



UICH Les Clefs d'Or

Board of Directors Meeting J.W. Marriott, Cancun, Mexico October 3, 2003

Countries Present: Austria Czech Republic Ireland Portugal
Belgium Denmark Italy Switzerland
Brazil France Japan United States
Canada Great Britain Mexico
Chinese Taipei Hellas Netherlands

Countries Absent: Australia Hungary New Zealand Singapore
China Israel Norway Spain
Finland Luxembourg Philippines Turkey
Germany Malaysia Romania
Hong Kong Morocco Russia

Observers: Chile

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1. WELCOME

President Daniel Valencia welcomed delegates to Cancun and invited them to enjoy the Mexican hospitality organized on their behalf.

2. INTERNATIONAL PRESIDENT'S REPLY AND PRESIDENT'S REPORT

President Jean-Claude Elgaire thanked **President Valencia, Ms. Carolina Vilar**, and the entire Mexican delegation for organizing a wonderful Board of Directors meeting in Cancun.

Since his election in Biarritz, **President Elgaire** has traveled to many different countries, including Great Britain, Belgium, Denmark, Brazil, Morocco, Estonia, Finland, and Russia. When visiting other countries, President Elgaire focuses on meeting with hotel managers and the media whenever possible, as he feels it is of primary importance for a President to promote Les Clefs d'Or during his/her tenure in office.

President Elgaire attended the Pan-American Congress in Rio de Janeiro in April, and wished to acknowledge the excellent job that **President Roberto Estrella** and his committee did in planning that meeting. President Elgaire also thanked all other country presidents for their warm hospitality during his visits abroad.

President Elgaire welcomed **Ms. Naomi Uehara** from the Sheraton Santiago Hotel & Convention Center in Santiago, Chile. Ms. Uehara is participating in the Board of Directors meeting as an observer on behalf of the entire Los Andes region (which includes Chile, Peru, Ecuador, and El Salvador). Presently attached to the Mexican section, these nations are working toward the formation of their own sections.

3. GENERAL SECRETARY'S REPORT; PRESENTATION OF THE MINUTES OF THE BOARD OF DIRECTORS MEETING IN BIARRITZ AND THE EXECUTIVE COMMITTEE MEETING IN CANCUN. LECTURE OF CORRESPONDENCE

Ms. Marjorie Silverman agreed to act in place of **General Secretary Roderick Levéjac**, who was unable to attend the Board of Directors meeting.

Ms. Silverman asked for a motion to approve the minutes from the Biarritz Congress. **President Inger Boudouris** made the motion, **President Francis Spiteri** seconded. With all Presidents in favor, the minutes were duly approved.

New Presidents elected since the last Congress were announced:

- In France, **President Roger Bastoni** replaces Past President Jean-Claude Elgaire.
- In Great Britain, **President Francis Spiteri** was reelected to another term.
- In Belgium, **President Alain Vanderauwera** replaces Past President Jean-Pol de Saedeleer.

In lieu of reading the entire summary of the Executive Committee meeting verbatim, **Ms. Silverman** agreed to interject with passages from those minutes as each topic relates to today's slated agenda. (NOTE: The Executive Committee Summary is attached herewith as Exhibit 1).

Ms. Silverman announced that quorum requirements have been met with 18 nations present, or 50% of the membership. Quorum for this meeting was based on 36 (not 37) countries since Sweden is now an inactive section.

Ms. Silverman explained that **President Roger Bastoni** will sit on the Executive Committee as the French representative. This is in accordance with the statutes, even though the International President is, for the time being, a French national himself.

The Lecture of Correspondence included a letter from **President Brendan Enright** apologizing for his absence and encouraging members to welcome his delegate, **Mr. Jim O'Keefe**.

4. TREASURER'S REPORT

President Jean-Claude Elgaire presented highlights of the Treasurer's Report on behalf of **Treasurer Gérard Poirier**, who could not be present. The Treasurer's Report is attached herewith as Exhibit 2, and details receipts and expenses to date for the year 2003.

Mr. Robin Van Kooten suggested the benefits of having the Treasurer's Report distributed to section Presidents two months ahead of the next Board of Directors meeting in order to give Presidents time to digest the information and come to the meeting prepared to vote to approve the books. **President Elgaire** agreed and will do so, but he warned Presidents that the documents distributed ahead of time would be incomplete. There obviously will be revisions to the figures that cannot be known prior to the year's end.

President Elgaire read a list of countries whose subscription fees remain unpaid: Australia, Belgium, China, Spain, Finland, Hong Kong, Hungary, Israel, Japan, Malaysia, Morocco, Philippines, Romania, Russia, and Singapore.

President Francis Spiteri stated how disrespectful it is when countries do not pay their subscriptions in a timely fashion. He suggested that an ultimatum be given to these nations. **President Arshad Khokhar** agreed, adding that when a country cannot pay for one reason or another, they should, at the very least, extend the common courtesy of alerting the Treasurer to the reasons behind the nonpayment. Other arrangements could then be considered.

President Inger Boudouris suggested that a late fee be applied to countries whose payments are still in arrears. **Mr. Robin Van Kooten** agreed, saying that it is common practice for businesses to attach penalties to late payments. He suggested that a 10% penalty would be reasonable.

President Elgaire will consider this issue. At the next Board of Directors meeting, **President Elgaire** pledged to distribute a formal proposal on the topic of subscription fees and penalties.

5. MATTERS OUTSTANDING FROM LAST BOARD OF DIRECTORS MEETING

A. PROTECTION OF LOGO, NAME, KEYS THROUGHOUT THE WORLD

The Executive Committee reiterated the requirement that all Presidents take appropriate measures to protect the logo within their country, as this is the most cost-effective way to obtain worldwide protection. **President Elgaire** then queried each country as to where they stand in these efforts. Most countries have either already secured protection, or they were in the process of securing protection. When the Board meets again in Tangier, another poll will be taken to assess compliance with this mandate.

President Ben Wahlte said that it is a particularly difficult process to get trademark protection in Holland, and he will need to acquire documents from the UICH head office in order to make the application. **President Roger Bastoni** was asked to provide Holland with the necessary documentation.

B. REPORT ON PUBLICATIONS

(I) BOOK OF MEMBERS 2003-2005

President Jean-Claude Elgaire circulated samples of the newly published Book of Members among the Presidents. Copies of the Book have now been bulk-shipped to all country Presidents and should be awaiting them upon their return.

Ms. Silverman explained that the Executive Committee had discussed ways to produce the Book in a more timely fashion (please refer to the Executive Committee Summary). For the next 2005-2007 Book, the Board of Directors agreed to collect membership information from all countries in late 2004 (prior to the 2005 election) rather than in early 2005 (after the election). Immediately after the Congress, the Book will be published.

The Book of Members cost 29,403 Euro instead of the budgeted 26,730 Euro. This is because the Book ran to 320 pages instead of the 288 pages anticipated. The shipping of the Books was also over budget because of the added weight. Nevertheless, the Executive Committee believes that the deficit will be recouped through the sale of extra Books at 20 Euro each. Presidents may order extra Books by writing to the headquarters office in Paris.

(ii) INTERNATIONAL REVIEW 2003
(iii) BUDGET FOR 2004
(iv) SPONSORS

The International Review continues to incur losses for the UICH Treasury because there are inadequate advertisements to offset production costs. The most recent edition incurred a 4,000 Euro deficit. To remedy the situation, the Board of Directors must (1) more actively seek sponsors, (2) raise subscription fees, or (3) stop publishing the Review (though this option would be against the statutes).

Past President Aldo Giacomello asked country Presidents to make it a priority to find advertisers for the Review. **President Ben Wahlte** commented that it is difficult to get national companies to advertise in a Review whose target audience is international. The preferable action is to seek advertisers whose corporations are internationally situated.

President Inger Boudouris pledged to take out an ad in the next Review for 500 Euro. **President Arshad Khokhar** pledged that Denmark would contribute 500 Euro annually toward the Review in years where there is a deficit, so long as he is President of that section. **President Liborio Pimento** pledged 100 Euros from Portugal toward this year's deficit. **Mr. Emmanuel Vrettos** stated that Hellas has found an advertiser for the next Review.

C. AGREEMENT ON AUSTRIA'S PROJECT CONCERNING THE PRODUCTION OF PIN SETS

President Jean-Claude Elgaire distributed copies of the contract he received from Austria (see attached Exhibit 3). He has not signed the contract because he is still unclear on several details. While the contract lists production costs, it does not list selling prices nor does it clarify the number of sales of each item that have been made since January 13, 2003, when the licensing agreement went into effect. Additionally, it did not state what percentage of the profits Austria would be returning to UICH.

After much discussion, it was agreed that **President Rainald Egerth** would prepare a detailed contract and forward it to President Jean-Claude Elgaire for review no later than October 17, 2003. Various aspects of the licensing agreement were agreed to as follows:

- The duration of the contract will run from January 13, 2003, through the conclusion of the Philippine Congress in 2005.
- Austria will donate 15 percent of the profits made on items sold within this time period.
- In addition to the 15 percent of profits, Austria will also take out four half-page ads (at a cost of 740 Euro per ad) in the next four editions of the Review.

Immediately upon receipt, President Elgaire will distribute copies of the contract to each President via email and ask them to vote to approve. The contract can then be finalized immediately, preventing the need for the Board to address the matter again in Tangier.

First Vice President Denis O'Brien realized, after listening to these discussions, that UICH should use the Austrian document as a model in order to develop a standardized template for licensing agreements that may be contemplated in the future.

D. CONGRESSES

(i) REPORT ON ACCOUNTS OF THE 50TH CONGRESS

This discussion was tabled until the Board of Directors meets in Tangier. **President Jean-Claude Elgaire** explained that because there are still outstanding accounting issues, no final figures have yet been compiled.

(ii) PARTICIPATION RULES FOR MEMBER SECTIONS

President Elgaire announced that space for the Morocco Congress is unlimited. Therefore, there is no reason for the Board to address the topic of how to allot limited space.

(iii) PRESENTATION OF 51ST INTERNATIONAL CONGRESS IN MOROCCO AND DISCUSSION ON FUTURE VENUES

On behalf of the Moroccan delegation (who were unable to come to Mexico due to visa complications), **President Jean-Claude Elgaire** and **Third Vice President Robert Watson** distributed copies of the Morocco program agenda and registration form to each President.

President Elgaire has completed a site inspection in Morocco and believes that the Congress will be a spectacular event, encompassing visits to Tangier, Fes, Casablanca, and Rabat. The Congress has the full support of Morocco's King, who is dedicated to making northern Morocco a premier tourist destination. Because the Congress has His Majesty's personal support, President Elgaire encouraged sections to try and register as many members as possible to attend the event. **Past President Aldo Giacomello** will be visiting Morocco in mid-October and will continue to work with the Moroccans to help them with their plans.

President Elgaire distributed to each President a highly detailed synopsis of the educational session held at the Biarritz Congress. **First Vice President Denis O'Brien** was pleased to have a concrete handout that can be shared with management as tangible proof of the work concierges do at their Congresses. President Elgaire explained that the International Herald Tribune is presently mailing a copy of the booklet to all Biarritz participants. Acknowledging the huge amount of work it must have taken to put this book together, the Board of Directors promised to write thank-you notes to **Ms. Catherine Eustache**, the individual who compiled and published this information.

The educational symposium planned for the Morocco Congress will mirror the one presented in Biarritz, thanks again to the support of Ms. Catherine Eustache and the International Herald Tribune. To help Ms. Eustache prepare for facilitation this event, **President Elgaire** asked the Board of Directors to forward topic ideas directly to Ms. Eustache.

In addition to the support of the International Herald Tribune, **President Elgaire** reported that American Express has also agreed to sponsor a portion of the Morocco Congress. They will be hosting the gala dinner, and in turn, they are being given the opportunity to address the delegates during Morocco's General Assembly.

As was approved by the Board of Directors at the Biarritz Congress, **Past President Aldo Giacomello** has been working with American Express over the past year, developing American Express as a partner of UICH and assisting them with their Lifestyle Program. The program has now been established successfully in Europe, and American Express is ready to expand worldwide. **President Jean-Claude Elgaire** and the Board of Directors agreed to allow Mr. Giacomello to continue overseeing this relationship in his capacity as liaison with American Express.

Second Vice President Andy Pongco gave a short presentation on the upcoming 52nd Congress in Manila, Philippines. He reviewed a day by day itinerary. Highlights of the agenda will include extensive educational symposia. Copies of the complete itinerary may be requested via email from Second Vice President Pongco. A short video on the Philippines was shown. Prices, agendas, and registration materials for the Philippine Congress will be distributed by Second Vice President Pongco at the Board of Directors meeting in Morocco. President Elgaire thanked Mr. Pongco for his presentation.

E. ZONING – WESTERN EUROPE

First Vice President Denis O'Brien announced that the Executive Committee has asked him to identify workable Zones and put together a formal proposal for the rezoning when the Board meets in Tangier. Additionally, **Third Vice President Robert Watson** will be presenting a proposal outlining formal job descriptions for each Area Director.

Vice President O'Brien has identified eight potential zones, as follows: The Americas, Asia, Australia/Oceania, Northern Europe, Eastern Europe, Western Europe, Central Europe, and Africa.

- There was much discussion and some dissent over the ways in which the European countries should be zoned, and Mr. O'Brien promised to take these factors into careful consideration when preparing the official proposal.
- **Ms. Marjorie Silverman** suggested that when looking at ways to divide Europe, it is a good idea to try and put stronger, firmly established nations together with the younger, newer ones that might benefit from such leadership.
- **Mr. Helmut Schoffl** was concerned over proximity issues, stating that whoever is appointed as Zone Director must be close enough, geographically, to all countries under his/her charge to travel to them easily.

F. UIPA'S LETTER TO UICH AND VOTE

President Jean-Claude Elgaire reminded the Board of Directors of his promise to resolve this situation during his presidency. In preparation for this discussion, he distributed copies of the newly adopted statutes in English and in French to all Presidents. He also distributed copies of all correspondence relating to this issue: (1) a letter from Italian President Mario Eroico asking for Mr. Lodigiani's removal from the Comité des Sages; and (2) correspondence received from Mr. Adolfo Lodigiani explaining his side of the argument (see attached Exhibit 4).

Mr. Maurizio Luise read a letter on behalf of President Eroico and UIPA (Unione Italiana Portieri d'Albergo). The letter asked UICH to dismiss Mr. Adolfo Lodigiani from the Comité des Sages and explained the reasons behind this request. After Mr. Luisi finished reading his letter, the floor was opened for comments, as follows:

- The Board of Directors wanted to know why Mr. Lodigiani accused UIPA of operating under poor leadership. Ms. Silverman explained that this accusation was based on animosity that has grown over the years since Article 4 was adopted.
- During Mr. Giorgia Chiesa's presidency, the Italian section voted to adhere to Article 4 of the statutes (requiring that all members of the association be active, working concierges). At that time, then-President Chiesa, in a generous and conciliatory fashion, invited members of the Italian section who were no longer concierges and who would be affected by Article 4 to retain their memberships by becoming affiliates. As affiliates, however, these individuals would no longer be able to vote in matters affecting the association nor would they be able to hold officer positions.
- Displeased with the affiliate idea, Mr. Adolfo Lodigiani and many others chose to resign from the Italian section (UIPA) and form a rival association (FAIPA).
- FAIPA misstates its position in Italy in order to secure sponsors, stating incorrectly that they are a recognized Clefs d'Or section and that they are concierges.
- Mr. Lodigiani is an active member of FAIPA and solicits sponsors based on these misstatements and misrepresentations.
- The reason this is an issue for vote is because Mr. Lodigiani is a member of the Comité des Sages. He cannot be removed from Les Clefs d'Or membership because he is retired already and is no longer a member of the Italian section.
- FAIPA members wear crossed key emblems that closely resemble Les Clefs d'Or's official keys.

Because Mr. Lodigiani is making false statements, **President Francis Spiteri** believes that he is placing all of UICH into disrepute. He supports a vote of expulsion. **President Ben Wahlte** agreed, and feels the situation is quite clear: Mr. Lodigiani should be removed.

The Executive Committee suggested that the Board of Directors consider the suspension (not expulsion) of Mr. Lodigiani, so as to be in full accordance with the statutes as outlined in Article 4, Section 8. Expulsion could then be considered on Morocco's agenda. This would allow the Board of Directors adequate time to fully ponder the situation before making a final decision. Also, because only 18 countries are today present, President Elgaire believes it would be nice to give more presidents an opportunity to voice their opinions before a final vote to expel is made.

By secret ballot, the Board of Directors voted 17-to-1 to suspend Mr. Adolfo Lodigiani from the Comité des Sages. **President Jean-Claude Elgaire** will notify Mr. Adolfo Lodigiani of this decision, explaining that he has now lost all rights afforded him under Article 4, Section 5 (Rights of Members).

G. WEBSITE PRESENTATION

President Claudio Caser is redoing the international website, updating the home page and simplifying the site overall so that it works more efficiently on behalf of all country sections. Menu components of the site now include the President's Word, The Association, The History, The Concierge, Member Countries, Events, the International Review, and Member Sections.

Mr. Helmut Schoffl asked how the site can maintain current membership listings for each section, pointing out that the Book of Members is often outdated before it goes to print. He suggested that each President be given an access code to the site so that he/she can directly post current information on their country's members. Instead, **President Caser** responded that the revised website will simply provide direct links to national sites where, hopefully, the information on memberships is adequately maintained.

Discreet advertising space is available on the home page, where sponsor links can be sold to help offset the costs involved with the website management. **President Caser** assured the Board of Directors that no advertisers would be posted on the site without full Board approval.

President Caser will revise the home page to include the words "Les Clefs d'Or" in the title. He will also post a copy of the international logo on the home page.

A permanent address for the site has not yet been determined. **President Caser** will notify Presidents of the particulars as soon as possible.

6. ASSISTANT SECRETARY POSITION

President Claudio Caser is acting as an unofficial, interim assistant to **General Secretary Roderick Levéjac**, as was agreed upon at the Board of Directors meeting in Biarritz. The Board of Directors will continue to honor this arrangement until they meet in Tangier, when they will revisit the issue of filling the Assistant Secretary position officially.

7. PROPOSALS FROM VARIOUS COUNTRIES

Austria. Austria reported that they can easily create membership cards for every member listed in the Book of Members. The cost would be minimal and the benefits would be that all members would have the same corporate identity. **President Rainald Egerth** will be giving a presentation on this in greater detail in Morocco.

Belgium. Belgium has two members who are no longer in hotels but are working as concierges on cruise liners that traverse the globe. **Mr. Andréa Taffelli** inquired whether these two individuals can remain members of the Belgian section. The answer was yes.

Canada. Canada asked the Board of Directors to revise the statute requiring that Zone Directors be acting Presidents of their section. **President Virginia Casale** believes a Past President would be a better choice as Zone Director because he/she would have the necessary expertise and also have more time available to travel and do the work. **President Jean-Claude Elgaire** responded that he does not think the statutes should be revised as it would be a backward step for the association. **Ms. Marjorie Silverman** said it is always a good idea to put new ideas on the table for consideration. She hopes the Board realizes that putting past presidents into Zone Directorship positions would increase the number of people on the overall Committee.

China. The Board of Directors did not discuss China's request because representation from that country was not present. The issue will be addressed again in Morocco.

Chinese Taipei. **President Joey Wang** respectfully requested that the Board of Directors approve a name change for his association, from "Chinese Taipei" to "Taiwan." His government supports this change and is awaiting a positive reply from UICH. The name change would make it easier for the Section to find sponsors and strengthen itself. **Second Vice President Andy Pongco** was asked to

research the opinions of other Asian nations regarding this change. He will then present the results of his interviews to Board of Directors at the Morocco meeting. An official vote will be taken at that time.

Denmark. Denmark proposed that each country donate 100 Euros toward the publication of the International Review each year, as it is a document that is very important to the organization.

President Arshad Khokhar consistently shares the Review with General Managers, hotel owners, and sponsors. Feedback from these people points to how the Board discusses the same issues over and over again, often without ever coming to a decision. The Executive Committee should mandate that decisions be taken on a timely basis.

Hellas. Hellas is attempting to put together a section in Cypress. **Mr. Emmanuel Vrettos** believes Cypress will soon make an international application. Hellas reported that membership in Greece has doubled this year from 22 to 44 persons.

Ireland. **Mr. Jim O'Keefe** reported that Ireland is going through a transition period with the bulk of its members facing retirement. They are now looking toward the younger members. Mr. O'Keefe believes Ireland will see an entirely new society in the next 18 months.

Italy. **Mr. Maurizio Luise** thanked the Board of Directors for supporting Italy. Membership numbers are increasing and the organization is doing well since its reorganization into UIPA. He believes that the decision to suspend Mr. Lodigiani will encourage certain members to forgo their FAIPA memberships and stick solely with the official UIPA membership.

Portugal. **President Liboria Pimenta** supported the idea of international membership cards. In addition, he suggested that unique flags should be created for each section and these could be displayed at Board of Directors meetings. Finally, **President Pimenta** asked whether receptionists could be members of Les Clefs d'Or as he has many members in his country who do not hold the title of concierge. The Board of Directors was opposed to this idea as it is clearly in direct opposition with Article 4 of the statutes.

United States. **President Inger Boudouris** requested that registration materials for international congresses be mailed out farther in advance of Congress dates. Members need adequate time to budget and plan for these meetings, and a one-month time frame is not enough. The USA asked that the topic of "cruise ship concierges" be placed on the Morocco agenda.

8. AREA DIRECTOR REPORTS

Americas. **Zone Director Virginia Casale** expressed deep gratitude to the 40 Mexican members who hosted this Board of Directors Meeting. She also wished to thank the Brazilian members (only 21 strong) for hosting a very successful Pan-American meeting in Rio for 350+ members. Ms. Casale congratulated the USA on its 25th anniversary celebration this year. The USA will host the 2006 UICH Congress in Washington, DC. Contract negotiations have been completed between all four Pan-American presidents, outlining each country's responsibilities at congress hosts. Concierges in Chile, Peru, Ecuador, and El Salvador are united in a Los Andes section and are represented at this Board meeting by observer Ms. Naomi Uehara. President Casale visited colleagues in Lima, Peru, and believes that the association is strengthening there, reflected by increased media interest. The association in Canada continues in unity and strength despite difficulties from SARS, the blackout, and the Iraq War. Canada's national meeting will be in Niagara this coming April.

Eastern Europe. **Zone Director Sarka Hakenova** reported that her appointment as Zone Director for Eastern Europe has been a challenge. Nevertheless, a good first meeting was held in Prague last April and she continues in her efforts to unify the sections. The Czech section is strengthening greatly. Russia is growing, too, with new members outside of Moscow beginning to join. Ms. Hakenova's goal is to develop sections in other Eastern European nations, with Poland as a primary target, among others.

Asia. **Zone Director Sam Osman** had forwarded a report to Second Vice President Andy Pongco, but it was lost during computer transmission. Therefore, no report on Asia was given.

Africa. President **Jean-Claude Elgaire** read a letter prepared by **Zone Director Abdelkader Quenni**, who could not be present. The letter highlights Mr. Quenni's activities and attempts to contact concierges and form sections in Egypt, South Africa, Dubai, Saudi Arabia, and Qatar.

Scandinavia. President **Arshad Khokhar** delivered the Scandinavian report on behalf of **Zone Director Mogens Andersen**. Denmark, Norway, and Finland had a meeting this year and together wrote a history of the Scandinavian sections that Mr. Khokhar is working to translate into English. He thanked President Elgaire for visiting all the Scandinavian countries and encouraged him to visit Norway, as well. In Denmark, four new concierge desks have been reopened, so the situation is looking better in this country. **President Johann Widing**, who was representing the inactive section of Sweden, has resigned.

9. PRESIDENT'S CONCLUSION AND END OF MEETING

Before the conclusion of the meeting, Fedex was thanked for its sponsorship of this Board of Directors meeting and for its support of Les Clefs d'Or Mexico.

President Jean-Claude Elgaire officially closed the meeting, thanking all Board members for conducting their business with dignity, friendship, and decorum. He again thanked President Daniel Valencia and all colleagues for being terrific hosts.

Jean-Claude ELGAIRE
President

Roderick LEVEJAC
General Secretary

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