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10 July 2002

HFTP's HITEC 2002 Proves to be a Success

In its 30th year, HITEC ® continued a three-decade trend of providing the hospitality industry with the largest showcase of the most current technology in the industry. HITEC 2002, produced by HFTP®, was once again a success at Chicago's McCormick Place with over 600 booths and 5,500 attendees.



In the past 30 years, HITEC has grown in a parallel path with the expanding hospitality technology industry and as a tribute to this close relationship, five technology pioneers were honored with a new award, HFTP's Technology Award of Merit. At the Opening Session on Tuesday morning, Roger Lane, Richard Maloney, Dietmar Müller-

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Elmau, John Pignataro and Robert Sanford (not present) were recognized as individuals who have made a significant innovation or breakthrough that established a path for others in hospitality technology. Also, Eric Orkin, founder of Opus 2 Technologies, was inducted into HFTP's Hospitality Technology Hall of Fame.

The audience at Tuesday morning's session were launched right into the high-tech state of mind with a talk given by technology forecaster Daniel Burrus and technology author, columnist and editor, John C. Dvorak. The two relayed their thoughts on new technology and what the hot trends will be in the coming years.

Other HITEC 2002 speakers included Fox NFL Sunday sports commentator, Terry Bradshaw, who picked the brains of four road warriors who have traveled a million miles or more around the globe. Wednesday morning, Bradshaw led a talk show-style session where he interviewed Marie Gaudette, president of MLG & Associates, Chuck Grouzard, vice president of GES, Peter Huston, senior vice president of Brandmatrix and Ellen Reid Smith, founder and CEO of Reid Smith & Associates, Inc. The panelists were asked a variety of questions about their traveling experiences related to technology, customer relations, and what really makes an impression on them while they are on the road. Bradshaw, who has traveled quite a bit himself, was able to relate with the discussion and even join in.

Finally on Thursday morning, HITEC's education conference was wrapped up with the yearly CIO panel, moderated by Richard Siegel, publisher of Hospitality Upgrade. CIO's, Glenn Bonner from MGM Mirage, Tim Harvey from Hilton Hotels and Nick Price from the Mandarin Oriental Hotel Group outlined their companies' technology strategies. The panelist each represented a separate segment of the industry, from luxury to mid-priced hotels.

HITEC 2002 also presented a new feature to the exhibit hall, Restaurant Rows. This specially designated area in the exhibit hall was designed to feature foodservice technology offered from HITEC exhibitors. Eight exhibitors were stationed at kiosks where they were able to demonstrate their product as part of HITEC's intention to expand into food service technology. Also, for the first time ever, club accounting professionals had an opportunity to listen in on and give input at the final meeting for the to-be-published sixth edition of the Uniform

System of Financial Reporting for Clubs. Interested parties were able to attend the meeting in person or listen to a live audio stream of the meeting through the Internet at HFTP's web site at www.hftp.org. Those who were listening in via the Web were able to submit questions and comments via e-mail and they were then answered at the meeting.

For those that were not able to attend HITEC 2002, visit online.hitec.org to review information on HITEC 2002 exhibitors. Also on the web site are interviews that were conducted directly in the exhibit hall. Kevin Heilbronner, host of the interviews, got to speak with the Technology Award of Merit recipients, HITEC speakers and various exhibitors. If you didn't make it this year, start making plans to attend next year's HITEC in New Orleans, La. at the Ernest N. Morial Convention Center on June 24 - 26, 2002.

CONTACT

Wendi Williams
Phone: (512) 249-5333
Email: wendi.williams@hftp.org



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