



## **COLORADO HOTEL AND LODGING ASSOCIATION**

### **LIBRARY LIST**

*Revised 5/2004*

This is a library list of reading & video material pertinent to the industry available for a 2 week check-out period to all CH&LA members. A VCR is available in the office for review of videos. If you are in Denver, please drop by our office (730 17<sup>th</sup> Street, Suite 920) and pick up the books/videos that are of interest to you. Outside of Denver, please call us at 303-297-8335 or FAX us at 303-297-8104 your requests and we will mail them to you. Feel free to call the office to see if the item you are interested in is currently available.

#### **SECTION I: BOOKS**

##### **A: ACCOUNTING/BOOKKEEPING**

"Analysis of Impacts of Room Taxes Levied on the Lodging Industry" AH&MA 1990  
 "A Uniform System of Accounts for Hotels" 1977, 7th Edition  
 "A Uniform System of Accounts for Hotels" 1986, 8th Edition  
 "Basic Bookkeeping for the Hospitality Industry", Stanley B. Tarr, Clifford T. Fay, Jr.  
 "Hospitality Industry Financial Accounting", 1994, Schmidgall & Damitio  
 "Uniform System of Accounts For the Lodging Industry," 1996, 9<sup>th</sup> Edition, EI/AH&MA,  
 "Uniform Accounting System For Condominiums" 1991, Galen Drake, John Lewis &  
 Garry Smith (4 copies)  
 "Hotel Asset Management: Principles & Practices" 2004, HAMA, EI, University of Denver  
 "Yield Management Manual" Created by the 2002 Small Properties Committee, New York  
 State Hospitality & Tourism Assn.

##### **B: COMPUTERS**

"An Introduction to Hotel Systems" 2002, Educational Institute/AH&LA  
 "Before You Decide to Computerize" 1979, Educational Institute/AH&MA  
 "Hotel Technology Infrastructure" 2002, Educational Institute/AH&LA  
 "e-Commerce: Frequently Asked Questions" 2002, Educational Institute/AH&LA  
 "Managing Computers in the Hospitality Industry" 1987, Michael Kasavana, John J. Cahill  
 "Reader's Digest: How to do Just About Anything on a Computer", 2000  
 "Untangling The Web," Michael L. Kasavana, 1997

### **C: CONVENTIONS/MEETING PLANNING**

"Convention Liason Council Manual" 1985 Fourth Edition, Convention Liason Council  
 "Convention Liason Council Manual" 1994 Sixth Edition "Convention Liason Council  
 Committee" (2 copies) 196  
 "Convention Management and Service", Frank W Berkman, David C. Dork, Leonard R. Oakes  
 "Convention Management and Service", 5<sup>th</sup> Edition, 1998, Milton T. Astroff and James R.  
 Abbey  
 "Professional Guide to Successful Meetings" 1976, Coleman Finkel/Successful Me  
 "Sheraton Meeting and Conference Workbook, The" 1988, The Sheraton Corporation

### **D: ENERGY/TECHNOLOGY**

"An Analysis of the Energy Use of 323 Hotels & Motels", Energy Technical Center  
 "Blueprints for Energy Management"  
 "Colorado Energy Conservation Plan" 1977, Governor's Energy Policy Council  
 "Colorado Hospitality Industry Energy Conservation Workbook" State of Colorado  
 "Data to Assist in Making HVAC Energy Management Decisions", Energy Technical Center  
 "Directory of Colorado Energy Education", Colorado Energy Research Institute  
 "Energy Conservation Manual", 1976/1977, AH&MA  
 "Energy Management", Robert E. Aulbach/EI  
 "Energy Management & Conservation Guide", 2001, AHLA (3 copies)  
 "Energy Management for the Hospitality Industry"  
 "Energy Management Workshop Restaurants", Federal Energy Administration  
 "Maintenance and Engineering for the Lodging and Foodservice Facilities"  
 Frank D. Borsenick,  
 EI/AH&MA, 1977  
 "The State of Information Processing and Related Technology in the Hotel/Motel Industry",  
 AH&MA, 1976  
 "The State of Technology in the Lodging Industry", 1980 & 1983 AH&MA  
 "Total Energy Management", National Electrical Contractors Assoc.; National Electrical  
 Manufacturers Association

### **E: ENVIRONMENTAL ISSUES**

"AH & MA Recycling Seminar and Membership Report", 1987  
 "The Bottom Line of Green is Black", Sander, 1993  
 "Buy Recycled Colorado" (2 copies), 1989  
 "Colorado Environmental Resource Dictionary"  
 "Clean Air, It's Good Business"  
 "Ecopurchasing in Hotels and Motels", 1993  
 "Environmental Action Pack for Hotels," 1996 AH&MA (video included - Shaping Change and Changing Minds: Environmental Management in the Lodging Industry)  
 "Environmental Management for Hotels", 1993  
 "Greening Your Property," Green Seal, Inc. 1996 (EI)  
 "Green Hotelier," Issue 1, Autumn 1995  
 "Green Rooms in the Lodging Industry," 1994  
 "The Green Partnership Guide", 1992  
 "Hotel Air Quality Management," 1995, EI, Robert Riedel  
 "Office of Paper Recycling Guide", National Recycling Project  
 "Promoting Source Reduction & Recyclability in the Workplace", EPA  
 "Recycling Efforts by Some Properties: Broadmoor Waste Effort", (green folder)  
 "Recycling in America", 1992  
 "Recycling in Hotels and Motels", 199  
 "Recycling Office Waste Paper"  
 "Recycling and Source Reduction"  
 "Rubbish - The Archeology of Garbage", Rathje, Murphy  
 "Waste in the Workplace"  
 "Water Consumption in the Lodging Industry"

## **F: HOSPITALITY MANAGEMENT/SUPERVISION**

"Building Skills by Building Alliances", CHRIE 1995  
 "Contemporary Club Management", 1997, EI  
 "Ethic in Hospitality Management: A Book of Readings," Stephen S.J. Hall, 1992 (EI)  
 "Ethics of Management", Hosmer 1987  
 "Hospitality Facilities Management & Design", 1992, Stipanuk & Roffman  
 "Hospitality Personnel Management" 1979, William J Morgan, Jr, Florida Int'l Univ.  
 "Hotelmanship - A Guide to Hospitality Industry Marketing & Management", 1982  
 "The Key To Best Practices", Dube, Enz, Renaghan & Siguaw  
 "Lodging Management Program", Educational Institute  
 "Management of Organizational Behavior" 1982, Blanchard  
 "Nice Guys Finish Last", Steinmetz  
 "One Minute Manager" 1982, Blanchard  
 "Organizational Communication: The Essence of Effective Management", 1980 2<sup>nd</sup> edition  
 "Professional Manager's Handbook", Meller, 1982  
 "SBC & Associates - Organizational Management Consulting"  
 "Supervision in the Hospitality Industry", 1984, 2<sup>nd</sup> Edition, Kavanaugh & Ninemeier

"Supervisory Skill Builders" EI  
 "Thesis In Hotel/Restaurant Administration" 1988, Paula Hutson, Metro State College  
 " World Class Customer Satisfaction", 1995, Jonathan D. Barsky  
 "Supervisory Skill Builders: You as a Supervisor" EI, 1996  
 "Supervisory Skill Builders: Leadership" EI, 1996  
 "Supervisory Skill Builders: Time Management" EI, 1996  
 "Supervisory Skill Builders: Improving Communication" EI, 1996  
 "Supervisory Skill Builders: Handling Problems and Conflicts" EI, 1996  
 "Supervisory Skill Builders: Conducting Orientation and Training" EI, 1996  
 "Supervisory Skill Builders: Motivating and Team Building" EI, 1996  
 "Supervisory Skill Builders: Staffing and Scheduling" EI, 1996  
 "Supervisory Skill Builders: Improving Employee Performance" EI, 1996

## **G: HOSPITALITY TRAINING (DEPARTMENTAL SPECIFIC)**

"Hospitality Today", 1998, 3<sup>rd</sup> Edition, Angelo & Vla  
 "Introduction to the Hospitality Industry", 1998, 4<sup>th</sup> Edition, Lattin  
 "Training For The Hospitality Industry", Lewis C. Forrest, Jr.-1<sup>st</sup> Edition  
 "Training For The Hospitality Industry", Lewis C. Forrest, Jr.-2<sup>nd</sup> Edition  
 "The Care & Feeding of Guests From Abroad: A Service Manual for Hotels/Motels"  
 "Perfect Service- Creating the Best Hotel in New York", Borden

### **1. FOOD & BEVERAGE**

"Americans with Disabilities Act - Answers for Foodservice Operators" - NRA, 1992  
 "The Art and Design of Culinary Preparation," 1992 (EI)  
 "Beverage Alcohol Manager's Seminar" 1986, Training Consultants Inc.  
 "Catering & Hotelkeeping", Volume I & II, 1976  
 "Food & Beverage Contracts - Related Articles," AH & MA, 1990  
 "Food & Beverage Controls", Instructor's Guide, 1974, Educational Institute  
 "Food and Beverage Cost Planning and Control Procedures" 1976, Carl H. Abers  
 "Profitable Food & Beverage Management: Operations" 1978, E. Green, G. Drake Sweeney  
 "Managing Bar and Beverage Operations" 1996, Lendal H. Kotschevar and Mary L. Tanke  
 "Planning and Control for Food and Beverage Operations" 4<sup>th</sup> Edition, 1998, Jack D. Ninemeier  
 "Quantity Food Purchasing" 1961, Lendal H. Kotschevar, Michigan State University  
 "Spirits of Hospitality, The" 1976, Donald A. Bell, Michigan State University/EI

### **2. FRONT OFFICE**

- "Check-in/Check-out - Principles of Effective Front Office Management", 1978  
 "Front Office Seminar" Participant's Manual, 1986, Educational Institute/AH&MA  
 "Managing Front Office Operations" 4<sup>th</sup> Edition, 1995, Michael L. Kasavana and Richard M. Brooks  
 "Managing Front Office Operations" 4<sup>th</sup> Edition, 1995, Michael L. Kasavana and Richard M. Brooks

### **3. HOUSEKEEPING**

- "Basic Interior Design" A Supplement to Supervisory Housekeeping, 1969, EI  
 "Correct Maid for Hotels and Motel, The" 1985, William B. Ffeiffer & Walter O. Voegele  
 "Floors and Floor Maintenance" 1967, AH&MA Research Committee/Bernard Berkeley  
 "Guidelines for Quality in Contract Mattresses and Box Springs" 1971, AH&MA  
 "Guide to Indoor-Outdoor Carpets" 1967, AH&MA Research Committee/Bernard Berkeley  
 "Housekeeping Seminar" Participant's Manual, 1982, Educational Institute of AH&MA  
 "Issues Associated with the Manufacture, Sale, Cleaning, Maintenance & Use of Whirlpool Baths" Report from the Nat'l Council for Whirlpool Bath Health & Safety  
 "Managing Housekeeping Operations," 2<sup>nd</sup> Edition, (EI)  
 "Mold & Mildew in Hotels & Motels" (Survey & Report), 1991, AHMA  
 "Mold & Mildew Guest Rooms in Hot and Humid Climates", AH & MA, 1991  
 "Preventing Moisture and Mildew Problems in Hosp. Ind. Buildings Problem Avoidance Guidelines" AHMA 1996  
 "No Iron Laundry Manual" 1970 Revised Edition, L. A. Bradley/AH&MA  
 "OSHA Bloodborne Pathogens Final Standard", 1992 BFI Medical Waste Systems  
 "Professional Housekeeper, The" 1975, Georgina Tucker & Madelin Schneider  
 "Sanitation Management" 1984, Ronald F. Cichy  
 "Selection and Maintenance of Commercial Carpet, The" 1970, Bernard Berkeley/ AHMA  
 "Selection Care & Laundering of Institutional Textiles, The" 1967, L.A. Bradley

### **4. RESERVATIONS**

- "Relieving Reservation Headaches" 1979, Educational Institute/AH&MA

### **5. SECRETARIAL/CLERICAL/BUSINESS**

- "Business Communication", Huseman, Lahifo, Penrose & Haltwell, 1985  
 "Complete Book of Business Etiquette" 1976, Jean C. Vermes  
 "Encyclopedic Dictionary of English Usage" 1974, Nathan H. Mager & Sylvia Mager  
 "Executive Secretary's Desk Manual, The" 1977, Bureau of Business Practice  
 "Forbes Scrapbook of Thoughts on the Business of Life", 1976  
 "Letter Idea Book" 1982, ASAE

"Private Secretary's Encyclopedic Dictionary" 1977, Besse May Miller  
 "Robert's Rules of Orders Revised", 1915 edition & 75th Anniversary Edition  
 "Sisson's Word & Expression Locator" 1972, A. F. Sisson  
 "Webster's Encyclopedia of Dictionaries", New American Edition  
 "Words Into Type", 3rd Edition/1974

## **H: HOTEL/RESORT DESIGN**

"Design for Hospitality: Planning for Accessible Hotels & Motels," 1988  
 "Directory of Accessible Building Products", 1993 (three copies)  
 "Hotel-Motel Parking Guide" 1969, Charles McGavin/AH&MA

## **I: HUMAN RESOURCES**

"Accommodating All Guests—The Americans with Disabilities Act and the Lodging Industry" EI  
 "Best Impressions in Hospitality: Your Professional Image for Excellence," Angie Michael, '95  
 "Colorado Employment Security Act", 1986  
 "Employee Handbook - A Collection of Articles", American Society of Association Executives  
 "Employee Incentive & Bonus Plans" AH&MA Info Kit No. 107  
 "Federal Wage & Hour Standards" 2001, AH&LA  
 "Federal Wage & Hour Standards" 2002, AH&LA  
 "Hospitality Compensation and Benefits Survey," 1995 AH&MA  
 "Hospitality Compensation and Benefits Survey," 1997 AH&MA  
 "Hospitality Compensation and Benefits Survey," 1998, AH&MA  
 "Hospitality Compensation and Benefits Survey," 2001, AH&LA  
 "Hospitality Industry Compensation Survey" 1985, 1987 & 1989, 1991, AH&MA w/Peat,  
 Marwick, Mitchell & Company (Results of a Salary Survey & Benefit Survey)  
 "Hotel/Motel Wage Rates, 1976 and 1988, AH&MA  
 "How to Keep and Motivate Staff Specialists"  
 "How to Prepare an Employee handbook," 1982, IFM  
 "Ins & Outs of Unemployment Compensation, The" 1978, Allen G. Siegel & Gary  
 Northstein  
 "Labor Turnover in the Lodging Industry - 1973" AH&MA  
 "Occupational Compensation Survey: Pay Only" Denver Area, Nov. 1992  
 "Occupational Compensation Survey: Pay & Benefits". June 1991, 1992  
 "Salary & Benefit Survey", 1993  
 "Tips for Hotels: Services & Procedures for Lodging Merchants," VISA  
 "Turnover & Diversity in the Lodging Industry", 1998, AHF  
 "When The Union Knocks" 1987, Allen G. Siegel/AH&MA  
 "Workplace Violence: Awareness, Prevention, and Response (includes Powerpoint disk) EI

## **J: LAW RELATED TO LODGING/TOURISM**

"ADA Handbook" U.S. EEOC 1992  
 "ADA Technical Assistance Manual" (Title I) U.S. EEOC 1992  
 "AH&MA Government Affairs Action Program"  
 "Association Legal Checklist, Webster", 1983  
 "Associations and Administrative Law" 1978, Althen, Kilcullen, Smith & Heepan, Assn  
 Department Chamber of Commerce of the United States  
 "Associations Bylaws", Chamber of Commerce, 1982, 1991  
 "Basic Book of Business Agreements", Arnold S. Goldstein, Esq.  
 "CH & LA - Hospitality & Employment Law Workshop, July 15, 1994, RAP&J  
 "Dealing With Legal Issues Raised By AIDS In The Workplace" 1987  
 "Digest of Bills Enacted by the 58<sup>th</sup> General Assembly", 1992 2<sup>nd</sup> Regular Session  
 "Hospitality Law," November 1987, (AH&MA Allied Member) Madison, Wisconsin  
 "Hotel & Motel Laws" 1980  
 "Hotel, Restaurant & Travel Law" 1978, Norman G. Cournoyer, University of Massachusetts  
 "Laws of Innkeepers, The - For Hotels, Motels, Restaurants & Clubs" 1972, John E.H. Sherry,  
 Cornell University  
 "Meeting Law - Annotated Bibliography"  
 "Practical Legal Guide to Hotel Operations in Colorado" 1982, James C. Brashares  
 "Supplement to: The Laws of Innkeepers - For Hotels, Motels, Restaurants & Clubs" 1985,  
 John E. H. Sherry, Cornell University  
 "Understanding Hospitality Law", 3<sup>rd</sup> Edition, 1995, Jack P. Jeffries  
 "You and The Law", The Research Institute of America

#### **K: MARKETING/SALES/ADVERTISING**

"Advertising Tracking Study Winter Wave", Tracy-Locke  
 "Business Research Methods", Zikmund, 1988  
 "Colorado Tourism Advertising Tracking Survey-Winter Wave" 1984, Market Facts, Inc.  
 "Happy Children Happy Parents – Satisfied Guests: A Knowledge is Power Kit on Childrens  
 Programs", 1996 AH&MA  
 "International Marketing", AHMA, 1992  
 "Marketing Challenges & Solutions for Resorts" AH&MA 51st Annual Resort Committee  
 "Marketing US Tourism Abroad", 1987-1990  
 "Media Relations for Hotel/Motel Managers"  
 "No Vacancy: A Tried & True Guide To Get More Rooms Business!" EI/HSMAL, Bill Flor  
 "Outdoor Advertising...for Hotel and Motels", Public Relations Department of AH&MA  
 "Promotion in a Changing Environment", Feb. 24, 1994, CH&LA  
 "PUSH Proactively Using Sales & Hospitality" Bill Flor  
 "Pushing Your Profits" Written by Bill Flor  
 "100 Best Food Service Advertisements of the Year, The" 1987, Bob McClelland & Nina  
 Cameron, Cameron's FOODSERVICE PROMOTIONS Reporter  
 "50 Ways to Build Restaurant Sales & Profit" Hospitality Masters Series 1997  
 "Online Hotel sales & Third Parties: A Review and Analysis" High Country Hospitality, 2003

#### **L: PAYROLL/TAXES**

- "Amounts and Types of Room Taxes Levied on the Lodging Industry", 1990, S Heimstra, J. Ismail, Purdue University
- "Expense and Payroll Dictionary" 1979, Laventhol & Horwath
- "Impacts of Room Taxes on the Lodging Industry" 1991, Stephen Hiemstra, Joseph Ismail
- "Impacts of Room Taxes on the Lodging Industry" 1997, Chanes W. DeSeve
- "Impact of Room Tax Increases On the Lodging Industry" 1998, AHF
- "Payroll Taxes/1985", Tax Saving Opportunities Series, Laventhol & Horwath, Tax Saving Opportunities
- "Real Estate Property Taxes - Are You Paying Too Much?", 1991, Hire, Poe, Hopping
- "Successful Credit and Collection Techniques" 1981, Donna Paananen/EI

### **M: PROPERTY/ASSOCIATION MANAGEMENT**

- "America in the 90's- Strategic Insight for Associations," Snyder & Edward, 1992.
- "Associations & the Antitrust Laws" Malcom D. MacArthur, 1984
- "Association Committees" - Chamber or Commerce
- "Association Law Handbook" Jerald Jacobs
- "Association Non- Due Income", Stauffer
- "Case Studies in Condominium & Vacation Ownership Management," EI, 1998
- "Condominium Resort Hotels" Definitions & Checklists, AH&MA
- "Condominiums & Timesharing In The Lodging Industry" 1984, Educational Institute
- "Contemporary Club Management," 1997, Club Managers Association of America
- "Executive Guide to Stragetie Planning", Blau, Morrisey, Acomb.
- "Eye of the Tiger, - Internal Organization Assessment", Whitehead, 1992.
- "Future is Calling, The - New Paradigms in Association Growth", Winninger.
- "Hospitality Facilities Management & Design," 1996 EI/AH&MA
- "Hotel Investments: Issues & Perspectives," 3<sup>rd</sup> Edition, 2003, AH&LA
- "How to Build Membership with the Telephone" ASAE
- "Management of Hotel & Motel Condominiums, The" 1978, Peter M. Gunnar & Judith Burkhart
- "Management Tips for Smaller Hotels & Motels" 1981, Lodging, Special Edition/AH&MA
- "Members Appraise Associations"
- "Modern Hotel and Motel Management" 1968, Gerald W. Lattin, Cornell University
- "Resort Condominium and Vacation Ownership Management" 1999, Gentry, Mandoki & Rush
- "Resort Development and Management" 2<sup>nd</sup> Edition, 1996, Chuck Y Gee
- "Subsidiary Corporations", ASAE, 1992
- "Symposium for Chief Elected Offices & Chief Staff Executives"
- "Tocqueville Speaks on Associations", Cameso.
- "Yield Management- Knowledge is Power", AHMA

### **N: REAL ESTATE**

"Audits of Common Interest Realty Audits", AICPA  
 "Profit Opportunities in Hotel Condominiums" AH&MA 1988  
 "Shopping for a Hotel", AH&MA  
 "Transactions - Real Estate Summary and Transactions" 1992, 1993  
 "Hospitality Industry Real Estate Financing," AHMA

## **O: SAFETY/SECURITY/CRISES MANAGEMENT**

"A Model to Develop An Emergency Management Visitor Assurance Program", 1998  
 Bonn, West & Riedel  
 "AH & MA Safety and Fire Protection Committee", 1990  
 "Crisis Communication Guidelines for the Lodging Industry" March 1986, AH&MA  
 "Glossary of Insurance Terms" 1988, AH&MA Risk Mgmt. Committee  
 "Hotel Protection Management: The Innkeeper's Guide to Protection and Reasonable Care"  
 1997, Loren E. Newland, CPP, CHA  
 "Hotel Security Management" 1975, Harvey Burstein  
 "Lodging Safety and Security" AH & MA, 1994.  
 "Managing Risk: Handling Risk in an Increasingly Risky World" , AHMA 1993  
 "OSHA - A Guide to Occupational Safety & Health Standards Compliance for the Lodging  
 Industry", AHF, Conrad Hilton Foundation, 1997  
 "Security and Loss Prevention Management", 1995, Raymond C. Ellis and the Security  
 Committee of AH&LA  
 "Security Informational Materials for the Smaller Hotels & Motels", 1983/AH&MA  
 "Thinking the Unthinkable - A Systems Approach", Sept. 1990 - AH&MA Safety & Fire  
 Protection Committee  
 "What Every Supervisor Should Know About Hotel/Motel Safety" 1065, C.Perkins  
 "Design for Hospitality: Planning for Accessible Hotels & Motels" 1988, AH&MA  
 "Directory of Accessible Building Products" 1993, NAHB

## **O: TOURISM**

### **1. INDUSTRY/SURVEYS/STATS**

"An Internet Marketing Strategy Study For the Lodging Industry", 2001, Iowa State  
 University  
 "Analysis of Hotel Usage & Needs of Travelers With Disabilities", 2001, AH & LA  
 "Colorado Winter Exploratory Research" Feb., May 1984, Tracy-Locke BBDO  
  
 "Creating Economic Growth & Jobs Through Travel & Tourism" 1981, West Virginia  
 University  
 "Denver 2000 Travel Year", 2001, Longwoods International  
 "Digest of Current Lodging Industry Market Research Studies", Vol IV, January 1993  
 "Economic Impact of Travel On Colorado Counties" 1980 & 1984, U.S. Travel Data  
 Center

"Focus Colorado: Economic & Revenue Forecast, 1990-1992"  
 "Lodging Reports- Travel & Tourism", 1979.  
 "Looking at the Australia, Hong Kong, and Malaysia Markets" 1987, AH&MA  
 "Looking at the Japan Market" 1987, AH&MA  
 "1998 Lodging Survey"  
 "National Park Statistical Abstract - 1985, 1986 & 1987", National Park Service  
 "National Profile Research" 1984, Tracey-Locke BBDO  
 "National Tourism Week", 1986  
 "Quality Inspection Processes: A Descriptive Analysis & Assessment of Hotel Corporation Practices," 1994, American Hotel Foundation  
 "Recreation Futures for Colorado", 1988, Bureau of Land Management  
 "Serving the International Visitor - 1973", International Travel Committee of AH&MA  
 "State of Colorado – Statistics"  
 "Survey of State Travel Offices" 1985-1986, U.S. Travel Data Center  
 "Tourism and the Hospitality Industry" 1996, Joseph D. Fridgen  
 "Tourism: Principles, Practices, Philosophies" 1984, 4th Edition, R. McIntosh, C. Goeldner  
 "Tourist Business, The" 1976 Third Edition, Donald E. Lumberg  
 "Travel Agent Market - An Overview" 1988, Hotel & Travel Index  
 "Travel Agent Front Line Report on Leisure Travel" 1988, Hotel & Travel Index  
 "Travel Industry Association of America Fact Book" 1985  
 "U.S. Travel and Tourism Industry" 1984, Travel Industry Association of America  
 "U.S. Travel and Tourism Industry" 1984, Travel Industry Association of America  
 "1998 Lodging Survey" AH&LA  
 "2001 Lodging Survey" AH&LA

## **2. VACATIONERS/MEETING GUIDES**

"AAA Diamond Rating Guidelines" Revised 9/87 & 11/89, AAA Approved Accommodations  
 "AAA Restaurant Diamond Rating Guidelines" 11/89  
 "AAA Requirements for Recommendations, Lodging & Restaurant" 1988, National Travel Department, AAA  
 "Absolutely Every Bed & Breakfast IN Colorado"  
 "Action Guide Serving The International Visitor - 1974"  
 "Colorado Accommodations Guide", D. O'Neill, 1986  
 "Colorado Adventure Guide Conversion Survey 1985", Colorado Tourism Board  
 "Colorado Public Lands - National Resources Recreation Handbook", Colorado Tourism Board  
 "Colorado Ski Country USA", 1993/94 Ski guide  
 "Colorado State Vacation Guide", Vol. 2,4, 5.  
 "Lodging Source Book", 1996  
 "Official Visitors Guide to Denver & Colorado" 1987, Denver Metro CVB  
 "Official Meeting Facilities Guide", Spring/Summer 2002  
 "Ski Resorts Vacation Travel Study" 1988, Hotel & Travel Index  
 "Spirit - The Magazine of S.W. Colorado" - 1989

**P: MISCELLANEOUS**

"AH & MA Speech Book" - Topical  
 "American Hotel Register Company", 1996-97, Institutional Buying Guide  
 "BMI Catalog of Musical Works" (on CD-ROM)  
 "Human Behavior at Work", 1981, Keith Davis  
 "Hyper repertoire - BMI Database of Licensed Songs" (on CD-ROM)  
 "Complete Book of Model Business Letters"  
 "Cost Effective Policies for the 1980's"  
 "Directing of Allied Societies"  
 "Executive's Guide to Effective Letters and Reports"  
 "FIU Hospitality Review", Vol 1 Spring/Fall 1996, Vol 6 through 13, #1 & #2  
 "Handbook of Business Lettters"  
 "Looking in my Mirror Backwards", Jay Grooters  
 "Panorama", Edition 19, Pannell, Kerr, Forster  
 "Quality Resource Directory, A Selection of Articles and References for Managing a Quality Process", AH&MA, 1995

**P: NEWSLETTERS**

AH&MA Washington Reports  
 Better Letters  
 CKC Report - The Hotel Technology Newsletter, Chervenak, Keane & Co.  
 Colorado/Wyoming Newsletters  
 Consumer Reports Travel Letter  
 Hotel/Motel Industry  
 Innkeeping World 1981-1988  
 Innquirer, CHLA  
 Inside Washington  
 Insider - Motel/Hotel Newsletter  
 Laventhol & Horwath - "Lodging Industry"/"Tax Report"/"Real Estate Newsletter"  
 Legal Bulletin, CHLA  
 Lodging Outlook  
 Membership Marketer  
 Rocky Mountain Lodging Report (State and Denver Edition)

**Q: PERIODICALS**

"Association Management"  
"Association & Society Manager"  
"Bottomline"  
"Business Travel News"  
"Cornell Quarterly"  
"Denver Business"  
"Host" CRA  
"Hotel & Motel Management"  
"Kitchen Ink"  
"Leadership" ASAE  
"Lodging Hospitality"  
"Lodging", AH&MA 1976-present  
"Meetings & Conventions"  
"Meeting News"  
"Resort & Hotel Management"  
"Rocky Mountain Chefs"  
"Successful Meetings"  
"Trends in the Hotel Industry"  
"Western Association News"  
"World Wide/U.S. Hotel Industry"

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|---------------------------|
| <b>SECTION II: VIDEOS</b> |
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***I. AH & MA MEMBERSHIP VIDEOS***

"AH&MA 78<sup>th</sup> Annual Convention Boston, 1989"  
 "75 Years of Service"  
 "Membership Salute" (2)  
 "Member Service Video Brochure", 1987, 1991  
 "Michael Pereci's Inaguration ", 1993  
 "Music Video"  
 "Promotional Video: Vote America & Travel Missions"

***II. ENVIRONMENTAL***

"Environmental Program -Boston"  
 "Energy-Saving Tips for Lodging"  
 "FH & MA Recycling Project"  
 "FH & MA Recycling Employer Training"  
 "Florida Pilot Hotel/Motel Recycling Project"  
 "Shaping Change & Changing Minds:Environmental Management in the Lodging Industry"  
 "Water Analysis Techniques Equal Results", (WATER), EI

***III. HOSPITALITY TRAINING*****A. BELL SERVICE**

"Providing Professional Bell Service", Educational Institute

**B. COMMUNICATIONS**

"Telephone Skills: Basics & Beyond"  
 "Telephone Skills: Connecting Sales & Service"  
 "Telephone Skills: Hospitality on the Line"  
 "Improving Communication Skills"  
 "Introduction to Telephone Skills" (Spanish)  
 "Courtesy Rules! Better Telephone Skills Now" EI, 2004

**C. FOOD AND BEVERAGE**

"Professional Dining Room Service", Part I & II  
 "Serving Alcohol with Care"  
 "Suggestive Selling"  
 "Buseperson" (EI)  
 "Quality Service Skills" Part 1, (EI)  
 "Quality Service Skills" Part 2, (EI)  
 "Room Service" (EI)

**D. FRONT OFFICE/SECRETARIAL**

"Ten Minute Trainer - for the Front Office"  
 "Front Office: Upselling and Suggestive Selling"  
 "Front Desk" (EI)  
 "Guest Relations: Aiming to Please" (EI)

**E. HOUSEKEEPING**

"Awareness Training for Housekeepers" (EI)  
 "Housekeeping: Communication & Motivation"  
 "Housekeeping: The Deep Cleaning Process" (EI)  
 "Laundry Operations"  
 "Quality Guestroom Cleaning"  
 "Floor Care" (EI)  
 "Houseperson" (EI)  
 "Laundry" (EI)  
 "Warewashing" (EI)  
 "Guestroom & Bathroom Cleaning" (EI)  
 "Quality Guestroom Maintenance" (EI)  
 "World Series of Housekeeping" 1993

**F. INSTRUCTIONAL TRAINING**

"An Introduction to Hospitality Today 102"  
 "Curb Appeal - Creating Great First Impressions"  
 "Delivering Quality Guest Service"  
 "Hosting International Guests"  
 "Improving Employee Performance" (EI)  
 "Guest Service" Sunrise  
 "Managing Quality Guest Service"  
 "Maintenance" Sunrise  
 "New Employee Orientation" Sunrise  
 "Staffing & Scheduling" (EI)  
 "Training the Trainer: Preparation for Training"  
 "Training to Grow Your Bottom Line", (EI)  
 "Video Advantage - EI Video Training Preview"  
 "Welcome to Hospitality! A World of Opportunities"  
 "You as a Supervisor", (EI)

## **G. SALES**

- "AH&MA Sales Clinic 2000" (2 copies)
- "Overcoming Objections"
- "Sales Tips For Small & Economy Properites", EI
- "Service That Sells"
- "Service Tips For Small & Economy Properties", EI
- "Successful Selling Begins With You"
- "The Best of Howard Feiertag, Successful Sales Ideas", EI (Cassette)

## **H. RESERVATIONS**

- "Handling the Reservation Properly"
- "Yield Management" EI, Video 1 - Forecasting  
Video 2 – Strategies & Tactics

## ***IV. HUMAN RESOURCES***

- “ADA Americans with Disabilities Act – The Hiring Process” EI (& trainer’s guide)
- "AH & MA Employee Retention", Part I-IV
- "AH & MA Labor Sources & Recruitment" II and III
- "Breaking Down Barriers, Achieving Great Service for Guests with Disabilities" (with Trainer’s Manual)
- "Building High Energy Teams", EI
- "Discipline Today - A Positive Approach"
- "Diversity - The Face of Hospitality"
- "Firing The Right Way"
- "From Tension to Team Work"
- "Full Access: Making Your Property ADA Compliant" (with Video Companion Guide)
- "Hospitality - A World of Opportunities"
- "Howard’s Hints: Building Momentum"
- "Making the Transition: Line level to Supervisor"
- "Recruiting & Interviewing 1997 EI"
- "Recruitment Toolkit", EI
- "Results Oriented Leadership", EI
- "Retention & Motivation"
- "Teamwork - Increasing Productivity"
- "Visionary Leadership", EI
- "Welfare to Work: A Smart Solution for Business"

## ***V. THE LAW***

"AH & MA Governmental Law - Understanding Washington"  
 "Consumer Tax Video - Employee vs. Independent Contractor/ Reporting Tip Income"  
 "How to Comply with the Law"  
 "Reporting Tip Income" EI  
 "Reporting Tip Income: On TRAC" IRS

## ***VI. SECURITY/SAFETY/CRISES COMMUNICATION***

"Crisis Communications Management" (video and guide)  
 "Crisis Communication: Training Seminar"  
 "Emergency Planning"  
 "Guest Safety Tips" EI  
 "Planning for Emergencies"  
 "Safety & Security", Sunrise  
 "Security: Handling Disturbances"  
 "Security: Key Control & Privacy"  
 "Ten Minute Trainer: Safety"  
 "WFTV- Do Not Disturb - Thief at Work"  
 "Workplace Violence"

## ***VII. TOURISM AND THE INDUSTRY***

"1995 AH&MA Fall Conference Video"  
 "AH & MA/Pacific- Markets of the Future"  
 "Alaska: 1996 Promotional Piece"  
 "Colorado Getaways"  
 "Gaming Access: Demonstration Video"  
 "Gannon McCarthy: They're Baaaack!!!", National Restaurant Association  
 "Importance of Tourism to Colorado"  
 "Mastercard Universal Travel Voucher"  
 "Stapleton 1987"  
 "TIAC Update: A Blueprint for Growth"

## ***VIII. MISCELLANEOUS***

"Associations, You & Me", American Society of Association Executives  
 "Hospitality Industry"  
 "Jack Vaughn Video" (2)  
 "Mark of Excellence - Professional Certification" (2)  
 "Master Hotel Supplier" EI  
 "Mike Delaney: He Leaves Em Laughing! "  
 "Mike Delaney: The Future, It Ain't What it Used to Be"

"Personal Grooming"(Spanish Version)  
 "Regulation Makes the Difference", Institute for Transportation Research & Education  
 Sunrise Basic Training Series: "New Employee Orientation"  
     "Guest Service"  
     "Safety & Security"  
     "Maintenance"  
 "The Ride"- AH & MA Annual Meeting  
 "The Spirit of Hospitality"  
 "Winning People," EI & AH&MA, (2 minute video to show before meetings/seminars)

### ***IX. CD-ROM MATERIAL (EI)***

"ASAE Denver 2002" Annual Meeting & Exposition  
 "Check Please: Performance Training for Restaurant Servers"  
 "Denver: The Mile High City", 2000-2001, Denver Metro Convention & Visitors Bureau  
 "Guest Service Out Of This World"  
 "Recruiting and Interviewing"  
 "Retention & Motivation"  
 "Up Front: Performance Training for Front Desk Employees"