HERALD BALITA
HERALD SUITES Newsletter
September 2011

Herald Suites Taps Into New Markets

Message from the President

As we mark the first half of 2011, we eagerly anticipate developments that presage the future growth of Herald Suites and a clear view of where we want to be. The upcoming completion of our annex in Pasong Tamo and the sustained improvements in the operations of HS Solana all indicate that our efforts towards nurturing our clients with that distinct brand of Herald Suites service and hospitality is bringing the results that we all work for. Our growth and our future is dependent on our customers' patronage, and this can only be achieved by remaining constantly focused on our core values of Service, Professionalism and Integrity. As we continue to grow we should never lose sight of the reasons for our early success, that of putting our Customers concerns at the top of everything we do. We have always strived to provide all our customers with excellent customer service and we will continue to do so as part of our commitment as associates of Herald Suites.

The future looks exciting, but it is not without its challenges and risks. We need to create, innovate and adapt to the changing landscape of the hospitality industry in the Philippines, but never forgetting that the primary reason for our existence is our ability to satisfy the ever changing expectations of our Customers. As I have always said –"the challenge lies in constantly exceeding our Guest expectations in the delivery of our service". There will be but one certain thing in the coming years, and that will be the need for us to continuously change, adapt and innovate in the manner that we manage our business and most importantly our Customers. I, however, am quite optimistic as I have great faith in the ability of all Herald associates to rise up to this challenge.
My best greetings to all of you.

Dars Padilla

The Herald Suites Guest (Business or Leisure) is always King

By Art Jacob

Welcome to the 2nd half of the year. Time goes fast and before you know it, it's another year new with new glimpses, new lessons, and new reruns of old things. What was new at the start of this year?

We noticed a change in the guest profile for Herald Suites Solana and since and we want to help it grow, we've made a bolder forecast to raise our share of the new market. We began to see that there are new ways of getting bookings---- revitalized websites, marketing online, getting into partnerships, deals, agreements, and negotiations with online companies, and travel agents. We are now expanding the number of channels thru which we develop a new market for Herald Suites Solana.

We are seeing that people have other reasons for staying in Herald Suites Solana or in the general area where it is located. We are now opening up to a leisure and travel market...Although we've seen this in the past, it was not markedly noticeable. Today, we have to pay more attention to this other market now rising.

It used to be the techno park guys, the junior managers, the line supervisors and oh yes, even the president and senior managers, now there are other types of guests staying with us. It used to be that the concentrations of marketing efforts were directed towards dealing with their organizations. The contact persons, the bookers and sometimes the individual themselves.

Oh yes, we've also learned in the past to deal more with the individual needs, we got their feedback. We did it thru our guest questionnaire, we even learned Nihonggo so we could relate more, and we still do regular CSIP among supervisors and among other department associates to validate the handling of our guests. We keep track of unfinished or unresolved issues to be able to 'get back' to half satisfied guests and correct the situation. In this way we learn more about anticipating rather than reacting to guests needs. All these and more for the beloved corporate guest. But now comes a new kind of guest: the leisure traveler with new needs and different ways of settling their payments, different habits, expectations, and demands. They will book and rebook flights and their itineraries are more fluid. They are more particular about their dining experience, the ambiance, the food choices, and variety. They look for the pool or the bar and the gym corner. They want to swim at midnight; they look for leisurely surroundings and tell you why they like our place or why they don't. They fuss over details that normally the business traveler would not.

Our new clients, the ones brought by TAs(travel agents) and OTAs (online travel agents), enter and leave the hotel more relaxed, they take their time and don't want to be whisked away and escorted around the lobby. Their schedules are not precise to the minute, they dress differently, and they are!

Yet we have to give them the same experience based on the same core values and strengths from our guiding principles: guest satisfaction, professionalism, and the Filipino tradition of hospitality. The Herald Suites guest is King.

We carry the same vision --- to be that elegant standard/boutique hotel that is preferred by many. With the changing times, we will see many different types of guests staying with us and we must anticipate and be ready to serve these new markets with new needs. If there's one thing we all want them to say, whether they are staying for business or pleasure, it should be: "Herald Suites where I'd like to be".

Herald Suites 2nd Invitational Golf Tournament

by: Jacqueline Yabut

May 14, 2011 marked a very important occasion for Herald Suites. The 2nd Invitational Golf Tournament was launched at Club Intramuros, Manila. A total of 33 players from different companies competitively played under the scorching heat of the sun.

Preparation time started as early as March as the sales team roamed around their respective areas in their sales blitz golf attire to personally hand the invitations out to their top accounts. Trophy designs, souvenir items and menu selections were deliberately studied to ensure positive feedback from the guests.

Early morning of May 14, employees got busy preparing for the most awaited event of the quarter. Japanese guests eagerly arrived on time and were welcomed by an appetizing breakfast served by Coca Café. Ceremonial Tee-off occurred exactly at 7 AM led by our very own General Manager, Arturo Jacob.

Participants were treated to a soothing massage with refreshing beer after long hours of playing, after which, all participants were then invited to the main function room to enjoy the delectable buffet served by Hatsu-Hana Tei and Club Intramuros.

One of the highlights of the program was the Golf tournament Awards and recognition where Herald Suites generously awarded trophies to the winners of the Class A, B, & C, where Mr. Arturo Jacob, Our General Manager, bagged the Class C 1st Runner-up; and the over All Champion for the 2nd Herald Suites Invitational Golf Tournament is Mr. Seiki Taniguchi from Ando Philippines.

Awards and recognition part was spiced up by the presence of the Mossimo Bikini Summit candidates who handed the trophies to the respective winners; This event also served as to recognize and show our gratitude to the top ten corporate producing accounts for 2010 namely:

1. ROHM ELECTRONICS PHILIPPINES, INC
2. FUJITSU DIE-TECH CORPORATION OF THE PHILIPPINES
3. PILIPINAS KYOHRITSU INC.
4. SHINDENGEN PHILIPPINES CORPORATION
5. MITSUBA PHILIPPINES TECHNICAL CENTER CORP
6. GRANITE SERVICES INTERNATIONAL, INC.
7. MITSUBA PHILIPPINES CORPORATION
8. F-TECH PHILIPPINES MANUFACTURING INC.
9. AGC FLAT GLASS PHILIPPINES, INC.
10. HONDA CARS PHILIPPINES, INC.

The success of this event was also made possible by the following sponsors and media partners: Pocari Sweat, Coca-Cola – makers of Viva Mineral water and Powerade, Hatsu Hana Tei Japanese Restaurant, Coca Café, Le Soleil De Boracay, Starlight Massage Service, Philippine Wine Merchants and Manila Shimbun.

The event organizers and all the staff who contributed to the success of this event deserve a big round of applause for successfully making the clients feel valued and happy, thus, making them say :"Herald Suites, Where we'd like to be"!

The Ceremonial First Swing led by the General Manager Mr. Art Jacob

Winner of the Top Account 2010 Rohm Electronincs Philippines Inc.

President Dars Padilla and GM Art Jacob with one of the flights before teeing off

The Herald Suites staff pose for a souvenir photo after the tournament

"Aloha Villa Agustina"

By: Rhodora Manguiat

Incorporating some fun activities into the company routine allows people to feel better about their colleagues, their task and the company itself. They will have the chance to talk about different things than work, discuss fun stuff, establish friendships outside office walls and get to know their fellow associates. All of the company activities from the Golf Tournament to our yearly outings and Teambuilding are all interconnected with one goal to achieve: to make a well rounded hotelier who will be able to embody the company's core values.

Herald Suites' company outing 2011 was held in Villa Agustina - Calatagan, Batangas. The place was a good choice. It had a medium-sized swimming pool and a very sandy and rocky beach. We also had few beach games like thug-of-war, filling basins with water using our clothes and forming the longest line. There were enough prizes for the winners given out by our very own General Manager - Mr. Arturo Jacob, during the later part of the day. Fortunately, I was able to take home a prize by winning the first game.

I loved the privacy of the place and its relaxed atmosphere. The serenity of the place was soothing. Though we did not spend much time on the rocky beach, we were still able to spend happy hours taking pictures until dawn, splashing in the swimming pool, chit-chatting, relaxing under the sun and spending the day feeling like kids again. At the end of day, we were able to achieve goals from this company activity - It boosted our morale, re-enforced Herald's core values and built camaraderie and teamwork.

Summer Outing 1st Batch (May 7- 8, 2011)

Summer Outing 2nd Batch (May21- 22, 2011)

18th Travel Tour Expo 2011

The 18th Travel Tour Expo 2011 was held last February 18, 19 and 20 at SMX Convention Center Mall of Asia, Pasay City.

The Herald Suites booth

An interested traveler checks our promo

Punlaan 18th Commencement Exercises Dual Training Scholarship Program In Food And Beverage Services, May 26, 2011

(from left to right) Rosana Shayne D. Marchan, Ms. Glenna Aquino, (Herald Suites P.R. Consultant), Ms. Edna Gepte (Herald Suites DOSM) and Mary Grace S. Deocariza

Herald Balita

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Herald Suites Employee Recognition Program

Employee Of the Year 2010

Janice B. Deita
Food Attendant

Employee of the Month (January - February 2010)

Date Hired: June 6, 2006
Hatsu Hana Tei

Emma Peñosa
Food Checker
Employee of the Month (January – February 2011)
Date Hired: September 1, 2002
Hatsu Hana Tei

Sandy Pateña
Room Attendant
Employee of the Month (March - April 2011)
Date Hired – February 7, 2010
Housekeeping Department

Retchen Sanico
Room Attendant
Employee of the Month (May – June 2011)
Date Hired: December 22, 2009
Housekeeping Department

New Hirees Herald Suites

Cynthia B. Suñiga
Executive Housekeeper
Housekeeping Department

Judith M. Esluzar
Head Chef
Coca Café and Café Mondo

Jacqueline N. Yabut
Account Executive
Sales & Marketing Department

Risa Lauren S. Tungol
Front Desk Clerk
Front Office Department

Inna Michelle S. Yu
Front Desk Clerk
Front Office Department

Mark Jeryl H. Legamia
Room Attendant
Housekeeping Department

New Hirees Herald Suites Solana

Rosana Shayne D. Marchan
Food Attendant
Hatsu Hana Tei

Mary Grace S. Deocariza
Food Attendant
Hatsu Hana Tei

Lea Jean Q. Illut
Room Attendant
Housekeeping Department

John Rovie A. Susbilla
Room Attendant
Housekeeping Department

Roxanne D. Benesisto
Dinning Attendant
Café Mondo

Elpidio D. Guingab, Jr.
Maintenance