

# Local Sales Resource

## TIPS FOR GENERATING LOCAL BUSINESS

Version 10, December 12, 2023

**WYNDHAM**  
UNIVERSITY

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# HOTEL SALES SERVICES

A dedicated team designed to help you navigate Wyndham Hotels & Resorts.

- Single point of contact for the Global Sales Team.
- Access to market-specific reporting.
- Guidance on usage of sales tools such as Wyndham Community: Sales Leads, Cvent Transient, Cvent, etc.

CONTACT US  
Monday – Friday  
8:30 a.m.– 8:00 p.m. EST  
[globalsales@wyndham.com](mailto:globalsales@wyndham.com)

## BUILDCENTRAL REPORT

WHAT IS IT  
WHAT DOES IT DO WHY IS IT  
IMPORTANT

- This report will provide accurate leads on new commercial and residential construction projects in the planning, bidding, and pre-construction stages. (Wind, Energy, Solar, and Mining).
- Each report provides you with all the information you need- key contacts, location, and value of the project.
- Will provide accurate, timely & relevant project research.

Title	Sector	Construct	ProjectSc	BidDate	BidInfo	StartDate	StartDate	EndDate	EndDate	N Stage	City	State	PostalCod	County
Crews Por Private	New	Planning/Approval								Planning	Oxford	NC	27565	Granville
Hatcher C Private	New	Planning/Approval								Planning	Oxford	NC	27565	Granville
Hatcher C Private	New					Jan-23		Q1/2024		Groundbr	Oxford	NC	27565	Granville
Hatcher C Private	New					Jan-23		Q2/2025		Groundbr	Oxford	NC	27565	Granville
Mainstree Private	New	#####				Jan-23		Q1/2024		Groundbr	Oxford	NC	27565	Granville
Ivey Meac Private	New					Q2/2022		Q2/2023		Construct	Oxford	NC	27596	Franklin
Meel Corp Private	New	Planning/Approval								Planning	Oxford	NC	27565	Granville
Physician Private	Renovatic	Planning/Approval								Planning	Oxford	NC	27565	Granville
The Haver Private	New	Planning/Approval								Planning	Oxford	NC	27565	Granville
Physician Private	Renovatic	Planning/Approval								Planning	Oxford	NC	27565	Granville

ProjectsCompaniesPeople

Switch to Mobile-Friendly Search

New JerseyNJ - MorrisProject Type7 stage selectedKeywordSearch Projects

City07054Construction TypeUpdatedMore Options

ConstructionWire: 9 projects & 9 contacts matched

ProjectsContacts 9

Map

Search Results

7 stage selected

Select All

Planning

Starts in 12+ months

Starts in 4-12 months

Starts in 1-3 months

Groundbreaking

Early Construction

Construction

Topping Out

Completed


Completed (past 6 months)

On Hold/Postponed

3


ZOOMINFO


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



Brad Wegner


Vice President


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Midlands Contracting

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Travis Gregg

☐




Steve Beck



Brad Wegner

Vice President



[Suggest Contact Update](#)


Export

▼

Tag Contact


Share

Contact Details


 (308) 237-6651 (Direct)

(308) 237-7979 (HQ)


(308) 627-4387 (Mobile)

 [brad@midlandscontracting.com](mailto:brad@midlandscontracting.com) (Business)

Location

 Local

10075 1st Ave, Kearney, Nebraska, 68847, United States

 HQ

10075 1st Ave, Kearney, Nebraska, 68847, United States

WHAT IS IT

WHAT DOES IT DO WHY IS IT

IMPORTANT

- A database of information about company contacts and company information.
- This report will include approximately 20-30 companies located within a 5-to-15-mile radius of your property's location. The company data is targeted by a variety of factors including industry and revenue. This report includes phone numbers and addresses to reach out to the companies. Additional contact information can be requested.
- Offers the most up-to-date contacts for over 10 million businesses.

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## USDOT COMPANY SNAPSHOT



Entity Type:	CARRIER		
Operating Status:	AUTHORIZED FOR Property	Out of Service Date:	None
Legal Name:	THE MARTIN-BROWER COMPANY LLC		
DBA Name:			
Physical Address:	6250 NORTH RIVER ROAD SUITE 9000 ROSEMONT, IL 60018		
Phone:	(847) 227-6500		
Mailing Address:	6250 NORTH RIVER ROAD SUITE 9000 ROSEMONT, IL 60018		
USDOT Number:	148192	State Carrier ID Number:	
MC/MX/FF Number(s):	MC-173515	DUNS Number:	--
Power Units:	1,483	Drivers:	2,501
MC-150 Form Date:	12/06/2022	MC-150 Mileage (Year):	115,953,051 (2021)

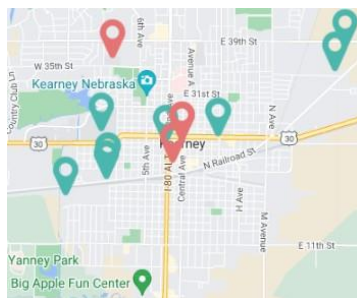
WHAT IS IT

WHAT DOES IT DO WHY IS IT

IMPORTANT

- A record of a company's information including company name, phone number, address and commodity information.
- Provides info on the company when you enter the USDOT number from the vehicle into the [USDOT Number search](#).
- Provides information about commercial vehicles in your lot.

## DODGE DATA& ANALYTICS



KRMC Der	3712 28th	KEARNEY	NE	Owner (Pr	Kearney R	N/A	(308) 455-	N/A	info@kea
Industrial	2304 2nd	KEARNEY	NE	General C	Brown Co	N/A	(308) 338-	N/A	harshb@b
Spruce Ho	Spruce Ho	KEARNEY	NE	Consultan	Miller & A	Craig Ben	(308) 234-	N/A	cbennett@
Spruce Ho	Spruce Ho	KEARNEY	NE	Owner (Pr	DT Develc	Ben Hirsch	(308) 240-	N/A	ben@dtde
New Com	1207 N Rai	KEARNEY	NE	General C	Blessing C	Kasey Brai	(308) 237-	N/A	kasey@bl
Parker-Ha	4400 US-30	KEARNEY	NE	Architect	Wilkins, H	Josh Silve	(308) 237-	N/A	jsilvers@v
Parker-Ha	4400 US-30	KEARNEY	NE	Construct	Sampson		(308) 865-	N/A	N/A
Parker-Ha	4400 US-30	KEARNEY	NE	Electrical	Morrissey	Toby Sami	(402) 491-	N/A	tsamuelsc
Parker-Ha	4400 US-30	KEARNEY	NE	Mechanic	Morrissey	Jason Eick	(402) 491-	N/A	jeickmeie
Parker-Ha	4400 US-30	KEARNEY	NE	Owner (Pr	Parker-Ha		(308) 234-	N/A	info@balc
Parker-Ha	4400 US-30	KEARNEY	NE	Reprogra	Standard I		(402) 592-	N/A	standards
New Com	2114 Cher	KEARNEY	NE	General C	Midwest E		(308) 440-	N/A	austin.mic

WHAT IS IT

WHAT DOES IT DO

WHY IS IT IMPORTANT

- An online construction project database with information on all large scale construction projects in the US and Canada.
- Multiple points of contact are provided for every project. It connects you to commercial and industrial construction leads as well as projects.
- Pinpoint leads by project type, location, action stage, and valuation.

# Optimizing Partnerships By Networking

**TAKE ACTION:** Network with organizations and groups within your community to promote your property and uncover future opportunities. This will give you a heads up on new retail stores and companies moving into the area.

## CURRENT & PREVIOUS CUSTOMERS

### TAKE ACTION

- Review the “Arrivals Report” from your PMS on a consistent basis.
- Obtain referrals from existing customers.
- Review your BAR and RACK reservations for guests with company email addresses.
- Export Medallia surveys into an excel and review email addresses of people who self-identified as “traveling on business” and target the corporate addresses for future business.
- Contact lost transient & group contacts:
  - Ask if their needs have changed?
  - Inform customer of any renovations and/or new amenities offered since their last visit.

### BEST PRACTICES

- Thank current customers for their business; in person, written note or a call .
- Spend time in your breakfast area or lobby speaking with guests.
- Personally deliver invoices to local businesses after a group stay and say thank you in person.

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## CONVENTIONS AND VISITORS BUREAUS (CVB)

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### TAKE ACTION

- Reach out to your CVB, make contact and become a member.
- Attend CVB events that make sense for your business and market.
- Build a relationship with the CVB or Tourism Board's Small Mtg & Events contact .
- Check with the CVB for any upcoming scheduled events such as sporting, conventions or concerts .

### BEST PRACTICES

- Participate in package promotions that gives your property exposure to travelers.
- Network and show that you have a vested interest in the community and its success.
- Ask about their tours and if you can be included.

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## COMPETITORS

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### TAKE ACTION

- Identify the accounts and companies staying with your competitor.
- Know what you have to offer vs. what they have to offer. This allows you to better sell your property.
- Tour their property and note what sets yours apart- use this information when selling your property.

### BEST PRACTICES

- Visit their website and note any local companies listed.
- Monitor company vans/trucks in their parking lot.
- Work with the competition- when you're sold out, refer the business to your competitor and they can do the same for you!

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## INFRASTRUCTURE

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### TAKE ACTION

#### CONTACT:

- General Contractors
- Job Supervisors
- Project Managers
- Administrative Assistant
- Manager
- Account Payable Manager

#### TRAVELER TYPE:

- Project Worker
- Drivers
- Forman
- Lineman

### QUESTIONS

- Are you traveling with other workers?
- Does someone at your office book your reservations?
- Are there certain amenities your crews look for?
- Are your contractors local or from out-of-town?
- Where will you and your employees stay during the project?
- Are there any other locations for this type of project/ retail establishment/ store going up in the area or across the US? If so, where?
- Where is the corporate office

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## TRUCKING/TRANSPORTATION

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### TAKE ACTION

#### CONTACT:

- Terminal Manager
- Supervisor
- Driver

#### TRAVELER TYPE:

- Driver
- Driver Training Rooms

### QUESTIONS

- Are your routes long or short haul?
- Is there someone at your office that books reservations?
- Do you require accommodations for drivers in training?
- How long do training classes/schools last?
- Do you contract rooms for drivers needing overnight accommodations?



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## ADDITIONAL ORGANIZATIONS IN YOUR MARKET & ASSOCIATIONS

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### ORGANIZATIONS

- *Chamber of Commerce* helps you better understand your local market.
- *Entertainment Venue/ Sports Complex* to understand what's coming to your area and network with those who refer teams and groups to hotels.
- *Economic Development Office* to find new companies moving into your area.
- *Corporate Associations* to see if they have events coming to your area. (Ex. National Automobile Dealers Association, Air Line Pilots Association and State or Local Bar Associations).

### RESOURCES FOR RESEARCH

- [International Marketing Association](#)
- [Hotel and Lodging Association](#)
- [National Restaurant Association](#)
- [US Travel Association](#)

# Internet Tools & Social Media

## GOOGLE ALERTS

WHAT IS IT

WHAT DOES IT DO WHY IS IT

IMPORTANT

- A content change detection and notification service, offered by GOOGLE.
- Sends you email notifications real-time based on specific search criteria you've pre-determined.
- Helps you stay up-to-date with companies in your market.
- Can be used to monitor your online reputation.
- The broader the scope of the alert, the more leads you may receive. The more defined the alert and scope, the better leads you may receive. *For example:*
  - Baltimore Airport + construction
  - Islip + sports tournament
  - Mall of America + construction
  - University of Texas + events
  - (Your competitor)
  - Andover + new openings
  - Dallas + (project name)

### TAKE ACTION: SETUP YOUR GOOGLE ALERTS AND REACH OUT:

1. Go to [GOOGLE.com/alerts](https://www.google.com/alerts) and enter a search term (examples above).
2. Select "Show options" and pick how often you'd like to receive alerts.
3. Choose a source for your alerts. If you're unsure, leave this as the default "automatic."
4. Choose a language and region.
5. Choose how many results you want to see: "all results," or "only the best results."
6. Choose a delivery email address (this is where GOOGLE will send your alerts).
7. Select "Create alert."
8. Check your emails and have a strategy for reaching out to prospective customers. Consider an email template to reach out.

## LINKEDIN

WHAT IS IT

WHAT DOES IT DO WHY IS IT

IMPORTANT

- A social network focused on professional networking & development.
- Connects you with top clients, allows you to follow top companies and allows you to promote your business in a professional setting.
- Provides you with the most up-to-date information on businesses and key contacts .

### TAKE ACTION: PROSPECTING & MARKETING - IMPLEMENT BEST PRACTICES

#### 1. Prospecting

- “Follow” your top clients for periodic updates and services .
- “Follow” local companies and/or event venues in your market .
- Use advanced search keywords like “travel” and “relocation” - narrow your search by Postal code.
- “Follow” your competitors .
- Sign up for newsletters, blogs, white pages, etc. on all prospects you are following.
- Build relationships with quality contacts who can provide access to more groups and people.

#### 2. Marketing

- Have an updated, professional profile picture.
- Use keywords in your profile which resonate with potential clients who might be searching for your product and/or service .
- Have a default headline that includes what you can provide potential clients.
  - (Ex . “Your Travel Connection in Denver” as opposed to “General Manager”

## MANTA MEDIA INC.

WHAT IS IT

WHAT DOES IT DO WHY IS IT

IMPORTANT

- The Manta directory boasts millions of unique visitors every month who search their comprehensive database for individual businesses, industry segments and geographic-specific listings.
- Helps small businesses promote themselves and gain customers .
- Allows you to search businesses by industry and obtain contact information for prospecting .

**TAKE ACTION:** Search [www.MANTA.com](http://www.MANTA.com)

Examples of searches include Construction, Infrastructure, Retail, Manufacturing and Oil & Gas.

## SOCIAL MEDIA

WHAT IS IT

WHAT DOES IT DO WHY IS IT

IMPORTANT

- There are several social media sites where businesses communicate information about their company .
- Sites can send you email notifications real-time based on specific search criteria you've pre-determined .
- They allow you to enrich guest customer service and provide the latest news about the companies in your market .
- Why is this useful?
  - Is a useful conversation starter when meeting a new client.
  - Is a unique way to show you're interested in their business
  - Provides a prompt - reference something you've seen on FACEBOOK or TWITTER when getting your foot in the door

**TAKE ACTION:** LEVERAGE YOUR FACEBOOK PAGE

1. Invest in Facebook Content Marketing to reach a wider audience.

- Pick an objective (conversion, driving people to your website, engagement).
- Use FACEBOOK demographic insights to target specific audiences.
  - (Ex: If you're selling a suite for an event, target the event, age, income and total family members of your target)

2. Optimize your FACEBOOK page with professional video and carousel images.

- Have a posting schedule and post consistently.

3. Activate FACEBOOK Messenger for Business.

- Utilize this tool as another way to respond to reviews/situations and provide customer care.

## SOCIAL MEDIA IN YOUR COMMUNITY

### TAKE ACTION

- Use <http://www.meetup.com> to find local events, reunions and groups that have events scheduled in your area.
- Get on a local events page for their event.
- Post local guides to different events and areas.
- If you have a bar or restaurant, invite locals to stop by.
- Mention what is nearby your property
  - (Ex: Ocean front, sports stadium, annual events, etc.)
- Like and follow businesses and events in your local area.

### WHY THIS IS IMPORTANT FOR YOU

- This gives you an advantage for anyone participating in the event to find your hotel as a place to stay while in town.
- Gets you involved in the community where you'll become the go-to source for information about what's going on.
- Gives people a point of reference.
- Gives an opportunity to cross-promote with local companies.
- Provides you with visibility to events happening in your area so you can stay ahead and prepare.
- Builds relationships that drive customers to the property.

## IDEAS FOR WHAT TO POST ON YOUR SOCIAL MEDIA SITES

### TAKE ACTION

- Testimonials
- Blog Posts
- Your friendly staff - post pictures of your kitchen staff, front desk staff, etc.
- Upcoming Promotions
- Social Publications
- Professional Video Marketing - Show top amenities and include suites if applicable.

# Responding To Reviews: Best Practices

## POSITIVE REVIEWS

### TAKE ACTION

- Respond to at least some of your positive reviews.
- Reply timely!
- Thank the guest with their first name.
- Reiterate the compliments that the guest provided.
- Thank them & welcome them back.

### WHY THIS MATTERS

- This is your opportunity to influence prospective guests at a critical stage in the booking process.
- 50% of customers will give a brand only ONE WEEK to respond before they stop doing business with them.
- If a guest took the time to share a positive review, give them your time by acknowledging them by first name and thanking them for sharing their experience.
- This helps to reinforce why the hotel is a great option for travelers.
- This encourages loyalty.

## NEGATIVE REVIEWS

### TAKE ACTION

- Don't get defensive. Simply apologize and reassure the guest he/she will not have this same experience in the future.
- Be proactive.
- Note any reoccurring themes.
- Ask them to give your hotel another chance- don't give false promises or exaggerate what you can afford to do.
- Depending on the severity of the situation, don't be afraid to reach out directly.
- ALWAYS invite the guest back in a friendly manner.

### WHY THIS MATTERS

- This shows you are taking ownership and action to ensure the concern is addressed so as not to be repeated.
  - A 2015 study by Medallia noted that hoteliers who respond to reviews within one day reported a 52% higher occupancy rate.
  - If you respond quickly, the guest may change their review and rating.
- This helps you find ways to improve your property and the guest experience.  
These themes can provide insight into the performance of your hotel staff.
- This gives your hotel a second chance to make a positive impression and can help build loyalty and foster trust.
- This can help ensure both parties get their problems resolved.

# Segment Specific Tips

## LEISURE SEGMENT

### TAKE ACTION

- Review your content on [www.aaa.com](http://www.aaa.com) and identify local brick & mortar travel stores.
- These rate plans include but are not limited to the following: S3A, S3AP, SAP, SAPP, SVC, SVC3, SF1, SF2 and SF3.
- Consider Advanced Purchase rate plans.
- Offer Package Deals if possible.
- Visit your local corporate negotiated account offices and remind them their discount is also available for leisure travel.
- Set your front desk up for success with:
  - Printed menus and directions for local restaurants .
  - Information for special events or attractions .

### BEST PRACTICES

- Customize flyers about your property and drop them off at local AAA offices.
- Ask local corporate negotiated accounts if they have an intranet site to publish information about your property .
- Recognize guests who are members of leisure organizations like AAA or AARP; encourage them to sign up for Wyndham Rewards .

## SPORTS SEGMENT

### TAKE ACTION

- Subscribe to the National Directory of College Athletics, the world's largest database of college coaches and athletic administrators .
- Sponsor a local sports team.
- Purchase a banner for a game.
- Advertise in a local events program .

### ADDITIONAL RESOURCES

- [www.collegiatedirectories.com](http://www.collegiatedirectories.com) includes 58,000 coaches and 28,000 administrators along with information and dates for events and conferences .
- Make a sales call to the local office, school or facility that is hosting the event/ team.
  - [www.aasports.org](http://www.aasports.org)
  - [www.triplecrownsports.com](http://www.triplecrownsports.com)
  - [www.infosports.com](http://www.infosports.com)
  - [www.ussa.com](http://www.ussa.com)
  - <http://myhockeytournaments.com>
  - [www.sportscommissions.org](http://www.sportscommissions.org)



## TAKE ACTION IN: AIRPORT MARKETS

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- Get to know Flight Base Operators, which are non-commercial pilots and crews.
- Ask about getting on a preferred list for distressed passengers.
- Find out if you have any airline training centers in your area.

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## TAKE ACTION IN: GOVERNMENT & ASSOCIATION MARKETS

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- GOOGLE search: “State Government Agencies” in your city Visit your city’s website and look for specific department contacts
  - You can target the agencies that provide promise for training and travel opportunities (Ex Emergency Management, Forestry Service, Public Safety and Parks & Wildlife)
  - Most Government agencies are difficult to get into without a contact name or appointment; keep this in mind and call ahead Government employees CANNOT accept gifts of any kind
- Flag government arrivals and have the Front Desk engage the guests by asking questions like the following:
  - Are you here for a specific project?
  - Who books your travel?
  - What brings you to town?

## TAKE ACTION IN: MILITARY MARKETS

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- GOOGLE search: “Military Bases” in your city. Visit their website and look for specific department contacts.

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  - You can target the departments that provide promise for training and travel opportunities. (Ex. Billeting or Installation Housing)
- Find out if there is an on-base travel agency that handles military leisure.
- If there is a base near your property, make sure the base is listed on brand.com under “What’s Nearby.”
- Visit [militaryreunionnetwork.com](http://militaryreunionnetwork.com) to review upcoming Military reunions in your area.
  - You will find the organizers contact information on this site.

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## TAKE ACTION IN: MEDICAL MARKETS

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- Locate hospitals and medical centers within your market. Locate their HR Department, Patient Services, Concierge or Hospitality Desk and work to find a contact. You can work with your Revenue Manager to negotiate a “hospital rate” for your property. Once this is loaded, you can promote it to the hospital.
- Ask if the hospital has a preferred hotel program. If they do, ask how to be added to their preferred property list.
- Offer a bereavement rate and connect with local funeral homes letting them know the discount is available.

## TAKE ACTION IN: CONSTRUCTION MARKETS

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- Contact your local Planning & Development Commission.
    - They will have an agenda of new projects, retail store openings and new construction permit lists.
  - Visit your county website and look for the Bids or RFP section.
  - Drive by construction sites and look for company names; research the company.
  - Cold-call job trailers to uncover sub-contractors working on the job.
  - Contact the port-a-john company that services the site to identify who contracted them.
- 

## TAKE ACTION IN: UNIVERSITY MARKETS

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- Research and find all of the universities, community colleges and trade schools in your area. Reach out to the following:
    - Event Coordinator
    - Student Housing Department (to understand needs due to renovation, damage or over-crowding)
    - Administrative Staff for each Department
    - Sports Department
    - Alumni association
  - When speaking with the appropriate contacts, you can learn about any upcoming opportunities such as:
    - Quarterly Business Meetings
    - Board Meetings
    - Student Orientations
    - Sporting Events
-

## WANT TO INCREASE YOUR PROSPECTING SUCCESS RATE?



To help improve your chances of success when prospecting, follow these **5 TIPS** before picking up the phone, sending an email or making a cold call to a prospective account.

### 5 TIPS FOR SUCCESSFUL PROSPECTING

- Find the right person
- Set a goal for each prospect attempt
- Create the right message
- Establish a standard follow up cadence
- Be persistent and consistent

#### FIND THE RIGHT PERSON:

Spend a few minutes researching potential decision makers, influencers and reservation makers. Locate someone for whom your offer is both relevant and resonant. Depending on the type of client you are prospecting, this could include the following roles:

- Indirect Procurement/Purchasing
- Travel Manager
- Meeting & Events Manager
- Human Resources Manager
- Training Manager
- Executive or Administrative Assistant
- Payroll Administrator
- Project Manager

#### SET A GOAL FOR EACH PROSPECT ATTEMPT:

Determine your objective for each prospecting attempt. Consider the following goals:

- Confirm they influence travel. If not, ask who does influence travel.
- Understand their travel needs.
- Request an in-person appointment or invite them to visit your hotel.

**CREATE THE RIGHT MESSAGE:**

Sales is about offering solutions and providing value. If your message addresses a client's pain point, your chances of getting to the next stage increase significantly. Below are some examples of a client's need, the benefit you can sell and a feature you could highlight.

Pain Point (Need)	Value (Benefit)	Features
Close to office	Hasslefree, convenient, save time and headache	<ul style="list-style-type: none"> <li>• Located X miles/minutes away</li> <li>• Easy commute on and off X road</li> </ul>
Guest satisfaction	Your guests will be taken care of, they will feel comfortable and safe	<ul style="list-style-type: none"> <li>• Well trained, efficient staff</li> <li>• Standards of cleanliness</li> </ul>
Competitive Rate	Provide value add and/or savings	<ul style="list-style-type: none"> <li>• Price at/near their budget</li> <li>• Value adds and/or complimentary services (Wi-Fi, parking, breakfast if applicable)</li> </ul>

After sharing the benefits and highlighting the features, add a call to action. Call to action examples include: "Would you like to see the hotel?" or "Can I present you with a proposal?"

**ESTABLISH A STANDARD FOLLOW UP CADENCE:**

It usually takes multiple attempts with the right person to make a sale. Don't get discouraged, instead plan for it and get organized. Take a few minutes to create a cadence and sequence for your next steps. For example:

- Will you follow up with a phone call or email within 24 hours and again in 48 hours?
- Will you trace out for a week with a new message?
- Will you follow up with a special marketing piece or promotion? Plan your follow up according to your goal.

**BE PERSISTENT AND CONSISTENT:**

Persistence and consistency will set you apart from your competition. Amazingly, studies show 48% of sales people never follow up after their first attempt. Others give up after 3 touchpoints. Sometimes people are busy, sometimes they don't have a need when you call. But staying top of mind can pay off in the long run, it shows your dedication to earning their business.

**ACTION SUGGESTIONS:**

As you begin your blitz prospecting to infrastructure and project customers, consider reaching out to your local unions and trade associations.

- Ask the prospect if they have any trade/craftsman coming into your town to work on jobs and let them know you would be delighted to offer lodging for their out of town workers.
- Provide details on your location relative to their union office.
- Inquire if they have a need for offsite training or meetings.

**UNION CONTACT RECOMMENDATIONS:**

United Association of Plumbers & Pipefitters - a multi-craft union that represents plumbers and pipe, sprinkler, and refrigerator fitters, as well as service technicians. All of these jobs require installation, remodeling or maintenance of systems that carry water, steam, air and other liquids or gases necessary for sanitation, industrial production, heating and commercial job sites. They install piping systems in projects ranging from residential to high-tech and extremely sensitive and sophisticated facilities. The work they do can involve high-pressure systems utilizing carbon and stainless steel and many complex alloys. Pipefitters work in power plants, pharmaceutical facilities, hospitals and many other commercial and industrial jobs. [United Association of Plumbers & Pipefitters offices](#)

International Brotherhood of Electrical Workers—Power professionals who work in a wide variety of fields, including utilities, construction, telecommunications, broadcasting, manufacturing, railroads and government. Electricians are more than just the modern superheroes of electricity. In between power outages, they constantly work on other projects such as rewiring equipment or fixtures, inspecting electrical components for safety, installing wiring and lighting, and troubleshooting electrical problems. [Iron Workers local offices](#)

International Association of Bridge, Structural, Ornamental and Reinforcing Iron Workers – Iron workers assemble and erect steel framework and other metal parts in buildings and on bridges, dams, skyscrapers, factories and other steel structures. They raise, place and join steel girders and columns to form structural frameworks, including the welding for material decking. In addition, iron workers are responsible for the steel reinforcing of concrete construction. Iron workers fabricate and install ornamental, architectural and miscellaneous metal building components. [Local Union Map](#)

Roofers - Install shingles, asphalt, metal, or other materials to make the roof weatherproof. Roofers replace, repair, and install the roofs of buildings, using a variety of materials, including shingles, bitumen, and metal. The work that roofers do ensures that buildings are structurally sound and safe for the personnel or assets protected by the roof. Roofers work on Commercial, Government, and natural disaster roofing projects.

[Union Roofers](#)

Elevator Constructors - Assemble, install and replace elevators, escalators, dumbwaiters, moving walkways and similar equipment in new and old buildings. Elevator Constructors also maintain and repair this equipment once it is in service, as well as modernize older equipment. Work involves pit structures, main and counterweight guide rails, machine room and overhead installation, car and counterweight assembly, circuit tracing and troubleshooting, construction wiring, elevator rope replacement, electrical and mechanical repairs and more. Elevator constructors work at heights, in tight spaces and inside and outside in all weather conditions. [IUEC offices](#)

# Wyndham University

## TRAINING RESOURCES

### TOPICS

- Reporting, Tools & Resources
- Optimizing Partnerships By Networking
- Internet Tools & Social Media

### TRAINING AVAILABLE

- Engage Hotel Sales Services
- New Business Prospecting: What Tactics Have Worked For You
- Social Media Networking
- The Art of Social Media
- Email Etiquette
- Social Media Series: Dos and Don'ts
- New Business Prospecting: Trigger Event Review
- Playback: Rock Your LinkedIn Profile
- Online Reputation Management: Overview of Social Media Tab
- ELEVATE Your Personal Brand Part 1, 2 and 3
- Responding to Reviews: Best Practices
- Asking for Online Reviews
- How to Respond To Customer Feedback
- Creating Great Customer Conversations
- Segment Specific Topics
- Playback: Everyone Sells; Creative Sales Techniques



REGISTRY  
COLLECTION HOTELS

WYNDHAM GRAND

DOLCE  
HOTELS AND RESORTS

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DAZZLER

WYNDHAM

VIENNA HOUSE

TRYP  
BY WYNDHAM

TM  
TRADEMARK  
COLLECTION BY WYNDHAM

Altra  
ALL-INCLUSIVE

LA QUINTA

WINGATE  
BY WYNDHAM

WYNDHAM  
GARDEN

Hawthorn  
EXTENDED STAY

AmericInn

BAYMONT

RAMADA

RAMADA  
encore

MICROTEL  
BY WYNDHAM

ECHO SUITES  
EXTENDED STAY

Days Inn

Super 8

Howard Johnson

Travelodge

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