



Dear Georgia Hotel,

We are pleased to inform you that organizations against Commercial Sexual Exploitation of Children (CSEC) throughout Georgia are officially promoting our first Hotel Campaign. These organizations range in their involvement with CSEC, from promoting awareness of the issue, to aiding in the rehabilitation and restoration of these young children who have been sexually abused or exploited in Georgia. Atlanta is a hub for commercial sexual exploitation of children, and half of all victims trafficked throughout Georgia are under the age of 18.<sup>1</sup> Pimps who are trafficking these children could be conducting business inside your hotel, right in front of your staff. In 2009, the Schapiro Group conducted a study interviewing 20 employees of major hotels in Atlanta, citing two major findings: hotel staff is aware of the problem and the girls' age, and the perception is that little can be done.

This Hotel Campaign is here to offer you a solution and confidently say that there is something that can be done. We are asking that you join us in the fight against commercial sexual exploitation of children and mark your hotel as a Child Safe Zone. We have included a packet of member requirements and benefits explaining this partnership more in detail, as well as risk factors of CSEC. Organizations launching this campaign are as follows:

- ***A Future Not a Past***
- ***Wellspring Living, Inc.***
- ***Georgia Baptist Women***
- ***Street Grace***

We look forward to your involvement in ending this modern-day slavery and await your response.

Sincerely,

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<sup>1</sup> Alex Trouteaud, Ph. D., Contract Researcher, Governor's Office for Children and Families, Kirsten Widner, Director of Policy and Advocacy, Barton Child Law and Policy Center, February 28, 2010.



**To Be a Member of the CHILD SAFE ZONE Hotel Campaign:**

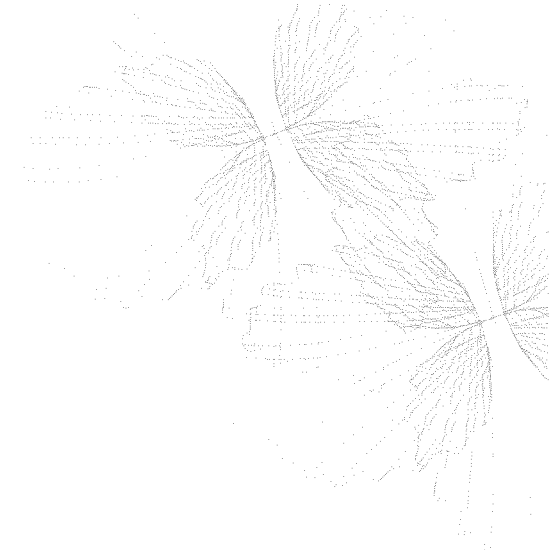
For this campaign, we want to make sure that all hotels involved understand and agree with all requirements of the Child Safe Zone project , as well as understand the benefits of being involved.

**Member Requirements:**

- Commit to taking action if you see that commercial sexual exploitation of children has occurred in your hotel by calling the number provided on our Risk Factor wallet cards
- Provide training for all hotel staff on how to recognize the indicators of commercial sexual exploitation of children.
- Develop and communicate to hotel staff a plan for reporting suspicious behavior to management.
- Display our Child Safe Zone logo on the window of your hotel entrance as well as the front desk and other materials distributed to hotel guests as appropriate
- Advocate that you are fighting against commercial sexual exploitation of children and the ending of modern-day slavery

**Member Benefits:**

- Your hotel name will be listed in ads and promotional material we develop within the community to recognize your commitment
- Enhance customer satisfaction by notifying guests that your hotel is involved in helping eradicate commercial sexual exploitation of children
- Recognized for community involvement with social justice issues prevailing the market for children
- Child Safe Zone decals on windows and displayed at the front desk promote a safe environment for your guests and co-workers



To: Baptist Women's Ministry

Re: Training Hotel/Motel personnel

From: Ed Walls, General Manager,  
The Westin Peachtree Plaza

About three years ago, Kaffie McCullough came to me to talk about the issue of the prostitution of children in Georgia. We spoke for a long time and I indicated to her that I didn't want any of that to be happening in the Westin. We see ourselves as a family-oriented hotel and want everyone to be safe. As a father of two teen-age daughters I found the problem to be unacceptable. At that time, Kaffie offered to train our complete staff as to what to look for and what to do if something seemed suspicious. We opted to train all of our key associates and managers, including security personnel, doormen, luggage assistance, concierge staff, and those that serve in our restaurants and bar areas.

I supported this training by letting our team know that I had engaged Kaffie to do this training. Due to my personal commitment as the leader of the hotel, sent the message to my staff that this behavior in our place of business was unacceptable and that it was all of our responsibility to look out for and report anything suspicious.

I wholeheartedly recommend that any manager of a hotel or motel agree to a similar training of their associates and management team. This is an unacceptable business that is using our facilities to harm children. We should all find that offensive and do what we can to not be unknowingly used to facilitate the exploitation of children.

Sincerely,



Ed Walls  
General Manager



