

Stars of the Industry

OREGON'S HOSPITALITY INDUSTRY HONORS OUTSTANDING COLLEAGUES

Innkeeper of the Year

**Wendy Higgins, General Manager
The Ocean Lodge**

As general manager of The Ocean Lodge in Cannon Beach, Wendy Higgins takes hospitality to a higher level. She's long had the reputation among guests and peers as a phenomenal manager and host, but in recent years her passion for service has inspired her to make more of an impact on the lodging industry and in her community. "I found that when you raise the level of leadership you raise the bar on service" says Wendy.

Higgins instituted a new service standard, "2nd Mile Service", where staff go beyond typical guest expectations. Wendy's inspiration for this philosophy came after taking a leadership course that made such a positive impact on Wendy and her staff she started offering classes for managers including several in Spanish. She also organized the Oregon Coast Leadership Summit, a simulcast of the course for local business leaders. "When she sets the tone as a leader, it's easy for people to follow suit" says Patrick Nofield, president of Escape Lodging.

Wanting to make an impact on her community, she was elected President of the Chamber and helped change the tenor of the organization for the better. Last year Wendy was asked by the business community to run for City Council to help "add balance" and represent their interests. In less than a year, she has been instrumental in helping nurture a sense of cooperation between the city and local businesses, and graciously served as the voice for the business community.

If you were to ask Wendy what she's really passionate about, she'd say it was her faith, family and opportunity to cultivate people and leaders. "Her passion has had a tremendous impact on the lives of our guests, employees and the community at large" adds Nofield.

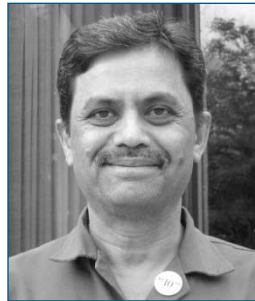


Wendy Higgins

Employee of the Year

**Parshottam Nadiyadra, Lead Houseperson
Doubletree Hotel Portland**

This award recognizes an outstanding employee who goes above and beyond normal job responsibilities. Parshottam Nadiyadra, lead houseperson for the Doubletree Hotel Portland, exceeds those expectations on a daily basis. "Parshottam exemplifies what



Parshottam Nadiyadra

hospitality is all about" says Steve Faulstick, general manager of the hotel. In fact, he's one of those rare employees that possess integrity, a strong work ethic, is a good citizen and carries an unrelenting positive attitude.

Parshottam was born in Rajkot, India, where as a college student was the captain of the Cricket team and earned a Bachelor's degree in chemistry. At the age of 28, he started a textile company in India that is still in business today. Parshottam and his family moved to the United States in 2003 so his sons could have better educational opportunities. His generosity extends to his community where he regularly volunteers his time at local charitable organizations and committees like the one that plans the hotel's outreach efforts.

Always willing to take on any task assigned, Parshottam completes his work with care and attention to detail. His interactions with guests send a powerful message of how one individual can positively impact the perception of the industry. The hotel has recognized his dedication by naming him Employee of the Month twice and Employee of the Year for the hotel just last year. "He is truly an ambassador for the lodging business," says Faulstick.

Industry Partner of the Year

**Jennifer Hatfield, Principal & Owner
Wholesale Commercial Interiors (WCI)**

As principal and owner of Wholesale Commercial Interiors (WCI), Jennifer Hatfield is recognized not only as a successful business person, but someone who has significantly assisted the growth and success of Oregon's lodging industry. Under Jennifer's direction, the company has grown its client list in seven states including select nationwide projects. WCI is listed as one of the top 35 hospitality design firms in the U.S.

Jennifer founded WCI in 1991 as a unique one-stop resource for the hospitality industry with services

including design, purchasing and installation. Now with a staff of fourteen, WCI has branched out securing a diverse clientele, from franchised, boutique and independent hotels, to casinos, resorts, condominiums, restaurants and lounges. Prior to starting her own company, Jennifer was the Design and Purchasing Manager for Nendels Inns (based in Portland), gaining invaluable "hands-on" experience during the company's growth from 12 to 45 properties in eight years.

Jennifer's affiliation with many community and hospitality organizations has gained her tremendous respect and a reputation as a leader in the industry. She is very involved with her community, encouraging her staff to participate in causes such as Loaves & Fishes and Meals on. Jennifer is a member of AH&LA, International Society of Hospitality Purchasers (ISHP), Network of Executive Women in Hospitality (NEWH), several state lodging associations and the University Club of Portland Ladies Core Committee. She is proud of her company and its accomplishments and has a vision to involve the young, brilliant design minds with passionate talent to take the company to another level. ●