

Building Diversity in Hospitality Industry

BY ERIKA COHEN

Success in business is all about connections, and **Goodwin and Associates Hospitality Services LLC** uses its nationwide network to help companies recruit and retain staff and customers.

The Concord-based firm provides recruiting, exit interviews and mystery shopper services for the hospitality

industry. It recently launched two new Web sites, *DiversityinHospitality.com* and *WomeninHopsitality.com*, dedicated to helping the industry increase its employee diversity. The sites include job listings, discussion boards, articles, a resume database and information about educational opportunities.

"In hospitality, it can be an old boys' network," says Eric Goodwin, president of Goodwin and Associates. "There is not necessarily a clear path for [diversity and women clients] to move into executive-level positions."

Goodwin and Associates began developing the two Web sites a year ago to fill a void Goodwin says he saw in the industry—a place where employers and potential employees in the hospitality industry could network, search and post jobs. The sites augment the company's managerial-level recruitment services.



The company also contracted with social-networking giant Facebook to make its new hospitality sites accessible via Facebook applications. Those with Facebook accounts can use Facebook applications to search for others in the industry, join discussion boards, share recipes and tips, and search for jobs. For instance, a pastry chef could share sales leads, ideas, videos of themselves cooking, and recipes with colleagues and potential

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