

# Hotel Online

## News for the Hospitality Executive

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### Educational Institute, FreemanGroup Partnership Focuses on Training and Measurement Solutions

Lansing, Michigan, November 2008—The American Hotel & Lodging Educational Institute (EI) and FreemanGroup have come together in a strategic partnership to provide hospitality operations with comprehensive solutions focusing on establishing quality standards, practical training, professional certification, and measuring performance.



With long-standing reputations in the hospitality industry for providing training content, these two organizations are now able to offer superior products available exclusively as a result of the collaboration. EI develops and sells hospitality training DVDs, workbooks, skills guides, and seminars, and also offers a broad range of professional certifications that can capstone and complement FreemanGroup's onsite training capabilities. FreemanGroup has an extensive cadre of training and measurement professionals with hospitality industry experience who understand the dynamics of training and measuring performance in a challenging hospitality business environment.

“We are leveraging the strengths of each organization through this strategic partnership,” explained Wes Ardis, EI's executive vice president. “Together, we will be able to offer the industry a complete system of flexible training options, with components that include competency-driven training guides and manuals, on-site training delivery, and employee recognition through professional certification.”

FreemanGroup was established in 1985. The company was formed with the intent to provide clients with practical approaches to quality. FreemanGroup has built a diverse client base that includes leading hotels, casinos, and tourism destinations worldwide. The scope of work for each varies from quality inspections to full implementation of behavioral and technical skills training.

“I am very proud that FreemanGroup now has the opportunity to work in partnership with EI in providing unique products and services to the hospitality industry,” stated Bill Freeman, FreemanGroup's founder and CEO. “The outcomes of this agreement provide the industry with a practical/ educational hands-on approach to enhance both public sector and private sector customer service initiatives that are not available through any other source. I am delighted that we have been able to reach this agreement. I look forward to a long working relationship with EI, during which I am confident we will continually challenge the conventional approaches to hospitality training and measurement in order to constantly improve our joint offerings.”

For more information on the Educational Institute, visit [www.ei-ahla.org](http://www.ei-ahla.org). To learn more about FreemanGroup, visit [www.freemangroupsolutions.com](http://www.freemangroupsolutions.com).

Established in 1953 as a nonprofit educational foundation of the American Hotel & Lodging Association, the Educational Institute's mission is to support AH&LA by becoming the preferred provider to the lodging industry, hospitality schools, and related hospitality industries both domestically and internationally by developing and providing quality resources to train, educate, and certify hospitality professionals.

FreemanGroup offers an entirely integrated consulting service, a comprehensive range of service solutions and exceptional quality support to the hospitality and travel industry worldwide. The firm's clients include major hotels and resorts, restaurants, casinos, destinations and ports of entry worldwide. FreemanGroup services are comprised of hospitality employee training, quality inspections/mystery shopping, standards of performance, job description templates, human resources solutions, creation and customization of service standards for any function and executive search. Founded in 1985 by Bill Freeman, FreemanGroup is based in Dallas, Texas. The firm also has offices in London and Costa Rica. For more information, contact the Dallas office at 972-479-1345 or visit [www.freemangroupsolutions.com](http://www.freemangroupsolutions.com).