

Community Commitment with Vision and Purpose

At the *Hyatt Regency Austin*, we recognize the importance of *Lady Bird Lake* as a vital wellspring of joy for Austin residents and visitors. We are fortunate to rest physically on her shores and to serve as an artery to the trail that surrounds her. We believe there is no better way to expose our guests to the diversity and exuberance of our youthful, entrepreneurial city than to immerse them in what makes our city exciting and unique, both in our citizenry and natural beauty.

As hoteliers, we embrace the spirit of Lady Bird Johnson who personified the relaxed graciousness of the Hill Country and used her determined sense of purpose to promote her vision of beauty in all aspects of life. This was best illustrated on December 11, 1971 when she delivered the following words in Austin: “So here we are gazing at the potential sweep of the river and wondering how God’s gift can best be served by our hands in making this a people’s place, for all the citizens of this great growing city.” These words served as the impetus for the lake and trail system resting just beyond our doors, a magical place open to all.

We try to further her ambition for a “people’s place for all citizens” by caring for our community and our guests in a manner that emulates her great spirit of kindness. We carry that credo into our community relationships, business dealings, and support for non-profit organizations. It might well be said that Lady Bird Johnson was, in fact, the first ambassador of goodwill for the hospitality and service industry since it is precisely her philosophy of being accessible and friendly that inspires us.

Our greatest epiphany is not easily conveyed in words, but it is the very genesis of this book which reflects the countless lives touched by the trail and the moments created on it. Where else can you walk, run, row, daydream, aspire to win, overcome defeat, lose yourself in the shadows, hide in a canopy of trees, feed a duck, play with a pet, watch artists work, see bats fly, listen to live music and witness a parent introduce a child to nature for the first time all in the same day? *Lady Bird Lake* offers these experiences daily to her visitors, a safe environment to create, ponder, decide and act.

After you explore the pages of this wonderful book, we hope you find time to blaze your own trail.

Sincerely,

The Hyatt Team