

American Hospitality Management

Fall, 2014

In This Issue:

**New Property to Open in Lexington
Regional Vice President
Best of the Best
Letter from IHG to Holiday Inn Big Rapids
Positive Guest Experience
Guest Comments
One Person Can Make A Difference
Quality of Excellence
Quality Inspections
In The News
Welcome to AHM
TownePlace Suites Recognizes Team Members
Hampton Inn and Suites Riverton
Record Setting October
Grandstay Appleton Vacation**

New Property To Open In Lexington

The Staybridge Suites is under construction and set to open in February 2015



Staybridge Suites Lexington, KY opening February 2015, the first of its brand for the Lexington and surrounding area.

Barbara Jean Beighle, General Manager for American Hospitality Management, will be the opening General Manager for the Staybridge Suites - Lexington, the first of its brand into the Lexington and surrounding area. The hotel will be 107 suites with Fully Equipped Kitchens and include such amenities as Complimentary Daily Breakfast Buffet and The Social evening reception Tuesday through Thursday, Business Center, Wireless Anywhere Internet Connectivity, Fitness Room and Laundry Room. The pantry is available 24/7 for hotel guests to purchase convenient store items and will have a meeting room available for a daily rental fee.

The hotel is expected to open in late February 2015 and will be located directly across from the Townley Center located off Leestown Road and New Circle exit 7. The location is convenient to downtown and major businesses and has several retailers and restaurants within walking distance.

“I’m excited about the opportunity and look forward to welcoming all our guests “home” because the best part of my hotel will be the people I get to share it with from our employees to our guests.” says Barbara Jean Beighle.



Regional Vice President

AHM welcomes Robert Adler to the team as our newest Regional Vice President

American Hospitality Management welcomed new Regional Vice President, Robert Adler on September 1, 2014.

In the business for over 20 years as a General Manager for full service, limited service and extended stay hotels Robert has experience in multiple property types. He has been a regional Director of Operations, RVP, and has held positions as a Vice President of Operations for several leading management companies with Marriott, Hilton, IHG and Choice branded properties. He was also a partner in a small management company.

Robert is a native New Mexican and has lived and worked in many major markets across the US including Washington DC, San Francisco and Ft Lauderdale. Currently he oversees the Holiday Inn Express - Wisconsin Dells, Comfort Suites - Johnson Creek, GrandStay - Appleton, Country Inn and Suites - Appleton and the Americinn - Albuquerque NM. While he is enjoying his new position he is also enjoying;

“Engaging with our great hotel teams with the various brands we manage and getting to know the AHM Corporate office team. Everyone has been great to work with,” said Adler.



In addition to overseeing several properties Robert is working on other opportunities for AHM. He has been consulting with the McDonough Corporation out of Phoenix, a privately-held company operating in various industries who has interest in acquiring hotels. Robert has been in contact with them in hopes AHM will become the management company for the corporation as they acquire properties.

Robert Adler has been a great asset to the American Hospitality Management team in his time with the company. We look forward to his bright future with us and all we can achieve together. Welcome to the team!



Best of the Best

Staybridge Suites- Carmel's own DOS Mary Donley receives top honors



Mary Donley of the Staybridge Suites Carmel has been selected as the “Director of Sales of the Year” Best of the Best for the Staybridge Suites brand for 2014.

To receive this top honors, a person is hand chosen by the president of the brand. That individual must go above and beyond in every aspect to qualify for this award. Several factors are considered including hotel performance and sales, performance against the comp set, and impact on guests.

Mary has been with American Hospitality Management at the Staybridge Suites Indianapolis – Carmel since opening the hotel in 2009.

“She has been an integral part of that hotels success and true asset to our company since the beginning,” said Regional Vice President, Chris Norman.

Receiving this award is an honor only one DOS achieves each year. Mary received her award at the annual IHG conference held in Las Vegas, NV this October. Thank you Mary for all your hard work, this is an award well deserved. Congratulations from the entire AHM team.



From left to right: Rob Radomski (VP of Brand Management), Mary Donley (DOS), Jesse Stauffer (GM) and Jimmy Taylor (VP of Sales and Operations).



From left to right: Mary Donley (DOS), Fred Kindell (Senior VP), David Wespiser (Managing Member) and Jesse Stauffer (GM).

Letter from IHG to Holiday Inn Big Rapids

The property received a positive letter from IHG about their guest satisfaction scores



VIA U.S. MAIL

October 7, 2014

Holiday Inn
Attn: Mr. Eric Vert
1005 Perry Street
Big Rapids, Michigan 49307

Three Ravinia Drive
Suite 100
Atlanta, GA 30346-2121
www.ihg.com

Big Rapids Hotel Group, LLC
Attn: Mr. Fredrick W. Kindell
520 North Main Street, Suite 205
Cheboygan, Michigan 49721

RE: Positive Increase for 12 month rolling OSAT score for
Holiday Inn® Big Rapids, Michigan / BRPMI

Dear Eric & Fred:

Congratulations -- your hotel was in the top ten within your brand family for the largest increase in OSAT scores from the previous month for the month of August!

Creating "Great Hotels Guests Love" should be a key focus for every hotel within the IHG system. By consistently delivering on our brand promises and the services our guests desire, we gain their trust and strengthen the possibility their future accommodation choice will be with us. Your hotel has demonstrated -- through the guest survey system "HeartBeat" -- that our collective guests are enjoying your hotel's services and facilities to a high degree.

In order to be one of the best hotels, it takes strong leadership from a General Manager dedicated to build a service culture where the staff is empowered to exceed guest expectations regularly! It also takes a high level of commitment from ownership to provide the facilities and resources to support a pro-active and guest-focused environment for the hotel team to thrive!

I thank you for working together to create a hotel that builds guest loyalty and differentiates itself from the competition!

Sincerely,

Tim Genovese, Vice President
Design & Quality

cc: Ms. Jessica Andrus, Quality Consultant



Positive Guest Experience

A letter received at the Courtyard New Albany from a guest with an exceptional stay



I am a long time guest of the Marriott hotels and have had the opportunity to visit many of your locations domestically. The amenities, layout and comfortable rooms are several of the main reasons why I continuously stay with your organization, but the overriding factor is the hospitality offered by the staff.

Today, the Courtyard in New Albany suffered a power failure. This was a planned outage but with any plan there exists the opportunity for deviation. Your team headed by Sari Linkus responded in an exemplary manner to this situation.

As I write this e-mail I find irony in the timing since I had made a mental

note to send an email to Sari and the team after my last stay. I wanted to let them know how much I appreciated their commitment to their guests. The warm greeting, being in a room at the end of hall, remembering what I have for breakfast, their continued focus on customer satisfaction... These items may sound a little trivial but not to me.

As the power system failed in New Albany today your team stepped up and went beyond anyone's reasonable level of expectation to take care of their guests. I want you and the team in New Albany to know that their efforts are recognized and are very much appreciated.... Thank You!!!! They did a great job tonite... You have a team that you should be very proud of and know that their collective efforts led by Sari provide context and meaning to the phrase.... Exceptional Customer Service.

Please extend my thanks for the teams focus and constant efforts toward assuring a world class customer experience!

Guest Comments

Fairfield Inn and Suites New Buffalo...

Just a quick email to note the superb service provided by all of the members of your staff here at the Fairfield Inn, New Buffalo, Michigan. More specifically, two of the associates, Lisa (breakfast setup) and Shondalee (evening front desk) were particularly helpful. Both Lisa and Shondalee are the consummate professionals and a credit to the Marriott organization and the General Manager, Erik Molineaux. Please have a copy of this correspondence placed in their personnel files and pass along my sincerest thanks to them.

“Superb service provided by all of the members of your staff”

Staybridge Suites Indianapolis...

We stayed here the weekend of 10/18-10/19 and found the hotel to be wonderful! We had come from another hotel that was dirty and we refused to stay. As we checked in I have to say Drew was phenomenal! He really listened to our needs as we had driven 8 hours and were tired. He empathized with our frustration of coming from a dirty hotel and made us feel comfortable with staying at Staybridge Suites. Drew is a real asset to your company. We found the room to be clean and the bed was great! Our daughter slept on the pull out couch and we found the linen easily. I loved that there was a kitchen in the suite. We had a wonderful stay for my mother in laws 90th birthday party. Thank you Drew for making a bad situation into a wonderful time.

Residence Inn by Marriott Lafayette...

AWESOME! that is one word. Treated like we owned the place. Staff was friendly and very accommodating. The breakfast & afternoon social were a good way to start and end the day. We had visitors and they were treated as guest of the property, (do not get that much at hotels). Clean inside and out, maintenance was in the room next to ours, they were removing a whole A/C unit...very little noise. The staff at the desk always answered questions, they never had to "get back with you; or I'll have to check on that!" I have been a points reward patron of another brand....may just have to re-think that. LOVE LOVE LOVE our Stay here!

Hampton Inn and Suite Riverton...

I stay at hotels often for business and it is important for me to have the ability to utilize the work out facility during my stay. Many hotels offer only a treadmill or stationary bike option, but this facility had 3 treadmills, a stationary bike, elliptical, and free weights including a bench. Having this variety is always an amenity that leaves me satisfied and keeps me coming back.

Holiday Inn Express Acme...

I've reviewed this hotel before, but just had to say "thanks again" for your service and consistency. My husband and I stayed here again before and after a 3 week trip to SE Asia and we were welcomed by our familiar & warm faces both times and automatically given our favorite room near where we leave our car and on the first level. It's a simple thing, but after very busy and long travels, coming home to this hotel is a great way to relax before we drive back to Boyne City the next day. Also so relaxing before we travel to have a short taxi ride. It's worth the extra we spend to have some ease and relaxation before and after long travels!

“Thanks again for your service and consistency”

Guest Comments

Staybridge Suites Kalamazoo...

We went to K'zoo to visit my 90 year old Mom as she was in a recovery center after being released from the hospital. On our second day back home we received the call and returned to Michigan for her funeral. After her funeral in Livonia, Michigan we returned to Kalamazoo to help put Mom's affairs in order. The staff recognized us when we returned for our second stay and were very accommodating making what can be a difficult time very peaceful. They honored my military rate but provided an upgrade to a large suite which worked so well as we completed all the work that must be done when the last surviving parent passes. When we finally got to our room that first night there was a basket of "goodies" accompanied by a note signed by the entire "Staybridge Family" expressing their condolences. The kindness of the entire staff and their willingness to assist us at this difficult time is greatly appreciated. We have stayed at this property on previous visits and will certainly be staying with them again should we return to Kalamazoo.

"The kindness of the entire staff and their willingness to assist us at this difficult time is greatly appreciated"

Holiday Inn Big Rapids...

I took my grandchildren there for their birthday and siblings and parents came for pool party every one had a great time ages 4 through 37. In the morning we had a great breakfast and off to the pool until noon check out much better than 11. The rooms were very clean and the beds very comfortable. I have cancer and this was a great break for me and a beautiful memory.. My family and I all live within 10 miles of this holiday inn so for me I could not have made a long trip. When I told the staff I was using a walker they offered to help me in every way possible. I plan on taking the kids back again soon. Thank you Holiday Inn.

Holiday Inn Express Sidney...

My stay on both Monday and Wednesday evening was outstanding. The hotel looks great and the staff was phenomenal at making sure I was taken care of. I came into town for work and was ecstatic that there was an IHG property in Sidney as I did not want to stay in either Watford City or Williston. Please be sure to keep up the great work!

Holiday Inn Express Wisconsin Dells...

Very nice stay in the Wisconsin Dells. Hotel staff way too nice. Smiling and helpful all the time. Property inside and out, including rooms were very clean and up to date. Pool area surprisingly bigger than expected. Has adjacent game and party rooms and exercise room. Very good breakfast.

Residence Inn by Marriott Lafayette...

I've stayed here on multiple occasions and every time have been welcomed like family by the incredible staff. The hotel serves every practical need for a comfortable stay, even for extended periods. Nice rooms, kitchen with full fridge microwave stovetop and dishwasher makes long term stays more comfortable. Location is central, surrounded by shopping and restaurants. Breakfast has great variety and served everyday. The early week nightly socials are a nice way to unwind and grab a bite and a beer after a long day. Where this hotel really stands out is the staff and level of personalized service each guest is shown. Every member of the team is helpful and friendly, often getting to know you by name. Big shout out to the shuttle driver Steve who will go the extra mile every time to make sure you're well taken care of. Definitely a place I'd recommend if you happen to find yourself in Lafayette.

"Every member of the team is helpful and friendly, often getting to know you by name"

One Person Can Make A Difference

A team member at the Holiday Inn Express Wisconsin Dells helped turn a guests visit around

My wife and I travel four to five times a year and have been loyal patrons of Hilton and Marriott Properties. I had not stayed in a Holiday Inn hotel for at least 10 years, as my last experience was not that great.

My wife and I were touring Wisconsin last week and had booked a two night stay at a hotel in Reedburg. We were so disappointed in the hotel because of the strong musty smell of the entire building and room. I booked the 2nd night of our stay from this musty room at your Holiday Inn Express. My wife has severe health issues and we decided we could not stay a minute longer after we had been there for 30 minutes. We checked out immediately and followed GPS to your hotel. The GPS was not accurate so I called and spoke with your front desk clerk Jaque (female). She gave us directions.

Upon arrival she was very friendly and helpful. We told her of our experience and that we were a day early. There was room at the inn and she gave us the same rate as our reservation (although it was higher for Saturday night). She turned a disastrous day for us into a happy one. Your facility was beautiful both inside and out and we enjoyed watching families play in the indoor pool.

The breakfast both mornings was plentiful and enjoyable. One person can make a difference being the face of a brand and Jaque has lead me to include Holiday Inn Express into my future travel plans.



Quality of Excellence

The Staybridge Suites Indianapolis - Carmel received the Quality of Excellence award



The Staybridge Suites Indianapolis – Carmel received the Quality of Excellence Award. The top 16 performers in the brand are given this award based on overall satisfaction scores.

The property performed at a 92.3% overall satisfaction score for the year (July 13 through June 14) with an overall ranking of 10th. This is an award that is not easily achieved and according to General Manager, Jesse Stauffer it is very gratifying to see everyone's hard work paying off.

Jesse Stauffer and Mary Donley accepted this award at the annual IHG Conference in Vegas this October. This was not the only honor awarded at the conference. Director of Sales, Mary

Donley also received the “Director of Sales of the year” award for the Staybridge Suites brand in 2014. Great job Staybridge Suites Carmel!



Quality Inspections

We recognize several properties that passed their Quality Inspections

Hotels receive Quality Inspections two times per year. The thorough inspection consists of checking the inside and outside of the building; windows, bedding, pull out sofa sleepers, every dish and piece of silverware. Nothing is overlooked.

Passing the Quality Inspection takes a great deal of motivation and each of these teams puts forth an immense amount of hard work and dedication daily to achieve this goal. Each of these properties should take great pride in their success. Congratulations! The properties that have passed and received this award include;

•**Holiday Inn Express Wisconsin Dells**

•**AmericInn Douglas** •**Staybridge Suites Carmel**

•**Holiday Inn Express Sidney** •**Staybridge Suites Kalamazoo**

•**Holiday Inn Express New Buffalo** •**Hampton Inn and Suites Lafayette**



The Staybridge Suites Kalamazoo celebrated passing their Quality Inspection with a team lunch. Here is some of the team proudly displaying their scores.



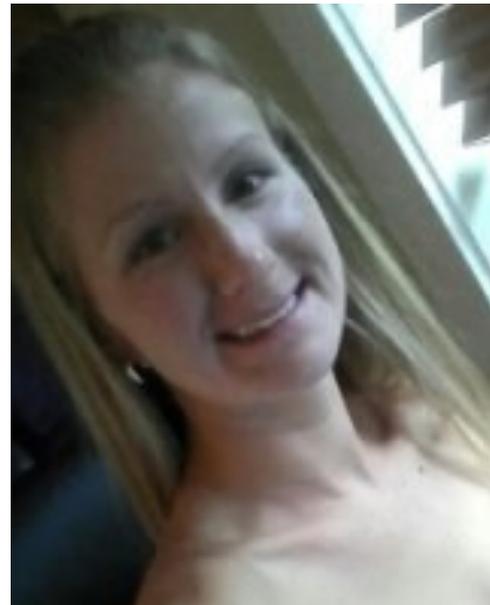
In The News



Courtyard New Albany GM, **Sari Hill** got married September 18. Soon after she and her husband Justin found out they're expecting their first baby. A girl! Her name will be Brooklin Gail Hill due March 10. They are very excited and we are excited for them. Congratulations!



During Housekeeping Appreciation week the **Residence Inn Lafayette** team put together a "pot luck" and had a great lunch. Here is a picture of the team in their housekeeping appreciation T-Shirts in the hotels new shuttle van.



The Holiday Inn Big Rapids welcomed new Executive Housekeeper, **Danielle Fitterer** to their team on November 11, 2014. Welcome Danielle!



Guest Service Representative at the TownePlace Suites Goodyear, **Bianca Alejo**, welcomed her first child, a daughter, Jaylin Marie Baldonado, on September 12, 2014. She weighed 6lbs. 9ozs. and was 19 inches long. Congratulations, Bianca!



Pictured is **Barbara Jean Beighle**, GM of the Staybridge Suites Lexington and **Stephanie Toy**, GM of the Holiday Inn Express Lexington. Both attended the IHG Conference in Vegas. Looks like you ladies are having fun!



The Hampton Inn and Suites Riverton and the Holiday Inn express Acme got in the Halloween spirit and dressed up to celebrate. Ryan Preston even dressed as our very own Fred Kindell. Great costumes guys!

Welcome to AHM

We are pleased to introduce new members to the American Hospitality Management team



Allison Krafft started with the Staybridge Suites Kalamazoo in July 2014 as the Director of Sales. Allison is excited about working with a new team of people and getting to know how the hotel industry works. She was formerly the Director of Marketing and Game Day Operations for the Kalamazoo K-Wings (ECHL). Allison is pictured with her niece Ava. We are excited to have you as part of the team, welcome Allison!



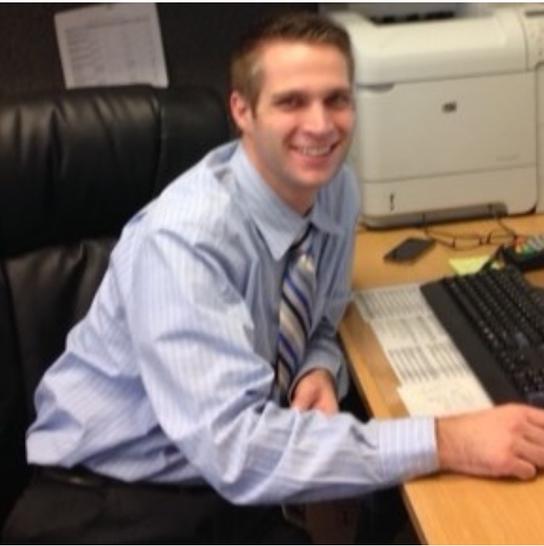
Jody Marceaux became the Hampton Inn and Suites General Manager on June 18, 2014. Previously the GM at a Holiday Inn Express we know she will bring great knowledge and experience to her new position. She is eager to see the property grow in service scores as well as cleanliness scores and she is also looking forward to learning the Hilton brand. Jody said she is very grateful that AHM chose her to be the new GM for the property. We are happy to have you as part of the AHM family Jody!



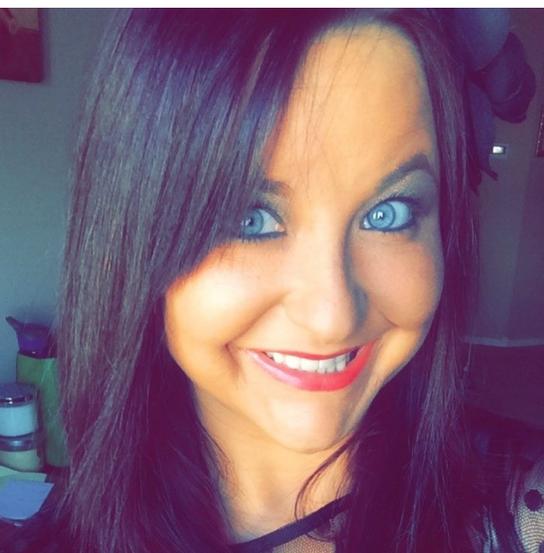
As of July 2014 Sarah Morgan is the Holiday Inn Express Lexington's new Assistant General Manager. Sarah was previously the Food and Beverage Manager at the Campbell House, an independent hotel in Lexington for five years. She is most looking forward to being at a smaller property that gives her the opportunity to meet and interact with more guests. Sarah said she is enjoying being a part of the IHG family and having their support in improving guest satisfaction. Welcome to the team Sarah.

Welcome to AHM

We are pleased to introduce new members to the American Hospitality Management team



Kiley Robison has been working in the hospitality industry for 10 years and as of October 9, 2014 he is bringing that experience to his new General Manager Position with the TownePlace Suites Goodyear. Kiley is excited to be back at an extended stay property and really getting to know the extended stay guests. He said he loves the TownePlace Suites brand and the culture it creates. One of his favorite things about the TPS brand culture is doing things for guests “just because”. He also enjoys working in a small hotel where the staff is truly a “work family”. Kiley is looking forward to a successful 2015! We love your enthusiasm Kiley and are excited to have you as part of the AHM team.



On September 1, 2014 Rebecca McClure became the new Director of Sales at the Holiday Inn Express Lexington. Rebecca’s previous position was as the Guest Service Representative at the property. In her new role she is most looking forward to developing new and long lasting relationships with businesses and people in the community. She wants everyone to know she is at the hotel for the long haul and that they can trust her. Rebecca is looking forward to many years to come with the company. Congratulations on your new position Rebecca and thank you for your continued hard work!



As of October 8, 2014 Barb Myer is the new General Manager of the Grandstay Appleton. Barb has been a part of the AHM family for years previously holding positions at the Roosevelt Williston and the Clarion Green Bay. When asked what she is enjoying most about her new role Barb said the staff has been the best and very welcoming and the property has great guests and it’s been fun getting to know the “regulars”. We are happy to hear you are enjoying your new position! (No photo available)

TownePlace Suites Recognizes Team Members

DOS Briar Fulford highlights two team members that are standing out at the property



Briar Fulford stepped out of the GM role at the TownePlace Suites Goodyear and into the Director of Sales position at the hotel. The property welcomed new GM, Kiley Robison (pictured on left) just a couple of weeks ago. He started with Marriott in 2006 and was the Assistant General Manager at the Hilton Garden Inn in Henderson, Nevada when he was recruited for our hotel. He is already doing a great job leading the team and making improvements in all areas. Welcome, Kiley!

The TownePlace Suites crowned an employee of the 4th quarter, Arlene Abbott (pictured on right). Arlene wears a lot of hats. She is the weekend breakfast attendant, relief house person and occasionally you will find her doing laundry or helping in housekeeping. She has been with the hotel since 2010 and is very dedicated to her job. She is always coming up with creative ways to do things better and pays very close attention to detail. Keep up the great work, Arlene!

Hampton Inn and Suites Riverton

GM, Ryan Preston introduces two team members who are instrumental to the success at of the hotel

The Hampton Inn & Suites Riverton is proud to announce the Hiring of Ameer Lee (right) as Director of Sales. Ameer was previously employed with the property as a Guest Service Agent from 2012 to 2013, before leaving to pursue her degree in education. Ameer is an outstanding upbeat individual with a passion for building relationships. She brings with her a phenomenal background of customer service and an ability to bring out the best in everyone she meets. Ameer's personality is one of optimism, enthusiasm, and she has a drive to succeed that is unmatched in the Riverton community. We are proud to have her back with us and look forward to a long outstanding working relationship.

The property would also like to announce the transition from Director of Sales to Assistant General Manager Ashley Strickland. (left) Ashley has been employed with the hotel since July 2013 as Director of Sales. Since joining the team Ashley has been instrumental in capturing almost \$200,000 in new business in 2014. Ashley has done a tremendous job as DOS, and we look forward to her continued growth in the Hospitality industry as she moves into her new role as AGM to help lead the charge in continuing to maintain our presence as the preferred hotel in Riverton WY.



Record Setting October

The Holiday Inn Express Acme had a great month due in part to a large extended stay group



With the winter season upon us most properties tend to slow down in the colder months with less people traveling. This was not the case at the Holiday Inn Express Acme this October. They had a record setting month due in part to a large extended group stay.

The group was an IT team that is with a company called PBS systems. Bill Marsh, a car dealership in Acme had gotten a hardware upgrade for all of their computer systems and with the new hardware came new software. The group staying at the property was in the area to train the employee's at Bill Marsh on these new systems.

The group came to the property looking for reasonable accommodations for an entire month and Assistant General Manager; Jennifer Henning went above and beyond to give them just that. Henning's handles the majority of sales at the hotel and due to her being able to build a trusting professional relationship with the company she was able to not only meet but exceed their expectations.

"She is truly an asset to the company and grows in her sales abilities daily," said GM JoEllen Vert.

On average for October the typical occupancy is about 69%, with an average of 155,000.00 in revenue, an 87.00 ADR, and RevPar of about 62.00 for Holiday Inn Express Acme. The best year the property had for October was in 2011 since the property opened, until this year. They had a growth

over 2011 in Revenue by almost 35,000.00, the occupancy went up by at least 4% and had a \$12.00 growth in ADR, with a growth of \$13.00 in Revpar.

A great month is seeing growth consistent with the market. For the Holiday Inn

Express Acme however October was record breaking. This October they gained 22% in revenue over 2013, 13% in occupancy over 2013, were able to grow the ADR \$3.38 over 2013, and RevPar we grew \$16.03.

It was a job well done by the entire team at the Holiday Inn Express Acme. The type of service they provide is what keeps guests coming back. Congratulations on your great month!



Grandstay Appleton Vacation

Brenda Pollex took a vacation in Wisconsin and ran into a few members of the AHM team

AHM Auditor, Brenda Pollex vacationed at the Grandstay in Appleton Wisconsin September 24-27 and while there ran into some familiar faces. Senior Regional Vice President, Chris Godfrey was at the property showing around AHM's newest Regional Vice President, Robert Adler.

Brenda said the staff was awesome, friendly and accommodating and the room was spacious, clean and welcoming. She spent her vacation traveling around the area with stops in the tip of Door County, touring wineries and shopping. She also traveled to Chippewa Falls to the leinenkugel Brewery which gave her the opportunity to see rural Wisconsin. Sounds like fun Brenda!



From left to right: Chris Godfrey (Senior VP), Kirstin Hurd (interim GM), Jennifer Goran (Assistant GM), Brenda Pollex (Auditor) and Robert Adler (Regional VP)

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