

639 Prim Street  
Ashland, Oregon  
97529

December 17, 2011

Dear Kathy and Anna:

We want to thank you for the serious consideration you have given to our letter of December 11. It appears that we are all in agreement that the negative comments concerning Whaleshead are harmful to business and that it is in everyone's interest to correct problems before they become complaints. Your decision to create "standards" is an important first step (the second step being to enforce them).

Here are some areas where we think standards should be established and enforced

1. Reception

While your telephone greetings are uniform and cordial, your front desk greetings are not. Since the park is essentially in the Hospitality Business, someone should play the role of Host to arriving guests. Nametags, "Jane on duty" desk signs "Welcome to Whaleshead", "May I help you" greetings would all help but the key is that whatever is decided, it must be cordial, professional and consistent and reflect a genuine interest in the guest. Such is not the case at present.

2. Tunnel

Quite aside from the disappointment of finding a dark, puddled culvert instead of a tunnel, there is a liability issue here. If someone were injured exiting the tunnel into the deep pool on the beach side, a lawsuit might well ensue. My suggestion would be that the tunnel not be advertised and that all guests should receive a cautionary description and warning to use "at their own risk"

3. Condition of cabins.

Quite aside from your plan to establish "tiers" e.g. A, B, C. as indicators of quality, there should be minimum standards of furnishing, maintenance and cleanliness to which cabin owners agree as a condition of participating in the rental pool. Otherwise one bad apple can spoil the whole barrel. While management is responsible for cleaning, 30 to 45 minutes can at best be a "once over lightly" treatment and cannot cure a dirty cabin. No such cabins should be allowed in the pool. On the upside, cabin owners can be incentivized, "if you do the following, we may be able to upgrade your cabin from C to B", etc.

4. Guest's responsibilities

It should be made clear in writing that damage, messiness (e. g. muddy dogs in cabin), excessive laundry, unwashed dishes, etc.

will incur a charge to the guest's credit card. We have seen some very large cleaning charges for one night stands. This is not fair to your cabin owners.

5. Checkout

The resort should have a standard checkout checklist. There are many models to choose from. At a minimum it should ask the guest to rate the resort (1 through 5) on key points:

- a. Hospitality. Were you made to feel welcome by our staff?
- b. Expectations. Did we realize your expectations?
- c. Cleanliness
- d. Marketing
- e. Restaurant
- f. Comments
- g. Would you recommend us to your friends

I mentioned that I would like to write a review for the internet pointing out some of the park's good features. But before I do, I would like to see some decisions and actions on the part of the park indicating that our concerns are being addressed and that real changes are underway.

Please keep us posted on what progress is being made.

Cordially