

Made in the Mid-Willamette Valley: The Grand Hotel

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Company name: The Grand Hotel in Salem

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Website: www.grandhotelsalem.com

Business description: Hospitality/lodging

Number of employees: 45

Business specialties: Providing great service for business and leisure travelers.

Business history: Independently and locally owned.

What is biggest advantage of doing business in the Mid-Willamette Valley: Being as regionally diverse as we are, there is always something positive going on. Businesses that are relocating to the valley recognize this fact. The synergy is contagious.

Essential business philosophy: Gandhi said it best; "The guest is the most important visitor on our premises. He is not dependent on us; we are dependent on him. He is not an interruption on our work; he is the purpose of it. He is not an outsider on our business; he is part of it. We are not doing him a favor by serving him; he is doing us a favor by giving us the opportunity to do so."

Best way to stay competitive: Balancing efficiency with exceeding our guest's expectations. Our guests have an expectation level of how they want to feel during and after visit, but they don't necessarily want to spend an outrageous amount of money.

What is most challenging in work: Never letting the guests see your staff sweat. Communication and preparation are keys to helping staff be successful.

Best business decision: Working with city of Salem staff to help make the concept of a public/private partnership work, setting an example other communities want to replicate.

Toughest business decision: At the beginning of the economic downturn, we had to lay off 10 staff members that had been doing a great job for the prior two to 10 months. The uncertainty of business travel was extremely concerning. As the economy and business returned, we were able to re-hire about half of them.



Special to the Statesman Journal
The lobby of The Grand Hotel in Salem.

SEDCOR, the lead economic development agency for Marion and Polk counties, is pleased to offer you a glimpse of the multitude of products and services being manufactured and provided by local area companies. SEDCOR's membership is composed of more than 500 business and community leaders who support our mission to enhance and diversify the economy of the Mid-Willamette Valley.

What trends do you see happening in your industry: While our core objectives do not fluctuate much, technology is constantly changing from social marketing, relationship selling and privacy protection.

Company affiliations: Travel Salem, Salem Area Chamber of Commerce, SEDCOR and Oregon Lodging Association.

Major clients: Every one of our clients is considered major.

For information, contact SEDCOR at (503) 584-7303 or email sappleby@sedcor.com