

November 30, 2004

To Whom It May Concern:

We were fortunate to have Gail McWilliams speak to 160 employees from our Dallas Corporate Headquarters on November 12, 2004 at the Irving Arts Center on behalf of our United Way efforts.

In the words of many of our employees, "she was phenomenal!" She inspired conversation and today, we continue talking about her and her message. That's an impression!

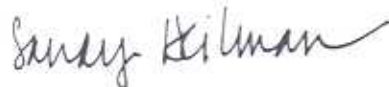
Our hope was to invite a presenter to provide a personal glimpse into the services and opportunities made available through United Way supported organizations. We received so much more. Gail made each of us think about the realities of life, with great humor and warmth.

Gail is a wonderful public speaker, truly at ease with an audience, she has an amazing ability to make you feel as if you've known her forever. A true professional, it was obvious that Gail did research on the hospitality industry and La Quinta, allowing a more personal interaction with our group. It was noted and appreciated.

Our United Way Campaign was a great success! Thanks in part, to Gail McWilliams allowing us a glimpse into her world! We are most appreciative!

If you have any questions, please feel free to contact me at 214-492-6870.

Regards;



Sandy Heilman
Vice President, Electronic Distribution & Marketing

