

American Hospitality Management

Spring, 2017



**The TownePlace Suites - Goodyear
Completed a Six Year Renovation**

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Torchbearer Award Winners

The Staybridge Suites - Carmel and the Staybridge Suites - Okemos both received the Torchbearer Award for 2016. This is the most prestigious award IHG gives for Guest Service. In order to receive this honor a property must score at 90% and above for the entire year.

This is the second time for the Staybridge Suites - Carmel and the first for the Staybridge Suites - Okemos to be Torchbearer Award recipients.

AHM is very excited and proud of these teams, who are both passionate and extremely engaged, to be recognized as top performers.



Staybridge Suites Okemos

"This award means a lot to us! We have tried for several years to achieve it and came up short. Our staff has all worked very hard for this, especially our housekeeping department. They turn out a very clean product and our guests notice it," said Okemos General Manager, Mike Kent.



Staybridge Suites Carmel

"This is a great accomplishment and our second year in a row winning the award. The team was excited and proud to have achieved this accomplishment together," said Carmel General Manager, Jesse Stauffer.

Property Completes Renovation

The TownePlace Suites – Goodyear recently completed a six year renovation

The Towneplace Suites team has been working hard to finish a six year renovation.



All of the guest rooms and all of the public areas; received new carpet, paint, furniture, and brand new 43" TVs that are wall mounted. TownePlace signature Elfa Closets from The Container Store in the Studio Kings, One, and Two Bedroom Suites were installed. The lobby carpet was replaced with wood plank ceramic tile and the outdoor public space was upgraded with a new Weber Gas Grill.

The process took approximately 3.5 months to complete. The property hired several contractors to do electrical, relocating the outlets for the

wall mounted TV's, painters, carpet and tile installers. Everything else was done in house with a few temporary employees to assist with the project.

They began renovation closing a floor at a time. The electricians, painters, and carpet installers all worked together. As one trade finished their part the next would start. It went along almost seamless. Most often the in-house guests could not tell anything was going on while floors 4, 3, and 2 were being renovated besides the occasional sounds from having carpets put down and the periodic drilling on walls it was mostly quiet. Upon arriving at the 1st floor, guest impact was inevitable, the team had to temporarily relocate the front desk and on occasion close the main entrance for tile to be installed. Since there was no hiding the construction from guests, employees embraced it and shared their excitement of near completion with them before an opportunity for negativity arose.

"With the completion of the PIP we are anxiously awaiting the new images to be updated on Marriott.com and we are hopeful that we will see an increase in occupancy and drive rate once the website is updated to showcase the new décor," said AGM, Jason Andrade.

The feedback has been extremely positive from guests and staff. Updated property photos are on the following page.





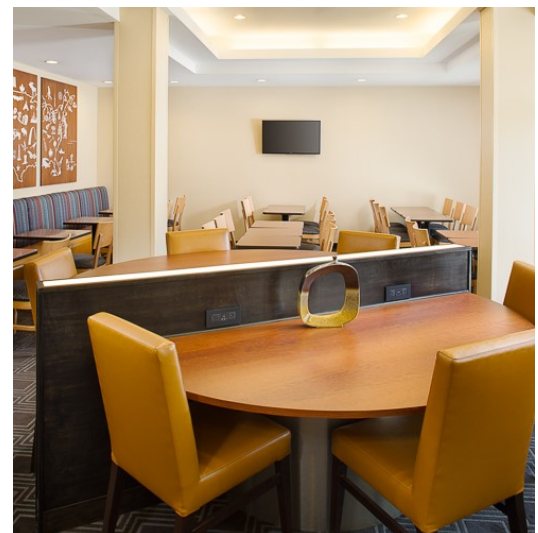
Towneplace Suites Images



Business Center



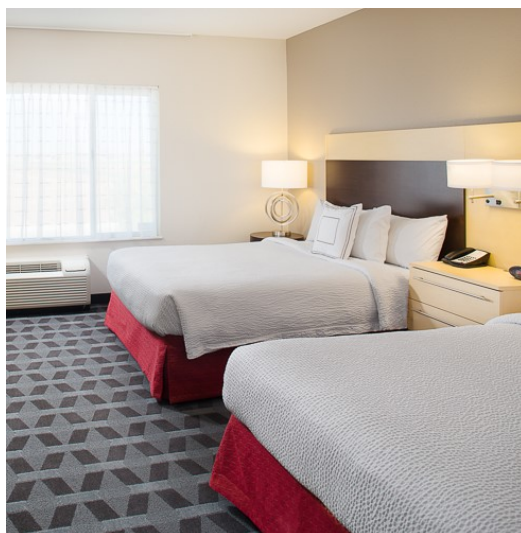
Breakfast Area



Dining Area



Front Desk



Guest Room



Outdoor Pool

Military 1st Program

Country Inn & Suites Appleton announces launch of new program



Country Inn & Suites brand wide have launched a Military 1st program. Active and retired US and Canadian military, veterans or reservists and their immediate families traveling for leisure can now book under the military rate.

Service members and their families make tremendous sacrifices, and the Country Inn & Suites brand believes that those who have dedicated themselves to a higher level of service should be put first.

Additionally, it aligns with what the brand has always been about: SERVICE. Since they go the extra mile to serve our country, the Country Inn & Suites wants go the extra mile to make them feel at home.

What the Country Inn & Suites are doing:

- * Show appreciation for their service at check in
- * Special Rate
- * Club Carlson upgrade to Silver Elite status (after first stay)
- * Upgrade to best available room at time of check-in
- * Box in Lobby for writing letters
- * Notice at the Desk

Under the program Country Inn & Suites have also partnered with Operation Gratitude providing stationary at all hotels for guests and staff to write thank you notes. These notes are sent through Operation Gratitude in care packages to active service members. Each month the letters are sent to Operation Gratitude and Carlson donates \$1.00 for every letter collected.





Welcoming New Team Member



Carrie Boor
Director of Sales
Courtyard New Albany

Carrie Boor over the last 34 years has been in and out the hospitality business, yet always in a sales profession. Her experience ranges from full service Marriott, Hilton, IHG, Radisson and the Ohio State Park Resorts. Starting in operations with Holiday Inn Corp. in the 1980's then moving in to the Sales Department, where she found her passion in the business!

Moving from Columbus, OH to Lansing, MI, then Nashville, TN, as her husband a food and beverage director for Holiday Inn Corporation relocated often. They finally settled in Columbus and now reside in Gahanna, Ohio.

Carrie left the hotel industry in the mid-90s to raise her family of 3 boys, Pieter, Zach and Charlie. She is now a proud grandmother of her 3 year old grandson Logan. During that time she owned her own businesses, Ident-A-Kid and AllyBeads, a retail boutique. Unfortunately when the market took a tumble, she liquidated and moved back into the hotel business. For the last 7 years Carrie has been in the Columbus market in Hotel Sales, though many things have changed over the years, she says "sales will always be sales! Fun, exciting and always something new each day!"

Carrie has watched the growth over the last few years in the New Albany area and she is excited to be a part of the team at the Courtyard New Albany.

Marriott Silver Award

Courtyard New Albany won Marriott Silver Award at recent conference



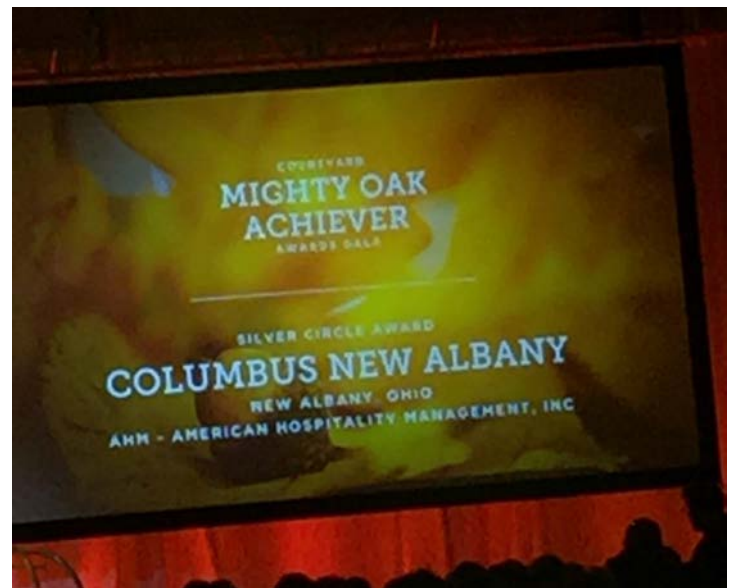
The Courtyard New Albany won the Marriott Silver Award at the 2017 Marriott Select Brands General Managers Conference. General Manager, Carly Price and Regional Vice President, Chris Norman attended the conference held in New Orleans, LA March 31 through April 3.

A property receives this award by finishing the year in the top 20 percent of all Courtyard properties (currently 1009 and growing) for Overall Guest Satisfaction. This is a huge accomplishment for the Courtyard team.

“Given the fact that we basically flipped our entire staff in July/August of 2016, I could not be prouder of everyone for still being able to maintain our service scores and work really hard to ensure our guests remained satisfied.

The staff truly understands the importance of maintaining our guest service scores and take pride in trying to exceed our guest expectations’ every day. Our team rocks!” said GM, Carly Price.

The property was also a Silver Award recipient in 2015. According to Carly the teams’ goal is to finish 2017 as a Gold Award Winner, which they have been all year so far, so they are on target. Great job team!



In The News



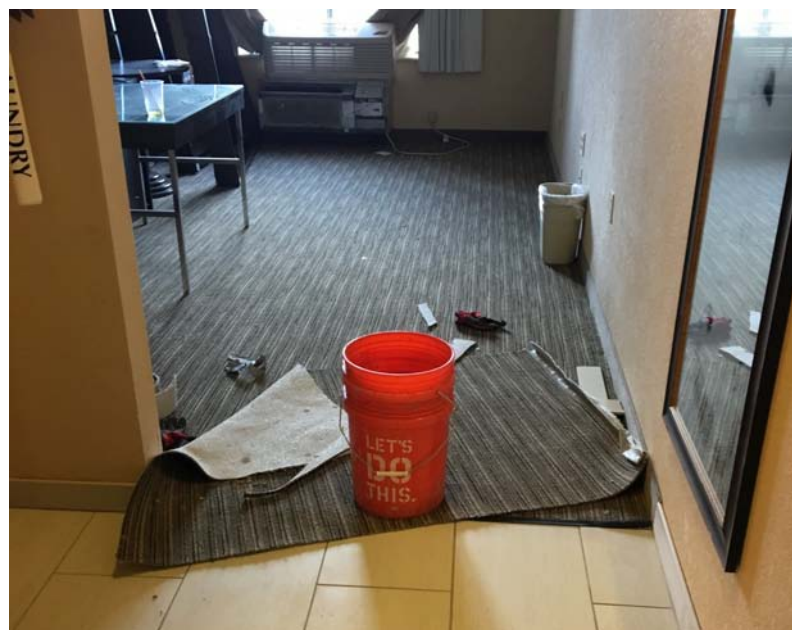
Hampton Inn Downtown Green Bay received the 2016 Circle of Excellence Award. Winners in the Circle of Excellence represent the top 10% of the Hampton brand based on total Quality Scores.



The Residence Inn – Lafayette is the recipient of the Gold Award from Marriott for Overall Guest Satisfaction scores/ranking for 2016. In order to receive this award a property must rank in the top 10 percent of the entire brand.



AHM celebrated St. Patrick's Day with a green themed potluck. Everyone brought a green dish to pass. Fred even made grilled cheese with green butter!



The **Holiday Inn Express - Acme** recently began a project to replace all guest room carpeting and floor tile. It is expected to be complete by Memorial Weekend.

In The News



AHM was recently presented with the prestigious Marriott Horizon Award at the Marriott Owners Conference in Los Angeles. This was a huge honor for the AHM team.



The GrandStay Hotel & Suites - Mount Horeb promoted front desk attendant **Amanda Rhone** to Front Office Manager. Amanda has been a part of the team for one year. Congratulations!



The Staybridge Suites - Kalamazoo team celebrated **Chris Norman's** Birthday. They surprised him with a giant balloon and cupcakes from the staff. He was pretty shocked at 9am when he walked into this balloon in the back office!



GrandStay Hotel & Suites, General Manager, **Rachel LaCasse-Ford** recently purchased her first home. Congratulations Rachel.



Team Goes the Extra Mile for Guests

A letter to the Residence Inn Lafayette staff who helped guests in a time of need

We stay frequently at Marriott properties all over the country and we have never had the customer service that we experienced at the Residence Inn Airport in Lafayette, LA. On our visit we were treated with friendly and accommodating staff. The manager Tara Falcon went above and beyond to take care of us. They happily provided shuttle service while on our visit and great local recommendations for meals. On our last day we ran into unexpected storms causing airport travel delays. Tara, after working nearly a 24 hour shift, drove us herself to the airport to drop us off. Our flight was delayed FIVE hours and eventually cancelled, I phoned her and she immediately prepared us a room and sent the shuttle driver, Dion, back to the airport to pick us at 10:30 pm! Dion saw the exhaustion on our face and offered to stop for us to pick up dinner. When we arrived we had a room and the keys were already at the front desk and yet again we were met with kindness, smiles and amazing service. This team of superheroes saved our day and I cannot say enough to thank them! Tara Falcon and her team are employees of the year as far as I am concerned and deserve the highest commendations!

Sincerely,

Rebecca and Victor Sanchez

Residence
Inn®
Marriott

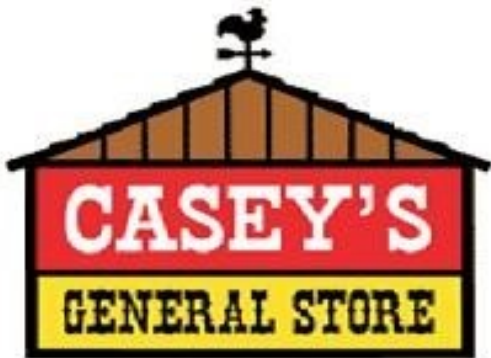
Take Me Out to the Ballgame Month

In June the Country Inn & Suites - Appleton is partnering with the Appleton Texas Roadhouse and the Wisconsin Timber Rattlers for their Take Me Out to the Ballgame month. The partners are putting together a prize package that will include a gift certificate for dinner, a free night stay and a game package. Throughout the month both Texas Roadhouse and Country Inn will be collecting donations to be entered into the drawing. The Country Inn will also be selling bags of peanuts and popcorn to raise money and on June 25th the team will be hosting a dine-to-donate night at Texas Roadhouse. The money raised throughout the month from both Country Inn and Texas Roadhouse will be donated to the Timber Rattlers Foundation or a Foundation of their choosing.

This is the first year for this partnership and the team is looking forward to June.



Property Takes on Large Account



The GrandStay Hotel & Suites Mount Horeb took in a large account this spring, Casey's General Stores, which pushed the property over revenue budget for March.

Casey's General Stores, Inc. is a chain of convenience stores in the Midwestern United States, primarily within the states of Arkansas, Iowa, Illinois, Indiana, Missouri, South Dakota, North Dakota, Minnesota,

Kansas, Oklahoma, and Nebraska. The company is headquartered in Ankeny, Iowa; a suburb of Des Moines. Casey's has recently taken over and is currently building several new Casey's General Stores in the Mount Horeb area as well as to the south east.

Operationally, it was a crazy month for the property. They were not staffed for such high occupancy. All managers worked in housekeeping all month just to get the house turned over each night. Great job to the team for working hard and making it happen.





Holiday Inn Express Wisconsin Dells...

We really enjoyed our stay at the Holiday Inn Express. Upon checking in the front desk greeted us happily.

**“Thanks to
the staff for
a great stay”**

Our rooms were very clean and beds were comfy. The kids loved the pool area with the huge slide. There's even a kiddie pool for toddlers and smaller children. Very relaxing atmosphere and staff and visitors are very nice. The breakfast was amazing! The staff was working extra hard and fast to make sure food was refilled and plenty. There was a large variety of breakfast foods to choose from. The

location of this hotel was very conveniently located. Thanks to the staff for a great stay. We've stayed at numerous hotels before but this is definitely one of the best hotels we've stayed at. We would definitely stay here again.

Holiday Inn Express & Suites Lexington...

So sorry I missed you the day I left. I wanted to thank you in person how much I appreciate what you've done for me. I really enjoyed my stay and everyone was super nice and helpful. Kayla helped me anytime I really needed it also, such a pleasant stay, thank you so much and I will come see you all again. Please tell Kayla also thanks for everything. Melody, I think, and Robert were also very helpful. You have a wonderful crew. Thanks again for everything.

Staybridge Suites Kalamazoo...

I had a wonderful stay. The front desk was the nicest check in ever! The room was very nice and the towels/wash clothes were even nicer! The breakfast was nice and they had even had a free dinner the night before!

Holiday Inn Big Rapids...

Erika and Angie, I just wanted to let you two know how successful our Michigan Bow Hunters' banquet was this past Saturday. Everything we needed was ready, the room looked fantastic, every staff member we encountered was friendly and helpful, and the food was DELICIOUS! I've never set anything like this up before, and right from the beginning you put my mind at ease and helped with every little thing, always with patience and kindness. We move this banquet around to different areas of the state each year, but when we come back to this area in 2020, if I have any part in it, we'll come back to your Holiday Inn. Please forward this e-mail to your supervisor and/or corporate office so they know how pleased we are with the wonderful job you did! Thanks for everything.

**“Every staff
member we
encountered was
friendly and
helpful”**

#52 Sports Bar and Kitchen

The Holiday Inn Big Rapids restaurant gets an update



The Holiday Inn Big Rapids restaurant is undergoing a few changes. The #52 Sports Bar and Kitchen, which is a homage to 1952 when the Holiday Inn brand started, will soon have an updated menu and atmosphere.

The updated menu will feature a blend of signature dishes like frachos, which are fries covered with items such as pulled pork, bbq sauce, and bacon. There will be subtle changes to the atmosphere with fresh paint colors and new booth covers.

Chris DeRamo, Director of Food and Beverage Solutions for IHG and Mike Lewis, Corporate Chef for IHG recently paid a visit to the restaurant. Their visit included the presentation of the prototype menu, which is on track to be finalized mid-May. Along with a timeline for Back of the House

training to insure portion controls, recipes, and ticket times are falling within the brand standards.

“There is always excitement involved when it comes to new and updated menu themes. The staff and I are excited to see how IHG will be helping us to get a larger presence with our local community and media campaigns,” said GM, Eric Vert.

We are looking forward to seeing the updates and we’ll share photos once they’re available.





Outstanding Guest Service

Holiday Inn Big Rapids Erika Griffes and Eric Vert receive a thank you from appreciative guest

Erika and Eric,

You two could not have provided a better accommodation, right down to the perfect second, than I could have ever dreamed. The flowers were swiftly delivered very discretely to Lynne's lunch banquet chair, at the moment that Lynne was walking forward to the award reception podium....thus she was looking forward to the podium and never saw the flowers arrive by your currier. You nailed the perfect timing, it could have not have been better one second earlier or later...just perfect.

Your help with this endeavor will give my wife, her daughter, and the group audience, a memory that will last. Thank you, thank you, thank you.

Erika...I meant to give you a thank you card and a memento-tip, but I spent my available cash after the award ceremony at the chocolate store in the old town with Lynne and her daughter. I'll catch up with you yet on a thank-you.

I just wanted to know how special your assistance with this effort has been. The work of you all is, and will always be, so memorable and unique. Erika....your providing us a loaner vase for the flowers was even extra special and nice.

...And our room was spectacular, very clean, and your hotel staff were all so very nice.

You are the best!

George Madison



Holiday Inn

INDCA Starts Incentive Program

The Staybridge Suites – Carmel team recently started a new incentive program.



This program allows each employee to earn points on a team and individual basis. General Manager, Jesse Stauffer used chalkboard paint to display the points in the back office to get his employees fully engaged in their performance.

“It has been lots of fun for managers and employees to participate in this program,” said Stauffer.

A creative way to get employees engaged, with some friendly competition.

March Guest Love Score

The Holiday Inn Big Rapids finished March with a Guest Love Score of 95.24 which put the property in the ELITE category for IHG. That in itself is a great achievement, but what is even greater is the team was able to increase their score over March 2016 by 18.50%. This is the first time since AHM started operating the Holiday Inn of Big Rapids that their Guest Love score ended so high. The hotels ranking in the system at the end of March was 100 out of a possible 888 Holiday Inn properties which included North America and Mexico.

The team also passed their IHG quality inspection in March with a cumulative score of 94.07 which was up from their cumulative score in August 2016 of 92.29.

Congratulation to the Holiday Inn Big Rapids team!



Grandstay Hotel & Suites Mount Horeb



GrandStay Hotel & Suites

Exceptional

4.7

OUT OF 5

Hotels.com[®]

An Expedia Inc company

WSCWI Starts Renovation

The Holiday Inn Express – Wisconsin Dells started a PIP on April 10, 2017. The PIP will be the new Holiday Inn Express Formula Blue Design.

The team is hopeful to have the room section done by July 1, 2017 while the other areas will be ongoing. General Manager, Jesse Kangas is looking forward to having the most updated product to offer guests.

The busiest season is approaching and everyone has high hopes the project continues to go as scheduled and can be fully operational during peak season. It's off to a great start.



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