

## Minutes of the Society for Information Management (SIM) Meeting

**HELD:** Thursday, November 1, 2007, Dolphin Stadium, 8:00 a.m.

**PRESENT:** *Executive Committee Members:* President James Osteen, Vice President Tery Howard, Treasurer Joe Hutchins, Membership Director Jacqueline Zelman, Program Directors Diane Della-Pietra and Irma Becerra-Fernandez.

*Attendees:* Mehran Basiratmand, Tom Beres, Michael Corbitt, Joe Curbelo, Joyce Elam, Neyda Galvez, Marilyn Guenot, Maria Hernandez, Todd Jaspers, Peter Korinis, Lavern Smith-Lawrence, Eugene Lukac, Dennis Miller, Myrna Pinto, Maria Poviones-Bishop, M. Lewis Temares, and Anita Wilson.

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James Osteen chaired the meeting and welcomed all attendees.

Jacqueline Zelman recognized and thanked SIM trustee, Dr. M. Lewis Temares, Vice President of IT and CIO for the University of Miami, for his support and assistance in facilitating the rejuvenation of the Chapter, which currently has 18 members. Diane Della Pietra described Regional Leadership Forum programs and coursework.

Tery Howard introduced the event speaker Reginald Sperling, Director of Guest Services for Dolphin Enterprises. Mr. Sperling is originally from the Republic of Panama and has 22 years experience in the hospitality industry.

Mr. Sperling shared his insights on ways to use technology to achieve superlative guest service. At Dolphin Stadium, communication is the number one priority. Employees are trained to understand the company vision and how they are to represent themselves to create a positive image of the organization to each guest. Customer relationship management techniques, including command posts, radio communication, and surveys that are evaluated by an external company effectively track everything that happens in the stadium on an event day. These methods accomplish the collection of historical information on guests as well as the identification of any gaps that exist in service. The total experience encountered by guests is broken down into steps (e.g., the welcome, parking process, seating, and exit); each step is then analyzed and evaluated for improvement.

The new slogan for Dolphin Stadium is “Gateway to the Dream” and the goal of its leadership is to be recognized as the best stadium in the United States.

The next South Florida Chapter of SIM event is planned in January, 2008. The topic is expected to be “Digital Empowerment.” All were encouraged to attend the next meeting and to bring a friend.

A tour of Dolphin Stadium concluded the event.