

# Washington CEO

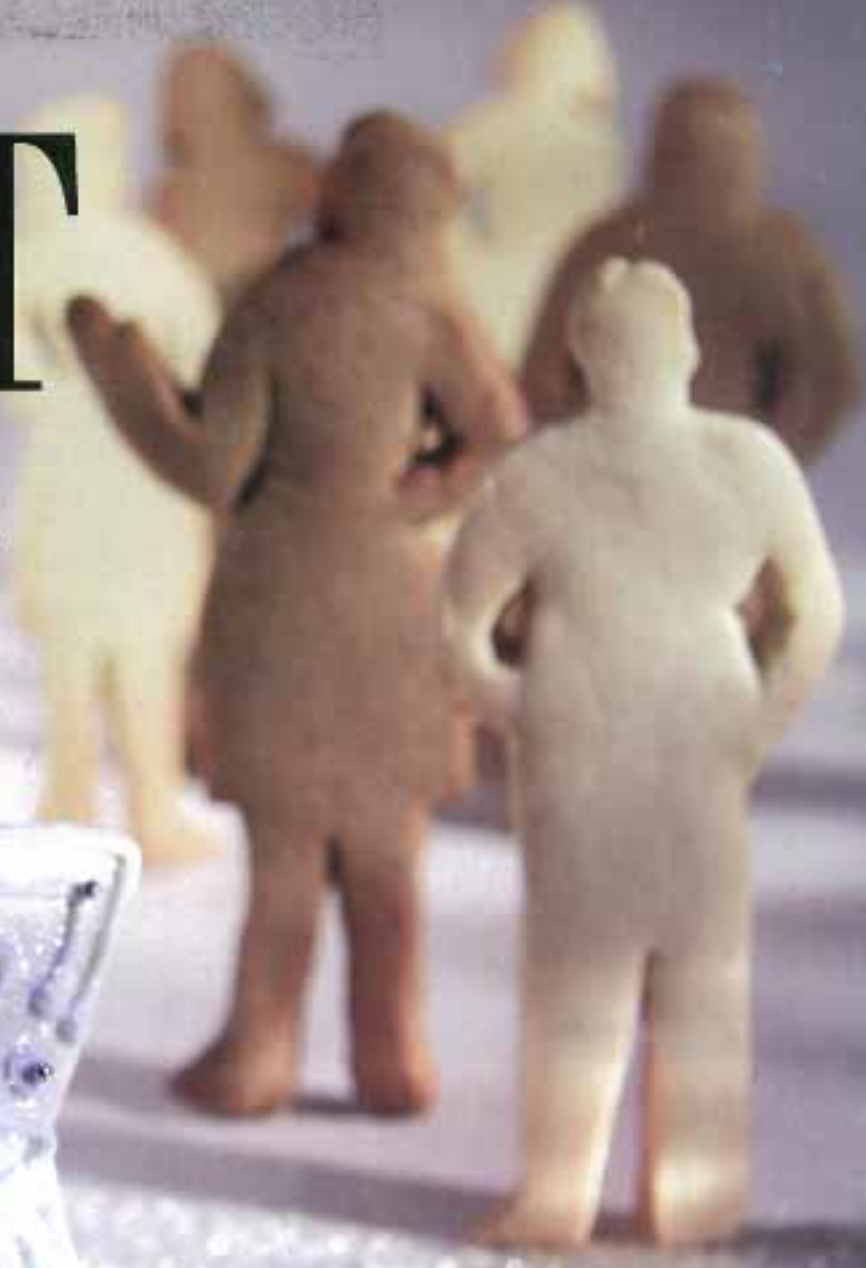
FIVASB'S BUSINESS MONTHLY

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11<sup>th</sup> Annual

# BEST

## COMPANIES TO WORK FOR



**RECIPES  
FOR SUCCESS:**  
A look at the ingredients  
used by Washington's  
best companies  
to work for

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JUNE 2002

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# Gorgeous Getaways

*Getaways recharge the batteries and refresh the mind. Here are three very different kinds of getaways for the executive who needs a break or the company needing solitary space for a retreat. The Inn at Langley on Whidbey Island, with its Puget Sound style and beautiful views, is a Washington retreat not to be missed. The newly remodeled Ashland Springs Hotel in Ashland, Ore., offers a unique historical elegance. And for those wanting a real getaway, there is the tropical splendor of The Orchid at Mauna Lani on Hawaii's Big Island.*

**By Peter Santucci and Amy Wicks**



Flanked by antique cars from the period of the hotel's original 1925 opening, the newly refurbished and renamed Ashland Springs Hotel offers classic architecture with modern amenities.

## As You Like It

*The Ashland Springs Hotel provides elegant charm and access to the Oregon Shakespeare Festival.*

### Save your airfare.

A trip to Stratford-upon-Avon in England to take in *The Tempest* at the Royal Shakespeare Theatre is certainly an experience to be savored. I will always remember mine. But one of the cultural gems of the Pacific Northwest makes it strongly appealing to stay in our own corner of the world to enjoy the best of the Bard.

The Oregon Shakespeare Festival has become world renowned for its renditions of William Shakespeare's timeless comedies and tragedies. But the Bard is not the only show playing in town, as two other strong theater companies have emerged over the years to broaden the offerings to play-going

vacationers. And even without the theaters, Ashland, at the southern end of Oregon and just off of I-5, is cupped in a beautiful mountain valley. The drive south through Oregon's Willamette Valley is part of the preparation for the town itself.

Once the tallest building between San

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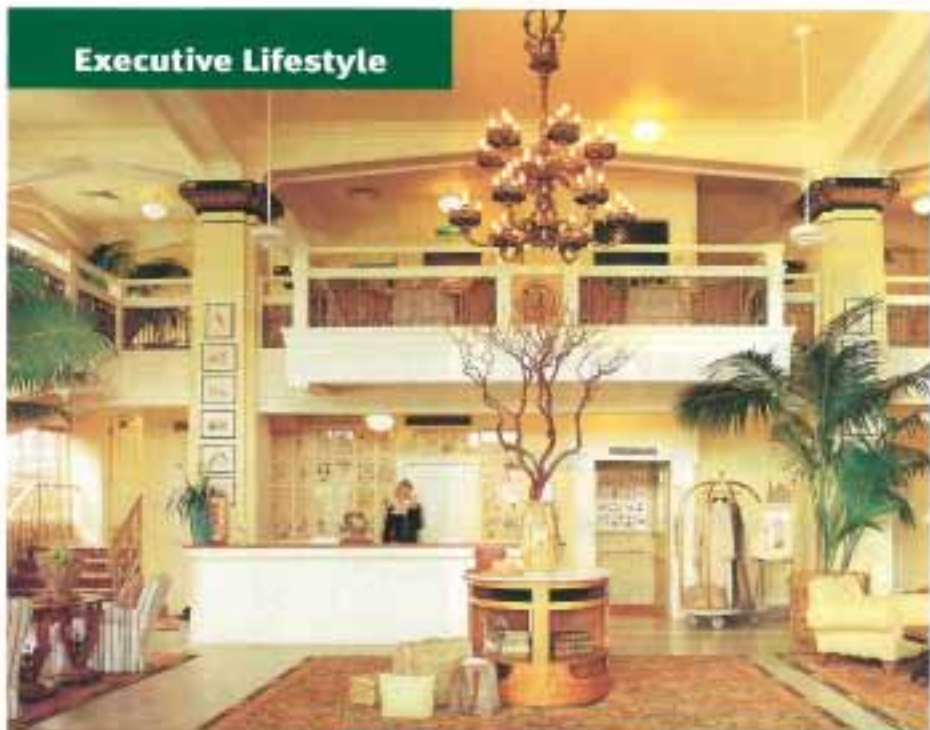
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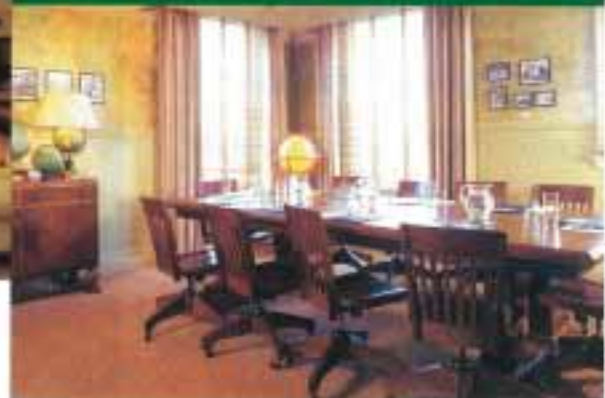
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## Executive Lifestyle



The \$10 million facelift by owners Doug and Becky Neuman (left) included restoring the hotel's lobby to its original elegance (above) and updating conference rooms (below).



Francisco and Portland and standing right above the town's theater complexes is the Ashland Springs Hotel.

Originally called the Lithia Springs Hotel and renamed the Mark Antony Hotel in 1960, the 77-year-old hotel languished through a series of owners over the past two decades, none of which could afford the price tag necessary to restore it successfully. That is, until Doug and Becky Neuman bought it out of bankruptcy for \$1.6 million in 1998. The Neumans, who also own Lake of the Woods, had moved to Ashland in 1987 and had their eye on the Mark almost from day one.

Renovation of the hotel began fairly quickly, with an estimated \$2.5 million to \$6 million in repairs and upgrades necessary. But more than \$10 million later, the newly renamed Ashland Springs Hotel opened its doors to the public December 1, 2001.

Harking back to turn-of-the-century naturalism, Candra Scott and Associates, the same team that headed up the renovation of The Governor Hotel in Portland, decorated the building with artwork and other items from

the Era of Exploration. Botanical motifs are working into the decorations, including a collection of flora from that era which were purchased in Paris and decorate most rooms in the hotel. Cozy, warm, and inviting, every room was extensively overhauled, while retaining as much of their original material and feel as possible.

Originally built with 100 rooms, the hotel had 85 with the Neumans bought it. During the renovation, that number was scaled back to 70, as many rooms were enlarged. Remember, travelers 75 years ago carried far fewer possessions with them in their Model T Fords than modern travelers in SUVs and minivans. For the guest who doesn't want to pay for a large room but still wants a great view, half a dozen of the original compact yet elegant rooms are still available.

It might not be England, but it sure comes close.

— Peter Santucci



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