

# *EXECUTIVE*

## *Travel & Meetings*



*AN ADVERTISING SUPPLEMENT TO THE ORANGE COUNTY BUSINESS JOURNAL • NOVEMBER 9, 2009*



## Savor the Holidays at Morton's

The holidays are a time for family and tradition. A time for celebrating with good friends and good food. A time for savoring the good life at Morton's The Steakhouse.

There's nothing quite like an evening at Morton's with family, friends or colleagues. From celebrating as a couple to hosting a private party, there is plenty to discover on the legendary menu and behind the bar – succulent prime-aged steaks, award-winning fine wines, fresh seafood, and chilled cocktails paired with a great bar bites menu.

Morton's became a must-do on the dining scene in 1978, when the steakhouse first opened on Chicago's State Street. Soon, celebrities of every ilk were stopping by to get a taste of that famous steak – Ol' Blue Eyes himself, Frank Sinatra, was a legendary Morton's regular.

Now with locations worldwide, Morton's is serving the good life globally, from the California Coast to Southeast Asia, and from our nation's capitol to the great cities of Florida. The best steak anywhere is truly the best steak *everywhere*.

### Dining experience nonpareil

No matter where, Morton's is dedicated to the pursuit of unparalleled service and sophisticated dining options. In Southern California, guests can enjoy succulent USDA prime-aged beef, including Morton's juicy double porterhouse, signature New York strip, double cut filet mignon and Chicago-style rib eye.



Although Morton's made its name with steak, there are plenty of other delicious options, such as double rib lamb chops and the restaurant's famed Chicken Christopher.

And there's fresh seafood, including Colossal Shrimp Alexander, whole baked Maine lobster and Alaskan king crab legs.

Complement your entrée with a flawless chardonnay or a cabernet from Morton's awe-inspiring wine list, or get some lively libations from Bar 12-21.

The perfect ending to a holiday celebration can be found on Morton's dessert menu, filled with sumptuous treats like hot upside-down apple pie, New York cheesecake and our applause-worthy legendary hot chocolate cake.

### Bar 12-21 for holiday cheer

But steakhouse dining isn't solely what Morton's has to offer. Bar 12-21 is an exciting place to gather for holiday cheer. Sip in style at Bar 12-21, where the cocktails are smooth, the food is fabulous and the atmosphere is comfortable.

An evening in Bar 12-21 wouldn't be complete without Bar Bites. True to form, these selections put ordinary bar food to shame. Indulge in petite filet mignon sandwiches, chicken goujonettes, oysters on the half shell, blue cheese French fries and more.

### Private rooms for special gatherings

For holiday parties, or for any reason, Morton's private rooms are fit for any gathering. Morton's seasoned staff will ensure your celebration is seamless from start to finish and make certain no detail is overlooked. Just give the word and they'll be happy to fill a private room with special amenities, coordinate valet service or arrange an audio-visual package.

Superb steak. Delicious drinks. Impeccable service in an atmosphere that's classic and distinctive. At Morton's The Steakhouse, the good life is always on the menu.

### Home for the holidays

Bring the good life home with Morton's The Steakhouse gifts for every steak lover, including gift cards, a copy of *Morton's Steak Bible* or *Morton's The Cookbook*, signature steak knives, and grilling seasonings.

To purchase signature Morton's gifts, or make online reservations, visit [www.mortons.com](http://www.mortons.com).

## Set Your Meeting Expectations Sky High at The Westin South Coast Plaza

Book your next meeting with The Westin South Coast Plaza and earn great rewards!

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Take advantage of this offer today by contacting the Sales Department at 714-662-6666 or visit [WestinSouthCoastPlaza.com](http://WestinSouthCoastPlaza.com) for complete details.

STARWOOD PREFERRED GUEST\*

\* Event must be booked and held by October 31, 2009 to qualify for this offer and is valid for new catering bookings only. Offer is based upon availability and is not valid with any other offers.

\*\* Offer valid on all American Airlines, American Eagle® and AmericanConnection® routes, across the U.S., Canada and the Caribbean. Offer valid for bookings made by December 31, 2009, for meeting arrivals by June 30, 2010.

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The brand new Phenom 100



Most spacious cabin in light jet category

## JetSuite Revolutionizes Private Jet Travel by Introducing the Industry's First Private Jet DayCard™

Private jet travel has evolved. California-based private jet company JetSuite serves the greater western U.S. with a fleet of brand-new Phenom 100 aircraft by Embraer, the youngest fleet in the industry, and has significantly lowered the cost of private jet travel while improving the quality and consistency of the overall experience.

JetSuite combines decades of experience in aviation and customer service, comprised of veterans of the most successful low cost airline start-ups. CEO Alex Wilcox and several other members of the team were founding members of JetBlue, the airline that brought flyers LiveTV and brought a higher standard of service to commercial aviation. Now at JetSuite, this team is ready to bring similar improvements and efficiencies to the world of private aviation.

### The DayCard™

With the introduction of its new DayCard™, JetSuite now offers "All-You-Can-Private-Jet" pricing. In an industry first, JetSuite customers can purchase DayCards in 10-Day and 25-Day plans, priced at approximately \$35,000 and \$75,000, giving them access to the aircraft for the day rather than just the hour. DayCard holders then enjoy the industry's lowest hourly rates, at \$999 an hour, and can fly up to 12 hours each day.

While one would think that the hourly jet cards offered by other industry leaders, like Marquis Jet, would be less costly than a card that sells by the day, the JetSuite DayCard is actually MUCH less expensive. A 25-hour card from Marquis Jet, for example, sells for more than \$120,000 plus fuel and other surcharges for each hour flown. A three hour trip will cost three times less on JetSuite than on Marquis Jet.



Largest baggage capacity in its class

"Unlike traditional jet cards where you pay as much for your last hour flying as for your first, the DayCard means you actually pay less per hour, the more you fly," said JetSuite CEO Alex Wilcox. "And our 25-day card is actually cheaper than our competitor's 25-hour cards. Throw in the lowest hourly rates and a brand new Phenom 100 and that's 'All-You-Can-Private-Jet' pricing."

### The Phenom 100

JetSuite customers can also look forward to another distinct advantage – the brand new Embraer Phenom 100. JetSuite is the first and only to offer the all-new Phenom 100 in a jet card program. The company will offer seven Phenoms by the end of 2009, AND will take delivery of another 54 firm at the average rate of one per month.

Not only is the Phenom 100 the newest and most fuel-efficient private jet on the market, requiring less than a quarter of the fuel other private jets require, but it is also the most spacious in its class. The Phenom 100 seats four comfortably and features the largest baggage compartment in its category. From greater Los Angeles, JetSuite can provide nonstop service for up to four passengers – with room for their luggage, pets, golf bags, skis and snowboards – throughout California, Nevada, Arizona, Utah, and Baja, Mexico, and one-stop service to nearly all points west of the Mississippi river.

"The vast majority of private jet trips in the U.S. span less than 1,000 miles and have fewer

than five passengers onboard," Wilcox remarked. "Many individuals and corporations are realizing the globe-spanning jets they own and operate are too big and costly for their shorter flights, so the timing couldn't be better to introduce the Phenom 100 to the market."

### An all-around win-win!

In an environment where less is more and frugality is crucial, the efficiency of the JetSuite model couldn't be a better fit for what smart private jet travelers are looking for.

"Before the economic downturn, many were doing the equivalent of hiring a tour bus to take

three people across town. Now they see much more value in right-sizing to the equivalent of a town car," said Wilcox.

When industry revolutionaries introduce a suburb product into the market with an inventive pricing model, it can only spell one thing: "Win! Win!" for both JetSuite and its customers.

For more information, please call 877.598.0496. All JetSuite arranged flights operated by FAR Part 135 air carriers. CA Seller of Travel #2096218-40.



## NEW BUSINESS OUTLOOK...

### SUNNY AND WARM

Situated across from eight miles of spectacular beaches with panoramic ocean views, the Hyatt Regency Huntington Beach Resort & Spa is a must book venue. The resort features over 100,000 square feet of combined function space, stunning ocean view ballrooms, and state-of-the-art technology with on-site support. Easily accessible from three major airports, enjoy luxurious accommodations, Four Diamond dining, and the 20,000 square foot Pacific Waters Spa. Feel the Hyatt Touch® For reservations, call 714 698 1234 or visit [huntingtonbeach.hyatt.com](http://huntingtonbeach.hyatt.com)





Guests will enjoy the warm and inviting Tuscan ambience at The Wine Artist

## Wine Lovers, Rejoice!

*We've found the ultimate party place for you!*

**C**lose your eyes. Imagine a beautiful Tuscan-style tasting room. You are sipping a full-bodied red and enjoying delicious cheese, with soothing music playing in the background.

Now open your eyes. Just five minutes from the Irvine Spectrum, we have found The Wine Artist – a boutique winery that brings this imagery to life. The winery is warm and inviting, with great wines, a wonderful Tuscan décor and delightful staff. It is a great spot for any truly special occasion, from corporate events to milestone birthdays.

But there is one big surprise – **The Wine Artist actually lets its guests bottle their own wine!** During an event, you and your guests can relax in the elegant wine bar to enjoy fine wine, delicious catered cuisine and live music. Then surprise your guests with an adventure – have them join you in bottling your own private-label vintage. At the end of the event, your guests will walk away with a “hand-made” bottle of wine and an unforgettable experience! No doubt about it – this is one party your guests will always talk about!

### Perfect for corporate events

With its amazing ambience, quality wines and personalized service, The Wine Artist has become one of Orange County's premiere private party places! Local and international corporations have enjoyed the interactive wine tasting and bottling experience for unique teambuilding events, client entertainment, holiday gatherings, major product launches, and high-end net-

working events. It is the ideal spot for an unforgettable event!

The Wine Artist is a true gem in Orange County and a special place for memorable gatherings.

*For more information about private-label wines or to book your next event, contact the winery at (949) 297-3656 or [www.TheWineArtist.com](http://www.TheWineArtist.com).*

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FOR MORE INFORMATION OR TO  
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STEVE GALL 949.833.8373 x221  
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CORINNE DEKKER 949.833.8373 x228

## Shorebreak Hotel

### The perfect place to host your holiday party—come relax and let us do the work

**S**horebreak Hotel in Huntington Beach combines the relaxed, sun-drenched spirit of the Orange County coastline with an edgy modern feel. The only hotel located near the iconic intersection of Main Street and Pacific Coast Highway in downtown Huntington Beach, Shorebreak places you at the center of eclectic shopping, dining, and entertainment, all within earshot of crashing ocean waves. Undoubtedly, this truly is a singular Huntington Beach hotel experience.

Shorebreak Hotel draws its inspiration from Southern California's cultivated, yet laid-back surf culture, combining four-star touches with a penchant for fun. Hotel highlights include guestrooms with spellbinding ocean views, exquisite furnishings, versatile event and meeting spaces, romantic fire pits and ready access to a variety of exciting recreational activities. Shorebreak's Zimzala Restaurant and Bar is a popular Huntington Beach attraction for locals and visitors, featuring coastal Mediterranean cuisine with an emphasis on fresh seafood, surf-inspired décor, and free-spirited good times

#### Top reasons to host your holiday party at Shorebreak Hotel

- Conveniently located at The Strand, one block north of the historic Huntington Pier.
- We can create a *sporty, connected, edgy, relaxed, free-spirited holiday celebration* in The Epic Ballroom.
- Looking for an outdoor location for a cocktail party? Try The Deck, designed with outdoor fire pits for a festive experience.
- Is your home too small? The Private Dining Room with its natural lighting, warm fireplace and outdoor terrace lends itself perfectly to any gathering.

Contact our Catering Department at 714-965-4413 and ask about our Holiday Celebration incentives.

Shorebreak Hotel is located just off the beach where the Pacific Coast Highway meets the Huntington Beach Pier. Located in a new development known as "The Strand," Shorebreak Hotel is the first full-service luxury hotel on the waterfront in Huntington Beach and the only hotel in downtown Huntington Beach. This ideal location is well suited both to business and leisure travelers.



Shorebreak Hotel in Huntington Beach combines the relaxed, sun-drenched spirit of the Orange County coastline with an edgy modern feel



Hotel highlights include guestrooms with spellbinding ocean views

with Surfrider Foundation, a non-profit organization dedicated to the protection and enjoyment of our world's oceans, waves and beaches.

Shorebreak Hotel is located at 500 Pacific Coast Highway in Huntington Beach. For reservations, please call 1.877.744.1117. Visit [jdvhoteles.com/hotels/orangecounty/shorebreak](http://jdvhoteles.com/hotels/orangecounty/shorebreak) for more information.

## Discover Zimzala Restaurant & Bar

*Zimzala embodies the Huntington Beach lifestyle ... casual vibe, serious food*

**L**ocated across from the beach in Surf City USA, Zimzala is a Huntington Beach restaurant featuring authentic coastal Mediterranean cuisine, handcrafted cocktails, a hip and stylish décor and a youthful energetic vibe.

Zimzala restaurant is located on the second level of The Strand in downtown Huntington Beach, adjacent to the new Shorebreak Hotel.

Zimzala features a bar, "living room" lounge, semi-exhibition kitchen, dining room, private dining room and outdoor patio spaces. The cool and comfortable space was created by noted design firm De Lisle, Philpotts & Staub Interiors.

The lounge is the perfect place to relax with friends and enjoy handcrafted cocktails and lighter fare over tales of the day's beach and surfing adventures. The main dining room enjoys a glimpse of the semi-exhibition kitchen which produces healthful and exotic renditions of Mediterranean coastal cuisine. Communal sharing is strongly encouraged by our enthusiastic servers!

After dinner, enjoy our at-the-table "Mediterranean honor bar" with a selection of unique liqueurs and spirits. For perfect private events with style, enjoy Zimzala's private dining room complete with a stone fireplace and adjacent outdoor patio.

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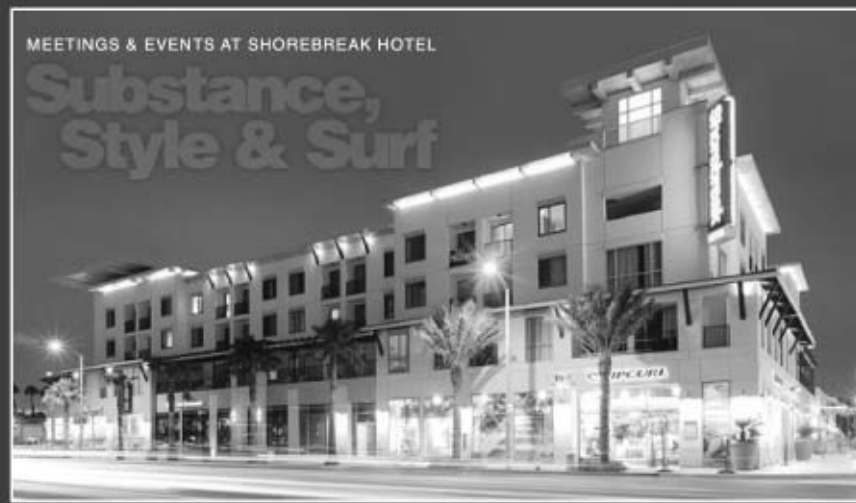
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## Shorebreak HOTEL

MEETINGS & EVENTS AT SHOREBREAK HOTEL

**Substance,  
Style & Surf**



From executive retreats to corporate sales meetings, Shorebreak Hotel is a superb choice for meetings and events. Beautiful surroundings and an experienced support staff make any banquet, meeting or seminar an unforgettable experience. Our extensive facilities include 8,000 square feet of total function space including a versatile

3000 square foot ballroom. Additional amenities include an interior courtyard terrace with outdoor fire pits and Zimzala, our signature restaurant and bar.

Ask about our Joy of Meetings program

500 PACIFIC COAST HIGHWAY | HUNTINGTON BEACH | CA 92648

TEL 714.861.4470 | FAX 714.861.4475



Luxury suite living room



Lobby bar and lounge

## Set Your Meeting Expectations Sky-High at The Westin South Coast Plaza

Attention event and meeting planners! Let The Westin South Coast Plaza help make your next event – whether it’s a seasonal bash, a leadership conference or a social gathering – the most memorable one for your guests. When you book any event by November 30, you are eligible to receive up to 20% off select items, including food (event must take place before December 30, 2009).

To help you stretch your dollars even further, two world-class companies, Starwood Hotels & Resorts and American Airlines, have joined forces to bring you exclusive meeting values never before offered by any hotel company.

Book a meeting at the hotel by December 31, 2009 for meeting arrivals by June 30, 2010, and receive a four percent credit to the master account, plus one complimentary standard room night for every 25 rooms booked. You will even rack up to 100,000 bonus Starpoints for your next vacation destination.

But there’s more. You’ll also receive one complimentary coach airline ticket for every 25 tickets booked through American Airlines and enjoy special group rates, too. Complimentary tickets will be rewarded after the purchased tickets are used and are valid for one year. American Airlines Group & Meeting Travel is also offering Starwood clients a discount on all applicable and discountable published airfares from various cities of origin to one common destination.

The offer is valid on all American Airlines, American Eagle® and AmericanConnection®

routes, across the U.S., Canada and the Caribbean. Call 1-800-545-8193 and mention GMT-STAR to begin the booking process today. View full Terms & Conditions at [www.starwoodpromos.com/nasppoffers](http://www.starwoodpromos.com/nasppoffers).

Now more than ever The Westin is the leading choice not only for meeting and event planners nationwide, but for savvy business travelers and leisure guests who are seeking a sophisticated, yet relaxing experience. A recently completed \$20 million renovation includes new guestrooms that exude an inviting residential feeling, offering amenities like high-speed Internet access, flat-screen plasma televisions, and the hotel’s signature relaxing “Heavenly Bath” and “Heavenly Bed.”

The newly renovated Terrace Level is both a relaxing outdoor space and a superb venue for meeting and social functions. A striking 5,100-square-foot pavilion features insulated walls, an air and heating system, new carpeting, an accent wall and new chandeliers is located adjacent to the heated outdoor swimming pool and a new wedding gazebo. Upgrades also include a “Grab ‘n Go” coffee/bakery/retail shop plus completely redesigned lobby, public spaces and meeting rooms. Nearby is internationally renowned South Coast Plaza for unparalleled shopping.

For more information, call 714-662-6666 or visit [www.westin.com/SouthCoastPlaza](http://www.westin.com/SouthCoastPlaza).



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## Outstanding Amenities & Impeccable Service at Oceanfront Hyatt Regency Huntington Beach Resort & Spa

**D**esigned in a style reminiscent of an Andalusian village, Hyatt Regency Huntington Beach Resort & Spa features the largest collection of indoor and outdoor function space on the California coast, specifically designed with the event planner in mind. Planners select from three ocean view ballrooms including the 20,000-square-foot Grand Ballroom, a 10,700-square-foot Mariner's Ballroom and 25 smaller meeting facilities, which include three well-appointed executive boardrooms. For outdoor functions ranging from weddings, receptions and other special events, the property is home to six open-air courtyards with lush gardens, water features and unobstructed ocean views.

### Extensive dining options

On site are three restaurants, a cocktail lounge, Regency Club, two poolside cafes, and 24-hour room service. The Californian serves contemporary California cuisine and a vast collection of high-brand and boutique California wines. The only restaurant in Huntington Beach to be awarded the prestigious AAA Four Diamond Award, the restaurant offers indoor and outdoor seating, and several private dining rooms including a distinguished mahogany Chef's Table in the Patrón Room for a more exclusive dining experience. Additional dining options include Pete's Sunset Grille, Tower 15 Pizzeria, Mankota's Grill, and The Red Chair Lounge.

### Gateway to the beach and more

The Village is an eclectic mix of shopping experiences including Surf City Grocers, The Gallery HB, Toes on the Nose and The Surf City Trading Company.

The resort offers guests an opportunity to take advantage of the Pacific Ocean with convenient beach access via the property's pedestrian bridge, serving as a gateway to more than eight miles of white sandy beaches. Opening this spring, Slyders, a new \$4 million family pool, will provide 3 water slides, two fire pits, Shubees Cafe, children's wading pool, and a hot tub. This activity pool will be the first of its kind along the multiple beaches of coastal Orange County.

For more information or reservations, call 714.698.1234 or visit [huntington-beach.hyatt.com](http://huntington-beach.hyatt.com).



New American cuisine comes to life at Bayside

### Creative Cuisine, Exceptional Venues, On or Off Site Catering from Dining As Art Collection

**T**he Dining As Art Collection is comprised of Bistango, Bayside and Kimera restaurants, Dining As Art Catering Company and our exclusive online Boutique. Each offers a unique, culturally enriching experience that celebrates the enjoyment of food, wine, music, art and architecture.

#### Events and catering

Bayside, Bistango and Kimera provide elegant venues for many special occasions. Dining as Art Catering Company has earned a reputation for creative cuisine, flawless event execution and unparalleled customer service. Whether you are hosting a wedding, business engagement, social gathering, fundraiser or gala, our experienced staff of consultants will assist you throughout the planning process for your on or off-site catering event.

Dining As Art Catering can coordinate all aspects of event planning:

- Custom menu planning
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- Lighting
- Tent rentals
- Entertainment: live bands, DJs, dance floors
- Party themes
- Floral arrangements
- Wedding cakes

For additional information, please visit [www.bistango.com](http://www.bistango.com), [www.kimerarestaurant.com](http://www.kimerarestaurant.com), [www.baysiderestaurant.com](http://www.baysiderestaurant.com) and [www.diningasart.com](http://www.diningasart.com).



The Elegant Mariner's Ballroom at the Hyatt Regency Huntington Beach Resort and Spa

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## Business Aviation and the American Success Story

*Courtesy of West Coast Aviation Services*



Business aviation is in reality a contributor to the long-running success story that is American business

It's easy to be cynical in tough times and blame certain industries for contributing to the gloomy economy. Business aviation is a good case in point. Instead of a symbol of excess, business aviation is in reality a contributor to the long-running success story that is American business.

Tens of thousands of responsible, well-managed U.S. companies consider a business airplane a valuable tool that helps managers, salespeople, and technical experts stay connected to their customers and able to grow their markets on a global basis.

### Efficient and productive

When times are tough, as they are today, and we look for ways to save costs and manage our expenses carefully, the business airplane remains an essential part of a successful operation.

Why? The simple answer is that the business airplane is a multiplier of efficiency and productivity. For many business missions, it saves both time and cost. This is the essence of the calculation that causes the mostly small to mid-size companies that make up 85 percent of business aviation owners and operators to keep flying year in, year out.

Additionally, the majority of people who fly on these airplanes are mid-level employees such as salespeople, engineers, and technicians who use the travel time to continue working, meeting with or assisting customers, and even make several stops in a single day.

In this tough economy, we need to reach as many customers in as little time as possible, which is increasingly difficult as airlines have pared down schedules and ceased service to about 100 communities in the past two years. There are 5,000 public airports nationwide and commercial airlines fly into fewer than 500 of them.

Business aviation is part of a productive engine for the wider economy as well. General aviation contributes more than 1 million jobs and \$150 billion annually to our economy, including thousands of good-paying manufacturing jobs and positive contributions to our balance of trade. It actually represents part of the solution to get our economy soaring again.

*West Coast Aviation Services is an Orange County-based, full-service Aviation Company providing Aircraft Charter, Fractional Shares, Maintenance, Aircraft Sales, and Management. For more information, please visit [www.westcoastaviationservices.net](http://www.westcoastaviationservices.net).*

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