

# The HIGHLANDER HIGHLIGHTS



W I N T E R 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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## Staying Connected

The implementation of high-speed Internet access availability, new phone and fax lines, voice mail, and video conferencing capabilities are all part of the new initiatives currently taking place at The Highlander. Beginning with the addition of new telephone PBX systems, the re-vamping of the voice and data systems, and continuing with the addition of video conferencing capabilities, the facility is rapidly providing value-added services that solve customer's communication and meeting needs.

"The emphasis we are placing on the implementation of these technologies positions us to serve our customers better," states Highlander Director of Operations, Peter Osiecki. "By increasing our technological capabilities and staying ahead of voice and data convergence through appropriate technologies, we are realizing even greater returns for our overall business."

In-room guests will also benefit from the new additions. High-speed Internet access service, on-demand movies and games will also be available. According to Osiecki, "We recognize that our travelers often feel the strain of traveling and seek an alternative form of relaxation. By adding these services, we increase our customer's comfort level — bringing some of the services they have available at home to their stay at our 'home-away-from-home'."

## Art on the Menu

A newly refined partnership between The Highlander and McGowan Fine Art, Concord, has resulted in "Art on the Menu," an on-going series of exhibitions featuring works for sale by local artists. The exhibition currently features 26 hand-colored photographs of the New Hampshire landscape by Kathleen Welker, and will be on view in the Highlander Inn's main lobby and Basil's Restaurant through March 7th.

"Art on the Menu" is curated by McGowan's Sarah Chaffee, and was originally designed to create an alliance between New Hampshire businesses, but the results have exceeded expectations. According to Jean Martin, general manager of The Highlander, "This program is a unique opportunity for us to work with other businesses in support of local artists. It has also proven to be a successful way for us to showcase the culture and beauty of the Granite State. Many of our business travelers and guests are not afforded the time to visit other areas of the state, and have expressed their pleasure at being able to enjoy these visual representations."

For more information on the current, as well as upcoming exhibitions, visit The Highlander's web site at [www.highlanderinn.com](http://www.highlanderinn.com).



## Great Deals



### CELEBRATION PACKAGE

Recognizing that the time spent with family and friends in celebration are among the most precious moments we have, The Highlander has created a special Weekend Celebration Package for those gathering for a special event or occasion. Ideal for family and friends gathering for a wedding reception, family reunion or gathering of friends, the overnight Celebration Package includes exclusive use of the Bed & Breakfast, a welcome reception on the night of arrival, elaborate continental breakfasts, gourmet coffees, and tasty midnight snacks available in the centrally located, family-style Great Room.

### GIFT CERTIFICATES AVAILABLE

What better way to acknowledge friends, family and business acquaintances than with a thoughtful gift that they can enjoy year-round! For that special someone, choose a gift certificate to the Highlander Inn or Bed & Breakfast for an overnight stay, or a weekend-get-away in one of our Jacuzzi suites. Add to that a gift certificate to Basil's Restaurant for breakfast, lunch, or dinner, and you'll be giving a complete package that will be remembered and cherished. For corporate travelers, the Highlander's Airport Parking Express Pass book makes a perfect gift! With complimentary, 24-hour shuttle service to and from Manchester Airport, it makes the perfect gift!

## Paving the Way for Growth

Manchester and Londonderry work crews have been continuing work on the development of roads leading to The Highlander. While alternative routes into the facility had been constructed and utilized when necessary, the main access to The Highlander is gained from Airport Road.

The result of recent construction has increased visibility of The Highlander from Airport Road. This change is a welcomed outcome according to Peter Osiecki, the facility's Director of Operations. He states: "We work closely with Manchester Airport and town officials to ensure that as the Airport continues to expand, we maintain open access to Airport Road and Brown Avenue."



*Peter Osiecki,  
Director of Operations,  
The Highlander*

## Did You Know?

Originally called The Elms, The Highlander Inn began in the late 1800's as a humble boarding house for the Devonshire Mills in Manchester, NH. Emma Coldwell ran the operation and her husband, Sam, was a teamster for the mill. In 1901, when the city of Manchester installed streetcars from downtown to the nearby Pine Island Amusement Park, the business really prospered.

When son Archie Coldwell joined his parents business after graduating from

Massachusetts School of Pharmacy, he convinced Emma to advertise for summer boarders. With that simple idea, the Elms became a full-fledged resort and Mecca for Boston politicians and city workers. The Winter Carnivals were introduced to the area in 1920 with the Elms Pavilion hosting the annual event that included a Nordic ski jump, cross-country trails, and the legendary toboggan run.



If you have any family photos

or films of these or any other memorable events that have

taken place at The Highlander, we'd love to see them! Please contact Catherine Wright, Director of Marketing and Public Relations at 625-6426 (x529).

LUNCH

**\$5 off**  
2nd Lunch Menu  
Entree with this ad.

Gratuity not included.

*Not to be combined with any other offer.  
Expires 4/15/03*

*Basil's*  
Restaurant & Lounge

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

**603-625-6426**  
Reservations accepted

# Focusing on Business Development

The Sales Department at The Highlander has undergone several changes recently. Office spaces have been revamped, software programs designed exclusively for corporate and social meeting scheduling have been developed, tested, and implemented, and staff changes have taken place. With new goals and programs in place, emphasis is being placed not only on servicing current clients, but on new business development strategies.

In light of changing attitudes in corporate travel and cautious economic outlooks, the manner in which corporate needs are met and new business is developed has been altered. According to Tammy Michalakopoulos, Director of Sales: "The Highlander has always been in tune with economic, social, and environmental trends that affect our corporate clients. Last year's tragic events impacted the way in which we view our role and respond to our clients needs. Our philosophy is to anticipate, plan and service our clients needs — from assisting in individualized meeting planning to providing new technologically advanced systems that range from rapid Internet service to video-conferencing."

High on the list of new business development is targeting corporations who utilize the convenience of Manchester Airport. Increased Airport usage, coupled with The Highlander's Airport Parking service, has made The Highlander an ideal, centrally located alternative for corporate retreats, meetings, seminars, and workshops.

# Energy Reduction = Cash

Over the past two years, The Highlander has benefited from the replacement of old and inefficient lighting fixtures with new technology equipment designed by Public Service Company of New Hampshire (PSNH) to reduce energy use. As a result, two rebate checks totaling approximately \$7,000 have been received under PSNH's Energy Check program.

Participation in the program has proved to be extremely positive according to Craig Sad, Highlander's Maintenance Manager. He states, "This program is a win-win situation for us. Our energy costs are down, we receive money back for our participation, and we serve the environment by lowering our utility usage. I have encouraged all our staff to make use of the program in their own homes as well."



Peter Osiecki, Director of Operations, The Highlander,  
Dan McCallum, Account Executive for PSNH and  
Craig Sad, Facilities Manager, The Highlander

# HIGHLANDER AIRPORT PARKING EXPRESS PASS OFFERS ADDITIONAL SAVINGS

With increased expansion of the Manchester Airport and surrounding community, travelers are taking advantage of public parking opportunities available through The Highlander's Airport Parking service.



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.

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

Travelers with early flights, who choose to stay at the Highlander Inn or Bed & Breakfast through the Park & Stay program receive a guaranteed parking spot and the low rate of \$4 per day (for up to 7 calendar days). Added savings are available on The Highlander's web site, that frequently offers special coupon discounts.

Gift certificates and Express Passes for frequent travelers are available for gift giving!

## 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
- Greg Demers, Executive Chef
- Rebecca Funk, Director of Finance
- Sue Soares, Human Resources Manager
- Gail Houle, Sales & Catering Manager
- Tom Pitman, Highlander Airport Parking  
Manager
- Karina Goodbout, Restaurant & Catering  
Service Manager

**DINNER**

**\$10 off**  
2nd Dinner Menu  
Entree with this ad.  
Gratuity not included.  
*Not to be combined with any other offer.  
Expires 4/15/03*

**Basils**  
*Restaurant & Lounge*  
AT THE HIGHLANDER INN  
2 Highlander Way, Manchester  
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## NEW DIRECTOR OF SALES ANNOUNCED



Tammy Michalakopoulos has joined the department as Director of Sales. A Manchester resident, Tammy studied Business Management at Rivier

College and received an AS degree in Business Science from Hesser College. She has held the position of Business Transient Sales Manger at The Wayfarer Inn, Bedford, New Hampshire, and most recently, as Director of Sales from The Westford Regency Inn & Conference Center in Westford, Massachusetts.

## Thank You!

Dear Members of the Sales Staff,

I want to thank you for all you did to make our Annual Meeting such a success - setting up the piano, the table for our Memorial Service, the beautiful buffet table I could go on and on. It was just a wonderful atmosphere that all of us were extremely pleased and grateful.

"Thank you" is such a small phrase, but it is most sincerely meant. Our best regards to everyone and our deepest appreciation.

Sincerely, *BTWC - NH*

## Planning a Meeting?

### 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](http://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!



### 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.