

Energy-Saving Tips for Lodging

Energy consumption is one area of a lodging operation where the general manager, working closely with his or her staff, can make a significant impact, reducing utility costs by as much as 30 percent. In tough economic times, those savings often determine which properties fail to survive and which ones continue to enjoy a profit.

This easy-to-follow video highlights basic practices for reducing energy costs, including:

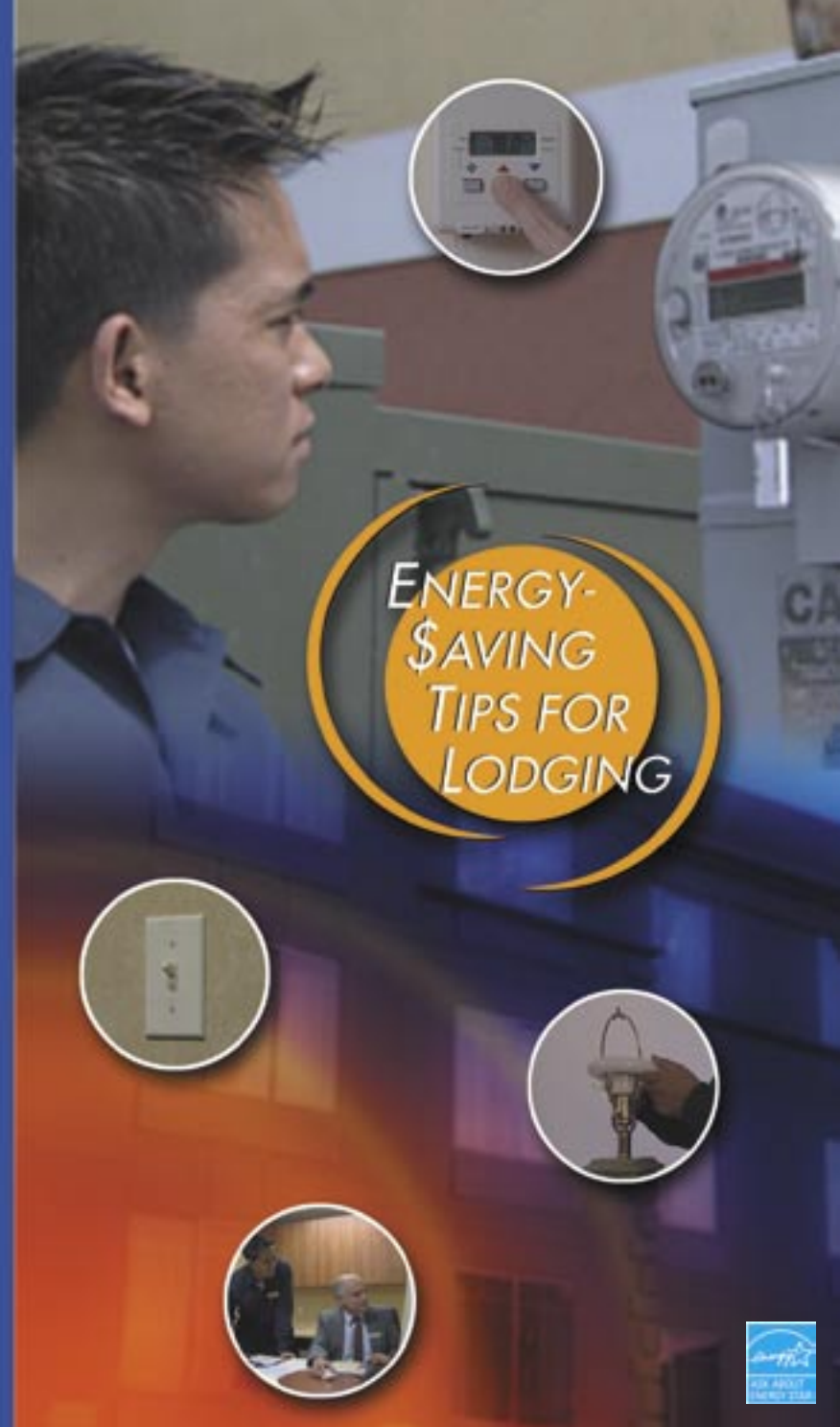
- Simple, no-cost steps that dramatically reduce energy bills.
- Long-term strategies for maintaining energy efficiency.
- Energy-saving devices with a quick return on investment.
- Where to look for additional guidance, tools and support.

Every general manager is always looking for ways to cut operational costs without effecting guest satisfaction or staffing. A smart and strategic reduction of energy consumption is an effective and ideal solution. Use this video, created in partnership with ENERGY STAR®, to educate yourself and your employees on some of the easiest and best ways possible to keep your property more efficient and profitable.

www.ei-ahla.org

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528V



Competitive Edge: Sales Strategies for Small Properties video #571V

You don't need a worldwide organization to put together a great sales plan to fill your rooms. There are basic sales skills you can easily develop and powerful strategies you can immediately put into action to achieve your marketing goals and give your property a tactical advantage over local competitors.

This video combines all these methods in one convenient training program. You'll learn how to:

- Identify curb appeal and strengths over competitors
- Target and approach specific local markets
- Overcome objections and close the sale

Energy Management & Conservation Guide #88112

The Energy Management and Conservation Guide details the steps necessary to initiate, implement, and maintain a cost-effective energy management program. Included is information to:

- Know how to reduce overall energy usage
- Establish a preventive maintenance program
- Implement an energy management system

Maintenance Employee Skills Guide #959.18

This guide provides job knowledge information, tasks, lists, and task breakdowns to train maintenance employees in basic skills knowledge.

Order today at 800-752-4567 or 517-372-8800

Professional Certifications available!

The Educational Institute offers a full range of certifications in hospitality sales, management and administration. The benchmarks of the industry!

Certified Hospitality Sales Professional – CHSP

Certified Hospitality Supervisor – CHS

Certified Lodging Manager – CLM

Certified Hotel Administrator – CHA

Certified Engineering Operations Executive - CEOE

Maintenance Employee Certification - HSCMNT

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