

# **American Hospitality Management, Inc.**

## **Spring, 2021**



**AHM Senior Vice President and Co-Founder  
Fred Kindell Announces Retirement**

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# Fred Kindell Announces Retirement

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It is with mixed feelings that I announce my retirement from AHM. Don Schappacher and I created AHM 20+ years ago and have dedicated a lot of hard work, sweat, tears and laughter along the way. The entire Corporate & Hotel Teams have been like family to me. I will miss each and every one and wish them all nothing but health, success and happiness in everything they do. I have learned a lot from each Team Member, allowing me to be the person that I am today. My definition of “success” is the opportunity to work alongside similar minded people and learning from each other.

A special “Thank You” to Don Schappacher for being my mentor, business partner, sounding board, hunting partner and friend. I’m a firm believer that success cannot be achieved alone, Don, along with many others, has been instrumental in this process. I believe we have accomplished this in the past 30 years that I’ve been in this industry.

My new found free time will allow my wife, Kathy, and I to spend more time with our six children and six grandchildren. This is something we have been immensely looking forward to.



Accepting the Marriott Horizon Award. An honor the team received in 2017. Pictured from left to right: Arne M. Sorenson, C.E.O. Marriott International, Don Schappacher, President & C.E.O. - AHM, Chris Norman, Regional Vice President - AHM, Fredrick Kindell, Principal/Senior Vice President-AHM, Lurry Lacour, Regional Vice President - AHM, Chris Godfrey, Senior Regional Vice President- AHM, David J. Grissen, Group President Marriott International, Liam Brown, C.O.O. The Americas, Select Services Marriott International.





*Staybridge Suites General Manager Joy Underwood pictured with the Besser family*

# Meet the Besser Family

A note from the Staybridge Suite Kalamazoo GM and AGM about a lovely family

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Hi all,

Meet the Besser Family.

They came to stay with us about 6 weeks ago.

They had a house fire, which brought them to our place. When we first met Bob, we also learned that his wife Cheryl, was diagnosed with a brain tumor about 8 months ago. Cheryl came in and had a smile that lit up the room – and we know this, because she wore a mask, but the smile showed in her eyes! Every day, the girls would take Cheryl for a push/walk (as she was in a wheelchair) and Cheryl would seek me out, because she knew I always had fresh cookies and would give one to her.

About 2 weeks ago, Bob started to not feel well. He went to the hospital and it turned out that he had Covid. He was admitted to the hospital, which left the girls here to tend to Cheryl. The family got tested that weekend, and ALL of them, minus the oldest Kailynne (who wasn't living with them at the time) tested positive. So, then they had to quarantine in their room!

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***Assistant General Manager Tiffany Kuhtic pictured with the family***

Cheryl took a turn for the worse, just a few days later. Bob released himself from the hospital to 'come home' to be with her. He got to spend 3 days with her. On Tuesday, April 13<sup>th</sup> Cheryl passed away. Bob shared with me that this hotel was a blessing to him, because at home, Cheryl slept on a hospital bed in the living room. Here, he got to lay in bed with his wife.

The spirit of this family is and was amazing! They love each other and they loved us. They had to continue to quarantine for another week, in that room (can you even imagine??). They had meals dropped off each day for dinner and we dropped off breakfast outside of their door each morning. When we finally could, there were many hugs and tears cried. Bob shared with me that they last thing the two of them did together was write a

review on our hotel. What a selfless thing to do!

Today, April 28<sup>th</sup>, would have been Bob and Cheryl's 31<sup>st</sup> wedding anniversary. We wanted a reminder of this sweet family and Cheryl, so we asked what her favorite flowers were. We were told yellow daffodils and tulips. So today, we chose to honor them by planting yellow daffodils and tulips right in front of the hotel. Every spring we will be reminded of this sweet family and the spirit that they brought to our hotel.

Great news: Bob and the girls were offered the home next to their church, so they moved out last week. They love the deer that roam the front and backyard. Their mail is still being delivered here, so we are pleased that we will get to see them for the next few weeks.

We are ever thankful that we get to invest of the lives of our guests who come here. Bob, Kailynne, Haven, Mary, and Cheryl will all hold a special place in our lives.

Joy and Tiffany

GM & AGM of AZOSB







# 5 Years!

CMHAL team celebrates team members work anniversary

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Shakespeare Jeru "Shake" is the Courtyard by Marriott New Albany van driver / houseman and the team is happy to share that he recently celebrated 5 years with the hotel.

"Shake is an excellent associate. He is reliable, dependable and helps out in all departments. He rocks at setting up our meeting space and keeps our hotel looking awesome! We appreciate his dedication to making us great," said GM Kelley Foster.

Congratulations on 5 years and thank you for all of your hard work!





# Spirit of Hospitality Award

Congratulations to the Staybridge Suites Kalamazoo team

The Staybridge Suites Kalamazoo was awarded the Spirit of Hospitality award from IHG 2020. What an incredible accomplishment to receive this award during a pandemic. The past year has been the most challenging year the hospitality industry has had to face and not only did the Staybridge Suites Kalamazoo team find a way to survive, according to IHG they found a way to thrive!

This award is designated to hotels that achieve an overall GuestLove score of 90, or above; as well as consistent high scores of 90, or above, for Cleanliness and COVID requirements that were implemented in 2020.

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“There was a lot of hard work, dedication, and commitment by all to achieve this award. We have an incredible team, who embrace each other, care for our guests, and create a great experience for each person who walks through our doors. I am honored to work with an incredible group of people, who have come together to create an award winning hotel,” said GM Joy Underwood.



*AHM Vice President, Chris Norman addressing the team while celebrating their accomplishment.*

American Hospitality Management, Inc. Vice President, Chris Norman joined the team in Kalamazoo to celebrate with a steak dinner that he grilled at the hotel. He also delivered the sign which will be on display at the hotel for the next year.

Congratulations to the Staybridge Suites Kalamazoo team. Well done!







# Property Helps Family In Need

In February the Courtyard by Marriott Petoskey at Victories Square was the host to a family from Rodgers City, MI that had smoke damage to their home.

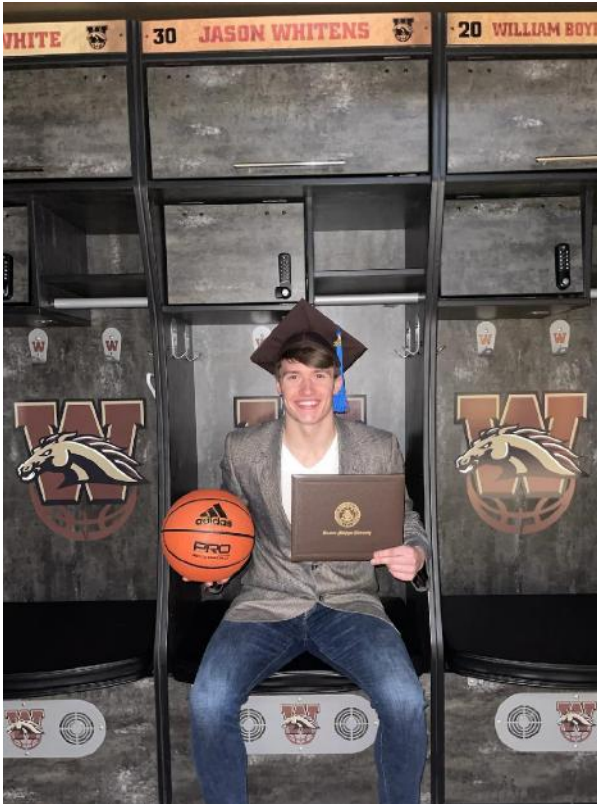
Tami Morrow (AHM), Pam Jordan and other team members came together to create gift baskets and a letter of support to put the family at ease. The hotel also donated a \$50 Meijer gift card to help them get back on their feet.

Way to go to this team who was such a bright light to this family in a time of need.



# WMU Graduation

Staybridge Suites Kalamazoo team celebrates Western Michigan University Graduation



The first weekend of May 2021 was graduation for Western Michigan University students. This is a time of year the Staybridge Suites Kalamazoo team truly enjoys.

"It is such a pleasure to have a hotel so close to the campus. We get the opportunity to actually be a home away from home for 4+ years for parents of graduates. Graduation day is a day filled with mixed emotions for us; we are thrilled for the graduate and their family, yet sad as we say goodbye to them," said GM Joy Underwood.

They come as guests and leave as family.

Meet Jason Whitens, son of Gerald and Faye Whitens. Jason comes from Powers, MI; located in the beautiful Upper Peninsula of Michigan. Jason is a part of the WMU Men's Basketball team and is graduating with a degree in marketing. Jason has become a friend to everyone at the hotel. He always joins his parents for breakfast, when they are here, but he takes the time to seek out employees of the hotel. As you can see in the photo below, Jason has made a special connection with Van, the hotels chief engineer. They always chat when Jason's family is visiting; Van has gone to basketball games to cheer Jason on. They couldn't wait to take a last photo together and you can tell by their smiles that they have a genuine connection.

Jason, and his family, were very proud of the teams 2020 Spirit of True Hospitality Award and took the time out of their busy graduation day to take a photo. They wanted others to know what an amazing hotel they've been able to be a part of over the past 4 years.

"We have been blessed by Jason, his family, and so many other WMU parents and students. It's always a great day to be a Bronco's fan!" said Underwood.



***Jason pictured with GM Joy Underwood and Chief Engineer Van on graduation day***





# Bicycle Rentals

The Courtyard by Marriott Mason now offers bike rentals to guests and the public

The Courtyard by Marriott Mason, OH has started offering bicycle rentals. They are the only hotel in Mason offering bicycles giving them a competitive advantage and a certain “cool factor”.

Mason has a good network of bike paths and the hotel is within a mile of shopping, restaurants, a theater, a craft brewery, and a wedding venue. Biking to these locations is a fun option. The Courtyard guest is typically a health-conscious millennial who would welcome the opportunity for alternative transportation or recreation. The bike rentals are also available to non-guests.

“We hope cyclists will choose to purchase a water bottle or snack to go from our market! Time will tell, they are newly installed and ‘ready to roll,’” said GM Tina Laterza.

**COURTYARD**<sup>®</sup>  
BY MARRIOTT





# 10th Anniversary Celebration

The Staybridge Suites – Indianapolis-Carmel team recently celebrated Javier Rodriguez's 10<sup>th</sup> anniversary working for the hotel. Javier has been with the hotel almost since the very beginning. He started as the laundry attendant and breakfast attendant until he began training for maintenance. When the opportunity came for him to be the Chief Engineer he accepted the challenge.

"Javier has shown true loyalty and dedication to our hotel. He treats it as if it is his hotel and he is proud of the job we are doing together. Over the years we have watched Javier grow; working as many as three jobs at a time he saved and bought his first home a few years ago. We are very happy and proud of Javier and we will always be grateful for his contribution to our success. Thanks Javi!" said GM Jesse Stauffer.

Congrats on 10 years and thank you for all your hard work Javier!





# Meet Jeff Mayo

American Hospitality Management, Inc. Corporate Director, Revenue Strategy



Jeff signed on with American Hospitality Management, Inc. in 2020. He is leading AHM's effort to bring Revenue Strategy in-house to bring each hotel stronger growth by receiving a thoughtful, customized profit-focused approach piloted by a team devoted to the success of our owners, leaders, and team.

A 40-room motel on the outskirts of the Disneyland area is where Jeff started his hotel career. Based on the motel being both a weekday business traveler haven and a weekend leisure family getaway, he was able to quickly see that understanding a guest's travel purpose is the first step in making the best pricing decision for both the guest and the property. From that humble beginning, Jeff moved up to spending the next eighteen years working for Marriott International. In his Marriott tenure, he was able to learn all aspects of hotel management first-hand while he worked his way through each department and four of Marriott's

brands, culminating with becoming the General Manager of a Residence Inn.

Once Jeff met his goal of having his own hotel, he realized he could use his years of operations, sales, and events experience in the relatively new discipline of revenue management. Staying with Marriott International, he transitioned into one of the first revenue management clusters that the company started just a few years prior where he mastered each role in the office. Jeff worked with each of the cluster's fourteen full service, limited service, and extended stay properties in Southern California.

After being recruited by Interstate Hotels & Resorts as the Director of Revenue Management at Marriott Los Angeles Downtown, Jeff joined Copper Hospitality as its Corporate Director of Revenue Management. Together with his colleagues, they created a successful revenue management discipline in the young management company.

Desiring to grow his brand knowledge and diversity of property and market types, Jeff rejoined Interstate and spent a total of eight years leading revenue strategy for up to thirty-two hotels within twenty brands in all types of markets across the nation.

Focusing his thirty years of hotel leadership insight as Corporate Director, Revenue Strategy at American Hospitality Management, Jeff's goal is to assist each property team to its highest success and serve the company with gains in both profit and clients.

# Welcome Back Eric Vert

Vert joins the Courtyard by Marriott Petoskey at Victories Square team as new GM



Eric's hospitality career started in 1994 at the Holiday Inn of Traverse City. He was with that property until March 2008. He worked many positions throughout his tenure with the property and left the property as Director of Operations in 2008.

Eric came to work for AHM in April 2008 as the General Manager of the Holiday Inn Express & Suites of Acme / Traverse City. He was General Manager until March of 2011 when he accepted a position as a Regional Vice President for AHM. In 2013 he took the opportunity of becoming the General Manager for the Holiday Inn hotel and conference center of Big Rapids and was leader there until July 2017. In July 2017 Eric started working as a Hotel Standards Specialist (QA inspector) for IHG, the parent company of Holiday Inn Brands family.

At the end of 2020 he was laid off by IHG due to Covid revenue losses. He accepted the position as General Manager for the Courtyard by Marriott Petoskey at Victories Square in February 2021.

In his spare time Eric enjoys, fishing, hunting, home improvement and spending time with his ever expanding family. In September 2020 he became a grandfather for the first time.

He and his family enjoy having pets around their home as well. At this time they have 2 dogs, Mila (mal-shi mix) Perogi (Assie-pom mix). 2 cats Charlie, a female orange tabby, and Nox a black ragdoll (who looks like toothless from How to Train your Dragon). And 2 rabbits Eve and Lilith.

**COURTYARD<sup>®</sup>**  
BY MARRIOTT



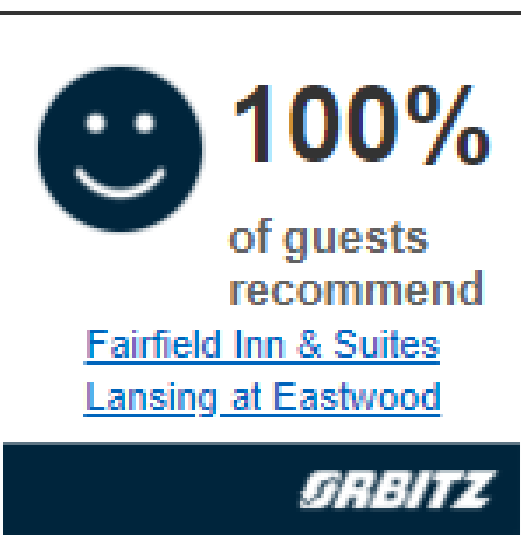
# In The News



Super 8 Petoskey General Manager, Becky surprised AHM Senior Regional Vice President, Chris Godfrey with a cake for his birthday in February.



The Courtyard by Marriott Petoskey at Victories Square's bistro supervisor Aubrey and her husband welcomed a baby boy, Nikko in April. Congrats to the happy family!



Congratulations to the Fairfield Inn & Suites Lansing at Eastwood for receiving the Orbitz award for 100% recommended by guests.



AHM Senior Vice President, Chris Godfrey welcomed a granddaughter. Juliet Elizabeth was born on 2/17/21 weighing 8lbs-1oz. Momma and baby are doing well!



The Courtyard by Marriott Mason, OH was ranked #66 of 1,026 Courtyard by Marriott hotels in March for Guest Satisfaction Surveys. Putting the hotel in the top 6% of the brand. The hotel has consistently been in the top 20% (an AHM goal) the team's goal is now to be #1!





*General Manager Joy Underwood and guest Beth during Beth's birthday week*

# Birthday Celebration

Staybridge Suites Kalamazoo team celebrates frequent guests birthday

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Beth and her family frequently visit the Staybridge Suites in Kalamazoo, MI. This recent trip was a weekend away with her husband, Rick, to celebrate her birthday.

"Each July Beth and Rick, along with their kids, take a weeklong trip and stay with us. They love South Haven and call South Haven and the Staybridge Suites in Kalamazoo their heart home. We hope that Beth had a fantastic weekend with us," said GM, Joy Underwood.

Joy and her team do a great job making guests feel at home and a part of the Staybridge Suites Kalamazoo family.





# Meet Members From Our Team



**Logan Cell**  
**Senior Accounting Specialist**  
**American Hospitality Management, Inc.**

Logan Cell joined the AHM team in February of 2021. Graduating with a Bachelor's degree in Hospitality and Tourism, he has spent most of his career in the hospitality industry. Starting as a banquet server in the Detroit metro area, he was able to move up into different rolls at different levels of hotels. Some of the renowned places that he has worked would include; all three Boyne properties in Michigan, the iconic Grand Hotel on Mackinac Island, and the Venetian and Palms Hotel & Casino's in Las Vegas.

In his spare time, Logan enjoys gardening, fishing and boating. Life is always better on a boat! When that is not possible, he spends his time finding projects around the house.



**Mileena Lauderdale**  
**Assistant General Manager**  
**Tru by Hilton Cleveland Midtown**

Mileena Lauderdale is the assistant general manager at the Tru by Hilton Cleveland Midtown. She has been in the hospitality field for 4+ years, starting in food and beverage. After a year of F & B she advanced to front desk lead then front desk manager. Even though she loved operations she moved to the sales department becoming a sales coordinator to learn more about the hotel industry.

"My goal is to one day manage my own or actually own a hotel which seems possible now thanks to my current manager, Timothy Owens. I owe everything to him for the opportunity and look forward to growing with the Tru & AHM family!" said Lauderdale.



**IJ'anna Ellis**  
**Front Desk Supervisor**  
**Tru by Hilton Cleveland Midtown**

Front Desk Supervisor, IJ'anna Ellis has four years of hospitality experience. Her future goal is to be a brand ambassador / marketer.

She strives to give every guest a wonderful Tru experience when they visit the hotel.





# It's All In The Details

## Staybridge Suites Kalamazoo General Manager Impresses Guest

The Staybridge Suites Kalamazoo received a thoughtful letter from a guest who was impressed with the hotel and especially General Manager, Joy for her attention to detail. Read the guests message below;



I especially loved how accommodating they were to my concerns about COVID. I loved the Welcome letter written by the General Manager, Joy Underwood. That letter set the tone for the entire stay. I couldn't believe that someone had the wherewithal to write such a caring and encouraging letter about the changes to the property during the pandemic. Since this mom's #1 rule is 'communication is everything', would you be able to communicate to Joy my deep gratitude for her letter? I am typically a Hilton person but the treatment I got when calling Homewood Suites compared to my subsequent call, and then reservation, to Staybridge were night and day.

Congratulations, Joy! What a wonderful property you run.





# Guest Reviews

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## **Fairfield Inn & Suites—Eastwood...**

Thank you and your staff for your wonderful assistance and hospitality this week in accommodating our hotel block. I wanted to especially raise up your evening clerk Alec – he's so enthusiastic and a wonderful representative of the Marriott organization. As a former customer service manager I can't help but note the staff that do their work exceptionally well. Even more remarkable is after only meeting him once, folks were gathered at our conference talking about their friend Alec. That's when you know you've received exceptional customer service. He's a treasure!

## **Tru by Hilton Cleveland Midtown...**

Very clean and well kept, staff very friendly and accommodating especially Electra who went above and beyond to make our stay a very pleasant one.

## **Fairfield Inn & Suites Louisville Jeffersonville...**

Thank you Chris I have stayed many different places in the area. NOTHING comes close to your hotel. Its absolutely beautiful and the staff are excellent very friendly and so very helpful. Ill be back to visit again.

## **Staybridge Suites Kalamazoo...**

Happy Wednesday. Hope you all are keeping the perimeter clear without Maggie. Sunday morning I came downstairs for coffee and no one was there to say HI to me, nor was breakfast waiting for me. I was shocked. Thought all the staff had quit! Then I remembered we had moved home and I was standing in my own kitchen! This will take some getting used to- you guys took such great care of us! Miss you ALL but thankful to be home!

## **Fairfield Inn & Suites—Eastwood...**

We had such a great experience at the Fairfield inn & suites! Everyone was very friendly & the location itself was convenient for us! The room was very clean and the beds were very comfortable! The shower was fantastic! The water pressure was amazing & was great coming back to after a long day of meetings!

## **Tru by Hilton Cleveland Midtown...**

Super clean every single staff member super friendly and helpful!

## **Fairfield Inn & Suites Louisville Jeffersonville...**

Very pleasant customer service. Very clean and convenience to the interstate. The quality of the breakfast options was much better than other places, they have vegan options and higher quality food choices. I like the consistency I get with the brand and you did not disappoint here. Thank you.

## **Fairfield Inn & Suites—Eastwood...**

We felt welcome from the moment we walked through the doors!! Alec was absolutely amazing and so was the staff the next morning!! We will definitely be coming back to stay!!!

## **Staybridge Suites Kalamazoo...**

Your expectation of getting a clean environment will be met. I can directly tell you that I ended up checking out of another local hotel because it was dirty and was really grateful that the management team at this Staybridge has maintained impeccable standards. From the way you are greeted and communicated with to the quality of the rooms and guest areas to the breakfast being served. The hotel here is really very solid. Tiffany and Melissa - thank you so much. And I would love to meet Joy one day - you have a phenomenal culture. Thanks again.



# Guest Praise

The Fairfield Inn and Suites Eastwood received a handwritten letter from a regular guest

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Hi Kimberly, 2/20/2021  
I AM A FAIRLY <sup>Regular</sup> Guest AT  
your MARRIOTT PROPERTY IN  
LANSING, MICHIGAN. I HAD THE  
OPPORTUNITY TO STAY AT YOUR HOTEL  
LAST WEDNESDAY/THURSDAY EVENING  
(FEB. 17TH + 18TH). I WANTED TO PASS  
ALONG HOW IMPRESSED I WAS WITH YOUR  
FRONT DESK MANAGER/ASSOCIATE — ALEC(?)  
VERY PROFESSIONAL (HELPFUL/COURTEOUS.  
TRUE PROFESSIONAL. ONE OF THE BEST. BEST REGARDS  
PATRICIA MCGUIRE





# A Travel Nurse Shares Experience at Hotel

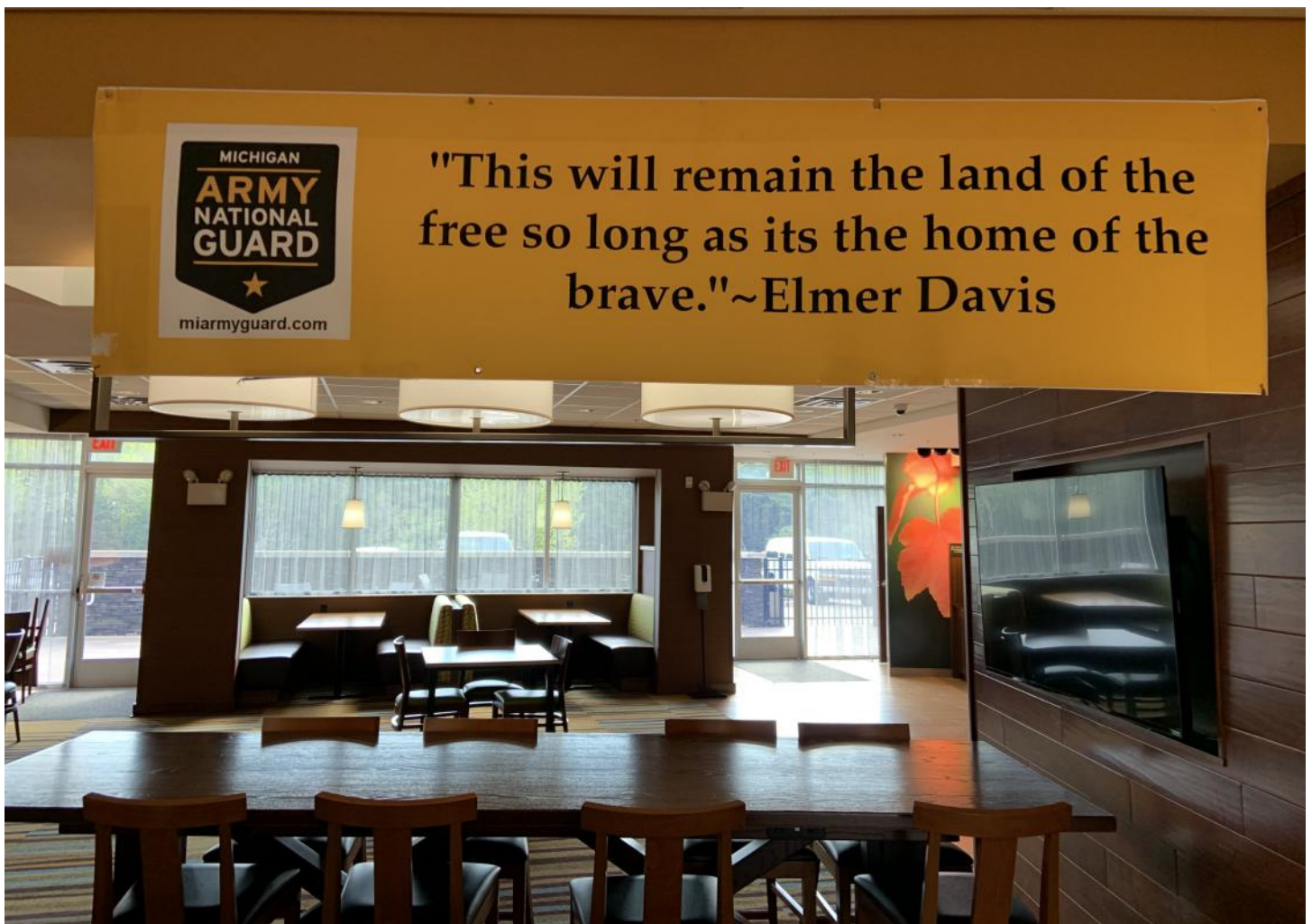
Good Afternoon,

My name is Kimberly Mckenzie, I am travel nurse that is currently staying at Staybridge, Kalamzoo. It has been a trying time for everyone this past year and it still is, for some. With that being said, I wanted to send you an email not to complain or anything like that, but to let you know what a GREAT staff you have at Staybridge, I am so grateful I chose to reside there during my assignment. I have been away from my family for about a month and it has not been easy for me, but your staff has made me feel so welcomed, and it has gotten a lot easier for me. Joy, Stacie, Kristin, Paula, Tiffany, and Colin, are the best. You have an awesome crew. So much so that I even expended my contract until April 24, 2021.

Thank You,

Kimberly M. Mckenzie





## Hotel Thanks Michigan Army National Guard

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The Fairfield Inn & Suites – Eastwood team celebrated the Michigan Army National Guard with a cookout at the hotel for all they have done the past year, from testing sites to the distribution of the Covid vaccine in the State.

There are 68 young men and woman who have been staying at the hotel since July 2020.

“They have become like family,” said GM Kim Hagy.

Their mission is winding down and the staff is beginning to say goodbye to many of the friends they’ve made.





# Loved By Guests Award Winners

Congratulations to the **Staybridge Suites Kalamazoo**, **Fairfield Inn & Suites Lansing at Eastwood**, **Tru by Hilton Cleveland Midtown** and the **Hampton Inn and Suites Riverton** who are winners of the Hotels.com Loved by Guests award for 2020 and/or 2021.

This is an annual program to recognize partners who deliver exceptional service to customers. The award is based solely on guest reviews, a true testament to the hotels high standards and knowing how to keep guests happy.



Fairfield Inn & Suites Lansing at  
Eastwood

9.2<sub>/10</sub>



Hampton Inn and Suites Riverton

9.2<sub>/10</sub>



Staybridge Suites Kalamazoo

8.8<sub>/10</sub>



Tru By Hilton Cleveland Midtown

8.8<sub>/10</sub>



Fairfield Inn & Suites Lansing at  
Eastwood

9.2<sub>/10</sub>



Hampton Inn and Suites Riverton

9.4<sub>/10</sub>



# Team Anniversaries

The Fairfield Inn & Suites - Eastwood celebrates long term employment

Over 70% of the Fairfield Inn & Suites – Eastwood team has been with the property for a year or more. A noteworthy accomplishment!

“We are very proud of this team and the commitment to this property as hospitality professionals. Over the years they have taken pride in keeping the property clean, maintained and offering the highest of Marriott Standards to all guests! The majority of these teammates have struggled through the toughest times and endured the ever changing climate as we have navigated through Covid-19 and continue to recover from the impact it has had on our industry,” said GM Kimberly Hagy.

Congratulations and thank you to the team members below who have been with the hotel for more than a year.

Kimberly H, General Manager 4/11/2016 **5 years**

Unaa H, Night Auditor 4/24/2016 **5 years**

Shalonda J, Breakfast Ambassador/Housekeeping Inspector 6/21/2016 **5 years**

Roberto R, Chief Engineer/Maintenance Tech 12/16/2016 **4 years 5 months**

Mumina M, Housekeeper 1/31/2017 **4 years, 6 months**

Makbule D, Laundry Attendant 7/31/2017 **3 years, 8 months**

Glenn L, Common Area Attendant 11/15/2017 **3 years, 4 months**

Ashley R, Housekeeper 6/13/2018 **2 years 9 months**

Melissa Z, Executive Housekeeping 10/10/2018 **2 years 5 months**

Laura P, Housekeeper 10/25/2018 **2 years 5 months**

Alana T, Assistant General Manager/Sales Assistant 1/14/2019 **2 years, 2 months**

Britt H, Breakfast Ambassador 4/29/2019 **1 year 9 months**

Breanne S, Housekeeper 2/28/20 **1year, 1 month**





# Congratulations AZOSB

Staybridge Suites Kalamazoo team receives Booking.com award

**Booking.com**

Traveller Review Awards 2021

**8.8**

out of 10

Staybridge Suites Kalamazoo



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