

turnover rate of almost zero in motel managers, an occupation with a traditionally high turnover rate.

Landers said a warm, natural smile is one of the most important assets he looks for in an employee. "We can teach them everything about this business, but you can't teach anybody to have a natural interest and friendliness towards people. They have to bring that in with them."

Trying to find management material within the company to keep up with the booming expansion of the motel chain is requiring Landers and Lowcock to create their own motel management school.

Five of the 30 new motels to be opened before the end of next year are in New York State, including a 162-room highrise in Manhattan.