

'HOSPITALITY SUPERSTARS' LAUNCHED

Eminent hospitality headhunter & Cruising columnist Vic Alcuaz features 10 prominent names in his new book

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When it comes to premium service, trust the Filipino to be a force to be reckoned with. With the boom in tourism and hospitality not only in the Philippines but also in the international arena, the Filipino hotel executive is now ready to take charge in providing quality management and become a paragon for future workers in the industry.

All this can be found in a landmark book that chronicles the challenges and achievements of 10 individuals who have made a name in the local and global hotel industry, "**Hospitality Superstars**". Written by the veteran and respected stalwart of the hospitality industry and **Cruising #GoingPlaces** columnist, **Vic Alcuaz**, the book was recently launched at Raffaele Restaurant in The Bayleaf Hotel, Intramuros, Manila.

The well-attended event saw some of the most prominent names in the hotel, restaurant and hospitality industries gathered together.

Most importantly, the author took the time to introduce the personalities he has written about in his book – **Alfred Reyes**, **Vanessa Ledesma Suatengco**, **Merril Yu**, **Lettie Delarmente**, **Arthur Gindap**, **Geuel Auste**, **Ed Vitug**, **Peggy Angeles**, **Bobby Horrigan**, and **Martin de Castro** – and present them copies of the book.

Vic's friend **Anabelle Ochoa** hosted the event, with SM Investments Corporation senior vice-president **Lizanne Uychaco** delivering opening remarks.

Among those featured in the book who attended and personally received their

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copies were Widus Hotel and Casino general manager **Alfred Reyes**, Diamond Hotel GM **Vanessa Suatengco**, Bayleaf Hotel GM **Ed Vitug**, Acacia Hotel GM **Bobby Horrigan**, and New World Hotel HR Director **Geuel Auste**, while Shangri-la Academy Beijing's **Martin de Castro** was represented by his mother.

Vic has over 30 years of experience in the service industry covering airlines, hotels and media. He writes a monthly column on the hospitality industry for the monthly travel magazine, **Cruising #GoingPlaces**, published by Manila Bulletin; and **F&B World**, a hospitality & culinary trade magazine.

He is a 3-time president of the Association of Human Resources Managers in the Hospitality Industry in the Philippines (AHRM, from 1986-1988, 1995-1997 and 2012-2014) and a co-founder of the Mabuhay Awards, an annual service excellence recognition program given to managers, supervisors and rank and file staff in the hospitality industry.

"Hospitality Superstars" is available in major bookstores nationwide (P 450 for the soft-bound edition; P 650 for the limited hard-bound edition).

For inquiries on ordering copies of the book in advance, contact 0925-7888169 or e-mail: moistbooks@yahoo.com. #



1. Vic gives a book to Ed Vitug. 2. With Vanessa Suatengco. 3. Anabelle Ochoa hosted the book launch. 4. With Bobby Horrigan. 5. With Angie Blanco (left), Dean of Asian School for Hospitality Arts and Dr. Veritas Luna, Chancellor of CCA, Manila. 6. With Alfred Reyes. 7. With Geuel Auste. 8. With the book's endorsers: Atty. Bobby Laurel of Lyceum and Lizanne Uychaco of SM Investments Corp. 9. With Cory Quirino. 10. With the mother of Martin de Castro