

# FORTUNE PORTFOLIO

Advertising and Promotion • Events and Opportunities

## FORTUNE and the Hotel Bel-Air Toast the Business Life

On the heels of 16-year-old professional golfer Michelle Wie's autumn appearance on the cover of FORTUNE's Power Play issue, the Hotel Bel-Air, Los Angeles, hosted an event to celebrate both the recent completion of its U.S.\$20 million renovation and this annual FORTUNE special issue. The Hotel Bel-Air, known for the high caliber of its global clientele, is noted as a favorite among business leaders, Hollywood icons, politicians and royalty.

Over 100 guests, including FORTUNE VIPs from cities as far afield as Tokyo, Hong Kong, Milan and Paris, joined the Hotel Bel Air's managing director Carlos Lopes and FORTUNE's Los Angeles director Jack Vincent to toast the occasion. Guests admired the renovations as they reviewed the FORTUNE Power Play issue and discussed Wie's announcement, made just days after the issue hit the newsstands, that she was set to turn pro. A live jazz trio provided acoustic entertainment, but the focus was on networking as the international group weaved their way through the courtyard and halls of the famous landmark.

The Hotel Bel-Air has always been recognized for its excellence. Recently voted the Number One Boutique Hotel in America (Departures Magazine), Number One Hotel in North America (Institutional Investor, 2005) and Number One City Hotel Under 100 Rooms (Andrew Harper's Hideaway Report, 2004), it has been named in the Mobil Five-Star Guide more than any hotel in California and makes the list again in 2006. Situated in beautiful Bel-Air, adjacent to Beverly Hills, Hotel Bel-Air is nestled in a wooded canyon surrounded by 12 acres of lush garden estate grounds. The hotel's 91 rooms, including 39 suites, are located within various Mission-style villas, each with its own private entrance.

To learn more, visit [www.hotelbelair.com](http://www.hotelbelair.com) <http://www.hotelbelair.com>

Hotel Bel-Air is located at 701 Stone Canyon Road, Los Angeles, California 90077  
Telephone: (310) 472-1211



Over 100 guests enjoyed the evening including (from top) Molly Norberg, FORTUNE; David Heimlich, DDB LA; Pam McNeely, Dailey & Associates; Steve McNeely, Falconhead Capital; Scott Grimes, Slanted Productions; Joann Dresner, Remax; Wendy Kush, Wise Blood Pictures; Jack Vincent, FORTUNE; Mark Kerwin, director of sales, Hotel Bel-Air; Jenn Choi, RPA for Acura; Kae Shoji RPA for Honda; other guests; Carlos Lopes, host of the evening and managing director of the Hotel Bel-Air

HOTEL  
*Bel-Air*