



Mazatlán's
Pacific Pearl



Sombrero Blanco Awards

Saluting our Ambassadors

In 1993, the Pacific Pearl, along with Coordinación General de Turismo del Estado coordinated the Sombrero Blanco Awards—White Hat Awards, honoring the best hosts and hostesses in the service and hospitality fields. Ballots were available at many stores and restaurants in the Golden Zone, and people were encouraged to name their favorites.

Ambassadors are defined as the people who made your experience here more enjoyable, more interesting, more comfortable, and ultimately memorable. These ambassadors are people who make "hospitality" their business. Your first impressions of feeling welcome come from many of these people.

Writer Sean Godfrey provided an apt analogy for the first Sombrero Blanco Awards when he wrote that visitors to Mazatlán return home with their suitcases filled with souvenirs. What they couldn't pack, but still they carry with them are their memories of special treatment they received, and what bonds them to this place.

The awards night was held July 14th 1993, at the Hotel Playa Mazatlán, where 16 of Mazatlán's finest ambassadors in the tourism field were honored for the friendly manner in which they provide services to vacationers in this city. The evening was a choreographed production, featuring dancers and entertainment, leading up to the awards. It was a hit, and publisher Mike Veselik says it's time to revive this event.

"We called it the First Annual Sombrero Blanco Awards," he says. "It took a tremendous amount of work and coordination. More than our colleagues in Tourism bargained for, and as a result, we were left on our own and couldn't take it on the second year. Now it's time to revive a very good idea, and we want to do it again next April, with your involvement. You can start by providing us with some of your favorites in Mazatlán's tourism industry. Thank you for your time in acknowledging these important members of the community."

SOMBRERO BLANCO AWARD CATEGORIES

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| 1. Best Waiter — Mejor Mesero | 13. Best Travel Agent — Mejor Agente de viajes |
| 2. Best Waitress — Mejor Mesera | 14. Best Agent (airlines, trains, ferries) — Mejor Agente |
| 3. Best Bartender — Mejor Cantinero | 15. Best Reservations Agent — Mejor Agente de Reservas |
| 4. Best Host (Restaurants) — Mejor Host | 16. Best Rental Agent (cars, trucks) — Mejor Agente de Arrendadoras |
| 5. Best Hostess (Restaurants) — Mejor Hostess | 17. Best Front Office Desk Clerk (hotel, information) — Mejor Recepcionista |
| 6. Best Host (Events) — Mejor Host | 18. Best House Staff (administration, maintenance, operator, security, porters, bellboys, housekeeping maid, laundry) — Mejor Personal |
| 7. Best Hostess (Events) — Mejor Hostess | 19. Best Tourist Police — Mejor Policia Turistica |
| 8. Best Driver (taxi, Pulmonia) — Mejor Chofer | 20. Others/Otras—Your suggestions: any one who you think is an asset to visitors in Mazatlán |
| 9. Best Bus Driver (city, tours, hotel transportation) — Mejor Chofer de Camion | |
| 10. Best Local Tour Guide — Mejor Guia Turistico Local | |
| 11. Best Tour — Mejor Tour | |
| 12. Best Retail Clerk(cashiers, at shops, banks, money exchange) — Mejor Vendedor | |

NOMINATION BALLOT — VOTO DE NOMINACION

Clip, complete and mail to us at the Pacific Pearl office:
Cerro de Las Torres #18, Lomas de Mazatlán, Mazatlán, Sinaloa 82110.
Also available on our website: www.pacificpearl.com

Your Name - Su Nombre _____

#Telephone - Telefono# _____

Email - Correos electronicos _____

of category — # de categoria _____

Suggestion Category _____

Name of Nominee — Nombre de nominado _____

Position and Place of Employment — Posicion y lugar del empleo _____

Name of hotel, store, restaurant etc — Nombre del hotel, tienda, restaurante _____

of times served: _____ Cuantas veces lo atendio _____

Describe the special service that was provided to you — Describa el servicio especial que se le ofrecio: _____

