



News Release

from the PA Tourism & Lodging Association

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FOR IMMEDIATE RELEASE

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PTLA Provides Webinars to Educate Hospitality Professionals

The PA Tourism & Lodging Association (PTLA) has developed a series of “webinars” to allow hospitality professionals to refine their knowledge on important industry topics while never leaving their office.

Topics for these one-hour sessions were developed with input from PTLA members to be of value to hourly employees as well as all levels of management. Below is a calendar of upcoming topics and dates:

August 11, 2009 • 2:00 – 3:00 pm

Bed Bugs and the Hospitality Industry: Little Bugs, Big Problems

Presenter: Jeffrey White, Cooper Pest Solutions

September 8, 2009 • 2:00 – 3:00 pm

Online Bookings – Myths and Realities

Presenter: Josh Graham, TravelCLICK

October 13, 2009 • 2:00 – 3:00 pm

Women as Leaders

Presenters: Monica Gould, Strategic Consulting Partners

Julie Coker, Hyatt Regency Philadelphia

November 10, 2009 • 2:00 – 3:00 pm

Food & Beverage Topic (to be determined)

Presenter: To be determined

December 8, 2009 • 2:00 – 3:00 pm

Loss Control & Claim Scenarios

Presenter: Keystone Insurers Group

January 12, 2010 • 2:00 – 3:00 pm

PA Room Tax & Other Lodging Tax Questions

Presenter: Keith Clark, Shumaker Williams, P.C.

February 9, 2010 • 2:00 – 3:00 pm

Human Resources HOT Topic

Presenter: To be determined

March 9, 2010 • 2:00 – 3:00 pm

Effective Employee Relations

Presenter: Angela L. Thomas, Latsha Davis, Yohe & McKenna, P.C.

April 13, 2010 • 2:00 – 3:00 pm

Safety & Security Topic (to be determined)

Presenter: To be determined

May 11, 2010 • 2:00 – 3:00 pm

Customer Service Strategies for Success

Presenter: Mary E. Foltz, Service Counts!

All that is needed to participate is a phone (the call is toll-free) and computer with internet access. Cost is \$49 for PTLA members and \$69 for non-PTLA members.

For more information and to register, please visit the PTLA website at
<<http://www.patourism.org/webinars/>>.

The PA Tourism & Lodging Association is a private, non-profit, membership-based association that exists to advocate, support, promote and enhance the tourism and lodging industry within the Commonwealth of Pennsylvania. It provides lobbying, education and professional development opportunities, information and other resources as well as value-adding services to its members to ensure their—and the industry's—ongoing growth and success.

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