

you are the brand

september 2024

featuring:

Our feature ambassador for the month of September is Damon, our Banquet Server at the Coast Bastion Hotel in Nanaimo, BC.

Damon has been working with the Coast Bastion for a little over a year. He is primarily a Banquet Server and Houseperson but will also help in Maintenance when needed. Before joining Coast Hotels he worked in various restaurants which sparked his interest in the food and beverage industry. When Damon seen the opportunity to join the Coast Bastion he said he needed to seize it and has enjoyed every moment of it since!

Why did you choose the hospitality industry, and specifically Coast Hotels?

I chose the hospitality industry because I thrive on creating memorable experiences for others and enjoy the energy that comes with working in food and beverage. I was initially drawn to Coast Bastion Hotel because of its strong reputation in the community and the chance to be part of a respected and customer-focused team. The opportunity to work in such a well-regarded hotel was something I couldn't pass up, and it's been a decision I've been proud of ever since.

What is the best part about working at Coast Hotels?

The people – The best part about working at Coast Bastion Hotel is undoubtedly the people. From my colleagues in the banquet and houseman teams to the managers and guests, everyone contributes to a warm and welcoming environment. The team here genuinely supports each other, and we're all down to get the job done with a smile. It's more than just a workplace; it feels like a community where everyone has each other's backs. The positive, healthy, and friendly environment keeps me motivated every day.

What is your definition of success?

For me, success means feeling truly satisfied with my own efforts, regardless of external recognition. It's about knowing that I've done my best and have contributed meaningfully, both personally and professionally. Success isn't just about hitting targets; it's about the sense of fulfillment you get when you see the impact of your work and know that you've given it your all.

What's a piece of advice that resonates with you?

A piece of advice that has always stuck with me is: "The present moment is where the past and the future meet to produce eternity because it's always right now." This reminds me to stay grounded and appreciate the present, as it's the only time we truly have. It's a guiding principle that helps me stay focused and positive, no matter what's going on around me.

What are you most proud of in your role?

I'm most proud of the strong, healthy relationships I've built with my coworkers. In my role, teamwork is everything, and creating a cohesive environment where everyone feels valued and supported is one of my biggest accomplishments. These relationships not only make the workday more enjoyable but also contribute to our collective success as a team.



If you could have lunch with anyone, who would it be?

I would love to have lunch with Dr. Carl Jung, the renowned psychoanalyst. His insights into the human mind and the unconscious are fascinating, and I'd love the chance to pick his brain about his theories on psychology, spirituality, and the nature of human existence. I feel like a conversation with him would be incredibly enlightening. **Describe your personality in three words:**

Calm, thoughtful, and meticulous. I approach both my work and personal life with a sense of calm and careful consideration, always striving to be precise and mindful in everything I do.

Who or what inspires you and why?

The idea of fulfilling one's potential inspires me the most. It's a driving force that pushes me to continually grow, learn, and strive for excellence in all areas of my life. The thought that there's always more to discover and achieve keeps me motivated and excited about the future.

What was your dream job when you were a kid?

As a kid, my dream job was to be a writer. Writing has always been a passion of mine, and I still write about spirituality and philosophy in my free time. Exploring ideas and expressing them creatively through writing has been a way for me to stay connected to my younger self and my dreams.

thank you Damon for being an amazing ambassador!

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