

Jeff Weinstein has been Editor-in-Chief of *HOTELS* magazine since November 1994, covering the hotel industry worldwide on topics ranging from finance and investment to day-to-day hotel operations. For the previous eight years, Weinstein was senior editor of *Restaurants & Institutions*, covering all aspects of the foodservice industry in the United States. Weinstein, a five-time winner of the Jesse H. Neal award, presented by the American Business Press, tries to live the Golden Rule and must have been a hotelier in a previous life as the desire to provide genuine hospitality runs through his blood.