

Hotel/Casino/Resort Security

Formerly Hotel Security Report

the newsletter of Guest Safety • Crime Prevention • Liability Avoidance

IN THIS ISSUE

Safety Accreditation For Your Hotel?
Here's How To Go About Getting It.....1

How Hotel Chain Gets The Most
Background Information On Job
Applicants For The Dollar.....3

Casino Employee Mugged On
Public Sidewalk Wins \$150,000
Inadequate Security Award.....4

Special Report: Facial Recognition
Technology: Today In Casino
Surveillance...Tomorrow In Hotel
Guest And Employee Investigation.....5

Some Do's And Don'ts About Selecting
Lighting For Better Hotel Security.....7

New Hotels Focus On Safety,
Security, Emergency Planning.....9

Justice Dept., Marriott Settle Charges
Des Moines Hotel Discriminated
Against Arab-Americans.....11

In Brief.....12

To more accurately reflect the contents of this newsletter, now in its 20th year, the name has been changed. Everything else remains the same.

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Safety Accreditation For Your Hotel? Here's How To Go About Getting It

SafePlace Corporation, Wilmington, DE, is providing safety accreditation for the lodging industry. One hotel, the Hotel du Pont, Wilmington, had been accredited as of publication date and the company hopes to have 100 or more hotels accredited by year end, according to John C. Fannin III, CPP, president, and CEO. SafePlace, which launched its accreditation program earlier this year, also plans on serving as an independent, third-party source in providing accreditation for college and university residence halls and academic buildings, as well as for healthcare, commercial, and other occupancies where the safety of people is a concern.

"We would like to be to buildings what Underwriters Laboratories (UL) is to products," says Fannin, a former consulting engineer who served as a fireman for 32 years. "UL measures safety regarding testing of products. We do the same thing in respect to the safety and security of buildings. Our measurement of lodging facilities are based on the physical aspects of properties and on written processes and procedures that are followed. Included in our assessment are fire, health, and life safety features that impact hotel guests, employees, and visitors. Our fire protection requirements are based on National Fire Protection Association (NFPA) standards that are applied to a lodging facility. For security, we recommend and follow practices of the American Society of Industrial Security (ASIS)."

Fannin reports that some 600 hotels, most of them independent properties rather than ones owned by large brands, have requested accreditation kits and many more have asked for information from his company. "We are averaging 30 requests a week for information about our accreditation program. A non-accredited facility is not necessarily unsafe, especially if it has not been examined by us. But the public knows that an

(continued on page 2)

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accredited structure has been independently examined by us against nationally recognized codes, standards, and recommended practices in existence. Currently, we are working in three areas to gain acceptance and understanding of our efforts: the general public, to educate them about what accreditation means to their personal safety; corporate travel planners, to have our accreditation included in their request for proposals (RFPs) as a criteria for accepting hotels; and professional meeting planners, to recognize accreditation as a key ingredient in booking meetings.”

The need for a hotelier to prove to the public that a property is safe, Fannin says, was recently bolstered by the results of a study conducted by Harris InteractiveSM, a worldwide market research and consulting firm. The study found that 94% of travelers surveyed said that they would consider hotel safety to be an important factor when making their lodging selections during trip planning. However, the study showed that only 22% actually investigate a facility’s level of safety, primarily because travelers have no idea where to obtain this information. Furthermore, this study found that 93% surveyed said they would be more likely to stay in a hotel that was certified as safe versus a non-certified hotel, and that more than 78% would be willing to pay more for a hotel that offered this extra measure. “Hotel accreditation certainly would improve these numbers even more,” notes Fannin.

Hotels accredited for one year by SafePlace receive a certificate, lobby signage indicating their achievement, pens for staff members, and publicity from SafePlace. Those properties which receive accreditation “with honors”--those going beyond basic requirements such as using automatic external defibrillators (AEDs)--will be recognized in “The 100 Safest Hotels in America” to be published annually by SafePlace. Individual properties are rated through a variety of questions asked by SafePlace dealing with minimum accepted practices and standards. Some of the most common ones in which hotels must provide a positive response include:

- Are criminal background checks and drug tests performed on every employee?
- Is every guestroom equipped with smoke detectors?
- Is the building protected throughout with an automatic fire sprinkler system?
- Is every guestroom door equipped with keycard entry and deadbolt locks?
- Does each guestroom door have a view port (one-way “peep-hole”)?
- Is there a well-trained security staff on site 24-hours-a-day?
- Does the hotel have a safe where valuables can be stored?
- Does the hotel have non-smoking rooms?
- Has the hotel made provisions for the disabled?
- Does hotel staff receive appropriate safety training and are drills conducted regularly?
- Does the front desk know what rooms handicapped persons are staying in, and is a staff person assigned to such individuals during a fire alarm?

Fannin lists these steps for hotels to follow in seeking and earning accreditation:

1. Request information on the program and an accreditation kit from SafePlace by telephone, mail, or on-line.
2. Perform a self-evaluation survey and complete an application form. “We ask for detailed information regarding the characteristics of a particular property, such as its location; ownership; type of facility, such as a typical hotel, casino, or resort hotel; whether it has meeting and convention rooms; and its loss control or general security operations. The self-survey--it currently is taking applicants an average of 90 days to complete--includes a list of all the requirements a property will be measured against and references to all the standards that we use. Seeing the requirements gives the property the ability to see right away if it desires or can even become involved in the accreditation process. Some

hotels believe that they may not satisfy the requirements and don't want to be denied. One large chain told us that 30 of its properties would not pass. We can work with a property that is deficient to help in applying its standards to our requirements."

3. Submit the application form. "The forms typically are signed by the hotel's general manager, director of loss prevention, or director of security. The applications then are reviewed by our technical services group for accuracy and completeness."

4. Satisfy an on-site review or audit by authorized surveyors, consulting engineers under contract to SafePlace. "A surveyor makes an announced visit to a property usually lasting one eight-hour day. He brings documents and test reports previously provided by the hotel and requests other needed information, such as health department certifications and the company's standard work practices, that are reviewed in meetings with security and other staff. The date and time of the surveyor's visit is announced because he needs to meet with hotel representatives from a variety of areas."

5. The surveyor sends SafePlace a report in the prescribed format. "Again it comes to our technical support group and is reviewed against our accreditation criteria. It typically takes 7-10 days then to inform a lodging facility about whether it has been accepted for accreditation. Facilities denied accreditation can fix deficiencies and reapply for another on-site survey. We don't provide engineering services or sell particular products, but we can provide guidance to help them in achieving accreditation. A renewal application is automatically sent to properties one calendar year following its accreditation and the process is then repeated, including the on-site review."

The average cost of participating in the accreditation process is \$4,500, depending on the size of the hotel and its particular facilities. "Some hotels, for example, those with meeting and/or convention space and gaming operations, require additional time for survey review and inspection. The average hotel can benefit from going through the accreditation process. Not a single hotel with whom we have been involved to date has said that it has not realized some improvement by going through the process. Fire protection is probably the weakest link that we have measured. We currently are forming an Accreditation Requirements Council (ARC)

composed of our staff members and members of other organizations and interests to evaluate our present accreditation requirements and to determine future directions to take," says Fannin.

For more information, contact John C. Fannin III, CPP, president, and CEO, SafePlace Corporation, 2106 Silverside Rd., Wilmington, DE 19810--302/479-9000; website: www.safeplace.com...Alysia Pappas, G.S. Schwartz & Co. Inc., public relations agency for SafePlace Corporation, 470 Park Ave. South, 10th Floor, New York, NY 10016--212/725-4500.

How Hotel Chain Gets The Most Background Information On Job Applicants For The Dollar

Like a growing number of hoteliers, Loews Corporation, New York, NY, has instituted a "structured" background checking system to help in hiring qualified employees at the 18 hotels it owns and manages in the U.S. and Canada. The system, which became effective in Spring 2001, uses third-party companies in making criminal background, credit, and motor vehicle checks of more than 1,000 Loews job candidates annually, depending on turnover rates.

"We believe that our corporate background checking system is working very well," says Alan Momeyer, vice president of human resources, noting that "we're not doing anything differently since the terrorist attacks on 9/11/01. We've always been concerned about workplace violence, but we've never had an incident that triggered this concern. However, we know that violence can happen anywhere, and it's important to be protected. Previous to initiating the new system, I don't believe that we were experiencing a level of problems related to hiring of people with the kinds of backgrounds that would cause problems. It happened occasionally, but not often enough to say that we really needed to check them out more closely. Of course, we have been conducting employee reference checks on our own without using a third-party company for years. Such checks provide a different level of information. Richard Hudak, our director of corporate safety and security, designed the new background checking system in a manner that would be both effective and would control costs. He is involved in selecting and hiring the qualified background check vendors specializing in security and background investigations that we

use regionally and locally.”

According to Momeyer, Loews’ system is based on tiers, depending on the job classification or nature of the position being considered. “Essentially, the program is based on third-party vendors getting criminal background, credit, and motor vehicle information of potential new hires. But not all candidates are checked in each of these areas. Why should they? A financial credit check, for example, will be conducted on someone who would be in a cash-handling position, such as a cashier, but not for a person who would be a dishwasher. If someone will be operating a motor vehicle--serving as a chauffeur or operating the airport shuttle--his or her driving record will be checked out with the department of motor vehicles. Otherwise, the driving record won’t be checked. It’s important to spend money wisely. We’re trying to spend as little money as possible, but at the same time seeking to get as much information that is relevant for the particular job the individual will be doing.”

Drug testing is not required in the corporate policy. “It’s up to each individual hotel to determine if it needs to do it. Each property is capable of accessing its local employment market and deciding what to do. Currently, it’s probably an even split among those hotels which do and do not test for drugs.”

Conducting background checks, Momeyer emphasizes, requires companies such as Loews to be particularly mindful of privacy and civil rights issues. “If you’re going to look at someone’s criminal or credit history, you must let the person know. Then, if you uncover any information that might lead to an adverse action, you have to let the job candidate know that as well.”

He adds that background checks likely will become more important and more extensive in the future. “The overall level of selectivity will become more of an issue. The search for talent is going to get greater. All companies will want to hire the best people available and that will increase the need to get the necessary information from background checks. This also is an area that is getting increased attention from legislators at all levels, and more information is available from integrated database systems that are being developed.”

For more information, contact Alan Momeyer, vice president of human resources, Loews Corporation, 655 Madison Ave., New York, NY 10021--212/521-2500.

Casino Employee Mugged On Public Sidewalk Wins \$150,000 Inadequate Security Award

If you provide a shuttle service for employees to a remote parking lot and they use a nearby private parking lot instead, are you liable for security on a public sidewalk and driveway between your hotel’s patron lot and the private lot? The answer is “yes,” according to a decision by the New Jersey Superior Court, Appellate Division.

A casino employee of the Hilton Hotel & Casino, Atlantic City, leaving work at 1:30 a.m., was mugged by an assailant on the way to the private lot and suffered a broken hip. She sued the hotel claiming it failed to provide adequate security to prevent such an assault. A jury awarded her \$150,000. On appeal, Hilton claimed it had no duty to provide surveillance and security patrols on a public sidewalk it did not control. It also claimed that even if it were found to have such a duty, it had met that duty by providing a secure lot for employees and the shuttle service. The court found that:

- (1) A proprietor’s duty to provide reasonable care for those who enter its property can also be extended beyond the property.
- (2) An employee has the same rights as patrons for security.
- (3) The hotel’s security manual provided that security personnel were to periodically check the perimeters of the facility, and that the place where the attack took place was covered by that definition and was part of the duty of care of the hotel.
- (4) The shuttle service was not mandatory and by offering it the hotel did not meet its obligation to protect employees from the foreseeable risk of crime. A jury could determine whether the employee’s failure to use the shuttle constituted negligence on her part in caring for her safety.

The court further found that the plaintiff’s comparative fault was properly submitted to the jury and affirmed the jury verdict and award.

(Zepf v. Hilton Hotel & Casino. No. A-1141-00T1 (N.J. Super. Ct. App. Div. Dec. 20, 2001, corrected Feb. 20, 2002)

SPECIAL REPORT

Facial Recognition Technology: Today In Casino Surveillance... Tomorrow In Hotel Guest And Employee Investigation

The growing use of facial recognition technology by casino hotels is allowing surveillance directors to create improved databases for use in comparing images captured by CCTV cameras. The result is helping them to more quickly and effectively identify cheaters and other casino undesirables. Some of these hotels also are utilizing the software for non-gaming purposes, such as for access control and customer service. Three of the largest suppliers of this technology say that non-casino hotels eventually may use it as well for employee identification and other security purposes.

The software applications from the major suppliers use different mathematical measurements, called algorithms, to map the human face. These measurements stored in the database then are tied to the individual's photo or video-captured image as well as to other identifying information. Patrons who return to the casino can then be identified instantaneously when pictures taken with surveillance cameras are compared automatically to all the facial digital pictures the casino has in its database.

IDENTIFYING BAD GUYS AND GOOD GUYS

API Services, Inc., Green Bay, WI, uses algorithms first developed to map the earth from orbiting satellites, says Jim Holmes, president of API Technologies LLC, a division of API Services. "We supply an application management system called Gaming ID with facial recognition imbedded in it. Thus, a property can use our system without facial recognition if it desires. The software can be loaded into any type of computer. Our facial recognition system measures the portions of the face between the top of the eyebrows and the upper lip. The software then encodes that image on the CCTV cameras in the same way that we encode the images when we put it into the database to get a match. If, for example, there are 10,000 images stored in a particular database, this biometric technology can allow a hotel to compare them with a photo taken off a CCTV and come up with 15-20 potential matches in one second, as opposed to the time-consuming processing of looking for matches by scanning binders of photos and information.

"The technology not only can be used to catch the bad guys, but also to identify the high-roller who comes in and provide that person with better service. An interesting aspect is that the database created by a hotel can be shared for mutual benefit with local police or sheriff's departments which use CABS, the Computerized Arresting and Booking System." Some 14 casino hotels, including those in Canada and the U.S., currently are using the technology from API Services and seven additional ones are scheduled to begin using it by year-end. Purchase cost of the system is \$20,000 and up; it can be rented for about \$600 a month or higher, depending on the configuration of the hardware being used.

SEEING THROUGH DISGUISES AT THE MIRAGE

Douglas L. Florence, Sr., CPP, regional vice president of gaming and hospitality for API Services, says the accuracy of any facial recognition system will fluctuate depending on the user's objectives, the internal setting, the range of pictures in the database, and other factors. "It's scaleable, according to the

SPECIAL ANNOUNCEMENT

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needs of the end-user.” Florence, previously the director of surveillance at The Mirage, Las Vegas, NV, says facial recognition technology there “worked 90% of the time. It allowed us to manage our images to make a more informed, quicker decision. By concentrating purely on the shape and depth of the face, the process avoids any dependency on hair color or length, and is adaptable enough to resolve discrepancies caused by weight loss or gain, as well as see through most disguises. At The Mirage, we were able to correctly identify a known cheat who was wearing false teeth, a band aid under one eye, and a hat.” For best results, he suggests placing CCTV cameras in large foyers of casino hotels where brightness of light is diminished and sunglasses are usually removed.

BACK-OF-THE HOUSE APPLICATIONS

Adds Florence, “facial recognition technology in the next few years will take on additional security and non-security uses. Facial recognition databases already are beginning to augment back-of-the-house access control for employees and to enhance customer service for regular, valued casino players at check-in and at the concierge desk. The face-matching could allow a concierge new to the job to immediately become aware of a customer’s status as a high net worth player and to greet that person appropriately. It could also allow other areas at the property such as a restaurant to identify an approaching customer and start the approval process for amenities prior to his or her arrival. One casino property in Las Vegas currently is testing a system using facial recognition technology in its valet parking area. When a car pulls in, eight cameras collect images of the car from all angles, tied to a primary image of the vehicle’s license plate. It is hoped that this will help in disputes or in verification involving disputes by owners that their cars were damaged while in the custody of valet parking.”

TRACKING EMPLOYEES: TESTING SYSTEMS AT THE PIONEER

The Pioneer Hotel & Gambling Hall, Laughlin, NV, currently is pilot-testing the facial recognition system from API Services, as well as one from another supplier. “Our prime reason for using the technology is for instant identification of our employees and certain customers,” says Al Paris, director of surveillance. “All new employees are

being entered in the system for tracking purposes. If and when we purchase a system, all employees will be entered into it. The system would be shared by surveillance and security with each having access to certain portions. We operate a single surveillance system in which all cameras feed back to and are controlled by the surveillance department. If security-related information is needed, the security department would have access to that information through a terminal in its office. I communicate daily with our director of security, Jack Ladig, to make sure that our two departments are coordinating activities. The decision on which system to purchase will largely depend on its accuracy and the time-rate of recognition.”

TERRORISTS ADDED TO DATABASE

Biometrica Systems, the commercial business division of Visage Technology, Littleton, MA, supplies face recognition technology called Visual Casino, using a sophisticated algorithm developed at the Massachusetts Institute of Technology’s Media Lab. It claims to be the largest supplier of facial recognition technology to the hotel industry with more than 100 systems sold, several to hotel casinos in Nevada, and to Indian casinos in 25 states. “Our technology translates the characteristics of the entire face into a mathematical formula that allows easier comparison to many faces quickly,” says Jim Pepin, vice president of sales and marketing for Biometrica Systems. “Our product is primarily used in hotel surveillance for gaming operations protection--commonly to stop fraud, slot cheats, and professional card counters. It’s not being used yet on the hotel side, but we are beginning to get inquiries and believe that there will be applications there for security purposes. We recently added a group of terrorists to our database.”

In addition to purchasing a system for about \$16,000, a hotel casino, for \$50 more a month, can gain access to Biometrica’s Surveillance Information Network (SIN) that currently is allowing some 140 casino surveillance departments across the country to notify one another if a problem exists. For another \$200 a month, a casino can subscribe to the Casino Information Database published by CVI, Las Vegas, a state-of-the art subscription database of casino undesirables, which provides updated data and photographs that are facial recognition ready. The rental cost of \$675 a month includes the price of

the SIN network and CVI database.

**'SYSTEM TURNS UP 25-30
UNDESIRABLES A DAY'**

Ralph Rodriguez, surveillance manager, Fitzgeralds Hotel & Casino, Las Vegas, NV, says his property is using Visual Casino with good results. "We've placed more than 1,000 persons on our database and ask about 25-30 individuals daily to leave the casino for various reasons. These include known cheaters, card counters, and quick-scam artists. It's hard to put a dollar amount on how much money we've saved through use of the technology, but a person involved in fraudulent activities can walk away with \$20,000-\$30,000 in a matter of minutes. As a secondary use, the technology serves as a tool for our security department to keep out undesirables. Information from the software program, stored in our main computer in the surveillance room and connected to our camera system, is provided via radio hook-up to the security department which reacts to it. CCTV cameras don't need to capture a straight-on shot of the face. Most are located several feet above the person and basically require at least a 30-degree angle of the face."

**STRATOSPHERE: FACIAL RECOGNITION
AT FOUR SURVEILLANCE STATIONS**

The Stratosphere Hotel & Casino, Las Vegas, has been using Biometrica's Visual Casino since 1998. It was the first Las Vegas hotel casino to purchase a facial recognition system. "There was such a growing number of advantage players and/or cheaters that we had to be able to recognize them as soon as possible," says Derk J. Boss, CPP, vice president of surveillance. "We needed to be more proactive. Previously, we had to go through the time-consuming process of looking through some old books of photos (to identify undesirables).

Security often will call us to check the database to help them identify persons hanging around whom it doesn't know. These people usually don't carry ID. About 4,000-5,000 individuals currently are in our database. Also in the records is what course of action should be taken, such as notifying the Gaming Control Board, removing that person from the property, calling local law enforcement, or other response actions."

Boss notes that the Stratosphere recently upgraded its system by loading the facial recognition software into computers at four work stations in its surveillance operations center instead of at one work station as previously done. "This provides for more efficiency and faster recognition. We also tell our surveillance officers using CCTV cameras to take the time to get a good image of individuals and to make the necessary camera adjustments to compensate for the subdued lighting prevalent in the casino."

For further information, contact:

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Al Paris, director of surveillance, Pioneer Hotel & Gambling Hall, 2200 S. Casino Dr., Laughlin, NV 89029 --702/298-3790.

Jim Pepin, vice president of sales and marketing, Biometrica Systems, 2000 S. Jones Blvd., Suite 150, Las Vegas, NV 89146--702/870-6949.

Ralph Rodriguez, surveillance manager, Fitzgeralds Hotel & Casino, 301 Fremont St., Las Vegas, NV 89101 --702/388-2400.

Derk J. Boss, CPP, vice president of surveillance, Stratosphere Hotel & Casino, 2000 Las Vegas Blvd. South, Las Vegas, NV 89104--702/383-4779.

Some Do's And Don'ts About Selecting Lighting For Better Hotel Security

Most people who make lighting decisions do not follow the basic rules of lighting, says Michael Asmar, president of Design Lighting Consultants Inc., Miami, FL. According to Asmar, the rules of thumb are to avoid glare and to distribute light evenly or smoothly throughout the property. "The

biggest mistake people make in security lighting is to hang the biggest, ugliest, most powerful light they can find," he says. "That only creates dark spots. Crooks love those dark spots. They know you can't see anything unless it's in that floodlight. In this way, a hotel has created a hiding place for crooks. You've given them exactly what they want."

A lighting designer for more than 25 years, Asmar notes that many hotels will increase lighting in response to an incident, but in the process they

unwittingly make their properties less secure. “Someone in maintenance will go out and purchase a mercury vapor or high-pressure sodium floodlight and place it somewhere on a building in response to a problem that occurred. There was a trip and fall or there was a mugging of some sort, and the owner yells at the maintenance people and says, ‘Get some light out there.’ So the maintenance man goes to his supplier--whether it’s an electrical supply house or a Home Depot or whoever it is--and he finds a floodlight, bolts it to the side of the building, aims it into the parking lot, and thereby creates another problem.”

The human eye does not have the ability to respond quickly to large contrasts in lighting levels, Asmar explains. “If one area is 10 times brighter than the other, you exceed the human eye’s capacity to see objects in the area that has less light. When I say 10 times, it sounds like a huge differential, but it’s not. You can walk around a parking lot with a light meter and easily find discrepancies of that amount. It happens very often, very easily. You walk underneath a lamp post or a light fixture, you’ll find light levels up to 20 foot-candles, and then you walk 20 or 30 feet away and you’ll find light levels of one or two foot-candles easily. At that point, that’s the threshold where the human eye fails, at about 10 to one. By creating an overly illuminated area, you by default under-illuminate another area and you create those harsh differentials. Smoother transitions from lower lighting levels to bright levels, or vice versa, allow the eye to respond appropriately and keep the quality of vision.”

A foot-candle is the lighting industry’s standard unit of measure. Asmar recommends three to four foot-candles throughout a parking lot or exterior corridor. “You always want to place light fixtures in a non-glaring position. If it’s on top of a lamp post, you may need to use specific cut-offs. If it’s on the ground pointing up, you want to aim it away from human traffic. Many times hotels and motels will use the building as a mounting place for a floodlight. Let’s say you’re in the parking lot of a motel and there’s a floodlight mounted on the second floor of the building pointing down at where you’re getting out of your car. The moment you step out of your car, you’re totally blinded, because you’ve got a 1,000-watt high-pressure sodium floodlight mounted at the top of the building pointing down at you. So this is a poor choice of luminaires and an

equally poor choice of aiming angles.”

Asmar’s company has designed lighting for scores of hotels and casinos including Sands Hotel & Casino in Atlantic City, NJ, and Treasure Bay Casino in Biloxi, MS. According to Asmar, hotels with extensive landscaping will find that security is a by-product of good landscape lighting. “The general idea is to beautify a property by landscaping and landscape lighting. The more low-power lights you can scatter, the better the overall lighting. At a Marriott or a Hilton, for example, where you have extensive landscaping, you have the ability and the budget generally to put bollards around pathways, and to light foliage, trees, and other things. And by doing this, you are able to use a number of low-powered light sources, thereby spreading light around the property and eliminating the need for specific security lighting--because the property is illuminated, you don’t give anybody hiding places.”

In general, hoteliers should provide enough illumination for people to see the perimeter of their surroundings, says Asmar. “Psychologically speaking, human beings are in fear most often when they cannot see the limits of their surroundings. If the perimeter of your space is a parking lot, and you can see 10 yards and then it’s a black hole, that invokes fear. It’s a natural response. But if you eliminate the unknown by illuminating the perimeter, so you know there’s no one standing between you and the wall over there or you and the line of bushes over there, that’s what good security lighting is.”

Martin Hogan, senior project manager for Grand Theme Hotels, Orlando, FL, recommends the use of lighting schematics to help ensure proper lighting levels. “When we hire an architect and an electrical engineer to do the lighting for our properties, we always require them to do a lighting schematic, which is like a topographic survey of your whole property,” says Hogan, whose company operates seven hotels. “The schematic is going to show you how much light you have in different areas of your parking lot, your pool areas, and so forth. With pools, you have a lot of code issues. You have to have three foot-candles, and they have to be so many feet away from the perimeter of the pool. A schematic keeps you away from getting into issues like that. It will tell you where you’re going to have dark areas and really bright areas. So you know if

you're shining 40 to 50 foot-candles in some areas, it will pop out to you that that's just too much. And most electrical engineering companies are pretty good with that."

At Grand Theme's 216-room Double Tree Castle Hotel in Orlando, a lighting schematic alerted designers to areas that would not get enough light, says Hogan. The finished property now has tall pole lights around the perimeter of the parking lot. The porte cochere is lit dramatically, and the perimeter of the building has a general flooding of light. The end result is a good halo around the building, he says.

According to Hogan, exterior lighting is one of Grand Theme's top priorities. "The first reason is safety. You don't want dark areas. For example, you don't want dark areas around the pool, areas that aren't lit where someone can trip and get hurt. Secondly, lighting is important to the theme of the hotel. You use certain levels of light to distinguish a property, depending on the year, the theme, the color of the building. At the Sheraton Studio City Hotel, Orlando, for example, it's very dramatic what we've been able to do with that property, especially if you see it at night. We have 1,500-watt fixtures that flood up the building. So there's a huge lighting package on that property. Those fixtures are over \$10,000 a piece. They can change multiple colors in sequence or whatever you want to do with them."

At Grand Theme properties, staff are vigilant about replacing burned-out light bulbs, Hogan notes. "We do a lot of night inspections. I cannot stand to see a light out. Number one, it looks bad, and number two, the light is there for a reason. If someone comes on your property at night, and sees burned-out bulbs and things like that, it may be their first impression. If they see all the lights burning, they feel safer. You see burned-out lights at other properties all the time when you're driving around. You see that they don't replace their bulbs right away, and that gives you an impression of where they're headed, and what they're doing on the inside."

Although many hoteliers leave the lighting recommendations up to the architect, the best way to ensure proper security lighting is to consult with a lighting designer, says Steve Goldmacher, director of corporate communications, Philips Lighting, Somerset, NJ. Philips manufactures commercial and residential light bulbs. "It's just that the disciplines aren't quite the same," says Goldmacher.

"Most architects have a smattering of lighting design in their education. Lighting designers go through a lot more intensive training, through both education at basic levels and through continuing education provided by trade associations such as the Illuminating Engineering Society. So it's continuous education on what's coming out and what's new, whereas architects only understand the basics."

Goldmacher agrees that even the best lighting plans are undermined when burned-out bulbs aren't quickly replaced. "There's nothing shabbier than pulling up to a hotel and having black spots where bulbs haven't been replaced. It's a turn-off for guests." The cost of the light bulbs is only about three percent of the cost of the light, Goldmacher adds. "For example, if you're talking about a single light bulb out in your parking lot, it will probably last 20,000 hours. That's the general rule for that kind of lighting. The cost of the bulb itself is relatively reasonable--\$25 maybe. But when you run something electrically that is 400 watts for some 20,000 hours, you realize that the cost is much more to operate it than it was to purchase it. The second part of it is the cost of labor to replace it. Because if you don't have somebody on staff, then you have to bring in somebody with equipment, like a cherry picker, to open up the fixture out in the parking lot and replace one lamp. So you're looking at a tremendous overhead, and the lamp is the least part of the equation."

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New Hotels Focus On Safety, Security, Emergency Planning

As new hotels are built, they typically include more and more square footage, amenities, and activities, which leads to additional liability, as well as safety and security concerns. The result of these offerings is not only a higher volume and caliber of clientele, but also a greater impact on security: more physical

areas to make safe, more people and personnel to monitor, and more ground to cover in emergencies.

The 266-room Ritz-Carlton, Sarasota, for example, situated in the heart of downtown, Sarasota, FL, overlooks Sarasota Bay, and is considered to be a city hotel in a relaxed resort destination. Ron Heymann, director of loss prevention, got immediately involved with disaster contingencies. "With hurricane Isadore, we were obviously on pretty high alert here, and it was a great opportunity for us to do some dry runs of what we were going to have to do, and Ron coordinated the majority of that," says Alisa Bennett, public relations. The protocol consisted of:

--A disaster plan. "Being in Florida, and being this close to the water, it is important to have a game plan early on, so you can start responding as the threat grows," says Heymann. "We have contingency plans all the way up to a category five storm."

--Material transfer. "We start moving dry storage and goods out of the lower levels of the hotel and garage up to drier areas in preparation for storm surge and flooding."

--Landscape protection. "We trimmed back all of our palm trees in order to minimize the drag from the wind. But since we are a new property, most of our palm trees are still propped up with additional support, so that was nice that they were anchored in a little bit. We also removed all loose brush."

--Roof sweeps. "Everything has been built to hurricane code, but we do check the roof for any loose items like window washing equipment."

--Pool protection. "It is located in a low lying area, so if we experienced a category three or above, we would definitely have some [sea] water back there. Therefore, we take in all the pool chairs, tables, and umbrellas, and store them in our parking garage. We also shut down the pool filter in case we get any debris in the pool."

Something that greatly assisted his work was the fact that "we have the latest and greatest fire panel, smoke detection, and heat detection systems." Although a planned spa is not scheduled to open for another nine months, Heymann has already started studying fitness- and gym-related issues. "Slips and falls are certainly a major issue around steam rooms and treatment rooms. Consequently, we are

working in close coordination with our engineering department."

Two months prior to opening, hotel officials held a job fair where, "we were able to pull in quite a few [security] candidates--most of whom were retired or semi-retired law enforcement, firefighters, or EMTs. And their levels of training as far as loss prevention were very good, however, we are also getting them to think more in lines of serving the guests, and meshing their emergency services skills with five-star service." Security personnel are uniformed with golf shirts and shorts in the summer, and jackets and ties in the fall and winter. They are also equipped with Motorola hand-held radios. As for training, he focused on the most progressive issues and strategies relevant to emergency response, medical assistance, guest relations, etc. "Unfortunately, these days, we also have to look at terrorism, bomb threats, and things of that nature."

In Baltimore, MD, the city's first new hotel in nine years, the Baltimore Marriott Waterfront, is a \$130 million, 750-room hotel, which features waterfront views from every room, three restaurants, a health club, two large ballrooms, and 77,294 square feet of meeting space. The hotel is attached to a 608-car parking garage with ground retail space for two restaurants. The Grand and Harborside Ballrooms' registration areas are connected by elevators, escalators, and stairs. A freight elevator connected to loading docks can carry cars to the ballrooms for automobile conventions.

While the hotel is considered non-standard on the accommodation side, officials took no risks when it came to security and safety, according to Chris Richardson, director of loss prevention, including CCTV. "Hotel officials installed new safes in the rooms, partnered with MiniBar Systems, and they have the auditing capability, as well as the ability to allow each of my officers to have their own password, which allows the auditing function to go much easier. They are also easy to use for the guests, which cuts down on the lock-out work for officers. We get very few calls to unlock a safe. We've had them eight months, and they are working very, very well."

Other reported security concerns include:

--Access control. All ingress points, other than the main entrance, shut down at 10 p.m. for everyone but those holding a guestroom card key.

--Pedestrian safety. There is a bridge, which spans from the second level of the parking structure to the third level of the hotel.

There are also some interesting strategies on the low-tech side, adds Robert Fritzsche, associate principal, Peter Fillat Architects, Baltimore, MD, the project architect. "The entire west side is up against the Baltimore Harbor promenade, so that lends itself to a certain amount of security over there. In other words, there is no vehicular traffic. On the south side of the hotel, because of its proximity to the promenade, landscaping was done with quite a few bollards. And as far as a terrorist driving a load of explosives in the front door, that is mitigated due to the design of the porte cochere, although I'm not sure it was designed specifically for that."

Security officers at the hotel wear black suits with gray ties, and use Nextel radios.

For further information, contact:

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Justice Dept., Marriott Settle Charges Des Moines Hotel Discriminated Against Arab-Americans

Washington, DC. The Justice Department has reached a settlement agreement with Marriott International and one of the Iowa hotels it manages to resolve allegations of discrimination against Arab, Muslim, Sikh, or South Asian Americans on the afternoon of September 11, 2002. In its announcement, the Justice Department stated: "We are delighted that Marriott has agreed to rectify what happened and make sure it does not happen again."

The settlement agreement seeks to resolve allegations that the Des Moines, IA, Marriott, which is managed by Marriott International, revoked its previous offer to host the annual convention of the Midwest Federation of American Syrian-

Lebanese Clubs. As part of the settlement agreement, Marriott International will pay \$115,000 to the Midwest Federation and issue a formal apology to resolve allegations that it discriminated against the Midwest Federation.

On September 5, 2001, Marriott had faxed a signed contract to the Midwest Federation for its signature agreeing to host the Midwest Federation's 2002 convention at the Des Moines Marriott from August 8 through August 10, 2002. In addition to using at least 60 sleeping rooms during the three-day convention, the contract also stated that the Midwest Federation would use the hotel's meeting rooms, restaurants, and hold two dinner-dances in the hotel ballroom. On September 11, 2001, Marriott revoked its offer to the Midwest Federation and repeatedly refused to reconsider its decision in the week following September 11.

"Discrimination against Arab, Muslim, Sikh, or South Asian Americans in response to the evil of September 11, 2001, is not only wrong and un-American, it is also unlawful and will be treated as such," said Ralph F. Boyd, Jr., Assistant Attorney General for Civil Rights. "Arab Americans who have, like all Americans, been victimized by September 11, should not be subjected to the added injury of unlawful discrimination."

Under the agreement, Marriott will:

--pay \$100,000 to endow a scholarship fund that will be administered by the Midwest Federation;

--pay \$15,000 to be a corporate sponsor of the Midwest Federation's 2002 convention;

--issue a formal written apology to the Midwest Federation for revoking Marriott's offer to host the 2002 convention at the Des Moines Marriott;

--provide non-discrimination training for its employees; and

--adopt a non-discrimination policy and complaint procedure at its hotel for addressing discrimination complaints.

The Justice Department's investigation was conducted under Title II of the Civil Rights Act of 1964, which prohibits discrimination on the basis of race, color, national origin, and religion in places of public accommodation, such as hotels, restaurants, and places of entertainment.

In Brief

EXPLOSION/EXPLOSIVE DEVICE

ADAMS COUNTY, CO. Dozens of residents were displaced and a 50-year-old man was severely burned after an explosion ripped apart the Crestline Motor Hotel and Apartments. According to published reports, a gas leak ignited by a maintenance plumber who was working in one of the apartments, may have caused the explosion. Four to six units of the hotel were destroyed in the initial blast, and at least half of its 20 units reportedly sustained fire damage. Several residents reported smelling natural gas at the hotel hours before the blast, and a sheriff's sergeant was quoted as saying that all indications are that officials are going to find that natural gas was the cause of the explosion. However, a utility company spokesperson said the company searched for underground gas leakage or other signs of a gas leak and found nothing. The spokesperson also reported that the utility company was not called to the area on a report of a gas leak, and no utility company employees were in the area doing any work at the time of the explosion. A former manager at the hotel complex was quoted in published reports as saying that residents were always complaining about the gas stoves and lines. Several people were hospitalized, one man in critical condition with second- and third-degree burns over half of his body.

FAYETTE COUNTY, PA. A crude explosive device was reportedly found at the Linden Hall Resort. Security officers at the resort discovered the device, a red emergency road flare with a piece of nylon rope taped to the end, next to a four-inch natural gas line that enters the rear of the hotel. Firefighters secured the scene and the device was removed, without incident, by state police.

ARSON

WOODBURN, OR. Three people, two men and a woman, have been arrested after allegedly setting fire to the Fairway Inn. According to published reports, the three suspects set the building on fire following an altercation with hotel employees earlier in the day. The hotel's manager reported that the female suspect started a fight with a hotel employee after the employee asked her to leave the property. She said the hotel had a lot of problems

with the suspects in the past and they were no longer allowed to stay at the hotel. Police reported that the suspects came back at 3 a.m. with the intent of burning down the building while the employees were inside; they were allegedly using methamphetamine and alcohol at the time of the crime. The fire was contained to the outside of the building and no one was injured. The man, 24, and the woman, 27, were taken into custody for attempted murder and arson I, a third man was also arrested.

LAWSUIT

SPENCER, IA. A lawsuit has been filed against the owner of the Super 8 Motel by the U.S. Equal Employment Opportunity Commission (EEOC) for allegedly discriminating against a male housekeeper because of his sex. According to published reports, the hotel owner, who also owns the Budget Inn and Plaza One Hotel of Spencer, is accused of telling the Super 8 manager to fire the employee because he was "a guy." The director of the Milwaukee office of the EEOC was quoted as saying that the law forbids employers from discriminating against anyone because of gender, race, or any other demographic factors that have nothing to do with a person's ability to perform a job. The lawsuit seeks a monetary damages for the employee, as well as a court order forbidding future discrimination because of sex. The lawsuit was reportedly filed after the EEOC had exhausted its efforts to reach a pre-litigation settlement.

ROBBERY

HOLLYWOOD, FL. Police are searching for three men involved in two armed robberies on the same night at the Comfort Inn hotel. According to published reports, three gunmen approached a guest as he walked out of an elevator and demanded his wallet. After telling the robbers that his wallet was in his room, a gun was put to his back and he was led to a stairway to go back to his room. The robbers fled after the victim yelled to a passing woman that he was being robbed. At the same time, a fourth robber held up another guest in the hotel's parking lot. The victim told the robber he had no money; the robber pistol-whipped him and left. One suspect was found by police dogs in the bushes near the hotel. The 22-year-old was charged with one count each of attempted robbery and resisting an officer with violence.