



# Les Clefs d'Or®

Union Internationale des Concierges d'Hôtels

## **Board of Directors Meeting** Ritz-Carlton Berlin March 24, 2017

### **Present:**

Argentina	Finland	Ireland	New Zealand	Spain
Australia	France	Israel	Norway	Switzerland
Austria	Germany	Italy	Philippines	Thailand
Belgium	Great Britain	Japan	Poland	Turkey
Brazil	Hellas	Korea	Portugal	UAE
Canada	Holland	Macau	Qatar	USA
Chinese Taipei	Hong Kong	Malaysia	Romania	
Czech Republic	Hungary	Mexico	Russia	
Denmark	India	Morocco	Singapore	

### **Absent:**

China  
Luxembourg

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Welcomes and introductions were made.

Each year, an Ethics Committee is put into place to arbitrate, mitigate, or resolve any issues that might arise during a congress. This year's committee members are Carolina Avaria, Sarah Dandashy, Robert Watson, Brian Mackenzie, and Filippo Bollani.

James Ridenour recapped the Executive Committee work that took place over the past year.

Zone Director reports were heard.

The 2016 Treasury report and the 2017 budget were reviewed and officially adopted by the Board of Directors by a unanimous show of hands.

Treasurer Boutillé is presently putting together a preliminary budget for 2018.

The Board outlined an educational initiative that will begin this year.

- The content will be the "About Les Clefs d'Or" presentation developed by Michael Romei. (Content will be fluid and can be changed or customized as necessary.)
- There will be three teachers – one in the Americas (Michael Romei), one in Asia and one in Europe. Michael will head the project and train the other two individuals.
- A preliminary budget of \$5,000 euro has been put into place.
- Sections/Countries interested in receiving training may send a request through their Zone Director. It is anticipated that most training will be targeted toward developing sections or countries under formation.

Sweden was readmitted as an active section. They had been dormant (and attached to the Finnish section) for 16 years.

The Membership Commission created in Dubai produced four documents that addressed:

- Cruise ship concierges
- Membership transfers from one section to another
- Guidelines to help new sections as they develop
- Job Responsibilities of National Presidents

These documents are available on the Virtual Paris Office website.

In the coming year, the Membership Commission will tackle:

- Club floor concierges
- Membership categories (affiliate, adherent, etc.)

In Dubai, China was suspended for 3 issues of noncompliance. Two of those issues have been resolved:

- 1) LCD China is now an entirely separate entity from GKIA and CCGK
- 2) China's statutes have been revised and are now in compliance with UICH statutes.

The third issue – the use of replica keys by GKIA and CCGK – remains unresolved. Les Clefs d'Or China has a duty to protect the brand and this

has not been done. An attorney in Beijing has been retained to help try to resolve this issue.

The Board of Directors took a vote whether to suspend China for another 12-month period. The motion was carried by the required 2/3rds majority vote. **Delegates will be asked to ratify this vote at the General Assembly.**

The Board of Directors took a vote whether to accept the application from the Concierge Society of Indonesia. The motion was carried by the required 2/3rds majority vote. **Delegates will be asked to ratify this decision at the General Assembly.**

In the coming months, an on-site assessment of Indonesia will be performed by an Executive Committee member and, if all is in order, Indonesia's candidacy as an independent section will be considered when the Board of Directors meets in Korea.

Officers' reports were heard from the President, the three Vice Presidents, the General Secretary, the Assistant General Secretary, the French Representative, and the Past President.

The Board of Directors approved a rezoning of the association along new regional lines. It will allow the association to grow without putting too much work on any one Zone Director.

The new zones are as follows:

- **American Zone:** Argentina, Brazil, Canada, Mexico, USA
- **Western Europe Zone:** Belgium, France, Great Britain, Holland, Ireland, Luxembourg, Morocco, Switzerland
- **Central Europe:** Austria, Czech Republic, Germany, Hungary, Poland, Romania, Russia
- **Scandinavia:** Denmark, Finland, Norway, Sweden
- **Arabia/Western Asia:** China, Chinese Taipei, Hong Kong, India, Korea, Macau, Qatar, UAE
- **Mediterranean:** Hellas, Israel, Italy, Portugal, Spain, Turkey
- **Southeast Asia & Oceania:** Australia, Japan, Malaysia, New Zealand, Philippines, Singapore, Thailand

The Board of Directors discussed the following proposed statute change:

**Article VII. Board of Directors**

**Section 9. Directors of Zones**

- ~~1. There are seven Directors of Zones: the Americas, Asia, Australia/Oceania, Central Europe, Western Europe, Scandinavia, and the Mediterranean.~~
2. Directors shall be elected by the national presidents of the countries within their specified Zone. Elections shall coincide with the election of the Executive Committee. ~~When there is more than one candidate for the position of Zone Director,~~ Voting shall be conducted by secret ballot and decided by simple majority.

Eliminating the names and number of zones will allow more freedom of movement to reorganize zones as might become necessary from time to time. The secret ballot, regardless of the number of candidates, will ensure that all countries are equally heard.

A vote to affirm these changes will take place at an extraordinary general assembly held just prior to the General Assembly. The Board is expected, based on a show of hands, to unanimously approve this change. **Delegates will be asked to ratify this decision at the General Assembly.**

Carolina Avaria, Burak Ipekci, Paul Still and James Ridenour gave a presentation outlining the communications/branding initiative that has been an ongoing project for the past four years. There is now a Brand Identity & Communications Guide available on the Virtual Paris Office website. The document spells out standards and practices that will help Les Clefs d'Or present a consistent message across all sections.

James Ridenour is seeking interested candidates to serve on a Communications Committee.

A newly designed website template was shared with the Board of Directors. Once it is finalized, the next step will be to consider ways to offer customizable copies of the same template to individual sections.

A history of the association is now available online at the Virtual Paris Office, as is a "Les Clefs d'Or Principles" document that outlines the global standards expected of members.

A reference tool – Customs & Norms – is currently under development. The document will identify practices and standards that are used universally

(norms) and practices and standards that are unique to various countries or regions (customs).

The Board of Directors agreed that all published materials (the Review, the blog, etc.) will be moved to the new website.

The Board of Directors discussed a proposal to hire an attorney to globally trademark and protect our name, Les Clefs d'Or, and our logo, the crossed keys. The Executive Committee is in the process of obtaining a quote on the cost of this project. Though sure to be costly, this is something that must be done. It will give Les Clefs d'Or the legal standing necessary to fight any trademark infringements that may arise.

The Executive Committee answered agenda questions posed by various countries. Highlights:

- Jean-Roland Boutillé will replace broken keys with new ones. The broken ones will be sent to Bucherer so they can identify problem(s) and improve the overall quality of the keys.
- The newest LQA metrics no longer include mention of Les Clefs d'Or. Hopefully, with some persistence, they will reconsider this. The President will contact LQA to voice our concerns.
- The membership committee is checking to be sure that adherent members are managed carefully, properly and thoroughly.
- The Executive Committee will seek a way to list honorary members on the Book of Members.
- The Executive Committee clarified that our internal motto, "In service through friendship," will continue unchanged. There is also now a public-centered tagline to help generate brand awareness: #yourkeytoeverything.
- The rising cost of registrations was discussed.

Colin Toomey reported his findings from a site inspection to Korea, where the 2018 congress will be held.

Emmanuel Vrettos was invited to join the Comité des Sages and received a standing ovation.

Concluding remarks were heard by President Toomey.