



From the Editor

*Another great article from The Rooms Chronicle®, the #1 journal for hotel rooms management! ***Important notice: This article may not be reproduced without permission of the publisher or the author.*** College of Hospitality and Tourism Management, Niagara University, P.O. Box 2036, Niagara University, NY 14109-2036. Phone: 866-Read TRC. E-mail: editor@roomschronicle.com*

Notice: The ideas, opinions, recommendations, and interpretations presented herein are those of the author(s). The College of Hospitality and Tourism Management, Niagara University/The Rooms Chronicle® assume no responsibility for the validity of claims in items reported.

At *The Rooms Chronicle®*, we are always looking for ways to better connect with the Lodging Industry and our readers. Effective dissemination of the educational content found in TRC is of paramount importance. After all, TRC was started to aid hoteliers so that they could manage their lodging properties more effectively, efficiently and profitably by providing operations-oriented articles containing actionable recommendations. TRC is first and foremost committed to educating others. It is part of our ethos, and this makes sense given that TRC is published by Niagara University and a number of academics are involved in its publication.

Soon to be released is news of a new consortium that will incorporate both the educational content and the focus of *The Rooms Chronicle®* coupled with the vast experience of a handful of veteran consultants, previous hospitality managers, and industry experts. **HospitalityEducators.com** is a consortium of successful corporate and academic mentors delivering focused and affordable counsel in solving specific challenges facing the hospitality industry.

HospitalityEducators.com services will be designed to help individual hoteliers and hospitality businesses improve their market penetration, deliver service excellence and increase their profitability. The consortium will serve a wide spectrum of hospitality businesses ranging from small family owned operations to large convention centers, including: independent hotels and restaurants, boutique hotels, small hospitality brands, country inns and bed & breakfasts, management companies, hospitality students and aspiring professionals. The members of the consortium will collaborate with supporting organizations, including: lodging & restaurant hospitality associations, select hospitality academic programs and membership hospitality associations.

Look for more details about **HospitalityEducators.com** to be released soon in TRC and learn how they can assist you.



William D. Frye, Ph.D., CHE
Executive Editor