

Basics Common Sense Business Management

James J. Clark, professor, Florida Institute of Technology, Fort Lee, VA.

Philip D. Littrell, professor, Defense Acquisition University, Fort Lee, VA.

Judy L. Fleming, professor, Defense Acquisition University, Fort Lee, VA.

Few hotels can match the amenities and price of the Best Western Golden Sails Hotel in Long Beach, CA. In 1990, the new management of the Golden Sails surveyed thousands of government guests. They determined what was important to the government traveler and subsequently made those accommodations available. At the government per diem rate for lodging, the Golden Sails is the best value in the competitive Long Beach area. The price includes: free breakfast, lunch, and dinner; free evening Hors D' Oeuvres; two complimentary drinks per day; a refrigerator in every room; free golf (including clubs); a computer center; pool, spa, and workout room. For groups, the hotel also provides complimentary meeting spaces. The enthusiastic staff strives to keep customers first. Yet, the real secret behind this commendable service is common sense management.

Unlike other hotels where ownership and management rotate like a revolving door, the Golden Sails remains stable. As other hotels change management, employee jobs and salaries often change, too. Because the ownership and management of Golden Sails has remained constant over the last decade, employees trust management. Familiarity can in fact breed respect. Those employees who have worked at other hotels in the area, know and report the fundamental difference between Golden Sails management and its rivals. For example, length of time on the job, a fundamental indicator of job satisfaction, averages over ten years, and in many cases, upwards of twenty years plus. Employees like the fact that they are multi-tasked, permitting them as workers to thrive in their work environment. The staff respect one other, consider themselves members of an extended family, and in general, enjoy an excellent and healthy working relationship. In the opinion of the authors, management stability is the underlying factor to the success enjoyed by Golden Sails.

Ironically, management stability is seldom considered a tangible asset in corporate America. In fact, the normal pattern for upper-level progression defies stability, for the norm is to move around and up corporate ladders. In short, good common sense management goes hand in hand with stable managers, their employees, the client, and the bottom line. The message here is: he who seeks a profitable "bottom line" you first seek stability in management. One additional criterion ought to be considered before closing the book on this chapter. Good, common sense hiring practices can pose a significant challenge in its own right and can form the foundation for a stable work environment, whether searching for the right management or the right employees. As an illustration of good hiring practices, consider the following example.

It is our view that basic management awareness skills should include teaching respect for employees and trusting their judgment. If provided in a sincere way, the respect and trust offered downward will be reciprocated upwards by the workers. These simple, but important, changes to the management-employee relationship will pay big dividends: employees will begin to take a vested interest in the ownership of the organization and they will find - and fix - problems with the product or service exercising their own initiative. In the final analysis, this is a win-win situation for all concerned: the corporation benefits financially and its employees serve in a viable enterprise that respects the dignity and worth of its most important contributing participant – the worker. In an increasingly fast paced and ever changing world, human relationships still depend upon the slow pace of time that encourages familiarity, comfort and mutual respect. *(Full article is available at: <http://www.goldensailshotel.com/management.pdf>)*



Technical Proposal
Table of Contents

	<u>Page</u>
Facility Introduction	3
Meeting Facilities	5
Descriptive.....	5
Specifications.....	6
Diagrams.....	8
Dining Facilities	12
Guest Rooms	13
Past Performance	14
FEMA Approval	15
Quality Ratings	16



Facility Introduction



Discover the best in lodging at this Long Beach hotel - top tier amenities and attractions along the beautiful Southern California coast.

The BEST WESTERN Golden Sails Hotel is situated near the Long Beach Marina in Long Beach, California, twenty miles south of downtown Los Angeles. The Resort Hotel, on a seven-acre casual and tranquil setting, is just a few steps from a nine-hole golf course, white sandy beaches, two movie theatres, specialty shops, over 40 restau-

rants, grocery stores and two farmer's markets. Hotel guests will also have convenient access to the famous Queen Mary and Aquarium of the Pacific. Families and thrill seekers will be close to Disneyland® Park, Knott's Berry Farm®, Universal Studios®, Legoland® and Six Flags® Magic Mountain.

For business travelers, the hotel is located near Cal State University Long Beach and the VA Hospital. Hotel guests will be near the Naval Weapons Station Seal Beach, Flight Safety, Boeing Corporation, the Port of Long Beach and Long Beach Convention and World Trade Center.

The hotel has 173 rooms over 4 floors and, as described in the next section, extensive meeting capabilities. Complimentary newspapers are offered to every guest. Dry cleaning and laundry services are available. Ample free parking is available. Free wireless high-speed internet service is available throughout the facility.

Hotel guests can also enjoy a relaxing nine-hole executive golf experience and soak up the lovely Southern California sun. Tee time is flexible without advance reservations at the course. Use of the Hotel's golf equipment is free of charge.



Did we mention FREE parking, FREE wireless internet and FREE 9-holes of golf?



Facility Introduction, continued



Check in is fast and efficient. With so much to offer, we do not want our guests waiting to check in. Our front desk is manned 24 hours a day and even offers a safe deposit box for the care of your valuables. Our staff is multi-lingual for better customer service.

And speaking of so much to offer, take a stroll along a sandy beach or enjoy the view offered by the marina as you take in a little Southern California sun.

For the needs of our guests we offer a complimentary business center with internet connection. An ATM machine is also available for any banking needs.

For the more active we offer a complete fitness center free of charge.

Or stay on the property and enjoy our heated swimming pool with a cool drink. No matter what your needs we are capable of surprising you with service and care.

For the needs of our guests we offer a complimen-





Meeting Facilities

We are proud to offer 14,000 square feet of meeting space spread through two ballrooms and seven different meeting/conference rooms. There are multiple large and small meeting rooms so we can match your needs exactly. Our expert staff knows how to provide the facilities you need when you need them.



Our on site dining capabilities (described in the next section) enable us to cater your meeting room with required breaks, meals and more.



Meeting Rooms are free with group hotel bookings. Enjoy our complimentary cocktail reception also for the groups. All meeting services including fax, photocopy, charts, TV/VCR, Easels etc. are available and most of these are complimentary. Parking is free.

Our Sails Restaurant overlooking the Marina serves breakfast, lunch and dinner everyday and it can be used for breaks and luncheons. Our PCH Club Bar is also open daily from 11:00 a.m. to 2:00 a.m.; we arrange complimentary cocktail receptions for the groups.

We have two ballrooms and seven meeting/conference rooms.

- Our **Crystal Ballroom**, which also has a stage, holds up to 700 guests for reception and 900 for theatre seating, great for large meetings, seminars, weddings, Quinceaneras and other banquets.

- Our **Marina Ballroom** has a 350 banquet seating and 400 theatre seating capacity, perfect for medium to large size meetings, banquets etc.

- Our meeting/conference rooms (**Pacific, Poolview, Jade, Topaz, Emerald, Nautilus and Seafarer**) have a banquet seating capacity of 32 to 240 and 40 to 400 for theatre seating, suitable for small to medium size meetings, conferences etc.

On the pages that follow are specifications for our meeting facilities.



Meeting Facilities, continued

Room	Theatre	Classroom	Banquet	Board	U-style	Reception
Crystal Ballroom	900	315	600	260	-	700
Emerald	180	60	160	65	120	150
Topaz	400	180	240	85	130	200
Jade (with stage)	170	75	174	90	120	150
Marina Ballroom	320	160	350	-	-	240
Seafarer	120	70	150	60	90	100
Nautilus	200	90	160	50	90	120
Pacific Room	40	20	32	20	36	30
Poolview	50	25	32	25	48	40



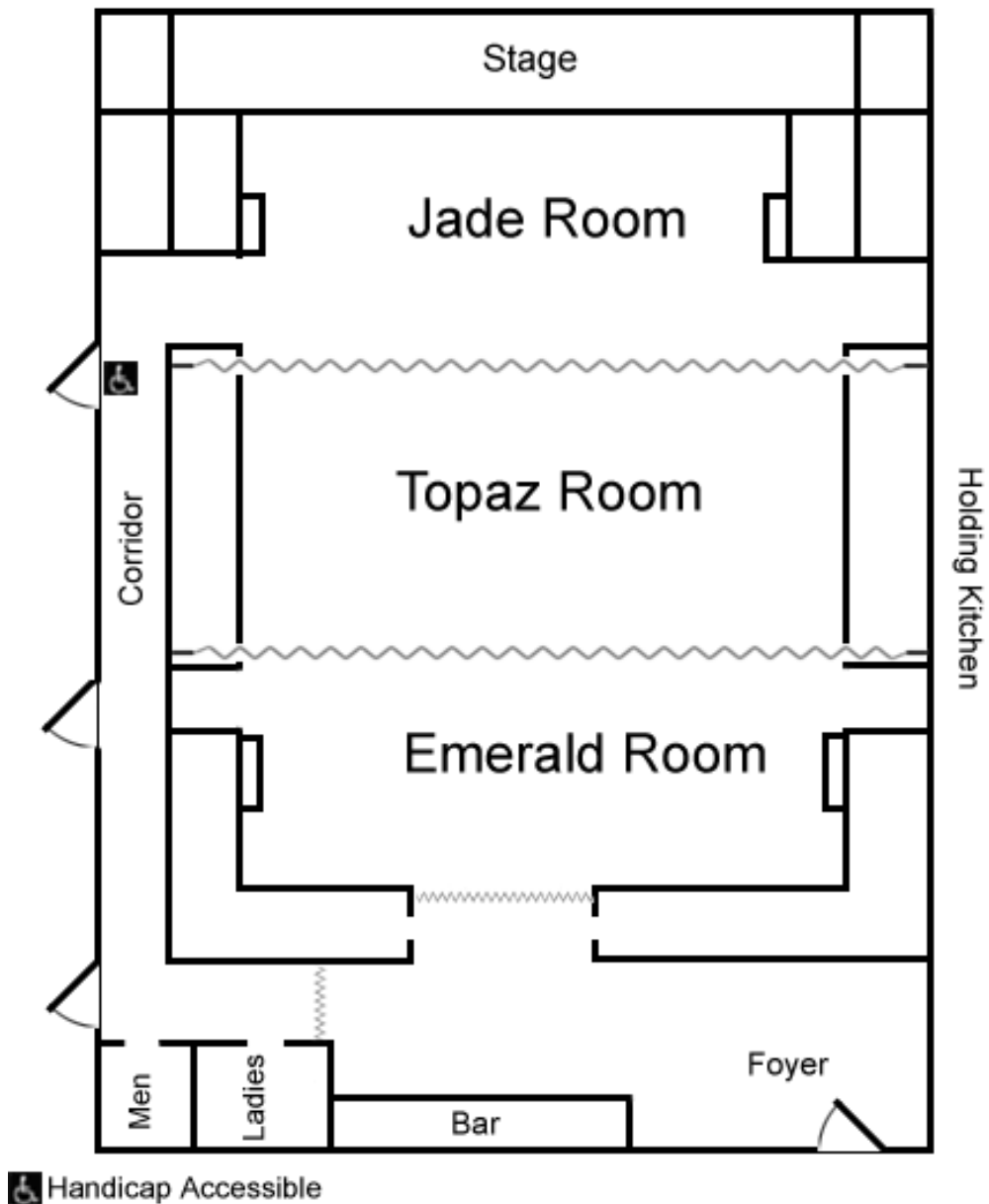
Meeting Facilities, continued

Room	Dimensions	Square Ft.	Meters	Ceiling Height
Crystal Ballroom	70' x 142'	9,940	923	12' - 15'
Emerald	35' x 70'	2,450	228	13 ½'
Topaz	40' x 70'	2,800	260	14'
Jade (with stage)	42' x 70'	2,940	273	15'
Marina Ballroom	39' x 85½'	3,345	311	12'
Seafarer	30' x 59½'	1,785	166	12'
Nautilus	40' x 39'	1,560	145	12'
Pacific Room	14' x 27'	378	35	11' 7"
Poolview	23' x 26'	598	56	9'



Meeting Facilities, continued

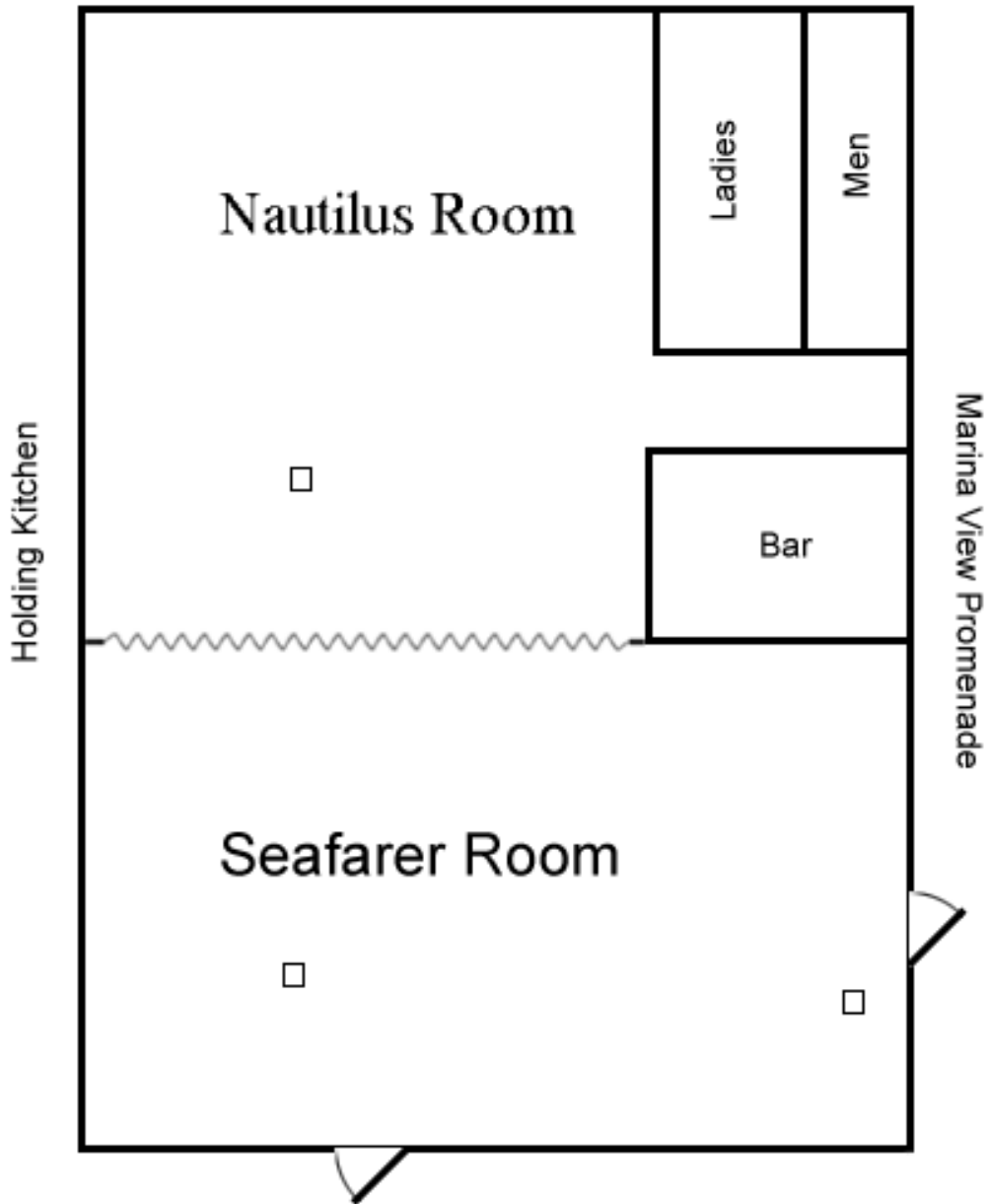
Crystal Ballroom





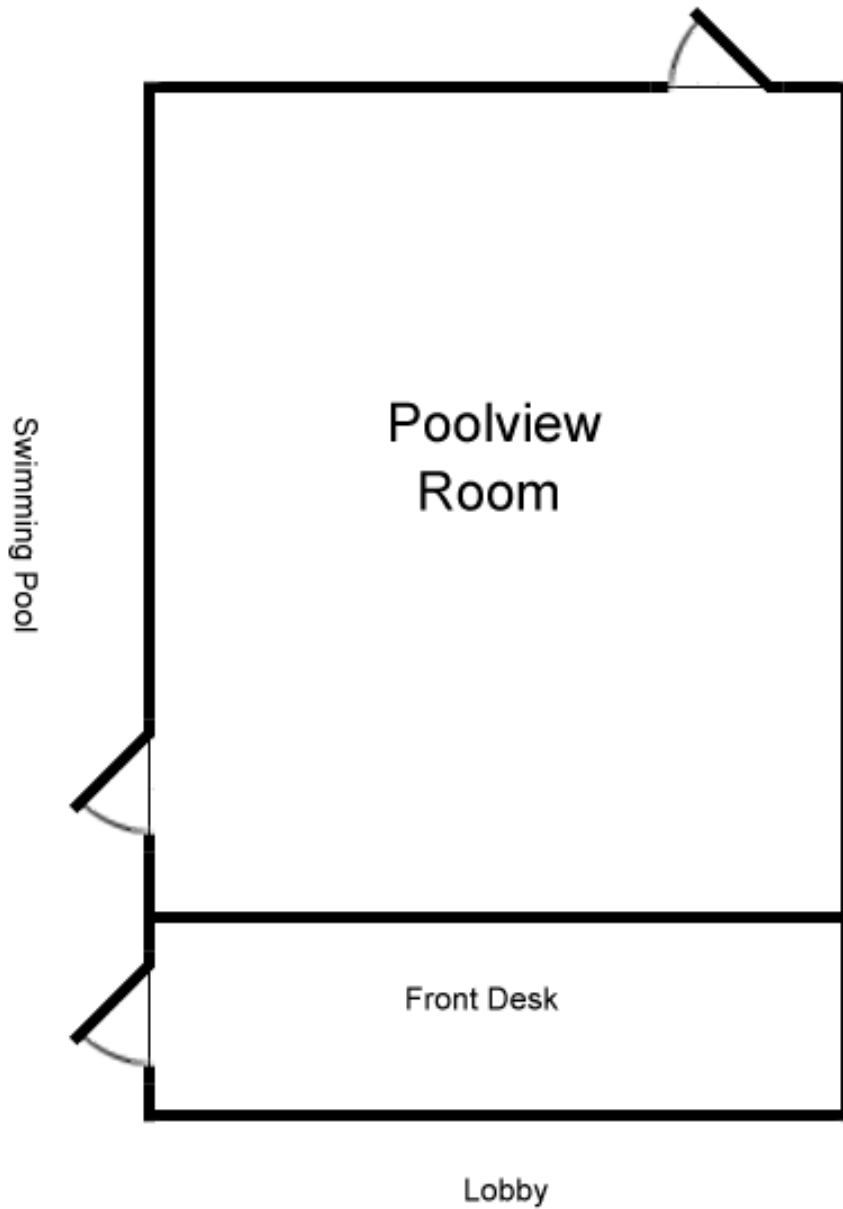
Meeting Facilities, continued

Marina Ballroom



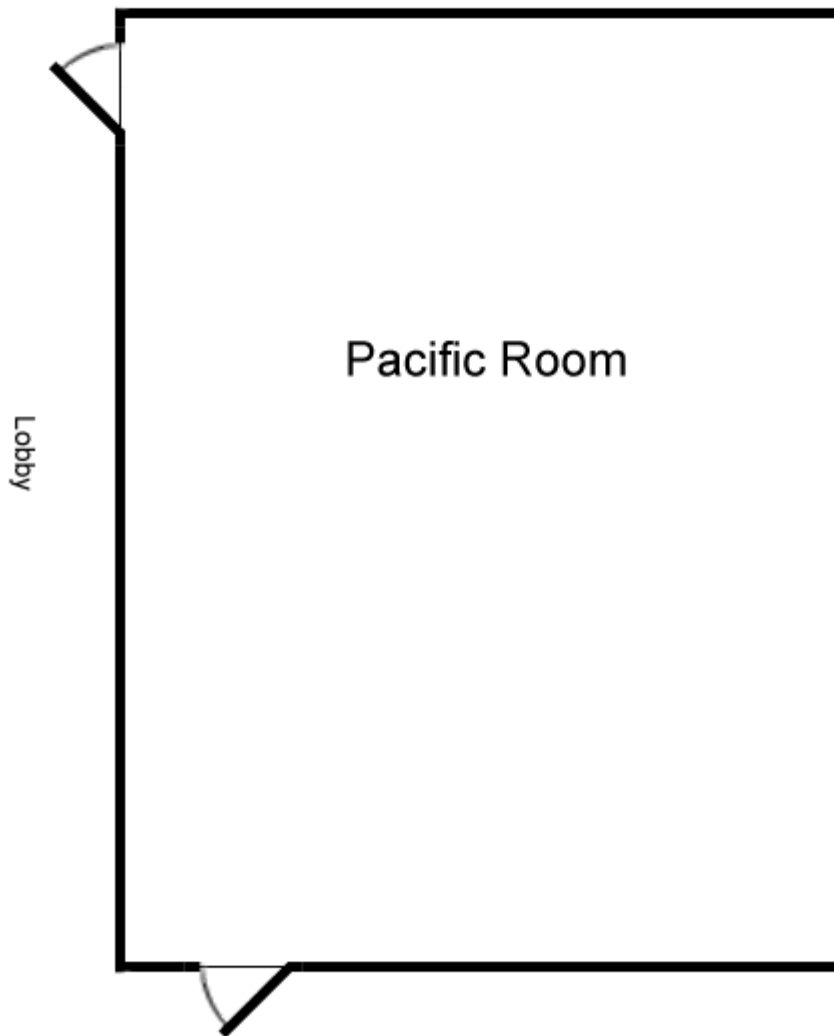


Meeting Facilities, continued





Meeting Facilities, continued





Dining Facilities

The Best Western Golden Sails has dining facilities on premises. There is no need to leave the property for fine dining or casual fare. The Sails Restaurant offers American Cuisine and is open for breakfast, lunch and dinner. Enjoy the relaxed atmosphere overlooking the marina.



The hotel also has a bar/lounge for a beverage of choice. This is great for that before dinner moment of bonding and relaxing. Room service is available on a limited schedule to all rooms.

Meals can be catered to any of our meeting rooms as discussed in the previous section.

If more exotic meal fare is desired, the hotel is located within a mile of many area restaurants as follows:

- Next to the Gas Lamp Restaurant, Bar/lounge, American, Dinner
- Across street from The Peking Wok, Full Service Mandarin Chinese, Lunch & Dinner
- Across street from Enriques Mexican Restaurant, Bar/lounge, Mexican Lunch & Dinner
- Across street from Brulee French Cuisine, Bar/lounge, French, Breakfast, lunch & dinner
- 1.0 miles from a Lone Star Steakhouse, Bar/lounge, American Lunch & dinner
- 1.0 miles from The California Pizza Kitchen, Bar/lounge, American Lunch & dinner
- 1.0 miles from the Claim Jumper, Bar/lounge, American Lunch & dinner
- 1.0 miles from El Torito Mexican Cantine, Bar/lounge, Mexican Lunch & dinner

There are also within walking distance several national chain restaurants including Subway, Starbucks, Kentucky Fried Chicken, Denny's, In-N-Out Burger, and McDonalds.



Guest Rooms

The hotel boasts 173 guest rooms in two four-story towers. Our rooms have bright décor to reflect the Southern California seen from many of their balconies or patio. Every room has a balcony or patio.

Each of our air conditioned rooms offer many standard amenities. Blackout drapes and curtains insure the ability to get a sound night's sleep regardless of what is happening outside. You will find clock/radio, hair dryer, iron, ironing board, refrigerator and coffee/tea maker in every room.



For the workers in our facility there is ample desk space with free wireless internet provided. A phone with free local phone calls is on every desk.

Private bath facilities include complimentary toiletries.

Our professional staff will provide daily housekeeping service.

Finally, there is free satellite television service to every room offering a wide choice of channels to view.

The hotel also has 6 rooms compliant with the Americans With Disabilities Act of

which 5 have walk-in showers and one has a roll-in shower.





Past Performance

The hotel has extensive successful experience with government programs. Three references offered as proof are as follows:

- 1) Mr. Ron Cunningham, Director of Aircraft Operations Training, Department of Defense, DCMA, 3910 A Avenue Bldg 10500, Fort Lee, Va 23801-1809. (804)734-0358 Cell: (224)475-9945 Email: Ronald.A.Cunningham@DCMA.mil—various DCMA training meetings since 2001
- 2) Mr. John Heib, Director of Policy, AO, DCMA-AOP, Fort Lee, Va 23801 (804)734-0354 Cell:(571) 216-8976 Email: John.Heib@dcma.mil—various training meetings for DCMA since 1999
- 3) Ms. Andrea Cheeks, Wright Pat AFB, Dayton, Ohio (478)222-8530 Email: andrea.cheeks.ctr@robins.af.mil—various Air Force meetings. Andrea is succeeding Ms. Ann Brocks with whom we did these meetings since 2004

Over the years we have earned many accreditations serving various government agencies' meeting and event needs. A partial list includes:

- DCMA—Appreciation for service and excellence from Col. Earl L. Ficken Jr., USAF Commander, DCMA, Santa Anna, Ca.
- DCMA—Alexandria, Va. Appreciation certificate letter for service and excellence to DCMA from Ron Cunningham, Director
- US Army MWO Workshops, March 2008, framed and signed
- US Army Certificate of Appreciation—Drug Demand Reduction Team (DDR) of the 311th Sustainment Command, Charlotte Jennings—Durg and Alcohol Control Officer
- Framed and signed portrait of C-M over Hickam AFB in appreciation for C-17 SORT Executive Steering Group meeting
- Framed and signed Thank You by the Marine Helicopter Squadron One (HMX-1 Quantico, Va.)
- Trip Advisor Award Certification for 2011 achieving a rating of 4 out of 5 by guests. "Certificate of Excellence 2011"
- "Best Hotel in the West award by DCMA Aviation Maintenance Managers

These awards hang on our walls at the facility and are available for inspection at any time. Our record speaks for itself!

For future months we have several DCMA training meetings on the books at various times. We also have a "GIDEP" workshop scheduled for May, 2012. The US Army has a series of Graduate School Courses scheduled, starting in February, 2012. There is a UPL Course in March for 50 people, a Crew Operational Review Team meeting for 100 people. In May the Pentagon has a 150 person meeting scheduled. Finally, in August there is a JROTC meeting scheduled for 130 people.



FEMA Approval

Reproduced below is the text report of this property found at <http://www.usfa.fema.gov/hotel> that shows this property is approved by FEMA and listed on the U.S. Fire Administration Hotel and Motel National Master List.

FEMA ID	Name	Street City	State	Zip Code-
CA0185	Best Western Golden Sails Hotel	6285 E Pacific Coast Hwy		
		Long Beach, CA	90803-4803	

Stories	Phone	Property Type	Sprinklers
4	(310) 596-1631	Hotel/Motel	Sprinkler System Present

ADA Compliance

The facility is compliant with the American With Disabilities Act. There are 6 ADA rooms. Five of these rooms have walk-in showers and one has a roll-in shower.



Golden Sails Hotel

GOLF & CONFERENCE CENTER

LONG BEACH'S ONLY GSA RECOMMENDED HOTEL

ONLY
\$1

Long Beach's
BEST
Per Diem

UNDER Per Diem For Los Angeles And Orange Counties



FREE
GOLF
Including clubs
& convenient tee times



FREE
COCKTAIL
PARTIES
for GROUPS



FREE
MEETING
SPACE
for GROUPS

Enjoy these **FREE** amenities . . .

FREE Breakfast

FREE Dinner

FREE Sack Lunch

FREE Hors d'Oeuvres

FREE Beverages

FREE Cable TV & Movies

FREE Wi-Fi & Computer Center

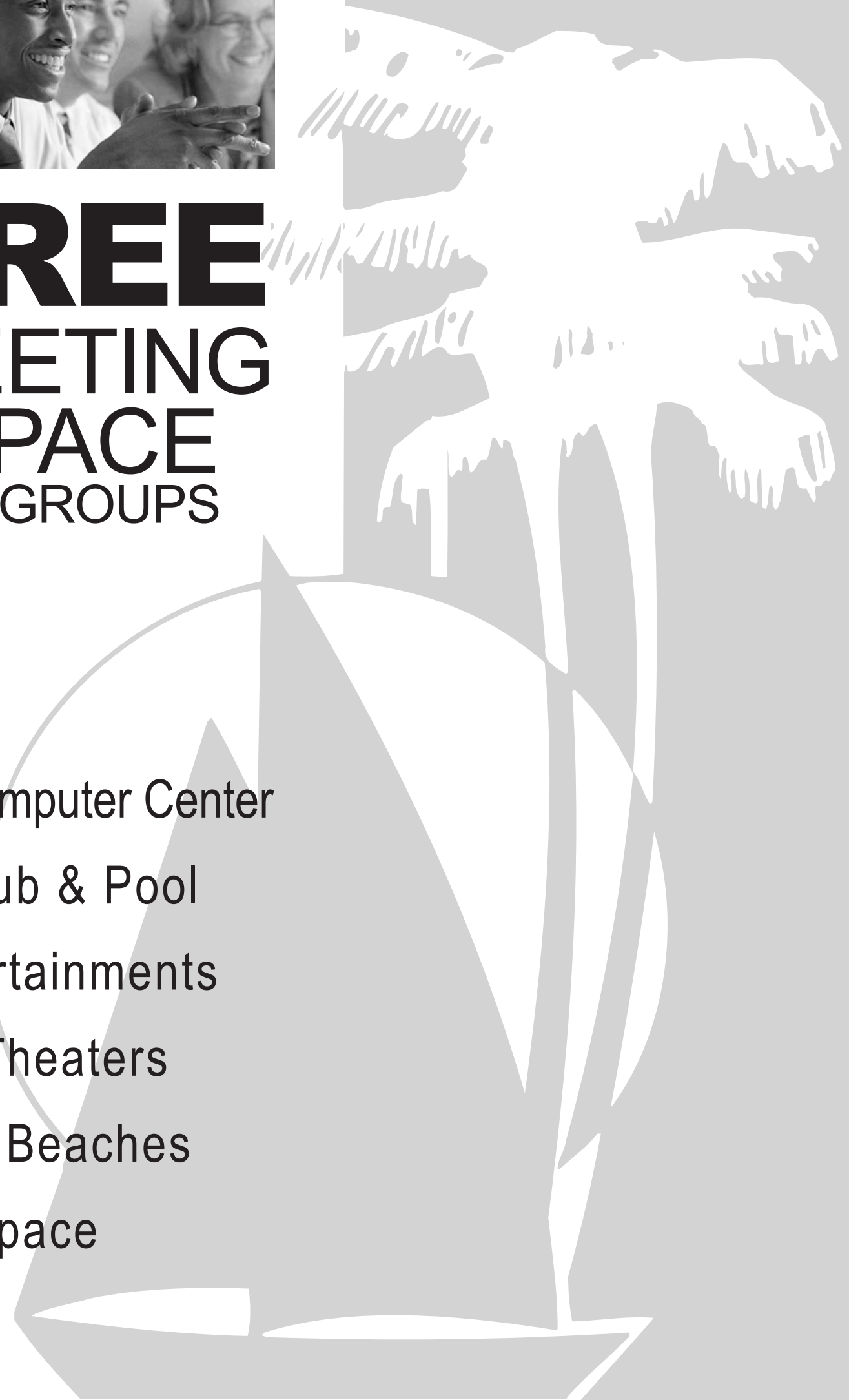
FREE Health Club & Pool

FREE Live Entertainments

NEAR Shops & Theaters

NEAR Beautiful Beaches

NEAR Boeing Space



6285 East Pacific Coast Highway, Long Beach, CA 90803

(562)596-1631 | (800)762-5333

www.goldensailshotel.com