

The HIGHLANDER HIGHLIGHTS



S P R I N G 2 0 0 3

*Manchester's only
lodging, dining,
conference, and parking
facility located on
Manchester Airport*

HIGHLANDER INN
66 luxuriously appointed
guest rooms and suites

BASIL'S RESTAURANT & LOUNGE
Great food, expertly prepared, and served
in an elegant, relaxed atmosphere

BED & BREAKFAST
22 comfortable rooms
decorated in Shaker-style

CONFERENCE CENTER
Five function rooms available for
meetings, weddings, anniversaries,
showers, or family reunions

HIGHLANDER AIRPORT PARKING
24-hour complimentary
Manchester Airport shuttle service

PARK & STAY
Guaranteed parking and complimentary
24-hour shuttle service to and from
Manchester Airport



The HIGHLANDER

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Keeping Profits Up!

Declining consumer confidence, rising fuel costs, increased competition, tight budgets, and a politically uncertain climate...what should a business do to keep profits up? "Work smarter, add more value to your product, go the extra mile for each and every customer, build community relationships, keep in touch with your employees, and keep smiling," states Jean Martin, General Manager of The Highlander.

This basic management philosophy is one that has allowed The Highlander to maintain its position as a leader in the New Hampshire hospitality industry for almost 100 years. Through the Roaring '20s, the Depression, the Great Flood of 1931, two World Wars, the addition of Grenier Field Airpark, and the building of the Manchester Airport, The Highlander has seen its share of economic ups and downs. "We've always been affected by the external environment," Martin explains. "Our customers are not only business and social travelers from across the country, but also our neighbors - those people getting out for a relaxed meal, holding a family wedding or corporate meeting, and using our Airport parking facility. We aim to meet all customers' needs. It's what helps us maintain our focus and continue to be successful."

The Highlander staff works as a team to keep up-to-date on the social, economic and political trends that affect customers and subsequent business. Air travel concerns have meant a shift in travel choices. When a study of parking patterns noted a rise in customers coming from the Boston area, the Highlander Airport Parking program and Rooms Division reacted, offering better deals for Park & Stay customers and adding an Express Pass program for guaranteed parking.

Whether it's the addition of high-speed Internet access, seeking new room amenities, or serving just-out-of-the-oven cookies in the main lobby, customer service always comes first. "We know these are stressful times and we work to anticipate customers needs," Martin explains. "We want customers to walk in the door, be greeted by a smiling employee, enjoy our elegant, relaxed atmosphere and a great meal, and take care of their own concerns knowing that we are doing our best to take care of them while they're here."

BREAKFAST FOR EARLY RISERS

Don't forget to order your breakfast bag when you check-in and it will be delivered to your room the night before your flight! Choose from a bag with a blueberry and a corn muffin, two fruit Danishes and two orange juices; or a bag with a blueberry muffin, a Cheese strudel, two fruit Danishes and two orange juices. The price per bag is \$6.95 plus tax.



*Jean Martin, General Manager of
The Highlander*

Who's Who



Gail M. Houle, Senior Sales Manager, has been a member of the Sales Department for more than seven years. Her area of

expertise includes weddings, rehearsal dinners, showers, retirement, anniversary and holiday parties.

Gail's rapport with clients on the arrangement of their special event is well known. She states: "When people are arranging a family event, they want to make sure every detail is well thought out and planned for. I strive to ensure that by the time their 'big day' arrives, they will have nothing to worry about. All they have to do is show up!" And show up they do. Gail has booked more than 455 weddings during her tenure at The Highlander.

A graduate of the University of Massachusetts, Amherst, Gail holds a B.S. in Hotel, Restaurant and Travel Administration. She began her career at the Royal Sonesta in Cambridge, Massachusetts, as a Conference Coordinator.



Jennifer A. Tishkevich, Corporate Sales Manager, has recently joined the Sales Department team and focuses

on all aspects of corporate events, including meeting planning, overnight accommodations, and catering.

Jen's goal is to maintain current accounts, build community relationships, and seek new business development opportunities. "Our corporate client's satisfaction is the foundation of our success as a meeting site," Jen explains. "Our attention to detail is what sets us apart and brings businesses back again and again."

A graduate of the University of New Hampshire with a B.A. degree in Communication Arts, Jen was most recently employed at the Best Western Executive Court & Conference Center in Manchester.

Making Room

More and more corporate clients are looking for ways to cut costs when planning business meetings. One way to save money is for attendees to double up and share a room. Businesses have noted that while room sharing helps the bottom line, it also helps establish relationships and build camaraderie, making employees more committed to finding ways to interact and communicate.

In an effort to adapt to this change in corporate needs, The Highlander is making way for more beds. Some of the larger rooms that meet code restrictions will be renovated to make room for a second queen-sized bed. While this sounds like an easy project, it requires we consider every detail that makes our rooms comfortable. Reading lights, towel racks, new linens and other amenities will all be added to ensure that each customer's needs are met.

According to Shana Lajoie, Director of Rooms, "When it comes to our rooms and our guests' comfort, we strive for the best quality products we can find. We conduct extensive research on the content, customer appeal, and environmental safety of our products. We also carefully consider our customers' feedback, using the Customer Comment Cards as a benchmark measure. They tell us what they want, and we listen. It's what makes the demand for rooms in both the Inn and Bed & Breakfast so high."



King Parlor Suite, Highlander Inn

On Board

The Highlander's commitment to community outreach and involvement is reflected in its employees' participation on local and regional boards. Peter Osiecki, Director of Operations, currently serves as Chairman of the Greater Manchester Chamber of Commerce's Tourism Committee. Its goal is to foster and support partnerships between businesses and area visitors to the Manchester area.

Peter is also a member of the Manchester Chamber's Leadership Class of 2002-2003, which focuses on understanding the rich diversity of the city's history and public and private functions. As a member of the Goffstown Kindergarten Committee, he works to garner local support and voter passage of a warrant article that would build a new school and begin public kindergarten.

Catherine A. Wright, Director of Marketing and Public Relations, currently serves on the board of directors for the New Hampshire Partners in Education, a statewide organization that advocates, facilitates and celebrates school volunteer programs.

DINNER

\$10 off
2nd Dinner Menu
Entrée with this ad.

Gratuity not included.

*Not to be combined with any other offer.
Expires 6/15/03*

Basils
Restaurant & Lounge

AT THE HIGHLANDER INN
2 Highlander Way, Manchester
(off Brown Ave., Manchester Airport Road)

603-625-6426
Reservations accepted

HHS3

Giving Back

Companies often give back to the community in ways that become part of the normal course of activities within the day, and therefore go unrecognized. The most seemingly trivial support can often times make a tremendous difference in an organization's operation or in an individual's life.

At The Highlander, employees are encouraged to share knowledge of their efforts. Most recently, Craig Sad, Facilities Manager, arranged for the donation of 100 ballpoint pens to the school children of Roatan, Honduras, a donation that he has made on behalf of The Highlander for several years. While minor in terms of expense, the donation is greatly appreciated by the children whose families must choose to purchase "food over pens."

On the local level, the Salvation Army and the Kid's Café in Manchester is supported by employees' donation of gifts for the annual holiday giving tree and the purchase of chocolate bunnies during the Easter season. On behalf of the American Cancer Society, several employees also purchase daffodils every year.

Surplus materials are often used by community organizations that support families and individuals in transition. This year, more than 60 televisions were donated to area organizations through the Heritage United Way, including Southern New Hampshire Services, International Institute of New Hampshire, St. Joseph Community Services, Inc., Child and Family Services, and the Upper Room.

The Highlander also donates gift certificates to benefit many local organizations. Gift certificates for overnight stays or meals at Basil's Restaurant were recently given to the New Hampshire Partners in Education, Animal Rescue League of New Hampshire, St. Joseph Diocesan Regional Jr. High School, Waterville Valley Foundation, Greyhound Pets of America, Nashua Center; Greater Manchester Chamber of Commerce Golf Classic, Goffstown Area High School All Sports Booster Club, Marine Corps League Auxiliary, Making Strides Against Breast Cancer and Manchester Pop Warner Football, among others.

CORPORATE RETREAT PACKAGE

Communicate effectively... increase team interaction... see profitable results... exactly what every business strives for to remain competitive, efficient, and productive.

The Highlander now offers the perfect environment that fosters the creativity and team spirit that leads to corporate growth and development. Through the newly created Corporate Retreat Package, every business has the opportunity to develop individual retreat packages for meetings, workshops and conferences. Working with the Highlander's professional team of meeting planners, a relaxed, comfortable environment is created that supports concentration, productivity and team-building exercises.

The Corporate Retreat package includes exclusive use of The Highlander's 22-room facility set in a natural environment with tall pines, lush grass lawns, and gardens. Private rooms with a data port for Internet service, complimentary continental breakfasts, and an after-hours, family-room style area for relaxed conversations are all included in the customized package.

To learn more about how The Highlander can help you create your own Corporate Retreat Package, call (603) 622-9026.



School children of Roatan, Honduras

Hop Over!

EASTER BRUNCH BUFFET

CONFERENCE CENTER • 10am - 3pm

PASTRIES

- Sliced Fresh Fruit • Danish • Muffins
- Fruit Breads • Coffee Cakes

SOUP

- Cream of Wild Mushroom

SALADS

- Grilled Vegetable Antipasto • Garden Salad
- Tossed Caesar Salad

ENTRÉES

- Eggs Benedict • Scrambled Eggs
- Blueberry Pancakes w/ Maple Syrup • Bacon • Sausage
- Home Fries • Herb Crusted Haddock
- Pecan Crusted Chicken Breast with Apple & Pear au Jus
- Roast Sirloin with Pancetta Shitake Bordelaise

CARVING STATIONS

- Lamb Leg, With Minted Au Jus
- Smoked Ham, Pineapple Raisin

VEGETABLES

- Maple Glazed Carrots • Sugar Snap Peas • Rice
- Roasted Red Bliss Potatoes & Risotto

DESSERT BUFFET

A variety of delectable desserts

BEVERAGES

- Coffee • Tea • Decaf • Milk • Assorted Juices

\$19.95 Per Person

\$9.95 Children (under 10)

EASTER DINNER SPECIALS

BASIL'S • Noon - 6pm

In addition to our regular menu, join us for:

PRIME RIB-

Roasted and served au jus

ROAST LEG OF LAMB-

with spinach, tomatoes and red bliss potatoes

PECAN CRUSTED PORK CHOPS-

with a maple dijon cream sauce

Reservations Accepted:

603-625-6426

And...don't forget to make reservations for Mother's Day! That special person will love you for it!

Our Staff

Jean Martin, General Manager

Peter Osiecki, Director of Operations

Shana Lajoie, Director of Rooms

Catherine A. Wright, Director of Marketing/
Public Relations

Tammy Michalakopoulos, Director of Sales

Rebecca Funk, Director of Finance

Greg Demers, Executive Chef

Sue Soares, Human Resources Manager

Gail Houle, Senior Sales Manager

Tom Pitman, Highlander Airport Parking
Manager

Karina Goodbout, Restaurant & Catering
Service Manager

Craig Sad, Facilities Manager

Jeffrey Aillin, Security Manager

Eileen Pelchat, Housekeeping Manager

Meetings?

MAKING YOUR MEETING A SUCCESS IS OUR BUSINESS!

Whether you're planning a workshop, corporate retreat, conducting interviews, or holding a board meeting, The Highlander has the meeting room that will fit your needs. For added convenience, submit your request for proposal via www.highlanderinn.com. Complete the form and send it to our sales staff who will contact you with availability and pricing.

We'll provide all the assistance necessary to make your meeting a success!

Thank You!

Dear Friends:

On behalf of Families in Transition, please accept my heartfelt thank you for the contribution that you made to our program for an overnight stay at The Highlander.

With donations such as yours, Families in Transition continues to be able to provide moments of happiness in a sometimes difficult daily life.

Thank you again for your generous contribution, time and thoughtfulness. We wish you much happiness in 2003.

Very truly yours,

Raysa E. Ortega

Supervisor of Volunteer Services

Early or Late Flight?

Specifically designed for travelers with early flights, the Park & Stay program at the Bed & Breakfast offers guests the perfect opportunity to get a great night's sleep, rise early, and enjoy a continental breakfast before their flight or return home. With a 24-hour Innkeeper and the centrally located Great Room, the Bed & Breakfast has become the preferred choice of frequent flyers. The warm décor and self-serve breakfast section, highlighted by a home-style eating area, reflect the comfortable environment seen throughout The Highlander.

Discounted rates for long or short term parking at the facility - \$4 per day, up to seven calendar days - and the proximity of the Highlander Airport Parking service area make the Bed & Breakfast and the Park & Stay program ideal for most travelers. To make your reservations, call The Highlander at 603/625-6426 or 1-800-548-9248 and ask for a Guest Service Agent. Or you may reach us via the Web at www.highlanderinn.com



HIGHLANDER AIRPORT PARKING EXPRESS PASS OFFERS ADDITIONAL SAVINGS

The new Highlander Airport Parking Express Pass offers discounted rates for multiple day parking purchases. Advantages include: significant savings by paying \$105 for a 14-day pass or \$196 for a 28-day pass; easier check in service; a guaranteed parking spot; and no minimum day requirement.

With 24-hour patrolled lots, and complimentary, no-wait free shuttle service to and from Manchester Airport, the program has received wide acclaim for its convenience, affordability and friendly service.

PARKING

\$5 off

Purchase of an Express Pass.

*Not to be combined with any other offer.
Expires 6/15/03*



The HIGHLANDER

AIRPORT PARKING

2 Highlander Way, Manchester
(off Brown Ave., Manchester Airport Road)

603-625-8853

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The HIGHLANDER

