Argentina

SECTION UPDATES

Announcement of New Members!

Please join us in welcoming our new members: **Diego Reskin** from Palladio Hotel, Buenos Aires; and **Juan Cruz Lencinas** from Esplendor, by Wyndham Buenos Aires Tango Hotel!



Diego Reskin, 3rd from left, being flanked by Les Clefs d'Or Argentina's Vice President - Martin R Temporetti; President - Fernando Javier Pernachino; and Zone Director for Americas – Celso Martin Rey

Juan Cruz Lencinas, of the Esplendor by Wyndham Buenos Aires Tango Hotel

Les Clefs d'Or Malaysia

SECTION UPDATES



On the 26th of May 2022, we proudly hosted our Annual General Meeting (AGM), our first official face-to-face meeting since the Covid-19 Pandemic broke out in 2020. The momentous event was held on the 39th floor of the spanking new Capri by Fraser Bukit Bintang, in a meeting room that offered a breathtaking view of Kuala Lumpur's city skyline!

This year's AGM was also an election year for us, marking the end of the term 2020-

2022. We had the honor of having past members, Mr Shahrom Masa'an and Mr Toh Sheau Jong and also our Honorary National Member, Mr Ferhad Abdul Rahman, present to bear witness and assist as independent scrutineers to ensure a smooth voting process during the elections. The members have voted and the following are the new office bearers for Society of the Golden Keys Malaysia, for the new term 2022/2024:



Vice President : Honorary Secretary : Assist Hon Secretary: Treasurer: Assistant Treasurer : Head of PR: PR Officer:

President:

Mr. Ragu Kumarasamy, Pullman KLCC Hotel & Residence, Kuala Lumpur Mr. Sharezal Abdul Wahid, The Majestic Hotel, Kuala Lumpur

Mr. Dinorizzam Zainal, EQ, Kuala Lumpur

Mr. Narain Rao, Four Seasons Hotel Kuala Lumpur Mr. Muhammad Syukur, Traders Hotel Kuala Lumpur Mr. Malik Harwani, Evergreen Hotel Penang

Mr. Sazlin Dualay, Capri by Fraser Bukit Bintang

Mr. Muhendra Reddy, The Ritz-Carlton Langkawi



During this meeting too, we welcomed 2 new Malaysian Hotel Concierge Members, namely *Mohd Zaki Abdullah* and *Muhammad Luqmanul Haqim* both from the Double Tree by Hilton Melaka, and 3 upgraded members to Les Clefs d'Or namely *Muhammad Syukur Masseng* of Traders Hotel Kuala Lumpur; *Narain Rao* of Four Seasons Kuala Lumpur; and *Sazlin Jaafar* of Capri by Fraser Bukit Bintang Kuala Lumpur. We would like to take this opportunity to extend

our biggest thank you to Mr Michael Lee, GM of Capri by Fraser Bukit Bintang and his management team for graciously hosting us at their beautiful and ultra-modern venue; our vendors who shared their presentations during the AGM; and lastly, all our friends and members who attended this memorable meeting.

Les Clefs d'Or Japan



assemble at the venue participated online.

SECTION UPDATES

Les Clefs d'Or Japan held its first hybrid monthly meeting in May 2022. As we have been holding our regular meetings online since March 2020 due to Covid-19, this meeting was quite a special moment. For this momentous meeting, our members Mr. Notake and Ms. Kamei of Conrad Tokyo generously provided us with a beautiful spacious banquet room which allowed us to keep our social distance throughout the meeting. Eleven members, predominantly from Tokyo, and four affiliates gathered for the first time in two years and two months. Members who unfortunately could not

Although this was the first hybrid gathering, the meeting was successfully held without any major problems throughout. Following the meeting, members gathered for lunch within the hotel, where they spent quality time catching up after a long absence. While online meetings have become the norm over the past two years, for us concierges, being able to communicate face to face in person made this day a

very special one. The following meeting in June was held at Palace Hotel Tokyo.

I would like to take this opportunity to thank The Conrad Tokyo and Palace Hotel Tokyo for providing us the venue for our monthly meeting and a very delicious lunch.



By Aiko Imaizumi

Les Clefs d'Or USA

Changing Tides by Nathan Goff

Throughout the pandemic, I have said, "We are all in the same storm, just different boats." Although it feels like we're sailing out of the storm, the waves still churn with challenges.



The number of Les Clefs d'Or USA members has declined steadily since 2020. Those who remain in their positions are often working longer hours with reduced staff. Many members report frustration. They have attempted to persuade their management to increase staffing but often to no avail. Even when successful, it seems almost impossible to hire qualified concierges. Gone are the days when applicants lined up to apply for a single, coveted concierge position. Where have all the good candidates gone?

It is not just a lack of concierge candidates that are affecting many hotels' ability to provide uncompromised service. When sales teams, supervisors and other staff recognize that their skills are needed in other industries, and those industries often provide better compensation packages and provide better work-life balance, they are quick to jump ship. Who can blame them?

For many reasons, those who remain at the forefront of service are more challenged than ever. Thankfully, regulations have loosened, so we are no longer tracking down PCR test locations, or required to enforce masking in the hotel public areas or back-of-the-house offices. What challenges us most is actually achieving what we always did for our guests. For example, getting that sought-after table in your city's most popular restaurant. The pandemic upended the restaurant industry so severely that contacts I have had for nearly two decades have moved on. Out of all the restaurant relationships I had pre-pandemic, there are only a handful left today. In many cases, reservations are only handled online. New maître d's have replaced trusted friends who I spoke to daily. Preferred seatings are sold out, and the fact that you're calling from a five-star property has little influence on the conversation.

How do we work our magic when we can't get a table? The best strategy is to start all over again. Reengage. Consider attending a restaurant association meeting to reinforce the sensibility of reconnecting concierges to decision-makers who can get your guest that table. Go to the restaurant, introduce yourself, and let them know that they will appreciate you when their slow season comes and your property is the source of valued referrals. Due to having their desks eliminated and the increased stress of managing guest demands, coupled with reduced staff, some members have sought employment in other industries and some members made the decision to retire earlier than planned. Despite their decisions to move on, most qualifying members want to continue their affiliation with the association. They recognize that their beloved job either was no more or had so significantly changed that they could no longer continue. Nonetheless, they love the profession, they love their Clefs d'Or friends, and they do not want to give up their cherished affiliation.

While we remain an association of hotel lobby concierges, if we are true to our motto "In Service Through Friendship," how do we help our seasoned members who find themselves without their jobs through no fault of their own?

Even though our membership numbers fluctuate, as of this writing, Les Clefs d'Or USA continues to be the largest international section of UICH Les Clefs d'Or. After a short hiatus, we resumed application processing and have welcomed 22 new members since the pandemic began. Of those, 94 percent came from the luxury market.

With the challenges we are all facing, it's important to stay the course and take it one day at a time. Our profession has experienced many crests and troughs, and this is just one more challenge. One day, we will look back at this and be proud to say we kept our boats afloat and made it through the storm. Years down the line when this pandemic seems like fiction, we can say, "Remember when...."

Stay strong friends. You got this.

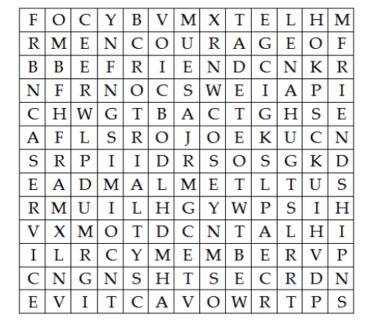
FUN PAGE

Bryan Wilkinson, an active member from Les Clefs d'Or New Zealand, Concierge of The George, Christchurch, shares with us his all-time top 40 Concierge related movies.

Concierge Cinema Century

			Conclerge Chieffa Century	
			The George Christchurch, Bryan's Concierge Top 40 Hotel Movies	\checkmark
1	1928 0	Cardboard lovers	Marion Davies disquised as a bellhop at the Hotel Venitien on the French Riviera.	
2	1929 1	The Cocoanuts	Groucho Marx and brothers are the Concierge, or not, in a Florida Hotel.	
3	1932 0	Grand Hotel	Greata Garbo at the Grand Hotel in Berlin, delivers the immortal line - "I want to be alone".	
4	1937 E	Easy living	Hotel owner Mr. Louis Louis (Luis Alberni) installs Jean Arther in a luxury suite	
- 5	1937 I	Day at the Races	Marx brothers show little respect for the hotel or each other.	
6	1938 I	Room Service	Marx brothers fictional Whiteway hotel, skipping the hotel bill is only the half of it.	
7	1948 I	Key Largo	Humphrey Bogart and Gangsters at Lauren Bacall's fathers, Key Largo Hotel.	
8	1956 I	l'Homme aux Clefs d'Or	English Teacher, Pierre Fresnay, Les Clefs d'Or Concierge in a huxury Monte Carlo hotel.	
9	1959 5	Some like it hot	Jack Lemon and Tony Curtis join Florida hotel band with Marily Monroe the band's vocalist.	
10	1960 I	Psycho	Alfred Hitchcock, the Bates motel, the mother and that famous shower scene.	
11	1960 1	The Bellboy	Jerry Lewis is the hotel bellhop at the Fontainebleau Hotel in Miami Beach, Florida.	
12	1960 0	Oceans 10	Frank Sinatra plans to rob the, Sahara, Rivera, Desert Inn, Sand and Flamingo hotel.	
13	1963 1	The Silence	Two sisters rent a two room apartment in a once grand European hotel.	
14	1964 1	Night of the Iguana	Ava Gardener runs a hotel with guests Richard Burton and Deborah Kerr	
15	1966 H	Hotel Paradiso	At the fictional Parisian hotel the writer takes the opportunity to observe his fellow guests	
16	1968 1	The Producers	Zero Mostel and Gene Wilder	
17	1974 1	The Night Porter	Former Nazi SS Officer works in Vienna hotel in the 1950's with Charlotte Rampling.	
18	1976 1	The Tenant	Roman Polanski directs himself as the tenant, Shelly Winters as Concierge.	
19	1978 0	California Suite	Maggie Smith and Michael Caine dilemma of guests in huxury hotel.	
20	1980 1	The Shining	Jack Nicholson in a giant winter resort, the Overlook hotel, with no guests.	Ц
21	1984 0	Ghost busters	Fictional Sedgewick hotel New York city sets the scene.	Ц
22	1985 A	A Room with a view	Helena Bonham Carter, Maggie Smith in 1907 at the Pensione Bertolini Florence Italy.	Ц
23	1987 I	Dirty Dancing	Holiday romance in entertainment hall of upscale Catskills resort.	
24	1990 F	Pretty Women	Julia Roberts is educated by Richard Gere in the ways of the Beverly Wilshire hotel, LA.	
25	1992 F	Home Alone 2	Macaulay Culkin with Tim Curry as the Concierge at the Flaza hotel, New York.	щ
26	1993 1	The Concierge	Michael J Fox, Concierge, Bradbury, a humious hotel, New York, a wired young man with plans.	
27	1999 1	Notting Hill	Julia Roberts is pampered again this time by London Ritz's real Les Clefs d'Or Concierge Michael De Cozar.	
28	2001 0	Oceans 11	George Clooney plans to rob the Bellagio, Mirage, MGM and Grand hotels with friends helping.	Щ
29	2002 1	Maid in Manhatten	Room maid Jennifer Lopez wants to get into management then meets guest Ralph Finnes.	Н
		Lost in Translation	Bill Murray and Scarlett Johnansson both staying in the Park Hyatt hotel in Tokyo Japan.	\square
31	2004 H	Hotel Rawanda	Real life story of Hotelier saving lives in his besiged country.	
		The Hangover	Four buddies at the Caesars Palace hotel in Las Vegas to party.	
		kome where	Disappearing in Chateau Marmont hotel Los Angles.	
		Best Exotic Marigold Hotel	Judi Dench travels to India to what is believed to be a newly restored hotel.	
		Albert Nobbs	Butler at fictional 19th century Morrison hotel, a women, who spent 30 years living as a man.	
		Hotel Transylvania	Worlds monsters can take a rest here, from human civilisation.	
_		Grand Hotel Budapest Hotel	The Les Clefs d'Or Concierge "Gustave" Ralph Finnes framed for murder of a wealthy guest.	
		The Lobster	Stay in the hotel, with 45 days to find a partner or be turned into an animal.	
39	2020 1	The Witchs	Anne Hathaway the witch in the room below, in the Grand Orleans Imperial Island Hotel.	-
40	2022	Get Lost	Modem-day Alice-in-Wonderland wildly magical trip Wonderland that is Budapest.	

Answer to the" Puzzle Time" quiz shared by Bryan Wilkinson in the previous Your Les Clefs d'Or Updates:



FIND TEN WORDS

The KEY to unlock your recipe

ANSWERS:

- 1. Active
- 2. Member
- 3. Mentor
- 4. Encourage
- 5. Monitor
- 6. Befriend
- 7. Enroll
- 8. Reward
- 9. Service
- 10. Friendship

The first correct answer received was from *Fran Nachman of Philadelphia*! Congratulations!