

Metropolitan Club Managers Association

49 Knollwood Road, Elmsford, NY, 10523 Phone: (914) 347-4653 Fax (914) 347-3437

MEETING NOTICE & WORKSHOP SEMINAR

“*Legendary Service at the Ritz-Carlton*”

(6 CMI Educational Credits)

(new date) **Thursday, October 24, 2002**

Fenway Golf Club
Old Mamaroneck Road
Scarsdale, New York 10583

(914) 723-6000 - Host Manager - Steven Arias, CCM

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|-------|---------------------|--------------------|
| Time: | Board Meeting | 8:30 AM - 9:30 AM |
| | Educational Session | 9:45 AM - 12:45 PM |
| | Lunch & Meeting | 12:45 PM |
| | Education Session | 1:45 PM - 4:45 PM |

This program is designed for key executives in the Hotel/Club industry interested in learning about the Ritz-Carlton philosophy and core values, and how this translates into exceptionally high levels of customer/club member satisfaction and loyalty. Business practices, which led the Ritz-Carlton Hotel Company, L.L.C. to become the only organization in the service industry to win the prestigious Malcolm Baldrige National Quality Award twice, are shared with seminar participants.

Course Agenda: Brief History of the Ritz-Carlton Organization

The Ritz-Carlton Philosophy and Mystique (Our Gold Standards)

- Using Guest Recognition Programs to Build Customer Loyalty (C.L.A.S.S.)
- The Ritz-Carlton Employee Empowerment Process
- Our Four Key Processes (Selection, Orientation, Training Certification, Daily)
- The Ritz-Carlton Approach to Total Quality Management
- How We Use Data from our Customer Satisfaction Surveys and Service Quality Index to Achieve Customer Service Excellence

Learning Objective: By the end of this session, participants will understand: The Ritz-Carlton Culture and Philosophy

- The Power of Empowering Employees
- How to Select, Orient, Train and Continually Develop our Employees
- The Answer to Taylorism
- How to Apply the Quality Sciences (The 6-Step and The 9 Step process)
- How We Measure our Success

----- C u t - o f f o n t h i s -----

Club Name: _____

Name (s): _____

_____ # of people attending x \$ 95.00 per MCMA club
 _____ # attending x \$ 75.00 if 4 or more people from the same club attend
 _____ # of people attending @ \$ 135.00 for Non-MCMA Clubs

Please mail check (made payable to MCMA) to: Steven Arias, CCM
Fenway Golf Club, Old Mamaroneck Road, Scarsdale, New York 10583