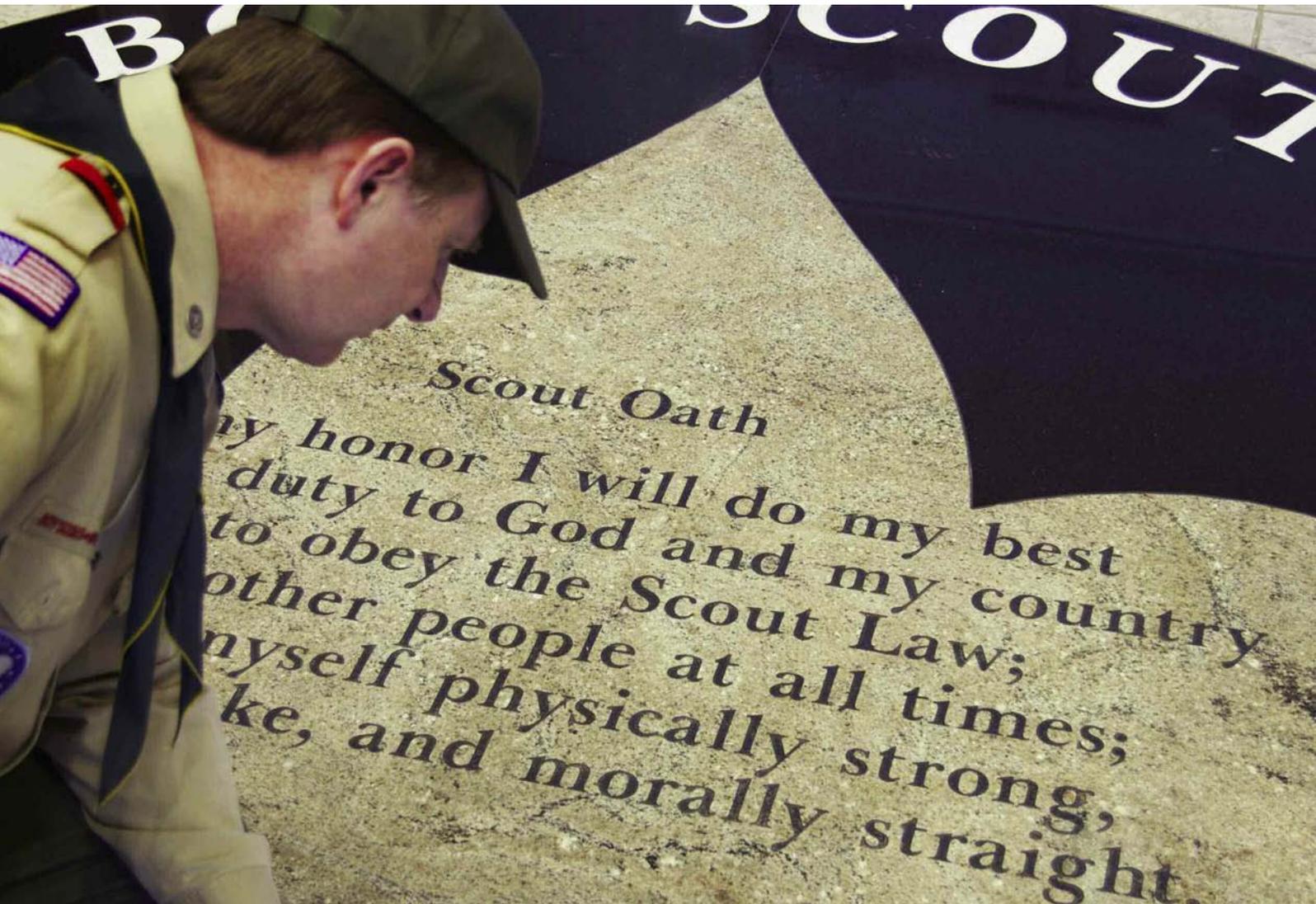


Glen Ivy Hot Springs

TAPS THE POTENTIAL OF

Boy Scouts

BY ALEXANDER MENRISKY





The community, along with Boy Scouts, gathered during the commemoration of the Old Temescal Road (circa 1959).

Glen Ivy Hot Springs, opened in 1860 and located in Corona, California, is rethinking how it recruits its seasonal workforce. Jim Root, CEO and president of Glen Ivy Hot Springs, is tapping the potential of teenage Boy Scouts, whom he believes are equipped with the character and the young spirit to help fuel innovations and customer relations in the spa.

Root started the seasonal staffing program at Glen Ivy four years ago. Recognizing that one of the spa industry's biggest challenges is the shortage of qualified staff, Root introduced its Scout hiring program as a way to provide training and prepare a new generation of hospitality employees. According to Root, the program began "with the expectation that the Scout Oath, Law and Experience were as good an indicator of character as you could get."

After all, when Lord Baden-Powell founded The Boy Scouts Association in 1907, he wrote that "the end is character

with purpose. And that purpose, that the next generation may be sane in an insane world, develop the higher realization of service, active service of love, and duty to God and neighbor."

Root's plan is to incorporate education, citizenship, and local and international connectivity, a mission he believes both Scouting and the spa industry ideally share.

Think Global, Act Local

"Scouting in its purest form is about brotherhood, connections and world peace," Root says. Inspired by a "Think Global, Act Local" mindset, Root envisions a work-study program for visiting international Scouts in which they would work with domestic Scouts to fill staffing needs, while also undergoing hospitality training.

"We've always envisioned this with a two-part function: a local function and an international function," says Root. The international function of the

program was sparked last summer when Root, after attending a Boy Scout camp with his youngest son, met an international Sri Lankan Boy Scout.

"It was one of those serendipitous things because I used to work in Sri Lanka," Root says. "One thing just led to another: It was international Scouting; it was local Scouting."

In the past, Root has hired local Scouts who know him through his own Scout leadership positions in order to perform odd jobs around the spa as a spa host, develop point-of-sale experience as a spa coordinator or sell services and experiences.

Success Rate

Root feels that, since the spa introduced the program, they have had some success. "Last year was our highest number of Scouts, and some of them were probably all-stars of the first degree," Root says.

"People always embrace that teach-



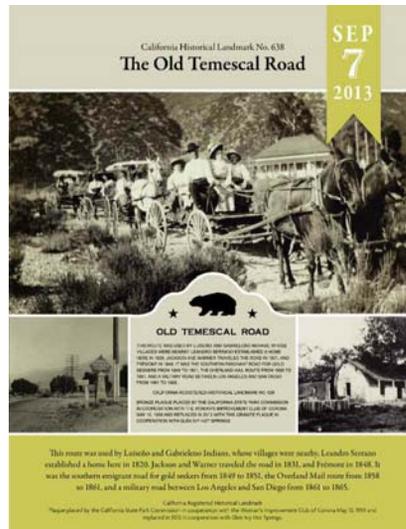
ing a skill is one thing...but it all comes back to the fact that it's the person on the inside that makes a difference," Root says. "If the person isn't present, the experience is going to be less than it could be. We spend so much time and energy on the technical aspects but we don't spend any time or energy on the behavior—who that person really is."

Despite his belief that Scouts are ingrained with character and values, which are some of the same qualities that make a good employee, Root is also first to admit that being a Scout alone doesn't guarantee a sterling personality—it does indicate the potential for one, he feels, and the value structure that goes with it.

"Just because you're a Scout doesn't mean you have an automatic ticket—you still have to perform."

While many of the young men in Glen Ivy's Scout hiring program were interested chiefly in the summer job, Root is optimistic that in the coming years, he will identify a few Scouts who are deeply interested in a hospitality career.

"[The Glen Ivy Boy Scouts program began] with the expectation that the Scout Oath, Law and Experience were as good an indicator of character as you could get."



The California State Historical Marker rededication program.

Facing the Challenges

Root acknowledges that coming to the United States to work requires training. "The larger aspect of hospitality is a natural path to walk down," Root says, and he plans to make traditional hospitality training the basis of his international program. As an example, if a Scout works with Glen Ivy for three months, the Scout would be working on a rotation shift every few weeks, among the spa's food and beverage, facility operations, reception and administration departments.

But such a plan runs into its fair share of roadblocks, and Root cites the bureaucratic red tape surrounding immigration and visas as the biggest problem. While it is difficult to avoid these restrictive travel situations, Root is committed to making the educational facet of hospitality the primary focus to bypass as many difficulties as possible. The importance to Root's plan is the integration and training of bright young people. ■

 **CLICK HERE** to read how Glen Ivy's Scout hiring program could help make international and industry connections.



MAKE THE CONNECTION.

Root encourages the spa industry to reach out to organizations for teens and young people and tap their potential to contribute to the spa industry. "By partnering with other organizations, Scouts being my focus, I'm trying to get to that endgame of making a difference. Whether it's Scouting or 4-H [partnership] or whatever else it is, I hope someone picks this [same idea] up and does it in his or her own way," he says.

Root, a Boy Scout unit leader who serves on the Boy Scout Local District, Council Boards and Council International Committee, believes that the Scouting program's success is tied to one-on-one connection with like-minded folks. If you are an ISPA Scouter, or especially a member of the international Scouting community who needs to cut through red tape, connect with Root at jim.root@glenivy.com or call 1.951.277.3529.

As a way to give back to its community, Glen Ivy committed to replace the California State Historical Marker which was stolen years ago. At the rededication program, Glen Ivy CEO and President Jim Root was present with sons, Life Scout Jimmy and Webelos Scout Chris.