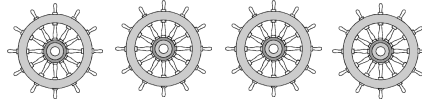




LAURETTA BLAKE

The Working Vacation,™ Inc. & The Gentlemen Host™ Program



1999

Adventures in Cruises and Tours

Moving Towards The Millennium

Gentlemen Hosts™ you are reaching new heights in the cruise industry and appropriately coinciding with the Millennium! Congratulations! Look how far we've all come!

You should be very proud of yourselves. The Gentlemen Host™ Program has long maintained the traditions of admirable hosting. It is becoming more recognized for genuine dedication to women traveling independently and having the very finest men of integrity. But bows can't be taken without you standing front and center, for you make-up the most outstanding Host Program in the industry today! Your contributions and your loyalty are key to the success of the program and we will continue to wholeheartedly support you to make sure we continue to deserve your loyalty.

There's no need to wait for a calendar to guide us. Let's spring into tomorrow with renewed feelings of good-will for all shipboard acquaintances and friendships. Let's seek to live far above our pledged and honorable roles as if the marking of a thousand years has already begun a new time of celebration.

We appreciate you for being the best and holding tight to your dignity and practicing the principals of gallantry by safeguarding and assuring that the women under your care feel the presence of modern day "Knights of the Seas!" Thank you all very much.



Cruising "Big Band Style" with Holland America

Holland America Line

Expanding A Great Program



As you know, your concerns have been ours and we think you'll be pleased with the outcome. These results have been developed over the past 10 months from the extensive team effort between our offices and the Holland America's Entertainment Department Staff and Executive Office Staff. The comprehensive Seattle meeting discussion has confirmed that very soon Holland America will be providing:

- **More PAID Air Fares**
- More benefits, including Shore Excursions
- Boarding Cards
- Luggage tags

It will take a while to implement these changes, but there are even better seas ahead!

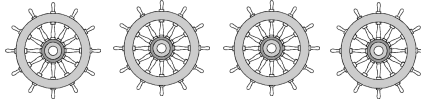


CUNARD

Important Breakthroughs

World Cruises are upon us! With these famous voyages preparing to set sail, we are pleased to announce important breakthroughs that have

continued on page 2



CUNARD *continued*



CUNARD's QE2, July 1998

been made. A recent meeting was held in San Francisco with the new Entertainment Director and further plans to discuss relevant issues will be carried on in the first quarter of the New Year. As often as possible

single cabins will be provided to Gentlemen Hosts™. The most significant development is the Gentlemen Hosts™ are back to their **Passenger Status** and as such will participate in the passenger safety drills. No longer will Gentlemen Hosts™ be listed on the crew manifest and participate in the crew fire drills.

This again allows you to concentrate on pleasantly pursuing your primary concerns of creating fun for the passengers and gracious dancing with independently traveling women. Radiating your good-will volunteer spirit among the dancers and other passengers is your finest assistance to the cruise experience!

Premier Cruises

Makes Major Changes

The support and follow-through with Premier has been excellent. With only months of Gentlemen Hosts™ cruising on their ships, your reports and comments resulted in new memos to all the ships' personnel.

Many points have been re-addressed. Particularly, embarkation procedures have been revised for check-in at the pier. You will carry a "Pier Security" Letter explaining your position. It also cites the refinement of your Dining Room table assignments, which has been on our wish list with all cruise companies for ages. Shore tour participation in the "Shoreside Discoveries" is complimentary on tours that do not cost the cruise company. When complimentary tours are not possible, you will be given a 25% discount on the cost of the tour.

We thank Alan Grier, Premier's Director of Entertainment, for the major improvements. We also thank every pioneering Gentlemen Host™ the past months of 1998 for the attention to detail when writing the essential reports and vital comments that led to these gratifying changes.

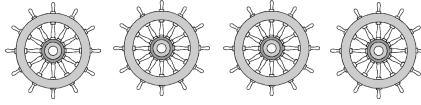


Public RELATIONS

GENTLEMEN, PUT ON THAT "PR" HAT AND KEEP IT ON! There couldn't be more enthusiastic or charming advocates than our Gentlemen Hosts™! Remember that often public relations individuals from the media and press and the Cruise Line Companies are onboard. You will have opportunities to share and better make known the simple goodness involved in hosting. And, if needed, please review your one page of "PR" terminology. Ask us to send you another copy if you don't have it.

Spreading the word benefits every committed or casual cruiser! The fun task at hand is to re-promote The Gentlemen Host™ Program and encourage those you meet and get to know to log onto our INTERNET Web site!

Visit www.theworkingvacation.com



“Women’s Referral Network”



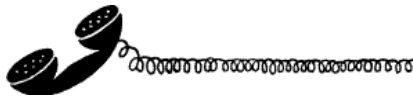
Our offices are forming a “Women’s Referral Network”. We believe that women will want to recommend men of character from their home communities. As we continue, we want only the most special gentlemen who qualify for the unique privilege of being sincere “volunteers”. We must invite only gentlemen that will complement our organization and that you will be proud to have by your side at the “Round Table”. Encouraging women that you meet and know to join our “Women’s Referral Network” is a good way to achieve this!

Have them...**call, write, fax, or visit www.theworkingvacation.com** Invite them to sign our Guest Book on our Web site or reprint our List of Cruise Companies, Ships and Dates.

Inform or remind the Travel Professionals and Travel Agents and the women that we offer the most current

and complete list of cruise companies whose ships have “the only and original Gentlemen Hosts™”. Our Web site has the most regularly updated list to help serve the women interested in cruising with dignified gentlemen.

You are the leaders in the industry because you are as responsible to your role as the Captain is to his! This is one of the major reasons that you have become the largest group representing chivalrous hospitality with seven cruise lines. It’s becoming more necessary to differentiate and distinguish ourselves from other host programs. Let your cruising fans know that we choose to only support the following companies: Cunard Lines, Delta Queen Steamboat Co., Holland American Line, Orient Lines, Premier Cruises, Silversea Cruises, and World Explorer. Help passengers come to know what our quality hosting skills entail in word and in deed.



Thoughts From Fellow Gentlemen Hosts™

We care about you and want you to succeed with all the help that we can give you. So many of your ambassadors do as well. Here are just a few of their quick reminders and suggestions.

Many Gentlemen Hosts™...“Totally eliminate bringing the dark suit”.

Tim...“You never see the Captain in shorts, I think that Hosts should live up to the highest standards”.

GT...“Maintain the image. Travel in a Navy Blazer. Invest and have two. Keep your old Blazer just for traveling to save your newer Navy Blazer from the wear and tear of travel fatigue”.

Joe...“Whomever you meet on the ship, don’t expect the other person to stick out their hand. Put yours out there first”.

Bill...“At your dining table, choose a different seat each night. Don’t sit in the same chair twice. It automatically rotates everyone into a new position”.

George...“A person’s smile is his best communicator, especially with each new dancer”.

Ralph... “During the daytime, mix with a variety of couples too”.

Joe...“Meet with all the Gentlemen Hosts 5-10 minutes before a function and walk in together. Being a team should mean presenting ourselves as a team”.

Building A Stronger Host Program

All Gentlemen Hosts™ and our offices know that this program wasn't presented to you or us on a silver platter. As your representatives, our offices have spoken on your behalf to make known more of your needs and the importance of quality hosting, but responsibility for your/our program still rests in your hands more than ever. The work ahead will still be determined by how much everyone lends their hearts and souls every step of the way. We cannot rest on what has been done but on what we can do.

- Mixers at dances are a lot of fun. Is any one willing to write up directions for Dance Mixers on the ships? One cruise company is entertaining this idea and would like specifics. Send ideas to the California office.
- The Guidelines need renovating. Are there any Gentlemen Hosts™ who would like to participate in this future project of updating? Please let us know if you desire to be involved or submit any changes.
- Group Photos of *you and one or more other gentlemen with a group of women* works best for promotional uses. Be sure to get the permission and names and addresses of the women in the photos with you.

- Photos, please send in yours. Individual photos are good but we are leaning again towards more group shots.

Your shipboard efforts and phone calling with pertinent suggestions allow us to move forward. We also appreciate the extra input from the gentlemen who have expressed their concerns with well-documented accounts and letters. Really taking your time to send letters or to write in comments in the Appraisal Form has made a huge difference. Can we count on everyone to continue to give "big time help" in the future?

We're proud to be cruisin' into the millennium with you.



From Your Teams in Illinois & California

P.S. Thanks again for all the cards, candies, gifts and flowers over the holidays. You have expanded your generosity but also our smiles and waistslines. We enjoyed it all!

P.S.S. If you're interested in cruising in Dec. '99 and Jan. 2000. Please submit your names promptly and we'll be discussing invitations with the cruise companies.



LAURETTA BLAKE
The Working Vacation™, Inc.
The Gentlemen Host™ Program
610 Pine Gove Court
New Lenox, IL 60451

Phone: 815-485-8307 Fax: 815-845-7142
E-mail: info@theworkingvacation.com
Web site: <http://www.theworkingvacation.com>

"You are never well dressed until you put on a smile!"
