

1999

Jan 2 In Maricao Canyon

Jan 5 Dana's crash

Jan - Kathy in Huntington Beach

Feb 13 Colby Canyon

March 7

~~Low Ridge Canyon~~
Feb

March 24 Grand Canyon hike

Apr. 10 Rubio

April Kathy accepts new job with Dial

May 8 Dana, Q & G visit from Philadel - visits
to canyons + climbing - I took Q, G, T to Eaton cys

May - Kathy → Scottsdale for first time

May 31 - Seape/Tar hike w. Clancy - full hike

June 1 - to Scottsdale/Kathy's apartment/Pool

June - Zion Nat trip

July 3 - Climbed Kittadake

July 24 Mike (MARR)

Aug 12 Yosemite

Aug - Visit to Norwich + town of Vermont → Philadelphia

Sifu Djai retreat

Oct 9 Point Dume

1999 (cont.) Oct 10 Bonita Canyon w. Troy

Oct 30 D+I in Indian Palms Canyon, Palm Springs
(Mike)

Oct 31 Hike to Fish Hawk Camp

Nov. 4 La Jolla
+ Sa Valencia

Nov. 121 up to Scottsdale - new house

- trip along Apache Trail with Kathy + kids

Nov. 21 jct. on Blue Ridge Road

Nov. Puerto Vallarta

Dec 18 Mike

Dec 23 Sunset Beach

Dec 23 Mike? Pick up

Dec 30 Point Gorge from Fishermans

TRAVELS NOW AND THEN

© Christopher Earls Brennan

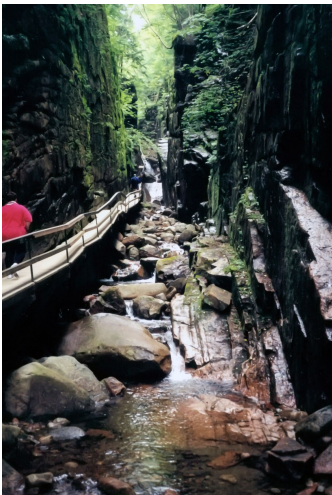
VERMONT 1999

Trip to Vermont 1999

Wednesday, Aug.25, 1999
Fly UA178 from LAX to Boston



Vermont



Vermont



Mount Washington



Mount Washington



Mount Washington

Saturday, Aug.28, 1999
Fly US1446 from Boston to Philadelphia



Dana's home in Philadelphia



Dana's home in Philadelphia



Dana's home in Philadelphia





Dana's home in Philadelphia



Dana's home in Philadelphia



Dana's home in Philadelphia

Sunday, Aug.29, 1999
Fly UA29 from Philadelphia to LAX

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Last updated 7/30/99.
Christopher E. Brennan

TRAVELS NOW AND THEN

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JAPAN 1999

Jun 29 Tue

Fly LA to Osaka.

UA 2022-SF, 9.47-11.10am UA809-Kansai, dep. 12.55.

Jun 30 Wed

Arrive Osaka (Kansai) 4.30pm.

To Airport Hotel, Osaka (Itami) Airport.

Jul 1 Thu

To Osaka Univ. 1.30pm Lecture.

Professor Yoshi Tsujimoto, Osaka U (tujimoto@me.es.osaka-u.ac.jp)



With Yoshi Tsujimoto at Osaka University

Jul 2 Fri

Train to Tokyo. Lecture at Tokyo University.

Prof. Y. Matsumoto (ymats@ingram.mech.t.u-tokyo.ac.jp)

Travel to Kofu? near Kita-dake (with Matsumoto).

Jul 3 Sat

Climbing Kita-dake (South Alps).

Travel back to Tokyo. Stay in hotel in Shinjuku



On the summit of Kitadake with Matsumoto.

Jul 4 Sun

Stay in hotel in Shinjuku

Jul 5 Mon

Kogakuin University. 9am talk to students. Other Campus
Professor O. Furuya, Kogakuin Univ.(at11819@ns.kogakuin.ac.jp)
Stay in hotel in Shinjuku

Jul 6 Tue

Kogakuin University. Shinjuku. 1.5hr lecture.
Evening Banquet.
Stay in hotel in Shinjuku

Jul 7 Wed

Travel to Sendai.
Stay at Mount Zao with Kamijos.



With Kenjiro and Sachie Kamijo at Zao Mets.



With Kenjiro and Sachie Kamijo at Zao Mets.

Jul 8 Thu

Visit with Inst. Fluid Science, Tohoku Univ.

Lecture at IFS. Professor Kenjiro Kamijo (kamijo@ifs.tohoku.ac.jp)

Jul 9 Fri

Train Sendai to Ueno Station, Tokyo. Train to Narita Airport

UA890 Narita to LAX. 4.35pm-10.20pm

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Last updated 7/30/99.

Christopher E. Brennen

TRAVELS NOW AND THEN

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PUERTO VALLARTA 1999

Trip to Puerto Vallarta 1999

Wednesday, Nov.24, 1999

Fly Mexican Airlines 907 from LAX to Puerto Vallarta



Regina Westin Hotel, Puerto Vallarta



Regina Westin Hotel, Puerto Vallarta



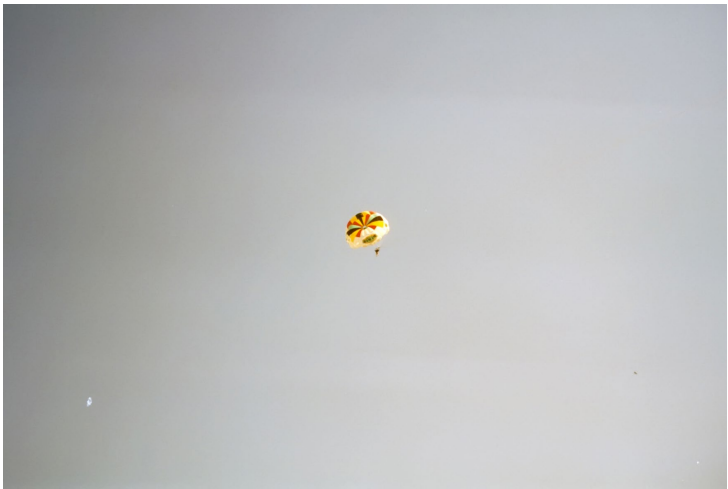
CEB Parasailing, Puerto Vallarta



CEB Parasailing, Puerto Vallarta



CEB Parasailing, Puerto Vallarta



CEB Parasailing, Puerto Vallarta



CEB Parasailing, Puerto Vallarta



CEB Parasailing, Puerto Vallarta



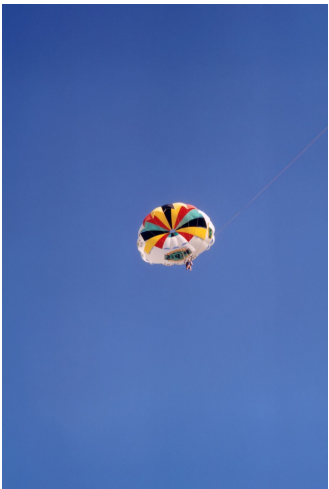
CEB Parasailing, Puerto Vallarta



Kathy Parasailing, Puerto Vallarta



Kathy Parasailing, Puerto Vallarta



Kathy Parasailing, Puerto Vallarta



Dana and friend Parasailing, Puerto Vallarta



Dana and friend Parasailing, Puerto Vallarta



Dana and friend Parasailing, Puerto Vallarta



Dana and friend Parasailing, Puerto Vallarta



Dana and friend Parasailing, Puerto Vallarta



Dana and friend Parasailing, Puerto Vallarta



Dana and friend Parasailing, Puerto Vallarta



Day trip to "Night of the Iguana" location



Day trip to "Night of the Iguana" location



Day trip to "Night of the Iguana" location



Day trip to "Night of the Iguana" location



Day trip to "Night of the Iguana" location

Tues., Nov.30, 1999

Fly Mexican Airlines 906 from Puerto Vallarta to LAX

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*Last updated 7/30/99.
Christopher E. Brennen*

✓ Bob O'Rourke
ASSOCIATE VICE PRESIDENTFAX PAGE

AUG 21 1998

FOR INSTITUTE REL.

191 STRAND ROAD, DUBLIN 4, IRELANDFAX: (353-1)-2600 807

TO: *David Goodstein - California Institute of Technology*
Fax: 00 1 626 796 7820

FROM *Seamus Heaney*

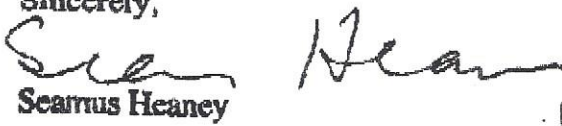
DATE: 20 August, 1998

Dear Prof Goodstein,

Many thanks for your letter. I am delighted the social currents are already quickening in Pasadena and look forward to the dinner after the lecture. And to the company. Christopher Brennan must be the son of Wilfred, formerly of the Mid Ulster Hospital? I am indeed proud to hear he has the verse by heart.

Marie will be travelling with me, and shares my anticipation. We'll keep in touch.

Sincerely,


Seamus Heaney

P.S. Jeff Scroy at Publicity Dept in Farrar Straus & Giroux can supply
a photo.

Tel: 212 741 6900

Fax: 212 633 9385

FAXED TO
08-259 412
Shannon

Dinner in honor of
Seamus and Marie Heaney

February 24, 1999

Grilled Shrimps and Eggplant
with Crispy Polenta and Tartar Sauce

Veal Loin Chops with Pan-Crisped
Onion and Honey Mustard Sauce

Warm Spinach Salad

Tropical Fruit Ratatouille

CALIFORNIA INSTITUTE OF TECHNOLOGY

presents

JAMES MICHELIN DISTINGUISHED VISITOR LECTURE

SEAMUS HEANEY

Opened Ground: A Reading with Commentary

Thursday, February 25, 1999 / 8:00 p.m.
Beckman Auditorium

ADMIT ONE

VOID AFTER 7:45 P.M.

GENERAL ADMISSION

25. in 99

Bobo -

Last night
was a great buzz.
I appreciated the
style and - as I
said - the bounty
of it all.

And the night-cap
with the president
was a great bonus.

See you later -
Sean

Post-It™ brand fax transmittal memo

To: Chris Brennan	From: Bob O'Rourke
Co.	Co.
Dept.	Phone #
Fax #	Fax #

191 Strand Road
Dublin 4
27. 11. '99

Robt. O'Rourke

Vice President for Institute Relations

Dear Rob,

Sorry I missed you on Thursday.
Marie told me you were at the reading and
had to head home - I hope the high jinks
of Wednesday night didn't leave any bad
after-effects.

We had a great time. From the moment you met us at Burbank, we were on a magic carpet of care and hospitality. I greatly enjoyed bantering with Merle and Jackie Darley: wound them up about Reagan + Thatcher + Ireland.

The bounty, as I said, was spectacular and the chef excelled himself. I also greatly enjoyed meeting David + Alice Baltimore — and, of course, the Huntington was simply beyond expectation. Please give our renewed thanks to all concerned. You made it a memorable time.

Bail & Nira as an Ojai —

Sean



Pasadena August 22, 1999

Dear Dr. Brennen

When Susan called me to Seattle last Wednesday, her voice broken with tears, I was worried that something really wrong had happened. We have gone through some rough psychological times during the last few weeks and I was worried about the appearance of further unexpected clouds at the horizon. But as soon as she explained the reason for her tears, your marvelous letter, my worries turned into deep emotion.

I belong to a category of people that has difficulties in communicating emotions and feelings and does not know how to react when other people show theirs. This is the reason Susan and I had to overcome many difficulties in our relationship, before we could make a commitment to a life together. It is also the reason why, guilty as I was feeling for not writing you a note before, it took me two days to overcome a block and pick up your wonderful letter lying here on the table.

As the threatening white sheet of paper lies in front of me, I try to collect my thoughts. The gift of your wonderful letter gives me a unique occasion to express things I was never able to say before.

I am afraid I never expressed clearly enough the gratitude, admiration and affection I have developed for you through these past six years. There has never been a moment of difficulty in which you have not shown your genuine care towards my problems. When these problems were real you have provided support and understanding; when they were the fruit of my stressed imagination you have reminded me of "the important things of life". I value those lessons.

I will never forget the support you have given me when, after just a few months from my arrival at Caltech, my father suddenly died. It was very hard and I reacted in a way that must have surprised you: I did not tell anybody and I tried to keep on living as if nothing had happened, keeping everything inside. Maybe he would

have done the same. He didn't easily express his emotions either. I will always remember your words about how death cannot interrupt this "continuous relationship". And it is true.

With Susan I am learning a totally new way to communicate. My old ways were totally inadequate. It has been a continuous challenge, sometimes an exceedingly tough one. Now we feel like we have both grown enormously together and we are aware, as you said, that this love requires continuous efforts and care for its growth. This love has surprised me with its inevitability and depth. Even though I could never equal the beauty of your father's image, I think I understand what he meant. The fact that you have shared with us such personal and beautiful things moves Susan and myself to the core. I dare say that your love for Doreen, which you have so vividly expressed in writing, has always been to me so evident, whenever I have seen you two together. It is always the most refreshing experience to witness it. I can only hope to follow this example of caring, understanding, and

selfless giving.

I guess there is one more thing left to say: Susan and I have often thought of having you and Doreen over for dinner at our small apartment (I do remember you don't like pasta!) or, more generally, about doing things together with you. For whatever reason, we never got around to asking you. What I wish to say is that I hope that in the future there will be plenty of occasions to enjoy your company. For the moment, I look forward to seeing you in two weeks.

With deepest gratitude and affection,

Fabrizio

E' CALIFORNIA 'TECH

PASADENA, CALIFORNIA

FRIDAY, MAY 7, 1999

Grad student Teresa Hsu commits suicide

First-year Chemistry graduate student found dead in Catalina apartment complex

BY TECH STAFF

Graduate student Teresa Hsu was found dead in her Catalina apartment Wednesday morning. Hsu was a first year graduate student in the chemistry department, and a member of the Dougherty research group and a teaching assistant for Organic Chemistry (Ch 41). She was 22.

The body was discovered around 9:30 a.m., when a member of the housekeeping staff entered the apartment. The staff member discovered the body with a note reading "cyanide"

and immediately reported it. Apparently, Hsu had taken her own life.

According to Kevin LaPresle of the Pasadena Fire Department, emergency personnel evacuated the apartment complex and closed portions of Catalina Avenue and Wilson Boulevard under the suspicion that cyanide gas was involved. Several Caltech employees who had entered the room in response to the initial report were examined by paramedics and released. A hazardous materials team was called to the site, and determined that granular potas-

sium cyanide had been added to a cup of coffee. The source of the compound has not been determined, and the apartment showed no signs of foul play.

Caltech held a short press conference on Wednesday afternoon, relaying the incident to the local news media. Dr. Chris Brennen expressed shock and sorrow at the incident. He said that Hsu was "a bright young woman with great promise as a scientist."

Yesterday, members of the Chemistry Department met to share their thoughts on the loss, and discuss the support network



Teresa Hsu

currently in place for graduate students.

Authorities urge others to allow time for family and friends.

Caltech suicide reported

Grad student apparently takes life with poison

By David Mark and Andy Samuelson
STAFF WRITERS

PASADENA — A Caltech graduate chemistry student committed suicide in her dorm by drinking coffee laced with potassium cyanide, officials said Wednesday.

A cleaning woman discovered the body of Teresa Hsu, 22, around 9:30 a.m. Wednesday wrapped in a blanket. A note taped to the ground five feet from her apartment door read "cyanide," according to Caltech.

"It looks as though she went through quite a bit of an effort to lay it out," said Pasadena Fire Inspector Kevin LaPresle. "There appears to be no sign of foul play."

Three Caltech employees who entered Hsu's room were examined by paramedics and found to be unharmed.

Hsu lived in a one-bedroom apartment in a student-housing complex on South Wilson Avenue across the street from Caltech.

Officials said they were not sure when Hsu took the poison. The county Coroner's Office is expected to examine the body today, said department spokesman Scott Carrier.

Hsu, a first-year graduate chemistry student from Belleville, Mich., was last seen alive on Friday. According to Christopher E. Brennen, vice president for student affairs, she had shown no outward signs of personal problems.

Susan Schofer, a graduate chemistry student who took classes with Hsu last fall, said Hsu was very quiet and never spoke in class.

Brennen said he didn't know where Hsu got the cyanide. Police are investigating whether it came from a Caltech facility, such as a laboratory, he said.

"We have a very strict policy," Brennen said during an afternoon news conference. "Graduate students are directed to use those (chemicals) only for their needs, and we educate them on that."

He said students are not allowed to take chemicals off campus, but added the university does not keep close tabs on them to ensure they do not.

"We don't police students each time

Please turn to **CYANIDE** / A4



THREE PEOPLE who entered the apartment where the suicide victim was found were held for observation due to the presence of cyanide.



Staff photos by TIM BERGER

HAZMAT officers enter the apartment of a Caltech student found dead of cyanide poisoning. The graduate student in chemistry was found Wednesday by a cleaning woman.

CYANIDE

Caltech grad student commits suicide

Continued from A1

they leave our laboratory," Brennen said. "It's virtually impossible to execute that type of policy in a free and open campus."

After the body was discovered, Pasadena fire crews evacuated the graduate dorm where Hsu lived.

In addition, police closed off Wilson and Catalina avenues at Del Mar Boulevard and San Pasqual Street from 9:40 a.m. until about 12:30 p.m., because they were afraid cyanide gas was involved. A Burbank Fire Department hazardous materials squad came out to make sure the cyanide had not spread.

The suicide was the first Brennen said he could remember in years. However, some students said the academic environment at the school is intense.

"Caltech is a very stressful place, and I'm not surprised that it happened," said David Kewley, 32, an engineering graduate student. "Some find ways to cope with the stress better than others."

Schofer said it is difficult for graduate students to meet new people and have a life outside of their studies. She said students can easily feel isolated from the rest of the world.

"You're limited in your focus and your research and work is independent from other people," she said. "It can be very difficult."

Some neighbors of Caltech said they were worried that cyanide could be brought into a residential area.

"We had no idea students could check chemicals out," said Mardena Fehling, who lives nearby.

Hsu, who received her undergraduate degree from the University of Michigan, was also a teaching assistant at Caltech. She did not show any signs of academic difficulty, said Brennen.

"Teresa was a bright young woman with great promise as a scientist, and her death is a



Staff photos by TIM BERGER

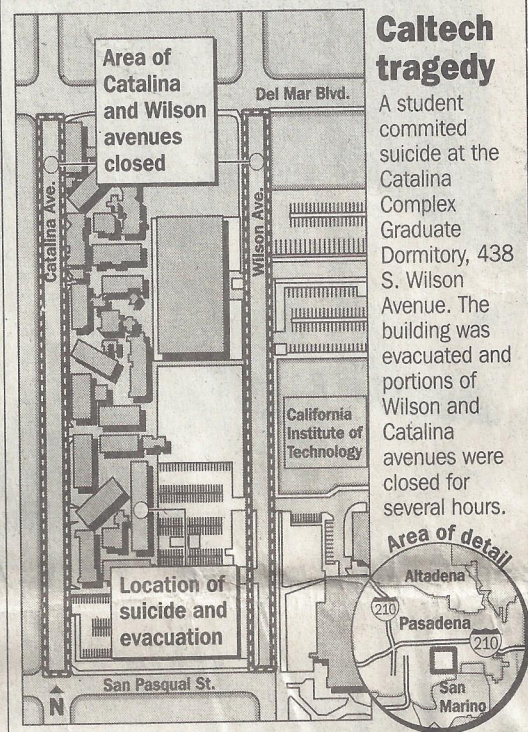
A HAZMAT officer enters the apartment of a Caltech student found dead of cyanide poisoning. The graduate student in chemistry was found Wednesday by a cleaning woman.



THE BODY of Teresa Hsu was found by this woman who arrived Wednesday morning to clean her apartment in student housing on South Wilson Avenue.

'She will be deeply mourned by all of us who knew her.'

Christopher E. Brennen,
vice president for student affairs



Caltech tragedy

A student committed suicide at the Catalina Complex Graduate Dormitory, 438 S. Wilson Avenue. The building was evacuated and portions of Wilson and Catalina avenues were closed for several hours.

Cyanide: It's useful, available and deadly



By Andrew Bridges
and Andy Samuelson
STAFF WRITERS

PASADENA — The various compounds known as cyanides are deadly poisons when inhaled or ingested, causing respiratory failure and death — or in minor amounts, weakness, headaches, confusion, nau-

sea and vomiting.

Cyanides are salts of hydrogen cyanide (hydrocyanic acid, HCN) where the hydrogen atom is replaced with a metal, typically sodium or potassium, or a radical such as ammonium or ethyl.

Kevin LaPresle, an inspector for the Pasadena Fire Department, said the Caltech graduate student in chem-

istry who apparently died by swallowing potassium cyanide Wednesday put the chemical in her coffee.

The most commonly used forms of cyanide are those where sodium or potassium binds to the carbon and nitrogen atoms; in either form, it is generally referred to simply as cyanide.

Please turn to POISON / A4

they wanted it, they could get their hands on potassium cyanide either by ordering it through a chemical supply company or through a professor.

"If you were in the right department, you could get what you wanted," said Steve Pracko, a 25-year-old physics graduate student. "You work with all kinds of different kinds of chemicals."

David Kewley, 32, an engineering graduate student, said instructors trust students to keep the chemicals in labs for research purposes.

"If someone wants to take a toxic substance home, there is no lock on it," Kewley said.

In California, cyanide is used in the gas chamber at San Quentin State Prison. However, the choice of lethal injection

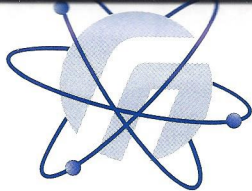
POISON

Cyanide compounds useful and deadly

Continued from A1

The chemical compound is typically in a white solid form, and smells faintly of bitter almonds.

An important industrial chemical, it is used in leaching gold from ores in mining. Cyanide is also used as an insecticide and in hardening steel. It produces a toxic gas when heated or if it comes into contact with water, steam, acid or acid fumes.



1999

An Exciting Evolution: Business Interaction Management

Rosenbluth International recently announced the introduction of an unconventional approach to travel management — evolving beyond travel management to the next level — business interaction management. Our goal is to help clients effectively manage business interactions by minimizing T&E expenses and maximizing business results.

With today's global economic pressures, corporations are looking for new approaches to cut travel costs, and travel management companies are playing a more consultative and strategic role in shaping those decisions. Anticipating our clients' needs, we have taken this a step further by introducing the concept of business interaction management. It means helping clients achieve their business goals by identifying the best methods to connect people and ideas.

Rosenbluth International has selected Professor Eric K. Clemons of the Wharton School of the University of Pennsylvania as our academic partner in research aimed at finding out why business people travel. Wharton is recognized around the world for its innovative leadership and broad academic strengths across every major business discipline and at every level of management education, making the school a natural partner for this effort.

Danamichele Brennen O'Brien, vice president and chief travel scientist, will work in tandem with Dr. Clemons to discover why people travel, which will be unique to each company and each traveler. Several clients have expressed interest in business interaction management and in the next couple of weeks, Rosenbluth International will finalize commitments and announce client participants in the research and development.

The results will drive the creation of a decision support framework. This product will enable Rosenbluth International clients to determine when and if a business trip is necessary, and travel agents to provide alternatives, such as videoconferencing or teleconferencing, to potential travelers when they contact Rosenbluth International to plan a trip. Business interaction management and travel avoidance options will not replace face-to-face communications, which are often essential for business. In some cases, recommendations could include that certain salespeople travel more to increase a company's revenues.

"Ultimately, our goal is to reduce unnecessary business travel and give corporations a return on investment for the trips they do take," said Danamichele.

According to Dr. Clemons, the research will provide answers to questions such as: How does a company determine which trips are and are not the most productive ways to facilitate interaction? How does a company manage the many objectives of the firm, the individual traveler, and various business partners?

"Who but Rosenbluth International, the travel management company that always takes a contrarian approach, would think to advise clients to *avoid* travel?" he said.

Rosenbluth International expects to release initial findings by first quarter 1999, and introduce a prototype framework in the spring to the core group of clients participating in the research and development.

The Association will have more information on this project.

Getting our ACTE Together!

For three days in Paris in early November, the top names in our industry congregated at the Meridien Montparnasse Hotel to hear what's hot, and what's not, in the travel business for the Association of Corporate Travel Executives (ACTE) Global conference.

1999
Rosenbluth International was a major sponsor of the event. On the first day, Danamichele Brennen O'Brien, vice president and chief travel scientist, made a keynote presentation to an estimated 250 eager seminar attendees, on "The Evolution of Business Travel: from Service to Science." Judging by the queue of delegates waiting to put questions to her at the end, her presentation was an outstanding success.

On the second day, Rosenbluth International sponsored the conference lunch, with all 859 delegates treated to a brief but spectacular visual presentation by Danamichele, Chief Operating Officer Hans Amell, and President & CEO Hal F. Rosenbluth. In our inimitable style, a classic speaking opportunity was elevated to a memorable spectacle, with the cheers and applause echoing around the room particularly when Hal took a baton and conducted our specially hired string quartet.

Two Rosenbluth International associates were also singled out for major awards at the lunch. ACTE's Business Professionalism Award was presented to Pam Witt, our general manager for Consulting Services. Honoring ACTE members who have made a significant contribution to their company in the last year, Pam qualified by securing more than 75

75 million USD in new business for Rosenbluth International. PJ Steeby, one of our account managers in Southfield, Michigan, USA, was awarded the prestigious President's Award for her significant contribution to ACTE. PJ serves on numerous committees for ACTE, and is a current Board of Governors member.

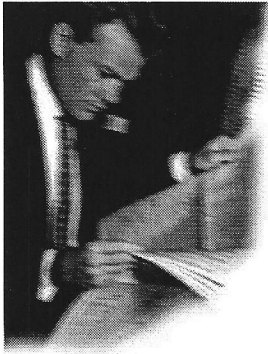
Most major corporations, hotel chains and carriers from around the world were represented at the event, with educational sessions, discussion groups and networking opportunities packed into the schedule. The organizers were clearly delighted with the turn-out — more than three hundred more people attended this year's conference than last!

Welcome, Sw

Rosenbluth International welcomes our newest associates in Sweden, previously associates of the recently acquired Stockholm, Sweden-based business travel agency — Business Express. Sweden is the newest European location for Rosenbluth International, and the company's decision to be there is a part of our client-driven global expansion strategy to serve both existing



Stockholm, Sweden is the location of Roser



Rosenbluth International® Receives Patent on DACODA Yield Optimizer

DACODA Remains the Leading Tool to Combat Airline Price Increases

Philadelphia, PA, USA (February 10, 1999) - Introduced in 1994 by Rosenbluth International®, DACODA® (Discount Analysis Containing Optimal Decision Algorithms) remains unrivaled in the travel industry as the only customized, long-term air travel purchasing strategy optimizer for corporate travel management. Invented by Danamichele Brennen O'Brien, the company's chief travel scientist, DACODA turns the yield management systems of the airlines upside down, resulting in a unique yield management system for corporations - saving clients up to an incremental 12 percent on travel expenditures, beyond their existing savings through travel management.

DACODA, now patented, differentiates Rosenbluth International from other travel management companies, as this product is the only one of its kind to decipher intricate airline pricing. The travel industry's only patented client yield management system, DACODA, cracks the code of complex airline pricing and recommends the optimal buying strategy. It combats rising airfares and provides an informed strategy to negotiate with airlines. What may seem like the lowest fare may not be the best. DACODA weighs all factors like airline contracts, capacity - even the cost of time spent traveling - to help maximize travel spend. As airlines continue to increase fares by decreasing commissions to travel agencies, corporations need a tool such as DACODA to drive travel costs down.

"Corporations should not just sit back and let commission cuts impact the bottom line by increasing travel costs," said Hal F. Rosenbluth, president and chief executive officer, Rosenbluth International. "Fight back with DACODA. It continues to design optimal purchasing strategies that yield unprecedented results."

Twenty-five Rosenbluth International clients currently use DACODA, which now manages 1.2 billion USD in corporate client air spend.

The technology is also being applied to the car rental market with DACODA Car. Eleven Rosenbluth International clients currently use DACODA Car, which manages 40 million USD in corporate car rental costs - saving clients more than an incremental 10 percent.

Rosenbluth International, headquartered in Philadelphia, Pa., USA, provides comprehensive corporate travel management services worldwide. With annual sales in excess of 3.5 billion USD and more than 4,500 associates, Rosenbluth International owns and manages locations in 27 countries. The privately held company has the second

More 1999 News Releases

- ▷ [February 10, 1999 - York International Consolidates Global Travel Program with Rosenbluth International®](#)
- ▷ [Jan. 13, 1999 - Tokyu Tourist Corporation Forms Strategic Alliance with Travel Management Company](#)
- ▷ [Jan. 11, 1999 - Rosenbluth International® Welcomes New Director, Business Development](#)
- ▷ [Jan. 5, 1999 - CIGNA, Korn/Ferry and Toyota Renew Business with Rosenbluth International®](#)
- ▷ [1998 News Releases](#)

largest travel management presence in the world. Founded in 1892 and recognized as a leader in integrated information management, Rosenbluth International continues to develop innovative business applications and integrated systems that enable it to provide highly personalized service to its clients. The travel management company has also been ranked among *FORTUNE* magazine's 100 Best Companies to Work for in America.

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Comments and suggestions to webmaster@rosenbluth.com

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Rosenbluth goes 'out of the box' to create ideas

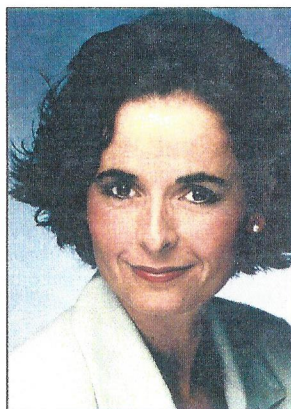
BY DAVID JONES

PHILADELPHIA — When most corporate travel agencies host a travel seminar, they drag their top corporate accounts to a buttoned-down event featuring warm pate and an overhead projector.

At Rosenbluth International (where Hal Rosenbluth, the chief executive, once slid from the ceiling dressed like a mascot for "Jaws") the agency borrowed the bleacher seats from Veterans Stadium and served Gatorade.

Welcome to Rosenbluth second annual Thought Festival.

The brainchild of the agency's chief travel scientist, Danamichele O'Brien, the



Danamichele O'Brien

to have a series of interactive discussions on the future of the travel industry, according to officials at the agency.

Globalization and emerging markets are major issues in the travel industry as agencies, hotel chains and airlines consolidate on a multinational basis.

event is a day-and-a-half journey to the edge of the mind.

Here ideas are developed as one stares up at an exposed lightbulb in the ceiling, and a brainstorming session looks like halftime in the Villanova basketball team's locker room.

The purpose of this fete was

Needless to say, it was more than a little irreverent and definitely "out of the box."

The Thought Festival included three speakers who are experts in different areas of business management and/or public policy.

They were Timothy Laseter, a vice president at Booz-Allen

& Hamilton and a founder of the firm's global network of sourcing practitioners; Alexander Wasilov, vice president of the transition team for the developing markets organization at Xerox Corp. in Stamford, Conn., and Mary Rose Loney, commissioner of aviation for the Chicago Airport System, which includes O'Hare and Midway airports and Meigs Field.

Globalization and emerging markets are major issues in the travel industry as agencies, hotel chains and airlines are consolidating on a multinational

basis, Wasilov noted.

Corporate accounts are increasingly seeking to consolidate their purchasing and travel management with suppliers that can offer one solution anywhere in the world.

Wasilov said that a critical factor for success in this area is enabling market-specific strategies to be managed by locally based management teams that are competent and empowered to make decisions.

The products targeted at these markets must be designed to meet the unique re-

quirements of that marketplace, he said.

Loney, addressing changes in the airline, airport and air traffic control systems, said the "linchpin" in the future of aviation is reinvestment in the air traffic control infrastructure.

She mentioned recent federal legislation that would take the Aviation Trust Fund off-budget and provide long-term funding for the Federal Aviation Administration.

She said the bill is something that the industry should support.

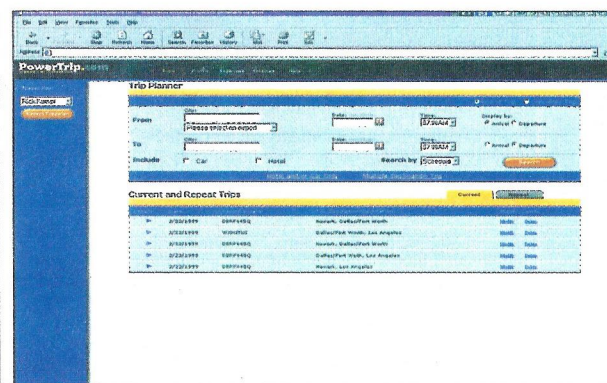
Xtra On-Line upgrades corporate res system

DALLAS — Xtra On-Line Corp. introduced an upgraded version of its PowerTrip.com corporate travel reservations system, which the company said is much faster than the previous version.

Xtra On-Line said the new release eliminates 40% of the mouse clicks required by previous versions to make a booking.

"We bundled up some of the tasks in the trip-building process, reducing the number of reservation screen links found on the navigation bar from 10 to six," Mark McCulloch, vice president of product development, said.

The new version enables



Xtra On-Line upgraded the user interface on PowerTrip.com.

users to book one-way, roundtrip or multideestination trips and gives the user the ca-

capacity to search for flights based on either schedules or fares. Users can reserve a car or hotel without booking a flight at the same time.

The new version enables travel managers to set policy guidelines for on-line bookings.

Rubio runs deep among readers

THE EDITOR'S DESK

THE loss of Rubio Canyon through construction-caused landslides — the subject of last week's column — resonated more than I could have known with readers and friends.

Saturday morning at home, the telephone rang a little before 10, for instance — and it was my fifth-grade teacher on the line.

No, Beth Wells-Miller wasn't calling to remind me to finish my long-division homework over the weekend.

Beth — now a member of the Pasadena City College Board of Trustees — just wanted to say that she was as saddened and annoyed as I was to hear of the man-made bungling that has filled Rubio with hundreds of tons of boulders and debris. And she wanted to know what she could do to help.

Caltech mechanical engineering professor. I knew Chris to be more poetic than your average engineer from the marvelous introduction he gave his fellow County Derryman Seamus Heaney at a Caltech dinner this year. But his essay beats all, and shows me that there are depths I have not begun to plumb in



LARRY WILSON

Rubio. Chris has been hiking in the canyon for decades. But he has also researched its history as the base for Thaddeus Lowe's famous railway and resort. A century ago in Rubio a walkway up the canyon "had more than a thousand steps and, at night, it was turned into an enchanted kingdom by the addition of more than 2,000 Japanese lanterns. It proved to be a spectacular attraction which drew tourists from all over the world. The postcards they

sent home gained it national and international attention."

She suggested getting service clubs, including the active types of Altadena Rotary, involved. I told her that would be a great idea. But the job at hand is so massive that it's unfortunately not the kind of thing a few Christmas-in-April workdays would put much of a dent in.

Then Monday at work I had separate calls from Steve Haussler and Astrid Ellersieck, the Altadena-expert real-estate agents who are also son and mom, both of them ticked and knowledgeable about the problem as well.

Astrid lives near the mouth of Rubio, and has concerns about the new dangers the landslide poses for those downstream. She took a petition of protest against the huge slide — apparently caused by contractors working for the Rubio Canyon Land and Water Co. — to the Altadena Historical Society picnic last Sunday and got 50 signatures on it, she told me.

When I saw Bill Leishman — my former neighbor in another Altadena canyon, Las Flores — at a Pasadena Foundation shindig this week, he went directly to the point. Well, a slightly different point, perhaps. "Why didn't you call me?" before going on my lunchtime hike up the canyon, he asked. "I would have come, too!"

But the most extraordinary response came in the form of a seven-page essay, "Disaster in Rubio Canyon," from Christopher Brennen, a

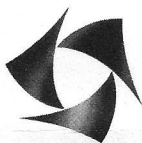
sent home gained it national and international attention."

So not only have the landslides ruined what I thought of as my canyon and a lovely hike — clearly Rubio is a historic landmark. And from the essay, I learn not only that Chris Brennen is far more nimble than I am — he rapels the upper canyon walls with ease — but that upstream from the ruined waterfall is the even more spectacular 80-foot Thalehaha Falls. Petons and whatnot are required. This environmental capriciousness on the part of who-knows-finger-pointing-who — the water company, the contractor, FEMA, the Forest Service — is enough to turn me into a rapeller, too.

"I mourn that I will never be able to climb up there with my grandchildren to enjoy those glorious waterfalls and to tell them tales of men like Thaddeus Lowe who loved Rubio Canyon and, by and large, respected that beauty. Instead I must tell them tales of more modern men whose ignorance and callousness destroyed that heritage forever," Chris writes.

Sadly, it could be so. But Astrid's got a scheme involving a mile-long mini-train just like the one that hauls rock from the quarry above Azusa. And I can see that there are many of us who won't rest until Rubio is restored.

Larry Wilson is editor of the Pasadena Star-News.



An Roinn Ealaíon, Oidhreacht, Gaeltachta 7 Oileán
DEPARTMENT of ARTS, HERITAGE, GAELTACHT and the ISLANDS



Oifig an Aire

OFFICE of the MINISTER

Our Ref : Cor : 509/99

(Please quote our reference on all correspondence)

15 April, 1999.

Mr. Christopher Earls Brennen,
Vice President for Student Affairs,
California Institute of Technology,
Pasadena,
California 91125,
U.S.A.

RECEIVED

APR 23 1999

VICE PRESIDENT
STUDENT AFFAIRS

Dear Christopher,

Thank you for your letter of 16th March and enclosure on the life of your aunt, Irene Earls, which I enjoyed reading enormously. I wish her health to continue to enjoy what obviously is an exciting life!

You refer to the dinner at Caltech, what a lovely occasion that was! Myself and my party thoroughly enjoyed it, as we did the rest of the trip to Los Angeles. Thank you all for your wonderful hospitality and reception in the beautiful surroundings at Caltech. Indeed, Seamus Heaney whom I have met since, was very touched by the occasion.

Thanks again,

Yours sincerely,

SÍLE DE VALERA, T.D.,
MINISTER FOR ARTS, HERITAGE,
GAELTACHT AND THE ISLANDS.

Dún Aimhirgin

Bóthar Mespil, Baile Átha Cliath 4, Éire.
Mespil Road, Dublin 4, Ireland.

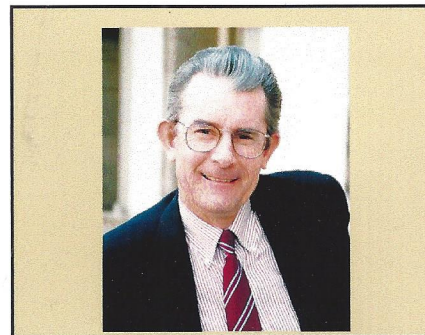
Teileafón: 353 1 667 0788.

Subject Title

US Colleges and Universities ---Competing to be the best

by
Dr. Christopher E. Brennen

Professor of Mechanical Engineering
and
Vice President of Student Affairs
California Institute of Technology



講演会 要旨

アイビーリーグを初めとするアメリカの伝統ある大学のほとんどが東海岸に集中している中、California Institute of Technology (CIT、あるいはCALTECH) は西海岸の基礎科学工学の中心であるばかりでなく、世界的にも最も優れた大学のひとつとして位置付けられ、ユニークな教育が行われている。学部学生約900人、大学院生約1100人の極めて小さな大学であるにもかかわらず、教員数は研究員を含め400人以上にものぼり、学生数：教員数5：1とその比率が非常に高い。CALTECHのノーベル賞受賞者にはミリカンの霧箱のRobert Milikan、化学賞と平和賞の受賞者であるLinus Pauling、トランジスターの発明者William Schockkey、高エネルギー物理のRichard Feynman、そして現学長のDavid Baltimore等25人にも及ぶ。大学入学の選考基準の1つとなるSAT(Scholastic Aptitude Test)値は全米でNo.1で入学は全米の中で最も難しく、日本で言えば偏差値がもっとも高い大学でもある。CALTECHで長く学生関係問題のエキスパートであるStudent Affairsの副学長、Chris Brennen教授を迎え、競争の激しいアメリカにおいて同校を高いレベルの大学として維持するための理念・目標について講演してもらう。

パネルディスカッション

日本における新しい工学教育

講演会後パネルディスカッションを開き、パネリストに各大学の新しい工学教育について10分程度紹介していただき、これに対してのBrennen教授の意見を聞くと共に、日本の工学系大学が生き残る道に関しての助言をもらう機会とする。(パネリスト希望の方はお申し出下さい)

講演会: 1999年7月6日(火曜日) 午後3:00~4:30

パネルディスカッション: " 午後4:40~6:00

開催場所: 工学院大学 新宿校舎 5階 A0542教室

連絡先

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機械工学科 国際工学コース 古屋 興二