

# John J Hogan of HoganHospitality & HospitalityEducators Blog

Making Your Hotel More Profitable! Your Resource for Hotel Owners, Innkeepers, Managers and Hospitality Associations

TAG ARCHIVES: DR. JOHN HOGAN

## ...Thought of the day...Revisited

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*I first shared this anecdote almost 7 years ago and its message about VALUE, INTEGRITY and PERSPECTIVES has become even more important with the allegations in elections, changes in global terrorism and the increasing tensions in many of our every day lives. I am proud to be a hotelier, author, speaker and educator and I encourage readers to note the business and personal message that bears repeating and thinking about.*



**A well-known speaker started off his seminar by holding up a \$20.00 note. In the room of 200, he asked, “Who would like this \$20 note?”**

**Hands started going up. He said, “I am going to give this \$20 to one of you but first, let me do this.**

**He proceeded to crumple up the \$20 note.**

**He then asked, *“Who still wants it?”***

**Still the hands were up in the air.**

**Well, he replied, *“What if I do this?”***

**And he dropped it on the ground and started to grind it into the floor with his shoe. He picked it up, now crumpled and dirty.**

**Still the hands went into the air.**

***My friends,***

***we have all learned a very valuable lesson.***

***No matter what I did to the money, you still wanted it because it did not decrease in value. It was still worth \$20.***

***Many times in our lives, we are dropped, crumpled, and ground into the dirt by the decisions we make and the circumstances that come our way.***

***We feel as though we are worthless. But no matter what has happened or what will happen, you will never lose your value.***

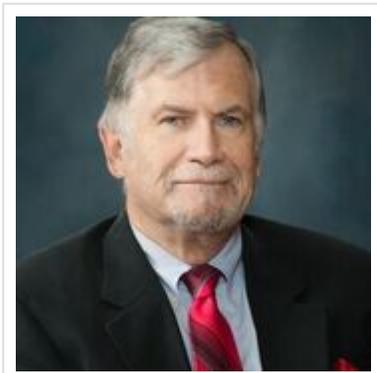
***Dirty or clean, crumpled or finely creased, you are still priceless to those who DO LOVE you.***

***The worth of our lives comes not in what we do or who we know, but by WHO WE ARE. You are special- Don't EVER forget it***

***” Pass this on, you may never know the lives it touches, the hurting hearts it speaks to, or the hope that it can bring.....***

**Count your blessings, not your problems.**

*This has been attributed to a number of sources and while I do not know the original author, I thank her/him on behalf of the many people I have shared this message with in programs, classes and my writing.*



**John J. Hogan**, CHA CMHS CHE CHO<sup>[1]</sup> is a career hotelier, author and educator who has held senior leadership with responsibility in several organizations involving operational, academic and entrepreneurial enterprise. He has been affiliated in management roles with Sheraton, Hilton, Dunfey (now Omni), Park Suite (now Embassy Suites), Med Center Inns of America, Best Western world headquarters and independent properties. He taught as an adjunct professor for more than 20 years at 3 different colleges and conducted more than 5,000 classes and workshops in his career as of 2016.

He is Co-Founder and Chief Learning Officer of [HospitalityEducators.com](http://HospitalityEducators.com), which was founded in 2010 as a solutions center for hotel owners and managers. [HospitalityEducators.com](http://HospitalityEducators.com) completely updated and has been facilitating the Certified Hotel Owners program for AAHOA since 2012, with a participant approval rating of over 97% and more than 1400 certifications to date.

As the principal of [Hogan Hospitality](http://HoganHospitality), he has provided litigation support, hotel expert witness services and hotel owner support services. He holds a number of industry certifications and is a past recipient of the American Hotel & Lodging Association's Pearson Award for Excellence in Lodging Journalism, as well as operational and marketing awards from international brands. He has served as President of both city and state hotel associations and as an elected Chair of a major brand Hotel Owners Council.

Specific new services, workshops and keynote topics can be found at [johnjhogan.com](http://johnjhogan.com), including

- **WHAT THEY DON'T TEACH YOU AT HOTEL SCHOOL**
- **IT'S THE SIZE OF YOUR IDEA, NOT THE SIZE OF YOUR BUDGET**
- **2017 HOT TOPICS ON SAFETY, SECURITY AND LEGAL ISSUES FACING HOTEL OWNERS AND MANAGERS THIS YEAR**
- **15 TIMELESS STRATEGIES FOR TODAY'S LEADERS**

He is currently working with his partner Kathleen Hogan and others on several new projects including the [HOTELIERMASTERMIND](#) series, an eBook series with Howard Feiertag on hotel sales, two new web sites and a fresh set of Keynote and Workshop programs, hospitality services and columns.

He writes regular columns for a number of global online services, has published 500 columns and 225 blogs for industry publications. He co-authored (with Howard Feiertag, CHA CMP) [LESSONS](#)

[FROM THE FIELD – a COMMON SENSE APPROACH TO EFFECTIVE HOTEL SALES](#) as well co-authoring the Supervisory Skill Builders from the Educational Institute. Hogan's professional experience includes over 43 years in operations, service, sales & marketing, training, management development and asset management on both a single and multi-property basis.

He has supported numerous industry boards that deal with education and/or cultural diversity for more than 15 years. He served on the AH&LA Certification Commission of the Educational Institute and as brand liaison to the NAACP and AAHOA with his long term involvement in the Certified Hotel Owner program.

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