

November 29, 2018

Thursday

Electronic Greetings Day

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Objectives & reminders

Appointments

Early morning

8 a.m.

9 a.m.

10 a.m.

11 a.m.

Noon

1 p.m.

2 p.m.

3 p.m.

4 p.m.

5 p.m.

6 p.m.

Later evening

Happy birthday: Jayceon T. Taylor

Also known by his rapper name – The Game – Taylor was born in Los Angeles on November 29, 1979. Since 2001, he’s recorded multiple albums and received several accolades, including two Grammy Award nominations and *The New York Times*’ recognition for the best hip hop album of 2006.

Game expresses himself through his music, but also with the multiple tattoos covering much of his body -- including his face, neck, head, arms and chest. Although 14-20 percent of the U.S. population owns at least one tattoo, few people have as many as Game.

Sporting a tank-top shirt in 2013, Game entered Pasadena, California’s upscale “Houston’s” restaurant with the expectation of a first-class meal. Instead, he allegedly was denied service by the restaurant’s manager who objected to the collection of tattoos that were reportedly viewed as a threat to other customers. Expressing his outrage, Game appealed to his Twitter followers to boycott the restaurant.

Since Game was ejected from Houston’s, the media has reported cases of restaurant personnel elsewhere who have insisted that tattooed guests cover their tattoos or, in the case of tattoos on the face or neck, leave the premises. Some managers have pointed to dress code policies in defense of their anti-tattoo practices, while others have noted the disturbing nature of visible tattoos that may be gang-related.

Although the legal waters are a bit muddy, U.S. laws generally do not protect tattoo wearers, per se, from discriminatory practices in the same way that they are intolerant of differential treatment based on gender, marital status, race and ethnicity. Still, tattooed customers – like The Game – who feel unfairly treated, may stir negative publicity by calling for boycotts, complaining to the mass media or spreading negative word-of-mouth through social media.

Your turn to address the issue

If you were in charge of marketing and customer service for a local restaurant near campus and the manager asked you to formulate a policy or guidelines for the treatment of tattooed customers, **what would you recommend?** For helpful information and insights, see the 2016 article by Chris Baumann and his colleagues, “Taboo tattoos?...” published in the *Journal of Retailing and Consumer Services*, volume 29, pp. 31-39.