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Colin TOOMEY International  
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Simon THOMAS  
1st Vice President – UICH

Roderick LEVEJAC 2nd  
Vice President – UICH

Anders RUGGIERO 3rd  
Vice President – UICH

Dominique GUIDETTI  
President's Rep. Paris – UICH

Emmanuel VRETTOS  
Past President - UICH

James RIDENOUR General  
Secretary – UICH

Jacob DETERING Assistant  
Secretary – UICH

Jean-Roland BOUTILLE  
Treasurer – UICH

## Zone Directors

Shujaat A. KHAN  
Zone Director – Americas

Edwin SALDANHA  
Zone Director – Asia

Tamas UNGAR  
Zone Director - Central Europe

Paul STILL  
Zone Director - Western Europe

Dimitrios LIAPIS  
Zone Director - Mediterranean

Shaun RYAN  
Zone Director – Oceania

Sami JOUTSENVUO  
Zone Director – Scandinavia

## Sages

Denis O'BRIEN Honorary  
President & Sage

Aldo GIACOMELLO  
Honorary President & Sage

Robert WATSON Honorary  
President & Sage

Roger BASTONI Honorary  
President & Sage

Marjorie SILVERMAN  
Honorary President & Sage

Albert OSTERTAG  
Honorary President

# Zone Report

*Of the Americas*



## WELCOME TO THE NEWSLETTER OF THE AMERICAS

Dear Presidents and Colleagues,

It gives me great pleasure to reignite the tradition we started in 2008 with the launch of the Zone Report. It remains an effective communication tool to share information and keep us informed of our activities and progress around the American Zone.

It has been a busy year and promises to be another productive one:

- 1) Our colleagues in Mendoza, Argentina hosted the international congress. We thank you for your support and participation.
- 2) Canada held its annual congress soon after that and elected a new President. Congratulations to Ms. Carolina Avaria on her election.
- 3) The USA section recently concluded their national congress in New Orleans and elected a new President Mr. Robert Marks. Anders Ruggiero, 3<sup>rd</sup> Vice President, attended the congress on behalf of UICH.
- 4) The next Pan American congress will be held in Montreal. President Avaria attended the USA congress along with her PR Director, Alain Ethier, and gave us a preview of what we can expect. It promises to be a great congress and I would highly suggest our members to be in attendance.
- 5) Brazil had a fantastic celebration of the Concierge Day. Details are highlighted in this Newsletter.
- 6) Members in Mexico just concluded their annual congress. It was filled with lots of networking opportunities, education session and the General Assembly. Congratulations to Mr. Arturo Ortiz on his election as President. His National Board is now Vice President, Gustavo Lopez, Secretary, Denise Urbina, Treasurer, Enrique Palacio, and Director of Membership, Sergio Rodriguez.
- 7) A site inspection has been arranged for the Pan American congress on Sept 26- Sept 28<sup>th</sup> 2015. USA President, Mr. Robert Marks, and Congress Liaison, Mr. Robert Watson, will do the site inspection on behalf of USA Section. I will represent the other countries and together we will insure that all American sections requirements are met.

Wishing you all a great beginning of the fall season and look forward to seeing many of you at the next congresses in Dubai and Montreal.

Warm Regards,

Shujaat Khan  
Zone Director of the Americas



## **Message from our International President**



Dear Members and Friends,

Firstly, I should congratulate your industrious Zone Director, Shujaat Khan, for his decision to relaunch the Americas Zone Newsletter. For many years it was the main source of information for our members in the region. Although many of us now keep in touch via facebook and twitter, the newsletter still serves an important purpose. I trust that you will find it full of interesting reading and valuable information.

As we now move well and truly into the second half of 2015, we can begin to reflect on our achievements since the international congress in Mendoza. Following on from the event in Argentina, we have had a number of high profile meetings; many of them in the Americas Zone. In early May, our small team in Whistler invited their Concierge colleagues from around Canada to experience the beauty of the Canadian wilderness. By all accounts it was a truly inspiring meeting and the innovative use of social media and apps to connect attendees was something that drew a lot of attention. No doubt this practice will become more common at future meetings and I commend our friends in Canada for embracing the concept. The meeting was in some respects a “trial run” for the all-important Pan American congress to be held in Quebec next year. I know that President Carolina Avaria and her organising committee are very excited about the prospect of welcoming you all to Montreal next March.

In mid-July, Les Clefs d’Or USA hosted our 3<sup>rd</sup> Vice President, Anders Ruggerio, on his first major assignment for the International Executive Committee, the USA National Congress in New Orleans. Anders was delighted with the passion and enthusiasm shown by his hosts and as the new Chair of the Dubai Congress Educational Day Committee, he was particularly impressed with this aspect of the program. Our congratulations go to Robert Marks, who was elected the new President of Les Clefs d’Or USA during this meeting. Robert has served on the USA Executive Committee for quite some time and to receive this great honour from his friends and colleagues was a fitting reward for his years of dedicated service.

Just recently our friends in Mexico held their own National AGM and again we welcomed a new President to the Board of Directors. It is encouraging to see the ongoing development of our new leaders and I am sure that Arturo Ortiz will continue the fine legacy of his predecessor, Alberto Monzon. Congratulations as well to Pablo Castro who assumed the same responsibility in Argentina soon after the Mendoza congress. I am sure that former President, Mario Morelli, has prepared Pablo well for the role.

The International Executive Committee continues to work on the many projects we discussed in Mendoza and we look forward to showing you the results in Dubai. Until then, I trust that you will enjoy reading this newsletter, I wish you all the very best and I thank you again for your continued support of Les Clefs d’Or.

Yours in friendship,

Colin Toomey  
President Les Clefs d’Or International





Dear Presidents and Members, Dear Friends,

Greetings from Copenhagen. I was honored when Zone Director of the Americas, Shujaat Khan, requested that I send you this message for the re-introduction on your Zone of the Americas Newsletter.

I have had the pleasure to visit your zone twice in one year. I came away from both visits with my warmest memories of you all and showing not only me, but your colleagues around the world the spirit of Les Clefs d'Or. I want to congratulate and thank you for your most generous hospitality.

My first visit was at the International Congress in Mendoza, Argentina. It was truly a memorable one in so many ways. Some of the highlights were a new standard of our educational program and the beautiful area of Mendoza. The wine country was the right setting for meeting both old and new friends from all over the world.

In Mendoza I was also elected as your new UICH 3rd International Vice President. I was lucky to join the candidacy with two good friends and colleagues. We did so in true friendship. For this I can only thank the candidate of the Americas and Chef Concierge at The Pierre in New York, Mr. Maurice Dancer, for his friendship and support.

In July, I attended the American congress in New Orleans. Again I had the pleasure of experiencing the best of what your zone is known for; professionalism, dedication and friendship. It was another very memorable educational program combined with local flavors and charm.

Since my return from the American congress, I have had the pleasure to be working closely with a few members of your zone on the educational committee, something we are expecting a lot from on the next international congress in Dubai in 2016. I hope to see as many of you there.

Finally, I want to congratulate you on the educational part in your zone. You are gifted with a member, Michael Romei, our past UICH International General Secretary, who is so passionate to pass on his legacy and remain a hotel lobby Concierge. The days in Costa Rica are a true example of how passionate you all are and work to gather the smaller areas of the Zone of the Americas.

Thank you all for your friendship and passion.

Vive Les Clefs d'Or

Yours truly,

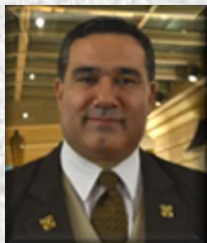
Anders Ruggiero  
UICH 3<sup>rd</sup> Vice President





# *Les Clefs d'Or*

## Argentine Association of Concierges of Grand Hotels



Pablo Castro  
President  
Sofitel Hotel  
Buenos Aires

Martín Rey  
Vice President  
The Brick Hotel  
Buenos Aires

Fernando Penachino  
Treasurer  
Alvear Palace Hotel  
Buenos Aires

Octavio Bravo  
Secretary  
The Brick Hotel  
Buenos Aires

Leticia Piñeiro  
Director of Membership  
The Four Seasons Hotel  
Buenos Aires

Alejandro Noya  
Director of Development  
Alvear Palace Hotel  
Buenos Aires

Maria Esperanza Coarasa  
Director Public Relations  
Alvear Palace Hotel  
Buenos Aires

Mario Morelli  
Past President  
Sheraton Hotel  
Buenos Aires

Greetings to all our friends and colleagues of the Americas.

### Art Cocktail:

Martin Rey, had the pleasure of hosting our Les Clefs d'Or colleagues at The Brick Hotel Buenos Aires, part of the MGallery Collection for an art cocktail opening reception for Marta Minujin, a very famous local artist.



### Art Educational:

I was able arrange a private educational tour at Espacio Arroyo, a very well-known Art Gallery in Recoleta.



### Local Press:

We were able to showcase Les Clefs d'Or the Concierge profession in two important local newspapers: Expo Empleo and GNetwork 360. Hope Coarasa, Director of Public Relations and Concierge at the Alvear Palace Hotel, and I gave a short interview regarding the gay tourism segment.



### Pinning:

We pinned Raul Blanch from Sofitel Cardales. Our Secretary of Tourism of Buenos Aires, Mr. Ignacio Crotto was our guest of honor, arranged excellently by Mario Morelli, Past President.



### Meeting & Logo:

We had our meeting at Cabaña Las Lilas and voted for our new logo and pin among several options, specially designed for this occasion.





We are also in touch with our colleagues throughout South America:

- Final details have been arranged for exams in Peru.
- Currently, we have 29 members in Argentina and four more in the not too distant future.
- We have four more members in Chile, two in Ecuador, one in Venezuela, one in Uruguay and another colleague studying for her exam.

I travelled to Montevideo recently to speak about service and the Concierge profession at Sofitel Carrasco and also meet with our Uruguayan friends.

In Service through Friendship,

Pablo Castro  
President  
Les Clefs d'Or Argentina

## *Memories of Mendoza*







## **Les Clefs d'Or Brésil**

### **Concierges' Day Celebration – June – 2015**



William S. Borges, President  
Concierge, Hotel JW Marriott  
Rio de Janeiro

Leonel Leandro da Silva  
Vice President  
Concierge, Hotel Sofite  
Rio de Janeiro Copacabana

Luis Cesar Rodrigues,  
Secretary  
Directeur Concierge,  
Yellow House Boutique Hote  
Rio de Janeiro

Maiko Nizzo, Treasurer  
Active member.  
Rio de Janeiro

Rodrigo Martins  
Director of Membership,  
Concierge, Praia Ipanema Hotel  
Rio de Janeiro

Silvio Mauricio Gomes  
Past President  
Chef Concierge, Hotel Sofitel  
Rio de Janeiro Copacabana

*Les Clefs d'Or Brésil is extremelly happy for celebrating the Concierge´s Day for the 5th year consecutively!*

*We´ve chosen, not randomly, the date to celebrate our day, but the same date as St. Peter day, because us, as him, we are also guardians of important keys that open doors to distinguished visitors! We celebrate 29<sup>th</sup> June!*

*We can open doors for guest to realize their desire, to reach their expectations, to make the impossible became possible and to make all dreams come true.*

*We Can make the link for a good relationship with partners and touristic products in the cities. We love networking and provide the best use of it!*

*All members in Brazil were celebrating together*

**LES CLEFS D'OR BRÉSIL WANTS TO THANK ALL MEMBERS AND PARTNERS THAT HELPED TO MAKE THIS HAPPEN AND WISH ALL OF YOU, CONCIERGES ALL OVER THE WORLD AN AMAZING CONCIERGE´S DAY!**

**LET´S MAKE THE DIFFERENCE BECAUSE WE ARE GOLDEN...AND GIFTED!!!**

**IN SERVICE THROUGH FRIENDSHIP!!!**

**Luís César Rodrigues**  
**General Secretary LCD Brésil**







# Concierge's Day Celebration





# Concierge's Day Celebration – Rio de Janeiro

*This year we celebrated the concierge's day with activities all day:  
We had an opening with a welcome coffee at Aqua, after that we had a lecture and discussion with a lawyer about Sexual and Moral Harresment at the companies and how to deal with it. After that we had a lunch at Rayz Restaurant.  
In the afternoon we had a sightseeing tour with the Openbus – Rio Line and we went to Sugar Loaf Mountain to cut the special cake made for us. At night we had a diner at Entretapas Restaurant to end the day and also help our Concierge Foundation.*





# President's Message - Love and Passion of Being a Concierge



To be a Concierge is an art. And the art of hospitality that makes us increasingly become passionate about hospitality profession. The spirit of service is the key point for success and makes us feel fulfilled. To be a concierge is a gift that God has given us, to make people happy and therefore we become even happier.

But do you know what it means to be a Concierge? Concierge is a professional that donates your life 24 hours every day to deliver an excellent and luxury service for our guests. He has the spirit to serve according to the guests' need, but not only in this moment, also in all moments of our lives. We are always in duty.

As the president of this well-known association, Associação Brasileira de Concierges, Les Clefs d'Or Brésil, I am proud and honored to congratulate every Concierge for our day! Not only those who are Concierges but also those who are part of our world and help us to be what we are!

Let's celebrate with a toast to our day!  
Health and Success to all!  
Vive Les Clefs d'Or. Vive Les Clefs d'Or Brésil.  
Vive San Pieter our guardian!

*Guilherme S. Borges*  
*Les Clefs d'Or Brésil President*







Carolina Avaria, Président  
Chef Concierge  
InterContinental Toronto  
Yorkville  
Toronto, Ontario

Don Mooney, Vice Président  
Guest Relations Manager  
VIP Concierge  
The Fairmont Banff Springs  
Banff, Alberta

Ronaldo Breton, Réassureur  
Chef Concierge  
The Hazelton Hotel  
Toronto, Ontario

Joanne Lewandowski,  
Secretary  
Senior Concierge  
The Fairmont Chateau  
Whistler, BC

Alain Ethier, Dir. Public  
Relations  
Chef Concierge  
Hôtel Le St-Sulpice  
Montréal, QC

## 2015, A Great Year For Canada!

Hello dear fellow Concierges from the Americas,

On behalf of all our members, allow me to warmly thank our Zone Director, Shujaat Khan, for inviting me to share with you our Canadian activities.

As many of you know, at the start of 2015, I was honored to replace my dear friend departing President, Hugo Legrand, when I accepted the position of Interim President of Les Clefs d'Or Canada prior to our elections in May.

It was in Mendoza, Argentina, that I first had the chance to represent Canada and sat at the President's table during the 62<sup>nd</sup> UICH Les Clefs d'Or International Congress. We were 17 Canadians attending the Mendoza congress who very proudly cheered for Véronique Bourgeault, Concierge at the Montreal Marriott Château Champlain, our Andy Pongco Award nominee. Véronique put together a fantastic social media campaign around the contest itself and her fellow nominees. She represented Canada brilliantly and we thank her for her participation. We would also like to warmly thank all of our Argentinian friends for their dedication and genuine warm hospitality during our memorable visit.

Almost one month later, the Canadians gathered in Whistler, BC, at the beautiful Fairmont Château Whistler, for our 10<sup>th</sup> Les Clefs d'Or Canada National Congress, where we were wowed beyond our wildest expectations by the amazing Organizing Committee, spearheaded by Co-Chairs Rosh Chandra and Joanne Lewandowsky.

Many innovations brought forward by this congress will mark the future of our country. For example, we delivered our first paperless congress. How do you do that? First, you give everyone a Samsung tablet as a welcome gift! Then, pre-loaded on that tablet, you find the agenda, the sponsors, the speakers' bios, the attendees, the welcome letter from our International President and so much more! Next, the social media campaign created by the Whistler Congress was so amazingly innovative and engaging, especially on Twitter, that it actually convinced many non-believers to create a Twitter account and learn how to use social media.

Watch out for Canada in the coming years to be recognized as a leader in the fields of social media, Les Clefs d'Or branding and communications to the outside world! We are boldly stepping forward into a new era of communications, supported by enlightening presentations on our educational day by forerunners in the field of communications as sponsor Trevor Botkin, from Think8 and James Ridenour, International General Secretary of Les Clefs d'Or. A new tagline (captured by Think8) emerged at our Whistler Congress and we feel it may take over the world; **#yourkeytoeverything** has



been on everyone's tweets and Facebook posts in Canada since the congress and will now become an integral part of our official email and letter signatures!

Additionally, a new Executive Board was elected at the Whistler General Assembly. Joining me on the Board are Don Mooney (Vice President), Ronaldo Breton (National Treasurer), Joanne Lewandowsky (National Secretary), Alain Ethier (Director of Public Relations) and Toni Daoud (Past President). As we near our 40<sup>th</sup> Anniversary in 2016, we look forward to leading Canada into a new era for Les Clefs d'Or and promise to make the right decisions for the well-being of our association and the profession of Concierge.

We are proud to announce that Canada will have seven members on the new UICH Communications Committee! Due to the Brand work we have been spearheading in Canada for the past two years, I was pleased and honored to be invited by James Ridenour, to co-chair the Committee with him and gladly accepted the challenge. I'd like to genuinely thank the six Canadian members joining me on the Committee: Korey Rorison, Alain Ethier, Calan Hobbs, Shelley Hayashi, Rosh Chandra and Don Bowden. Together with all our international friends we look forward to sharing our unbelievable Les Clefs d'Or Brand with the world.



Finally, Canada will be hosting the 19<sup>th</sup> PanAmerican Congress in the beautiful city of Montreal, from the 9<sup>th</sup> to the 13<sup>th</sup> of March 2016. Co-Chairwomen, Chanel Mongeon and Véronique Bourgeault, are working relentlessly, along with their Montreal 2016 Organizing Committee, to put together an amazing congress and to allow you to discover the best Montreal

has to offer.

Alain Ethier, our Public Relations Director, and myself, were graciously invited by President Shujaat Khan to attend the New Orleans, USA Les Clefs d'Or National Congress, and personally invite the 250 USA Concierges in attendance to join us in 2016. We were extremely pleased by the warm welcome and positive responses we received from our friends in the USA.



Our sexy slogan: ***"Voulez-vous?"*** promises great discoveries, progressive educational sessions and lasting new friendships between the fabulous Les Clefs d'Or Concierges of the Americas.

I very much look forward to welcoming you all to Montreal in 2016.

In Service through Friendship,

Carolina Avaria  
President,  
Les Clefs d'Or Canada  
#yourkeytoeverything





## Canadian National Congress in Whistler







# CONCIERGE ASSOCIATION OF MEXICO, AC



Arturo Ortiz  
President  
The St. Regis  
Mexico City

Gustavo Lopez  
Vice President  
Hotel Matilda,  
San Miguel de Allende,  
Guanajuato

Denis Urbina  
Secretary  
Marriot Casa Magna  
Puerto Vallarta

Enrique Palacio  
Treasurer  
Me Cancun Hotel

Sergio Rodriguez  
Members Director  
Hyatt Regency  
Mexico City

Dear Colleagues,

I have been an active member of the Concierges Association of Mexico for fifteen years and a proud member of Les Clefs d'Or for twelve years.

I have contributed to the National Executive Board of Mexico in charge of Media, Public Relations, the National Vice President and representative of Les Clefs d'Or Foundation of the Americas.

I have been employed at the Four Seasons, Sheraton and The St. Regis in Mexico City. I was also employed at The Westin Resort & Spa in Cancun and at The St. Regis Punta Mita Resort in Puerto Vallarta.

I am committed to the continued development of the regions of Mexico and doing the best job possible for Latin America.

We have more than 200 enthusiastic members in Mexico with a strong desire to grow and be creative.

On October 10<sup>th</sup> I will officially become President of Les Clefs d'Or Mexico and dedicated to fulfilling all the requirements of UICH.

Thank you all.

VIVE LES CLEFS D'OR!!

Arturo Ortiz Jimenez  
Chef Concierge  
The St. Regis Mexico City





# Les Clefs d'Or USA



**Robert Marks**  
President  
Omni Hotel  
San Diego, CA

**Nathan Goff**  
VP Media & Public Relations  
Boston Harbor Hotel  
Boston, MA

**Kathleen Fitzgerald**  
Secretary  
Carmel Hyatt Highlands Inn  
Carmel, CA

**Daniel Alford**  
Treasurer  
Le Meridian Hotel  
New Orleans, LA

**Leigh Anne Dolecki**  
Director of Membership  
InterContinental Hotel  
San Francisco, CA

**Harald Mootz**  
Director of Development  
St. Regis Hotel  
New York, NY

**Robert Watson**  
Congress Liaison  
Willard InterContinental  
Washington, DC

**Charisse Fazzari**  
Director of Concierge Relations  
Mandarin Oriental  
San Francisco, CA

**Shujaat Khan**  
Past President  
Zone Director of the Americas  
Capital Hilton  
Washington, DC

Dear Friends,

The members of Les Clefs d'Or USA recently concluded our very successful national congress in New Orleans, Louisiana. With over 175 members in attendance, representing 24 states and 25 hotel brands, this congress highlighted education and service concepts and showcased the local flavor of New Orleans.

Our keynote speaker was Mr. Kirk Kinsell, the new CEO of Loews Hotels. Mr. Kinsell spoke enthusiastically about the service concierges deliver and the value we bring to our guests and hotels. We were also pleased to have two education and service presenters, Dr. Bryan Williams and Mr. Matt Traub. These gentlemen enthralled our members with examples of service excellence and gave our members tools and practical examples of how to succeed in the hospitality industry. Our congress concluded with the election of a new Board of Directors, and four days of events were topped off by a great gala at the National World War II Museum. The new Board of Directors looks forward to the start of a successful and productive mandate.

The Zone Director, Shujaat Khan, Congress Liaison, Robert Watson and I will conduct a site inspection of the 2016 Pan-American congress venues in September. We will review plans for the congress and offer assistance to our Canadian friends as they prepare for the 2016 Pan-American meeting in March. We anticipate a great preview of what our members will experience at this congress.

Les Clefs d'Or USA will also participate in a Concierge Leadership Summit, September 25 – 27, 2015, in Las Vegas, Nevada. This summit brings together local concierge association leaders from across the United States. They will share ideas, work on common issues and create strategies to strengthen the concierge profession. This meeting will focus on mentorship and skills to help to improve concierge performance individually, locally and on a national level. Les Clefs d'Or USA is pleased to be a facilitator at this event.

Les Clefs d'Or USA is also proud to participate in an educational symposium at the Arenal Springs Resort in Costa Rica. This two day symposium will bring together hospitality professionals to participate in a seminar taught by Mr. Michael Romei, former General Secretary of UICH. This event promises to strengthen the hospitality skills of all in attendance and highlight the importance of having professional concierges employed in the region's hotels and resorts.

The Board of Directors will host their annual Face-to-Face meeting in early December, in Tucson, Arizona. During this meeting the Board will set the agenda for the coming year. Over the next year, Les Clefs d'Or USA will continue to look at new ways of expanding our educational and philanthropic initiatives. We will work with our colleagues from around the world to strengthen and promote the Clefs d'Or brand.

In Service through Friendship,

Robert Marks  
President  
Les Clefs d'Or USA



USA NATIONAL CONGRESS NEW ORLEANS  
JULY 13-17, 2015

**A Tribute to Marjorie Silverman**



**Anders Ruggero UICH 3rd VP**

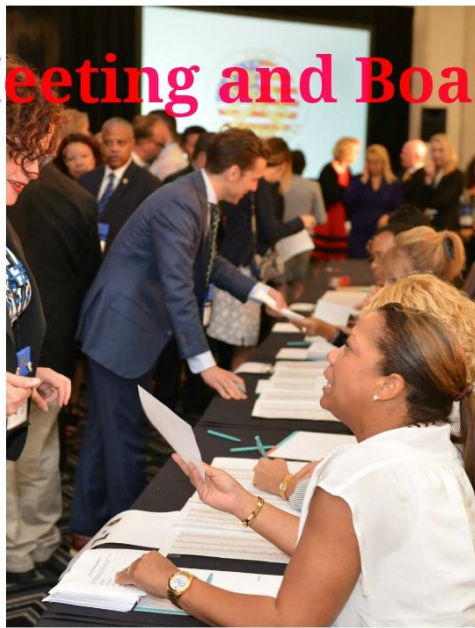


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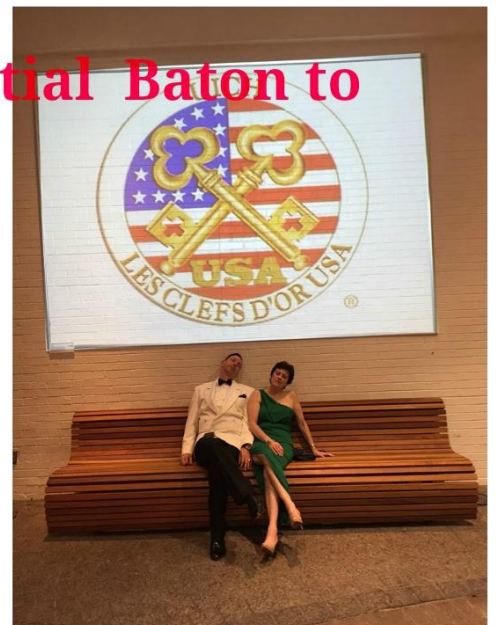
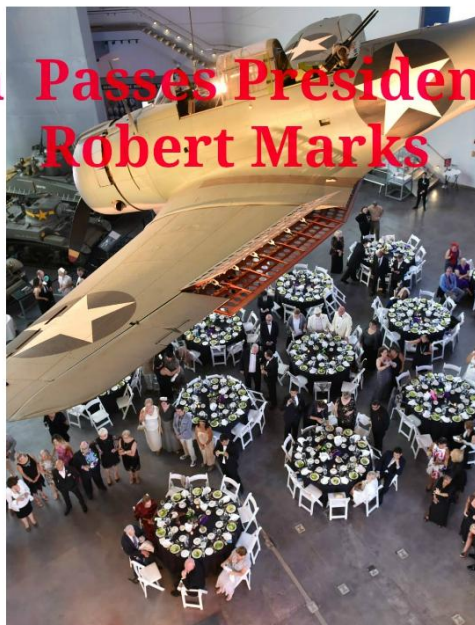




# Business Meeting and Board Elections



# Shujaat Khan Passes Presidential Baton to Robert Marks





LES CLEFS D'OR USA AND MICHAEL ROMEI

PRESENT TRAINING SESSION IN THE AMERICAN ZONE



## EDUCATIONAL SEMINAR "Creating Service Magic"

by Michael Romei

Chef Concierge, The Waldorf Astoria and Towers NYC  
Former General Secretary Les Clefs d'Or International UICH

October 11<sup>th</sup> 2015

The Springs Resort & Spa Hotel  
Arenal, Costa Rica



**PAN AMERICAN**  
**19th Pan American Congress Montreal**  
**March 9th to 13th 2016**



**INTERNATIONAL**  
**63rd UICH Les Clefs d'Or World Congress 2016**  
**Dubai, United Arab Emirates**



**64th Les Clefs d'Or International Congress**  
**Berlin, Germany**  
**March 23rd to 28th 2017**