

USS Frank E. Evans Association, Inc.
DD 754



Mr. Ken Adams, Vice President
USS Frank E. Evans Association, Inc.

September 12, 2003

Mr. Joachim Ortmayer, General Manager
Long Beach Renaissance Hotel
111 East Ocean Blvd.
Long Beach, CA. 90802

Dear Mr. Ortmayer,

Protocol demands a timely response to recognize superior efforts. We of the USS Frank E. Evans Association, Inc. take exception to that rule. There are a couple of reasons for delay that we feel essential to provide you meaningful feedback. One, we want the opportunity to speak for our membership not just ourselves because our relationship with your staff of associates is much closer than that of our members in attendance, however, their input is essential to an honest assessment. Secondly, I personally feel that with a bit of time passing since our experience with you and your staff a delayed response will acknowledge that we are still thinking about and reliving a great experience, hopefully that makes it even more meaningful.

You will be pleased to know that feedback from our members has been 100% positive, both on the quality of your facilities and especially for your professional staff of associates. I have enclosed 14 certificates of appreciation for individuals of your staff. Additionally,

you will note I have included copies of letters directed to Mr. Jurgen Giesbert, Senior Vice President of Renaissance North America, and to Mr. J.W. Marriott of the Marriott International. It is our sincere desire that these actions on our part will result in appropriate recognition for you and your staff.

We were indeed pleased and impressed by your entire staff and we only hope that our response and comments will only help in your getting future contracts and maintain a high level of moral among your associates. They are well deserving our most complimentary comments.

I have sent two originals of each certificate, one for the employee and one for your sales staff to use as an example of a most satisfied customer and guests. I have also enclosed copies of separate letters to Mr. Giesbert and to Mr. Marriott. We sincerely hope these letters will result in positive corporate feed back for you and your associates.

Sincerely,

Lest We Forget



Ken Adams, Vice President

cc: Mr. Jurgen Giesbert, Senior Vice President

Renaissance North America

Mr. J.W. Marriott, President & CEO

Marriott International

encls: a/c

U.S.S. FRANK E. EVANS

Presented by the

U.S.S. Frank E. Evans Association, Inc.

12th Annual Reunion

Long Beach, CA

to

Mr. Brady Stanford

Bellman

Mr. Brady Stanford as Bellman, became one of our first on site contacts at the Renaissance during our Reunion held in Long Beach 27 July - 3 August, 2003. Brady was immediately friendly in greeting us and seeing to our needs. It took him several trips to offload our equipment and deliver it to a holding area for us. When our final room location for set up was made Brady was again there to assist in transporting a great deal of equipment and supplies to our permanent location. Throughout our stay, Brady was constant in his eagerness to provide help and assistance and assure us that he was there to be of service. Long Beach Renaissance is indeed fortunate to have such a customer service oriented and dedicated employee and we, of the USS Frank E. Evans Association were indeed blessed to be serviced by such an attentive employee.

"Lest We Forget"

U.S.S. Frank E. Evans Association, Inc

P.O. Box 164

Granbury, Texas 76048-0164



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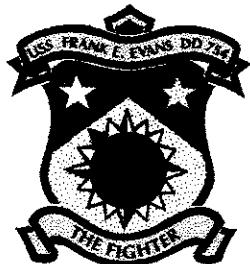
12th Annual Reunion

Long Beach, CA

to

Eddie Lopez

Assistant Restaurant Manager



Mr. Eddie Lopez provided an extremely close coordination with our association staff. What is especially noteworthy was Mr. Lopez' constant attention to detail, not with just our staff, but our members as well. He was on the floor continuously to ensure the full satisfaction of our members. His rapport with our members was exceeded only by his constant nurturing of his employees to dedicate themselves to outstanding service to our members. Many of our members gained a real fondness for their servers based on this service oriented attitude demonstrated through his direct leadership. Finding and keeping dedicated employees is in itself a real challenge, taking that a step beyond to instilling it in employee attitudes is especially noteworthy.

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to

Ms. Helene Mobley

La Trattoria Hostess



Ms. Helene Mobley, in her quiet and unassuming manner is a definite and positive asset to the La Trattoria Staff. Her constant presence, whether during breakfast or lunch was a persistent reminder of one who cared for her customers. Her mild demeanor, friendly smile, and habitual concern for the dining pleasure of the La Trattoria's customers was a pleasure to observe on a daily basis during our Reunion of 27 July through 3 August, 2003. Her dedication to every visitor to the La Trattoria is beyond reproach. We should like to note that this dedication was something we personally observed being shared, not with just our members and our group, but equally to individuals outside our group as well. Her attitude and dedication is indeed noteworthy and an asset to the Long Beach Renaissance.

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to

Ms. Josie Poez
La Trattoria Server



Josie, Josie, Josie! How can we ever say enough about what a pleasure you made our dining experience at La Trattoria during our 27 July thru 3 August, 2003 experience at the Long Beach Renaissance. Your beautiful smile, sparkling eyes, infectious attitude and personable character made you a pleasure to be around. There was never a moment that any of our members experienced anything but the most pleasant dining experience when they were fortunate enough to be assigned to your station. Your special text message to a co-worker, to bid us well on your day off and our last day there, was just a small example of your "above and beyond" dedication to your customers and a gesture so much appreciated but so much typical of what we always received from you, "your very best always". You are such an asset and jewel for the Long Beach Renaissance! Thank you for the joy and pleasure you personally provided for so many of us who were privileged to get to know you.

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to

Ms. Tiffany Deicide

La Trattoria Server



We thank you for your service "above and beyond". The constant compliments we received are indicative of the superb service and gracious caring you personally extended to each guest. It is seldom when a diverse group such as ours from all walks of life in America and from Australia find no reason for one negative comment. Your dedication to customers satisfaction and dining pleasure was above reproach. You are a caring employee and we thank you for that dedication! You are an asset to the Long Beach Renaissance and to the La Trattoria. Thank you again for your constant dedication and excellence of service and attitude.

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to

Mr. Jaime Torres
Banquet Captain



"Caring, Dedication, Personal Best, Can Do Attitude, Always Striving to Improve" are all words or phrases that describe our experience with our assigned Banquet Captain Mr. Jaime Torres during our Association's annual reunion 27 July through 3 August, 2003 at the Long Beach Renaissance. Your constant concern for our satisfaction was evident throughout our stay. Though your primary mission was obviously to see to our banquet needs, you availed yourself for our service during our entire stay, regardless whether our needs were banquet related or not. Your attention to details during our banquets was beyond reproach. When we had needs included in the planning they were met, yet when those needs were unplanned and spontaneous you were always there to ensure our ultimate success. Our success was due in no small part to the crucial role you played in providing a standard of excellence beyond the norm. Thank you so much for your dedication and service.

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to

Mr. Berry Jones
Banquet Manager



From your first phone message welcoming us to the Long Beach Renaissance, to our first meeting at our pre-conference meeting with the staff and throughout our entire stay you were a reassuring asset. Your attention to detail from meeting times, to directions to banquet halls, to lighting, to banquet hall layout and set-ups, and coordination with food service we found "excellence excelled!". You constant review of our requirements, your willingness and readiness to adjust to our needs was evident throughout our stay. The Long Beach Renaissance is privileged to have such a dedicated and service oriented manager. The staff you manage is indeed a true reflection of your leadership and dedication. Thank you for helping to make our stay so pleasant and successful.

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to

Mr. Norm Santos

Director of Operations



Mr Norm Santos, became known to us as Mr. Omnipresence. We came to know you as the man of all seasons and always available during our 27 July through 3 August, 2003 Reunion at the Long Beach Renaissance. Regardless of the time of day or night we always found you up front and willing to be of service. Your daily inquiries towards any need we may have, large or small, were taken seriously as you demonstrated continuously your willingness and eagerness to be of service. We don't recall an instance where we found you without an answer, yet we found your competence to be such that we could expect honesty and integrity throughout our dealings. Your overall perspective of our needs was constant and encouraging. We thank you for your dedication and caring. The Long Beach Renaissance is indeed privileged to have you in their service.

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to

Ms. Brenda Villaverde
Receptionist and Sales Assistant



Many fail to recognize the dedication and importance of the roles played by those such as Ms. Brenda Villaverde. It is easy to overlook the importance of her dedication to those she works for and the customers she comes in contact with. The U.S.S. Frank E. Evans Association, Inc. takes pride in trying to find those behind the scenes who play such a critical part in our overall success. Ms. Villaverde is one of those behind the scenes players that contribute so much. From the taking of messages and coordinating needs between ourselves and the sales staff, to direct one-on-one coordination, Ms. Villaverde's contribution was invaluable. Her charm, personality and eagerness to be of service were evident from the first days of coordination much earlier in the year and throughout our reunion 27 July through 3 August, 2003. She is an asset to the staff and the Long Beach Renaissance.

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to

*Mr. Joachim Ortmayer
General Manager*



"Personal Interest" perhaps best describes Mr. Joachim Ortmayer, the General Manager of the Long Beach Renaissance. The U.S.S. Frank E. Evans Association, Inc. participated in partnership with the Long Beach Renaissance from 27 July through 3 August, 2003 for our 12th annual reunion. From day one Mr. Ortmayer made a specific point of checking directly with our staff. His constant awareness of our on-going events made us feel his genuine concern for our having a successful event. His personal empowerment of his staff to make decisions and their willingness to serve our needs, enabled us to feel we were in a real partnership to pursue a successful endeavor. Good staffs do not come by accident! They are the result of strong and dedicated leaders. Mr. Ortmayer's staff is a direct reflection of his personal strength and leadership and his empowerment policy. Dealing with him and his staff was a real pleasure.

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to

Mr. Benji Villanueva
Front Office Manager & Staff



Every employee of the front office staff needs to be recognized for their excellence in service, courtesy and friendly attitude. We ask that Mr. Villanueva accept and pass on our compliments to his staff. Again, employees are a direct result of their leadership so we complement Mr. Villanueva as well. During our 27 July through 3 August, 2003, 12th annual reunion we had the occasion for many of our members to have direct contact with the Front Office Staff of the Long Beach Renaissance. We did not have one single complaint. Our personal observations found the service we received, was accurate and courteous. What we perceived to be special treatment was not special but the norm, and active staff pursuing professionalism on every level. The staff was just especially skilled in making everyone feel the attention they were getting was special. Thank you for your excellent service and your special skills of caring.

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to

*Mr. John McLaughlin
Executive Chef*



The U.S.S. Frank E. Evans Association, Inc., during its 12th Annual Reunion, 27 July through 3 August, 2003 at the Long Beach Renaissance Hotel was indeed privileged to have you as "our executive chef". We say "Our Executive Chef" because you took such personal interest in our group. From the first day's pre-conference meeting to the very last meal you provided, you made us feel special. Your personal concern to satisfy our personal desires was evident from the beginning right down to that last evening's special Croissant Bread Pudding that went over so well with everyone. Your attention to detail and your ever present willingness to put in the extra effort to please our members was most appreciated. The food was excellent and beautifully presented, but most noteworthy was your dedication to serve your very best and to please those who you served. Your excellence as a chef is without question but your personal interest in meeting your patron's needs is "Above and Beyond". Thank you so much for caring and being so interested in our group's satisfaction.

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to

Ms. Shannon Carroll
Event Manager



The U.S.S. Frank E. Evans Association's 12th Annual Reunion was held on 27 July through 3 August, 2003 at the Long Beach Renaissance Hotel. On the surface, it was just another event. You provided us an extraordinary experience. Thank you for all that you did, not just for your job, but as an extra effort to make our event special. From our first communication, after the contractual agreement, to our last day in Long Beach, and beyond, you have been "Special"!

Having organized these events for 12 years for our organization we find ourselves hard pressed to identify anyone who has dedicated such a personal interest in "our event and our mission". In reviewing our experience together, four key points come to mind that had a direct impact on our successful event. One, your professionalism, attention to detail and personal concern played a crucial role in the success of our reunion. Two, your personal knowledge of the hotel staff and their roles was crucial. Three, the empowerment policies of your General Manager and Director of Sales enabled you to perform immediately and efficiently. Last but not least, your willingness to enter into a partnership with our group allowed you nothing less than success. We thank you for your role in that partnership and count you not just as a past associate, but as a friend of the U.S.S. Frank E. Evans Association, Inc.

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to

Ms. Laura Hoover

Director of Sales and Event Management



Dedicated, Caring, Honesty, Integrity and Professional! All words that seem so inadequate when describing the working relationship developed with Ms. Laura Hoover. It is one thing to perform a site survey, select a hotel, negotiate a contract, all a year in advance. It is quite another, to do all this and discover the reality is just as accurate and meaningful as the initial planning. The U.S.S. Frank E. Evans Association, Inc. selected and contracted with the Long Beach Renaissance Hotel for our 12th Annual Reunion based not just on price or facilities or amenities, but mostly on the perceived integrity of the Sales Director we dealt with. We were not disappointed! Most impressive were the details in our contract. Absolutely everything was covered. Questions we had during negotiations were answered honestly and forthrightly. Absolutely everything we discussed was detailed and agreed upon prior to contract signing. We were told up front some things we wanted were not in accordance with company policy. There were no unpleasant or unexpected surprises. What we initially perceived as honesty and integrity on the part of Ms. Hoover proved to be exactly that! She is by far the most honest, professional Sales Director we've been privileged to work with.

Her honesty and integrity are essential to her professionalism, but she goes beyond the dedication to her employer and her customer with a caring and concerned persona. She is a valuable asset to the Long Beach Renaissance Hotel and the Marriott Corporation and a model of Professionalism, Honesty and Integrity!

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