

SHA UPDATE

17 Cantonment Road, Singapore 089740 Email : secretariat@sha.org.sg Website : www.sha.org.sg

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SINGAPORE HOTEL ASSOCIATION

EDITORIAL TEAM

Chief Editor : Ms Margaret Heng
Writers : Ms Li Shaoting, Ms Tai Junni & Ms Shrestha Sook Yean
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EXSA 2012 (Hospitality Sector) Dedicated to our Very Best Service Ambassadors!



On the afternoon of 16 November 2012, 492 star award winners, gathered at Rock Auditorium to celebrate the recognition of their excellent service delivery.

Amongst the star award winners, 38 of them were nominated for the SHA Outstanding Star Award. Beaming with joy, the award recipients were each presented with a trophy and certificate by Guest-of-Honour, Dr Amy Khor, Minister of State for Health and Manpower.

For 2012, we are proud to announce the following winners of the SHA Outstanding Star Award winners – Mr Kok Chee Wai

from Resorts World Sentosa for the Hotel Category and Ms Marlina Binte Mohamad Anuar from Treetops Executive Residences for the Non-Hotel Category.

Aged 45, equipped with more than 25 years of hospitality experience, Mr Kok has this to say:

'I am truly honoured to have won this award after so many years and having been chosen amongst the other 37 nominees took me by surprise and is definitely the best gift one can receive. This is an award that did not come easy; it is a true testament of my hard work these years. Being recognized by both

my employer, RWS and the guests meant a lot to me. It will motivate me to strive even harder and I hope to be able to clinch the second and third Outstanding Star Award in the years to come. I have many people to thank, supervisors like Simon Loh, Ravi Muthiah, Laura Chew have all made this possible.'

Winning the SHA Outstanding Star Award for the Non-Hotel Category was indeed a great privilege for Marlina of Treetops:

"I am honored to receive this prestigious award as it marks a significant milestone of my achievements in the service industry

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EXSA 2012 (Hospitality Sector)

Dedicated to our Very Best Service Ambassadors!

throughout these years. I am truly blessed to be surrounded by a supportive team of colleagues and manager at Treetops. As the service industry booms in Singapore, I am blessed to be the one selected amongst all the nominees to receive this prestigious EXSA award. With this recognition, it would definitely spur my team and I to do better as we aim to delight our guests at Treetops in all aspects. I sincerely wish that we will continue to deliver excellent service and may Treetops prosper further. Thank you."



Mr Kok Chee Wai, Assistant Manager, F&B, receiving the SHA Outstanding Star Award



Ms Marlina Binte Mohamad Anuar, Assistant Manager (Guest Services), receiving the SHA Outstanding Star Award.

The Outstanding Star Nominees for 2012:

Amara Sanctuary Resort Sentosa	Mc Luther Moral Aragon
Changi Village Hotel	Zou Xiang Lian
Chinese Swimming Club	Eng Hui Kheng Samantha
Concorde Hotel Singapore	Pearl Thandar Shwe
Crowne Plaza Changi Airport	Rumadan Pineda Umali
Fraser Place Robertson Walk, Singapore	Ong Ah Huay
Fraser Suites River Valley, Singapore	Quek Lay Khim
Fairmont Singapore & Swissôtel The Stamford	Qiu Xue Xiang Winnie
Furama City Centre, Singapore	Chia Yeou Fatt Patrick
Goodwood Park Hotel Ltd	Chee Mei Yoong
Grand Park Orchard	Hashim Bin Mohamed
Hangout @ Mount Emily	Farah Serra Cunanan
Holiday Inn Singapore Atrium	Ng Kok Yin Edmund
Holiday Inn Singapore Orchard City Centre	N Vasanthi D/O Nagarasi @ N
Hotel Royal Limited	Tesoro Mary Grace Yarso

InterContinental Singapore	Selvanathan A/L Katarain
Link Hotels International Pte Ltd	Xiong MengYun
Mandarin Orchard Singapore	Yew Tye Mei Daisy
Mandarin Oriental, Singapore	Li Lin Zhi (Marcel)
Marina Mandarin Singapore	Mohamed Elfie Bin Mohd Abali
Orchard Hotel Singapore	Jiang Yong Zhe
The Pan Pacific Hotel Singapore	Charles Chow Suen Foong
Park Hotel Clarke Quay	Bala Murugan A/L Shanmugam
Peninsula Excelsior Hotel	Florry Vie De Gorio Sabino, Ivy
Regency House	Edward S/O George
Resorts World at Sentosa Pte Ltd	Kok Chee Wai
Riverview Hotel Singapore	Sathiseelan A/L M Shanmugam
The Ritz-Carlton, Millenia Singapore	Luna Bajracharya
SATS Ltd.	Mohamed Fairoz Bin Hamid
Shangri-La Hotel, Singapore	Tan Mui Kheng Jessie
Shangri-La's Rasa Sentosa Resort, Singapore	Wang Lirong
Singapore Cruise Centre Pte Ltd	Abu Bakar Bin Abdullah
Singapore Marriott Hotel	Ng Zhen Chyang Ronny
Singapore Recreation Club	Danial Aloysious Pereira
Suntec Singapore International Convention & Exhibition Centre	Buen Byron Duller Formeloza
Swissôtel Merchant Court, Singapore	Sadiha Bte Salleh
Traders Hotel, Singapore	Kathleen Grace Barte Bustillo
Treetops Executive Residences	Marlina Binte Mohamad Anuar

General Manager's Networking Session 2012

The 2nd General Manager's Networking Session took place on 23 October 2012 at Hilton Singapore. The session began with an industry update by Ms Margaret Heng, Executive Director of SHA.

This was followed by a presentation by Mr Robert McIntosh, Executive Director of CBRE on "How Operators can help owners and themselves." The session ended with a sharing on cruise consumer insights by the STB.

The last General Manager's Networking Session for the year was held on 12 December 2012 at Grand Park Orchard. The first presentation was by Master Goh Guan Leong of Way on Net Pte Ltd. His words of advice for 2013:

Year of the Water Snake

The year of the water snake is a year of conflict and struggles. This signifies an unpredictable year and one can expect big changes ahead.

Businesses may wish to take note of the following:

- Possible conflicts and confrontation between management and employees.
- Advice: Be cool, observant and patient.

- Hotels are encouraged to review their employee handbook.
- To improve communication between management and staff.
- Wait patiently for opportunities to come.
- Hotel Occupancy is expected to increase.
- Incorporate the element of wood into their premise as wood will bring about favourable energy.
- Wood also represents the direction "East". Consider incorporating oriental style into hotel decor.
- Introduce green in design or decor.

Micro Environment

- Zodiac with above Average Luck: Rat, Tiger, Dog, Horse and Monkey
- Zodiac with Average Luck: Rabbit, Dragon and Snake
- Zodiac with a challenging year ahead: Ox and Goat



The second presentation was by Ms Toh Sork Lee, Assistant Director, Hospitality Business of STB, who gave the GMs an update of the industry.

The event ended in a light-hearted fashion with a cocktail session at Bar Canary with the Chief Executive of STB, Mr Lionel Yeo and his team.

Hotel Safety and Security, Our Priority

71 ebullient hotel security award winners were lauded on 22 October 2012, for their efforts in upkeeping a safe and secure environment for guests and visitors. 60 hotels were awarded the Hotel Security Excellence Award, while another 11 hotels were presented with the Hotel Security Award.

The annual security event, organised by the Singapore Hotel Association and supported by the Singapore Police Force and the National Crime Prevention Council, was graced by Guest-of-Honour, Mr Masagos Zulkifli, Senior Minister of State for Foreign Affairs and Home Affairs.

In addition, a total of 208 individual employees were commended for their honest, brave and vigilant acts. Their exemplary acts were recorded in a booklet that was distributed to all attendees of the event.

This year, in keeping the SHA Hotel Security Manual relevant and aligned to the Singapore Standard SS545, it was revised to include updates on the criminal procedure code and relevant legislations. A copy in the form of a CD-ROM was distributed to all hotel members.



For the second half of the security event – security conference, the SHA invited 4 speakers to share on topics that were related to the theme “Hotel Safety and Security, our Priority”:

“Overall Crime Situation (January to August 2012)” by the Singapore Police Force” by INSP Mohd Ilkhan, 3 Operations Officer, Community Involvement Division, Operations Department, SPF

“Security Threats to the Hospitality Sector” by Professor Rohan Gunaratna, Head, International Centre for Political Violence and Terrorism Research, S. Rajaratnam School of International Studies, NTU

“How can Hotels Mitigate their Terrorism Risk?” by Mr James Hill, Divisional Director, Terrorism and Political Violence Practice, Willis Global Markets (Asia)

“Mitigating the threat of Hostile Vehicles” by Mr Adrian Lee, Assistant Director, Training and Development, Centre for Protective Security Studies, Home Team Academy.



Winners of the Hotel Security Excellence Award 2012

1. Albert Court Village Hotel
2. Amara Sanctuary Resort Sentosa
3. Amara Singapore
4. Changi Village Hotel
5. Concorde Hotel Singapore
6. Conrad Centennial Singapore
7. Copthorne King's Hotel Singapore
8. Crockfords Tower, Resorts World Sentosa
9. Crowne Plaza Changi Airport
10. East Village Hotel
11. The Elizabeth Hotel
12. Fairmont Singapore and Swissotel the Stamford
13. Festive Hotel, Resorts World Sentosa
14. Four Seasons Hotel Singapore
15. Furama City Centre Singapore
16. Furama RiverFront Singapore
17. The Gallery Hotel
18. Goodwood Park Hotel
19. Grand Copthorne Waterfront Hotel Singapore
20. Grand Hyatt Singapore
21. Grand Mercure Roxy Hotel
22. Hotel Grand Pacific
23. Grand Park City Hall
24. Grand Park Orchard
25. Hard Rock Hotel Singapore, Resorts World Sentosa

26. Hilton Singapore
27. Holiday Inn Atrium Singapore
28. Holiday Inn Singapore Orchard City Centre
29. ibis Singapore on Bencoolen
30. InterContinental Singapore
31. Landmark Village Hotel
32. M Hotel Singapore
33. Mandarin Orchard Singapore
34. Mandarin Oriental, Singapore
35. Marina Bay Sands
36. Marina Mandarin Singapore
37. Hotel Michael, Resorts World Sentosa
38. Novotel Singapore Clarke Quay
39. Oasia Hotel
40. Orchard Hotel Singapore
41. Orchard Parade Hotel
42. Pan Pacific Singapore
43. Park Hotel Clarke Quay
44. Park Regis Singapore
45. Parkroyal on Beach Road
46. Parkroyal on Kitchener Road
47. The Quincy Hotel
48. Raffles Hotel, Singapore
49. The Regent Singapore
50. Rendezvous Grand Hotel Singapore
51. The Ritz-Carlton, Millenia Singapore

52. Royal Plaza on Scotts
53. The Sentosa Resort & Spa
54. Shangri-la Hotel, Singapore
55. Shangri-la's Rasa Sentosa Resort, Singapore
56. Sheraton Towers Singapore
57. Singapore Marriott Hotel
58. The St. Regis Singapore
59. Swissotel Merchant Court, Singapore
60. Traders Hotel Singapore

Winners of Hotel Security Award 2012

1. Bayview Hotel Singapore
2. Carlton Hotel Singapore
3. Hangout @ Mount Emily
4. Link Hotel Singapore
5. Mövenpick Heritage Hotel Sentosa
6. Pan Pacific Orchard
7. Peninsula Excelsior Hotel
8. RELC International Hotel
9. Riverview Hotel Singapore
10. Hotel Royal
11. York Hotel

Human Resource Workshop for Hotel Practitioners



On 30 October 2012, the SHA organised a second HR workshop for hotel HR practitioners at PwC Building.

The first presenter, Ms Tahnya Butterfield Gill, Partner, Shirlaws spoke on the importance of corporate culture. In addition, she suggested several approaches that can be adopted to enhance corporate culture. Here are 3 useful tips she shared:

- Communicate from the inside out
- Involve everyone to align processes and systems
- A cultural DNA that doesn't wait but reinvent

The workshop was followed by two presentations from PwC Saratoga. They shared with the session:

- Preliminary survey findings on Singapore Human Capital Effectiveness Study
- Millennial at Work – Strategies to Reshape the Workplace

Grand Hyatt Singapore emerged victorious at the 31st SHA Inter-Bowling Tournament 2012!

The 31st SHA Inter-Bowling Tournament commenced on 04 September 2012 with the team finals. This year saw a good turnout of 64 teams from 35 hotels taking part in the tournament.

The top 32 teams from the Preliminary Round advanced to the final stage to compete for the SHA Challenge Trophy, while the other 32 teams rivalled for the SHA Challenge Shield.

Grand Hyatt Singapore seized the limelight by claiming the Championship Title for the SHA Challenge Trophy!

The tournament culminated on the 13 September 2012 with the Masters' Event. 65 male and 15 female bowlers took to the lanes at the Superbowl SAFRA Mount Faber. Mr Oliver Lenoir, Hotel Manager of Grand Hyatt Singapore graced the sports event and presented the prizes to the winners of the tournament.

Winners also took home dining/accommodation vouchers and cash prizes sponsored by member hotels and SHA respectively.

Results of the tournament were as follows:



SHA CHALLENGE TROPHY

Champion	Grand Hyatt Singapore (Team 1)
1st Runner-Up Team	Resorts World Sentosa Singapore (Team 1)
2nd Runner-Up Team	Marina Bay Sands Pte Ltd (Team 1)

SHA CHALLENGE SHIELD

Champion	Resorts World Sentosa Singapore (Team 3)
1st Runner-Up Team	Resorts World Sentosa Singapore (Team 4)
2nd Runner-Up Team	ibis Singapore on Bencoolen (Team 1)

MEN'S MASTERS

Champion	Fredoline Uning, Grand Hyatt Singapore (Team 1)
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LADIES' MASTERS

Champion	Josef Holly Angela Nicdao, Shangri-la hotel, Singapore (Team 1)
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SHA/CPIB Workshop

The SHA, together with the Corruption Practices Investigation Bureau (CPIB), organised a workshop on 23 November 2012.

Themed "It's not a practice. It's not a norm. It's corruption", the objective of the workshop was to help attendees better understand acts that constitute corruption.

The following two papers were presented:

"Promoting Zero Tolerance for Corruption in Singapore's Hotel Industry"

By Dr Jon Quah, Retired Professor of Political Science, National University of Singapore

"Combating Corruption in Singapore"

By Mr Phua Meng Geh, Assistant Director (Investigation), CPIB



Your Say : Top three wishes for the Hotel Industry in Singapore for 2013

1. Healthy economic growth in Singapore fuelling additional demand for our Hotel Businesses.
2. Continued great support from SHA and STB, as it really has been making a huge difference for us.
3. Further recognition worldwide for Singapore as a Premier Hospitality Provider.



Mr Robert Lagerwey
General Manager
Capella Singapore

Mr Ben Bousnina
General Manager
Shangri-la's Rasa
Sentosa Resort



1. To resolve the labor shortage situation.
2. To set an ERP into Sentosa instead of a gantry.
3. To develop Siloso beach with crystal water, corals, etc.

Mr Steven Long
General Manager
Sheraton Towers
Singapore Hotel

1. We wish to have a safe and secure environment for business.
2. We wish to see a stable and healthy economic growth.
3. We wish the hotel room supply can be reviewed to ensure long term sustainability.



Mr Aiden McAuley
Managing Director
RC Hotels Pte Ltd

1. My primary aspiration in 2013 is for Fairmont Singapore and Swissotel The Stamford to play vital roles in maintaining the country's sustained growth in the hospitality and service industry sectors with greater leisure and business travel arrivals as well.
2. Secondly, I am hoping that recent labour amendments and restrictions will eventually ease up next year as well, to enable the industry as a whole to effectively meet their manpower requirements, by employing workers who are willing to handle service-centric and labour intensive jobs.
3. Finally, I am hoping to see the influx of premium and high-calibre MICE events in the coming year. These high-profile meets will only further strengthen the brand equity of Singapore as a global business hub.

SHA Welcomes New Ordinary Members

Capri by Fraser

Capri by Fraser is a hotel residence that is designed to meet the lifestyle needs of the e-generation business travellers. It is urban inspired, high-tech and intuitive. Located in Changi Business Park, Capri by Fraser, Changi City / Singapore is within walking distance of Singapore Expo, with easy access to the Central Business District and Changi International Airport.

Each of its 313 studios has been generously appointed, with well-defined living spaces, well-thought-out work spaces featuring ergonomically-designed Herman Miller chairs,



walk-in wardrobes, spacious bathrooms with rain showers, as well as fully equipped kitchenettes that offer guests the option of cooking their own meals.



The Seacare Hotel

Strategically located in the heart of the city between Chinatown, Clarke Quay and along the Singapore River, the Seacare Hotel exudes a perfect blend of eastern and western cultures.

The hotel offers 103 stylish and well-appointed guestrooms with a choice selection of Suites, Executive Deluxe, Executive and Superior Rooms. The Sky Garden and Sky Roof Bar located on level 10 and 16 both offer a breathtaking panoramic view of the city that will leave guests truly mesmerised.

SHA Welcomes New General Managers



Mr Colin Teo
General Manager
Amara Singapore

Amara Hotels & Resorts moves onward with new hire, Mr. Colin Teo Boon Lin, as General Manager of Amara Singapore which is Amara's flagship property in the Tanjong Pagar district.

Mr. Colin Teo brings with him a wealth of international experience and stellar performance, having been in the hospitality trade for more than 30 years, in both the local and international scene.

A graduate of Nanyang Technological University with a Degree in Bachelor of Science, Mr. Teo continued with a Post-Graduate Diploma in Hotel Management at the distinguished Oberoi School of Hotel Management, New Delhi, which is recognized by the International Hotel Association of Paris.

Mr. Teo's previous appointment before joining Amara Hotels & Resorts was at the Gallery Hotel.

Mr Raymond Howe
General Manager
Capri by Fraser

Fraser's Hospitality Pte Ltd has appointed Mr Raymond Howe as General Manager of Capri by Fraser, Changi City/Singapore, the flagship property of the group's newest hotel residence brand.

An industry veteran, Mr Howe has 25 years of extensive experience in sports, leisure and operational management in an international career that has spanned the Maldives, Mexico, Tahiti, the Caribbean, Thailand, Malaysia and Singapore.

Working with leading hotel brands including Club Med, Four Seasons Hotels and Resorts, and The Pulai Hospitality Group, Mr Howe has played an active role in the set-up and operations of a number of new properties.

Mr Howe is an avid sportsman and diver, and enjoys participating in endurance and water sports.



Mr Jagdeep Thakral
General Manager
Holiday Inn Singapore
Orchard City Centre

With 25 years of hospitality experience, Mr Thakral started his career with IHG in 1999 at the InterContinental Eros, Nehru Place New Delhi, India and since, he and his family has lived in Cambodia, Malaysia and Singapore.

Prior to his current role, Mr Thakral was the Executive Assistant Manager at the Holiday Inn Singapore Orchard City Centre, where he was responsible for successfully leading the team to become the first Hotel in Singapore to be awarded with Endorsement of Commitment under ISO 26000 for Social Responsibility.

Mr Thakral is a Hotel Management graduate and in his spare time, he enjoys a good game of golf and spending quality time with his family.



Mr Christian Hassing
General Manager
Mandarin Oriental, Singapore

Mr Christian A. Hassing, with more than 35 years of hospitality experience to his name, has joined Mandarin Oriental, Singapore as General Manager on 10 September 2012. Prior to his transfer to Singapore, Mr. Hassing spent eight years as General Manager of Mandarin Oriental, Tokyo, overseeing the successful opening and establishment of this award-winning luxury hotel.

In support of the Group's growth in the Asia region, he will also take up the appointment of Area Vice President, Operations with responsibilities for Mandarin Oriental, Kuala Lumpur and Mandarin Oriental, Jakarta.

Mr. Hassing began his career with Mandarin Oriental as the General Manager for Mandarin Oriental, Kuala Lumpur in 1997, where he was responsible for the opening and positioning of the property as the city's premier hotel.



Mr Dean Rossilli
General Manager
Pan Pacific Orchard

Pan Pacific Orchard is pleased to announce the appointment of Mr Dean Rossilli as General Manager effective 10 September 2012.

An Australian, Mr Rossilli brings with him extensive industry experience and knowledge, with previous responsibilities of overseeing diverse operational units at five-star hotels. Mr Rossilli started his hospitality career in Australia under ITT Sheraton and the US under Renaissance Hotels and Resorts. With a strong passion for the industry, his professional career continued

to soar at several other international and luxury hotels groups.

Prior to joining the Pan Pacific Hotels Group, Mr Rossilli was the Regional General Manager of Thistle/Guoman Hotels and Resorts in Malaysia where he was involved in managing the pre-opening and launch of new properties, and overseeing branding while maximising growth and profitability. Under his leadership, the establishments won several accolades. Mr Rossilli also held similar positions at the MacDonald Hotels and Marriot Hotels in the UK, actively steering creative projects with encouraging results.

During his spare time, Mr Rossilli enjoys reading, rugby, cricket, football and swimming.



Mr Francis Choo
General Manager
The Seacare Hotel

The Seacare Hotel is proud to announce the appointment of Mr Francis Choo as General Manager.

A career in hospitality management beginning since 1979, Mr Choo has played instrumental roles in the pre-opening of the Golden Landmark Hotel in 1988, Grand Plaza Hotel, St Gregory Spa in 1997 and Saigon Grand Plaza of Vietnam in 1998.

The hospitality thespian also brings with him a wealth of experience, having worked in various sales and marketing capacities

at the Mandarin Hotel, Peninsula Hotel, Golden Landmark Hotel, Plaza Hotel, New Park Central, the Regalia Hotel, Quality Hotel and V Hotel.

Shatec attains CET Status

WDA has appointed SHATEC as a CET Centre for the Tourism and F&B Industries for a 2 year period, starting from 1 December 2012. Aspiring talents and working professionals will receive up to 90% course fee funding for enrolment into WSQ programmes. The appointment by WDA is a testimony of Shatec's commitment and continuing efforts to provide quality training and education.

In tandem with the new appointment by WDA and to cater to hotel members' request for a more central training location, Shatec now has a new training venue in the heart of the city, near Bugis MRT station at 37 & 39 Middle Road #06-00 UWEEI Building, Singapore 189946.



MoU between Shatec Institutes and JEI College



JEI College, Korea and Shatec Institutes inked a MoU on 6th November to promote cultural and academic exchanges in both schools over the next two years. Initiatives under the MOU would include faculty exchange programmes, academic collaborations and information exchange.

Visit from Rwandan High Commissioner to Singapore

Rwandan High Commissioner to Singapore, Ms. Jeanine Kambanda visited Shatec Institutes on 31st October to discuss possible collaboration on training for the hotel sector in Rwanda. After the meeting, Ms. Kambanda toured the campus facilities and interacted with the students.

DePaul University

On 27th November, Shatec Institutes helped organised an executive training programme "Strategic Leadership and Revenue Management" for hotel General Managers, Room Division Executives and Revenue Managers. Facilitated by Dr. Thomas Maier from DePaul University, participants gained valuable insights on:

- Lodging revenue management and
- How to harness e-commerce to optimise profits.

Shatec's Graduation 2012 held @ NUS UCC



Shatec Institutes celebrated the graduation of one of its largest cohort to date on 14th November at a ceremony held at the University Cultural Centre, National University of Singapore.

A total of 720 graduates (an increase of 21% from 2011) who have completed their courses in hotel management, tourism management, pastry and baking, and culinary skills received their certificates at the ceremony.

The event was graced by Mr. Goh Eng Ghee, Deputy Chief Executive, WDA and attended by more than 500 family members, friends and industry partners.

Our heartfelt congratulations to the graduates of 2012!

A survey conducted revealed that 97% of the current graduating classes of 2012 found jobs within 6 months of their graduation. Out of this, 84% found jobs within 3 months, or even before graduation.

Immersing in Everything Korea



In July, Shatec Institutes partnered Korea's FoodTV Channel to showcase the school's culinary talents in a reality show production. Derek Ong, Ian Goh and Zet Zhao emerged winners in the competition and embarked on an all-expense-paid discovery journey to Seoul and Jeju Island. Working with established Korean chefs on the show, the trio learned to create localised dishes using unique ingredients which broadened their culinary knowledge and at the same time learnt more about the Korean culture.



Lapostolle Wine Training



On 31st October, Winemaker and Brand Ambassador for Lapostolle, Mr. Diego Urrea shared with Shatec Institutes' students his winemaking knowledge and the Lapostolle brand.

Students were inspired by the winemaker's passion for natural and quality wines. Lapostolle adopts organic farming of grapes to achieve high quality wine, despite the higher operating costs.

It was indeed a very fruitful session for the students.

SPOTLIGHT

In this issue, Mr Arthur Kiong, Chief Executive Officer, Far East Hospitality, was invited to share with us his journey to success.



A quarter century ago, when I graduated from SHATEC, I was quite despondent and overwhelmed by the feeling of inadequacy. I did not have the resources to further my education. SHATEC was supposed to be only a stepping stone, I thought.

Many of my classmates leveraged on their Diploma to gain a place in university. I thought at the time, at the very least I needed a degree to compete and dreamt about having an MBA.

I was fortunate that I had a room service job in (the then) Westin Stamford. The hotel was just opened, there were 66 of us with SHATEC Diplomas that were hired. Another 32 graduates were recruited from prestigious US universities and another 8 were returning DBS scholars; all competing for the few management positions. The competition was overwhelming.

1) Share with us your success story and how Shatec has played a part in your career development throughout the years?

Over the last 25 years, this business has actually been very good to me. I have had a career beyond my expectations. I have seen the world, enjoyed experiences that were meant only for heads of state and celebrities; got acquainted with amazing individuals; lived and worked in New York and Hong Kong – two of the most exciting cities to the world – and achieved an international professional reputation that I am proud of.

My wife and I have been married for 24 years and our 2 kids have been privileged to be exposed to these wonderful experiences and also an international education system. They have developed varied interests, global in their outlook and confident in their dispositions.

All I had to compete for these opportunities over the last 25 years: Hard Work, God's Grace and my Shatec Diploma in Hospitality Management. I went up against the best executives in the world with renowned degrees!

My point is: With a Shatec Diploma, you have everything you need to succeed right here, right now. Shatec has equipped me to compete with the best in the world.

2) What is your advice to current Shatec students on how to be successful in the hospitality industry?

1. Nobody owns your career but you. You must get to know your strengths and limitations. Work on your strengths and manage your limitations.
2. In the first few years, work for strong Brands. It will teach you systems and expose you to good practices.
3. Architect your resume but be careful not to job hop, you need to stay a minimum of 2 years in a company to build credibility and capability.
4. Take on the challenging assignments; work overseas. Volunteer to do the hard stuff that others are intimidated by.
5. Always look for the strengths in others on your Team and make their weakness irrelevant.
6. While climbing the ladder to career success, never kiss up and kick down. Relationships are important and what goes around, comes around.
7. Always perform a level up. Do more than you are paid and you will end up being paid more than what you do.
8. Success lies in your ability to conceptualize, your conviction to persuade and your courage to execute. Master all 3Cs.
9. Always question the status quo and challenge yourself to find better way to achieve the desired outcome.
10. Never make money your primary motivator. Find a better purpose to succeed.

Continuing Education & Training Programme Calendar 2013

Food and Beverage

Programme Title	Programme Duration	Date	Fees (SHA)	Fees (Non-SHA)	SDF Training Assistance	AP Funding~
Up-selling and Suggestive Selling Techniques for Food and Beverage Staff Time : 1.30pm to 6pm	9	25 & 26 Apr	\$288.90	\$321.00	\$18.00	NA
WSQ Prepare for Service (Mise-en-place) Time : 9am to 6pm (Theory) Practical Assessment timing to be advised	16	11 & 12 Apr	NA	\$550.00 (before GST)	\$495.00	NA
WSQ Interact with and Serve F&B Guests Time : 9am to 6pm	26	17 to 19 Apr	NA	\$550.00 (before GST)	\$495.00	NA
WSQ Follow Food and Beverage Safety and Hygiene Policies and Procedures – English Workshop Time : 9am to 6pm, Practical Assessment timing to be advised	8	2 Apr, 9 Apr, 23 Apr, 30 Apr	NA	\$150.00 (before GST)	\$135.00	NA
Refresher Food Hygiene Course (English) Time : 3pm to 7pm	4	16 Apr	NA	\$53.50	NA	NA
WSQ Follow Food and Beverage Safety and Hygiene Policies and Procedures – Mandarin Workshop Time : 9am to 6pm, Practical Assessment timing to be advised	8	12 Apr 25 Apr	NA	\$150.00 (before GST)	\$135.00	NA
Refresher Food Hygiene Course (Mandarin) Time : 3pm to 7pm	4	15 Apr	NA	\$53.50	NA	NA
WSET Level 1 Certificate in Wines Time : 9am to 4pm, 11am to 11.45am (assessment)	6.75	17 Apr (Assessment on 29 Apr)	\$454.75	\$508.25	NA	NA

Rooms (Housekeeping/ Front Office)

Programme Title	Programme Duration	Date	Fees (SHA)	Fees (Non-SHA)	SDF Training Assistance	AP Funding~
WSQ Service Guest Rooms (Mandarin) Time : 9am to 6pm, Practical Assessment timing to be advised	40	15 to 19 Apr (Assessment on 20 Apr)	NA	\$550.00 (before GST)	\$495.00	NA

Communication & Language

Programme Title	Programme Duration	Date	Fees (SHA)	Fees (Non-SHA)	SDF Training Assistance	AP Funding~
Foundation English Time : 3pm to 6pm	30	1, 2, 8, 9, 15, 16, 22, 23, 29 & 30 Apr	\$460.10	\$513.60	NA	NA

Service Skills/ Others

Programme Title	Programme Duration	Date	Fees (SHA)	Fees (Non-SHA)	SDF Training Assistance	AP Funding~
Service Recovery Workshop Time : 2pm to 6pm	8	24 & 25 Apr	\$224.70	\$256.80	\$16.00	NA

2012 World Luxury Hotel Awards

The 2012 World Luxury Hotel Awards (WLHA) was held on 13 October 2012 at Pan Pacific Kuala Lumpur International Airport Hotel. A highly acclaimed global organisation, the WLHA gives recognition to luxury hotels which provide premier facilities and excellent service to hotel guests.

Awards are presented to luxury hotels in different categories on a country and global basis.

Our heartiest congratulations to the following hotel winners!

2012 WLHA GLOBAL WINNERS

HOTEL	AWARD CATEGORY
Meritus Hotels and Resorts	Luxury Hotel Brand
Crowne Plaza Changi Airport	Luxury Airport Hotel

2012 WLHA COUNTRY WINNERS

HOTEL	AWARD CATEGORY
Fairmont Singapore	Luxury Hotel
Hotel Re!	Luxury Suite Hotel
Mandarin Orchard Singapore	Luxury Hotel & Conference Centre
Marina Mandarin Singapore	Luxury Business Hotel
Sheraton Towers	Luxury Hotel Brand
Swissotel the Stamford	Luxury City Hotel
Quincy Hotel	Luxury Boutique Hotel

Royal Plaza on Scotts Awarded Best Concierge 2012

The concierge team of Royal Plaza on Scotts (RP) was presented Best Concierge 2012 under the Deluxe Hotel Category at IFH Best Department Awards 2012. The award is supported by Institute for Hospitality (IFH) Asia Pacific, Shatec Institutes and Workforce Development Agency (WDA).

RP's concierge team topped the list once again for their passionate and individualised service in their interactions with hotel guests. Based on a stringent judging process, these awards set the benchmark for frontline service standards of hotels and enhance service levels in Singapore. Professional mystery shoppers from IFH provided quality performance benchmarking services for the hospitality industry while lecturers from Shatec Institutes conducted anonymous visits to participating hotels to select the winners.



Singapore's First CHI The Spa at Shangri-la opens at Shangri-la Hotel, Singapore



Singapore's first CHI, The Spa at Shangri-La officially opened at Shangri-La Hotel, Singapore on 7 December 2012. Nestled amidst 15 acres of lush tropical greenery, CHI draws inspiration from the origins of the Shangri-La legend, a place of personal peace and well-being. Unique treatments that define Singapore's CHI include the Singapore Wave and Tropical Retreat, inspired by the local blend of energy and multicultural heritage.

In traditional Chinese philosophy, "chi" is the universal life force that governs well-being and personal vitality. It is believed that "chi" must flow freely within the body to maintain good health. CHI presents a personal sanctuary where holistic treatments are based on time-honoured methods shared by many Asian cultures.

"CHI, The Spa's unique location amidst 15 acres of lush, tropical gardens makes it the perfect retreat within the heart of Singapore. Leisure and business

travellers alike will appreciate this new facility to complement their garden resort experience. At CHI, guests will find tranquillity, sincerity and something a great deal rarer – our Shangri-La hospitality delivered from the heart," said Manfred Weber, general manager of Shangri-La Hotel, Singapore.

CHI, The Spa comprises nine treatment rooms, including three rooms for couples. Both female and male locker rooms feature individual shower rooms; some of the shower rooms can be converted into steam rooms. The spa also features a reception lounge as well as a relaxation lounge, where guests will be served welcome tea during the pretreatment consultation.

The new spa complements Shangri-La Hotel, Singapore's extensive health and leisure facilities, such as the 24-hour gymnasium, outdoor lagoon-shaped swimming pool, floodlit outdoor tennis courts and pitch-and-putt mini golf course.

A Double Win for Meritus Hotels & Resorts at the ASEAN Business Awards 2012

Meritus Hotels & Resorts scored two wins at the ASEAN Business Awards (2012 ABA) held in conjunction with the 9th ASEAN Business & Investment Summit (ASEAN-BIS) in Phnom Penh, Cambodia.

Meritus was named **Most Admired Enterprise (Large Company) in the 'Growth' Category**, for demonstrating exceptional profit growth and long term vision for sustainable growth; and **Most Admired Enterprise (Large Company) in the 'Innovation' Category**, for exemplifying innovation in business processes, products, Marketing and Channel Management.

Organised by the ASEAN Business Advisory Council (ASEAN-BAC) and co-hosted by the Cambodia Chamber of Commerce, the ASEAN-BIS is established as an official side-event to the ASEAN Leaders Summit and the East Asia Summit (EAS), where no less than 16 Heads of States and Governments convene in the Cambodian capital. Over 1000 attendees joined a range of highly informative panels and intense discussions on a range of topics on ASEAN development in the upcoming years and on ways to achieve the AEC 2015 (ASEAN Economic Community).

The summit concluded with the 2012 ASEAN Business Awards gala that recognised the region's most advanced SMEs and large



Mr Chua Tian Chu (front row, first from right), Deputy Chief Executive Officer of Meritus Hotels & Resorts, receiving the prestigious ASEAN Business Awards

companies in the areas of growth, employment, innovation, and corporate social responsibility.

Receiving both awards in the Growth and Innovation categories on behalf Meritus Hotels & Resorts was Deputy Chief Executive Officer Chua Tian Chu, who commented, "We are grateful and honoured to be recognised alongside some of the region's most notable and promising homegrown organisations. These awards certainly mark an important milestone for Meritus as we continue in our journey to reach more markets."

Amara's Productivity Drive and Initiative in tackling Labor Shortage with A'MOST Programme



As part of Amara's efforts to tackle labor shortage in the service sector, we have devised a programme called A'MOST (Amara's Multi Operational Skill Team). A'MOST aims to ease manpower shortage and at the same time, offer training opportunities to locals to hone and develop their skills in a dynamic service industry. The programme was launched on 3 December 2012.

A'MOST is an exciting and rewarding programme that develops employees to take on cross functional roles in the Food & Beverage and Front Office departments. A cross-functional team not only increases overall productivity, but also equips employees with different functional expertise.

For this programme, Amara will be selecting individuals or employees with the right attitude, passionate about working in the service industry and motivated individuals who are keen on delivering exceptional service to guests.

Staff who are selected will undergo training in both the F&B and Front Office departments. Training across both departments will last approximately 9 months after which they will go through a 3 month specialization in one of the sub-departments in either function. Candidates will then be assessed and outstanding performers will be promoted to a supervisory role.

CEO of Amara Holdings and 1st Vice President of SHA expressed his support for the A'MOST programme by saying: "Here at Amara we always support local talents who have the right attitude, enjoy the world of hospitality and are willing to strive together with the company to achieve our goals."

With a tight labor market in the service sector, we are undoubtedly facing a talent crunch. Amara is fast growing with our newly opened shopping mall 100AM, the impending opening of Amara Bangkok and Amara Signature Shanghai in the horizon. With A'MOST one can look to hone or learn new skills with the opportunity of moving within the group in the future." says Mr Albert Teo, CEO of Amara Holdings.

Reduce Smoking Prevalence Campaign at Rendezvous Grand Hotel Singapore

Rendezvous Grand Hotel Singapore, together with Singapore National Employers Federation (SNEF) formed a partnership to reduce the prevalence of smoking in the hotel industry.

A campaign was held at Rendezvous Grand Hotel Singapore on 1 November 2012, Thursday, from 2pm to 4pm. A total of 40 smoking and non-smoking staff took part in the campaign. The campaign included the following:

1. Free smokerlyzer test for employees of Rendezvous Grand Hotel Singapore to measure the level of carbon monoxide present in the body
2. Exhibits on the harmful effect of smoking
3. Simple surveys
4. Free educational materials/collaterals for distribution



The objective of the campaign was to gather baseline understanding of the current smoking prevalence, practices and perceptions in the hotel industry. From the information gathered, SNEF will work on developing smoking control policies, creating a supportive environment and educational/lifestyle skills amongst smokers and non-smokers by 2015.

"I personally feel that it is a meaningful exercise for staff as they will be educated on the harmful effects of smoking through this campaign. They will also know the condition of their health and thus help them to take positive steps to try to reduce or to stop smoking. Since the hotel became a non-smoking hotel in 2008, other than encouraging our guests not to smoke in the room and public areas, we also try to engage our staff to quit smoking by reimbursing their consultant fee when they see a doctor to help them quit smoking. One of the staff benefitted from the measure and he has cut down on his smoking intake ever since" says Ms Lilia Wong, assistant general manager of Rendezvous Grand Hotel Singapore.

National Safety & Security Watch Group Award Ceremony 2012

Jointly organised by the Singapore Police Force and the Singapore Civil Defence Force, the National Safety and Security Watch Group (SSWG) Award Ceremony was held on 23 November 2012 at Orchard Hotel Singapore.

Deputy Prime Minister, Coordinating Minister for National Security and Minister for Home Affairs Teo Chee Hean was the Guest-of-Honour for the event.

The National SSWG Award was introduced in 2009, to recognize the exceptional efforts of members in the areas of safety and security, and to encourage buildings to join the scheme and participate in SSWG activities.

In addition to the "Individual" and "Cluster" awards, two new categories, namely the "Outstanding Individual" award and "Outstanding Cluster" award were presented to deserving winners.

Congratulations to the following hotel winners:



CATEGORY	HOTEL
Outstanding Cluster	Four Seasons Hotel Singapore Hilton Singapore Shangri-la Hotel, Singapore The Regent Singapore Traders Hotel Singapore
Outstanding Individual Award	Conrad Centennial Singapore Orchard Parade Hotel Parkroyal on Kitchener Road
Cluster	Concorde Hotel Singapore Holiday Inn Orchard City Centre Peninsula Excelsior Hotel
Individual	Carlton Hotel The Elizabeth Hotel Furama City Centre Singapore Holiday Inn Atrium Singapore Mandarin Oriental Singapore Oasia Hotel The Quincy Hotel Shangri-la's Rasa Sentosa Singapore York Hotel Singapore
Commendation	Albert Court Village Hotel Changi Village Hotel Furama RiverFront Hotel Grand Mercure Roxy Singapore InterContinental Singapore Landmark Village Hotel Park Regis Hotel Parkroyal on Beach Road

Smile, and the World Smiles with You

"You have the kindest eyes I have ever seen!" exclaimed Orly. My friend was commending David, a fellow delegate at an international conference. I looked at David who was smiling in acknowledgment. And I could see that his eyes were smiling too. Someone started softly singing "When Irish eyes are smiling", and everyone in the group chimed in, and everyone was smiling.

"Smiling is infectious, You catch it like the flu. When someone smiled at me today, I started smiling too."

Dale Carnegie, the author of the all-time best seller, *How to Win Friends and Influence People*, notes that "the expression one wears on one's face is far more important than the clothes one wears on one's back." A smile is indeed a beautiful thing to behold as it is a universal symbol of goodwill and kindness.

Why is a smile so important especially in the hospitality industry?

The hospitality industry is precisely what it is – an industry where we are hosts and all our customers are guests to our hotel. As hosts, it is our job to ensure that our guests are welcomed, and feel welcomed. Mahatma Gandhi's famous quote about the customer is most applicable to our business:

"A customer is the most important visitor on our premises, he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so."

A smile is the most powerful tool of non-verbal communication. It is almost always the first thing someone will notice about you. A smile, both physically as well as subconsciously, transmits the message of goodwill more effectively than anything else I can think of. It says, "Hello, welcome to our hotel. I'm glad you're here and I'm happy to see you. How may I serve you today?"



Photo courtesy of SKM.

Smiling is the best way to begin a relationship. It disarms and makes your guests feel comfortable and relaxed because it exudes a warm positive energy and extends a personal touch. A genuine smile signals to your guests that you care and that you are committed to make their experience a pleasant and enjoyable one.

The power of the smile goes beyond the initial welcome it communicates to your guests. It is one of the most powerful and most underrated gifts peculiar only to our species. Burdened with anxieties, we often drag our feet, struggle with fear, constantly waiting for something to come along to cheer us up. We forget that all the while, deep inside us, we possess this incredible tool to raise our spirits. When we smile, something literally lights up within the deep recesses of our being, and we find ourselves becoming more positive about ourselves and our environment. Recall for a moment, the experience of exchanging a smile with another and looking into someone's smiling eyes. Did you not have this positive feeling that a world of warmth and goodness is being spontaneously communicated?

Amazingly, when we feel good about ourselves, we naturally begin to share this gift with others. The smile becomes the window for the light of human love to shine from within us. Positive psychologists have found that a smile

works magic. A smile makes your guests feel significant and assure them that they are wanted, accepted and appreciated. It is an effective antidote to calm fear, remove insecurity, eliminate anxiety, and heal hurt. Each of us has a unique smile that not only brings joy to ourselves; it also quickly infects others around us with joy.

In our industry, you can use the gift of your smile to spread joy, love and inspiration. You can help lift the spirits of those around us when they need a boost. For one person, that gift could be having a way with words; for another, it's a knack for anticipating unexpressed needs. Your smile has the power to heal, to move and to inspire. What a shame it would be to let this power within you go to waste.

Make a simple commitment today: smile and smile often. Smile at yourself, smile at a loved one, smile at your colleague, and smile at a stranger. Above all, conduct yourself at work as a caring and kind host, and always smile at your guests. Always carry out your duties, however simple or onerous, with a smile, knowing that you are spreading love, joy and inspiration all around. Whatever you do, your service with a smile does make a difference.

"Smile, and the world smiles with you..."
Don't start your day without it.

<The writer, Dr. William Wan, is the General Secretary of the Singapore Kindness Movement.>



THE SHA HOTEL MEMBERS

Albert Court Village Hotel	Holiday Inn Atrium Singapore	Park Hotel Clarke Quay
Amara Sanctuary Resort Sentosa	Holiday Inn Singapore Orchard City Centre	Park Regis Singapore
Amara Singapore	Hotel 1929	Parkroyal on Beach Road
Ascott Raffles Place Singapore	Hotel 81 (DICKSON)	Parkroyal on Kitchener Road
Bay Hotel Singapore	Hotel 81 (GEYLANG)	Peninsula. Excelsior Hotel
Bayview Hotel Singapore	Hotel 81 (STAR)	Perak Hotel
Beach Hotel	Hotel Fort Canning Singapore	Quality Hotel Marlow
Bencoolen Hotel	Hotel Grand Central	The Quincy Hotel
Berjaya Hotel	Hotel Grand Chancellor	Raffles Hotel
Best Western Jayleen 1918	Hotel Grand Pacific	The Regent Singapore
Broadway Hotel	Hotel Miramar (S) Ltd	RELC International Hotel
Capella Hotel, Singapore	Hotel Re! @ Pearl's Hill	Rendezvous Grand Hotel Singapore
Capri By Fraser	Hotel Royal	Resorts World at Sentosa (Beach Villas, Crockfords Tower, Equarius Hotel, Festive Hotel, Hard Rock Hotel, Hotel Michael)
Carlton Hotel	Hotel Royal @ Queens	The Ritz-Carlton, Millenia Singapore
Changi Village Hotel – A Far East Hotel	Hotel Supreme	Riverview Hotel
Concorde Hotel Singapore	ibis Singapore on Bencoolen	Robertson Quay Hotel
Conrad Centennial Singapore	ibis Singapore Novena	Royal Plaza on Scotts
Copthorne King's Hotel Singapore	Innotel Hotel	Santa Grand Hotel East Coast
Crowne Plaza Changi Airport	Klaptops, The Boutique Hotel	The Scarlet Hotel
East Village Hotel	InterContinental Singapore	The Seacare Hotel
The Elizabeth Hotel	Landmark Village Hotel	The Sentosa Resort & Spa – A Beaufort Hotel
Fairmont Singapore	Link Hotel	Shangri-La Hotel
Fortuna Hotel	M Hotel Singapore	Shangri-La's Rasa Sentosa Resort, Singapore
Four Seasons Hotel	Mandarin Orchard Singapore	Sheraton Towers Singapore
Fragrance Hotel - Ruby	Mandarin Oriental, Singapore	Singapore Marriott Hotel
Fragrance Hotel - Sapphire	Marina Bay Sands	Sloane Court Hotel
The Fullerton Hotel	Marina Mandarin Singapore	South-East Asia Hotel
The Fullerton Bay Hotel Singapore	Moon Hotel	The St Regis Singapore
Furama City Centre Singapore	Movenpick Heritage Hotel Sentosa	Studio M Hotel
Furama RiverFront Singapore	Naumi Hotel	Swissotel Merchant Court, Singapore
The Gallery Hotel	New Majestic Hotel	Swissotel The Stamford, Singapore
Goodwood Park Hotel	Nostalgia Hotel	Traders Hotel
Grand Copthorne Waterfront Hotel Singapore	Novotel Singapore Clarke Quay	V Hotel Singapore
Grand Hyatt Singapore	Oasia Hotel	Value Hotel - Thomson
Grand Mercure Roxy Hotel	Orchard Hotel	W Singapore Sentosa Cove
Grand Park City Hall	Orchard Parade Hotel	Wanderlust Hotel
Grand Park Orchard	Pan Pacific Orchard	Wangz Hotel
Hangout @ Mount Emily	Pan Pacific Singapore	York Hotel
Hilton Singapore	Parc Sovereign Hotel	
	Park Avenue Rochester	

THE SHA ASSOCIATE MEMBERS

The American Club Singapore	Manpower Singapore	Simmons (Southeast Asia) Pte Ltd
Auric Pacific Marketing Pte Ltd	Nanyang Polytechnic	Singapore Exhibition Services
Batam View Beach Resort	Neo Group Pte Ltd	Singapore Food Industries (Pte) Ltd
CareerStar International Pte Ltd	One°15 Marina Club	Singapore Island Country Club
Cofely Southeast Asia Pte Ltd	Orchid Country Club	Singapore Meritus International Hotels Pte Ltd
Costa Sands Resort (Downtown East)	Pasta Fresca Da Salvatore Pte Ltd	Singapore Recreation Club
Docomo Intertouch Pte Ltd	Pernod Ricard Singapore Pte Ltd	Singapore Swimming Club
GRID Communications Pte Ltd	Pinedale Trading Pte Ltd	Singapore Telecommunications Limited
Himawari Pte Ltd	The Quayside Group Pte Ltd	Somerville (Singapore) Pte Ltd
HPL Hotels & Resorts	Republic of Singapore Yacht Club	Starhub Ltd
Institute of Technical Education (ITE)	Republic Plaza City Club (S) Pte Ltd	The Tanglin Club
International Executive Education Center Pte Ltd	S A Hotel Management Pte Ltd	Tourism Management Institute of Singapore
Jack's Place Holdings Pte Ltd	Sedona Hotels International	Trane Singapore
Kaplan Higher Education	Serangoon Gardens Country Club	Unilever Singapore Pte Ltd
	Sia Huat Pte Ltd	YHS (Singapore) Pte Ltd

(as at 31 Dec 2012)