

# American Hospitality Management, Inc.



**2** OHLA Sales Leader of the Year

**3** Hotel Celebrates Halloween

**4** Sales Capabilities of AHM Hotels



# Sales Capabilities of AHM Hotels

Learn more about the role of the Director of Sales



*“Life as a hotel Director of Sales is where every booking is a win, every guest is a VIP, and every ‘no’ just means ‘not yet’!!”*

*Christine Fridlund  
Director of Sales  
Home2 Suites by Hilton Denver South | Centennial Airport*

Fall is typically the busy time of year for meetings, conventions, groups and conferences. That is where a hotel’s Director of Sales (DOS) comes in. American Hospitality Management, Inc. has an outstanding team of DOS’s at each property that set the bar high. Their expertise plays a key role in maximizing bookings and ensuring a seamless experience for guests.

The Director of Sales is generally responsible for the following:

- Developing and implementing strategies to increase brand visibility, drive reservations, and generate new business.
- Establishing sales and marketing budgets and preparing annual sales and marketing plans.
- Ensuring an exceptional guest experience and putting the guest first.
- Monitoring market trends and comp set activities and creating sales targets based upon those trends.

- Monthly sales reports.
- Executing and supporting both the hotel's brand standards and customer service standards.
- Coordinating crisis management to support the General Manager.
- Networking with corporate and social clients.
- Involvement with local chambers of commerce and other area events.
- Attending workshops, tradeshow, and conventions.
- Analyze financial reports to drive revenues and profitability.
- Soliciting business and meeting with clients.
- Planning and executing appreciation events and gifts for current and potential clients.

*"In all honesty, you also need to always be thinking ahead. Not just a few days ahead, but as much as months ahead, maybe even years ahead, and you'll know how far ahead you should be looking if you've taken the time to know your market. A transient, leisure, family market is going to have a completely different clientele and booking pattern than a corporate, international airport, military market. Then there are the markets that are a perfect blend of all the different types of travel that you can think of. This is where you, the Director of Sales, becomes one of the most utilized tools in the arsenal of revenue generation!! Know your market, know your neighbors, know your comp set, know your local Chamber, know your local businesses, know how to strike up conversations with complete strangers and feel good about it and make sure the person you are talking to feels good about it too."*

*Christine Fridlund*

*Director of Sales*

*Home2 Suites by Hilton Denver South | Centennial Airport*

As the DOS at the Courtyard by Marriott Houston Northeast, Traci Galyean is very involved in the community. She is the Ambassador Chair for the North Channel Chamber of Commerce and the Ambassador Chair and BOD member of the Crosby-Huffman Chamber of Commerce. The hotel is also actively involved in the Lake Houston partnership. These organizations drive a lot of revenue and recognition for the hotel and the Generation Park/Redemption Square area. Consistently meet and exceed budgeted numbers. Attend golf tournaments, galas, luncheons and numerous social events in the community on a monthly basis. All of this makes a huge difference when it comes to sales at the hotel.





# OHLA Sales Leader of the Year

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Congratulations to the Director of Sales at the Fairfield Inn & Suites Uptown/University Area, Anna Plogman who won the OHLA Sales Leader of the Year for Greater Cincinnati!

“Receiving the award felt great. It feels great to be recognized. It feels great to have an amazing team and General Manager. Honestly, I am ready to take the state title,” said Plogman.

Best of luck to Anna who will be competing for Sales Leader of the Year for the ENTIRE state of Ohio at the Ohio Hotel & Lodging Conference in November.

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

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# Stars of the Industry Award Nomination

The nomination letter written by General Manager Moji Alade for DOS Anna Plogman

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This nominee is not your ordinary Director of Sales. But to start, let me get all the stats out the way to confirm that this nominee does her thing in the sale office. Over the past 9 months she has been at the property we have seen significant change and the results all reflect in the numbers. This nominee in a short period of time has been instrumental in increasing our retail rate ADR by 7.5%. When it comes to securing corporate accounts, she has increased our corporate account occupancy by 8% with an ADR growth of 10%. She tapped into the youth sports market and quickly grew our group occupancy by 11% and group ADR by 12% leading to a 26% total revenue growth in the group segment. We have so much more on the books for the remainder, I can't wait to see those results actualized to bump these numbers up even more. So, yes, of course she is a fantastic sales leader.

We are so fortunate to have this sales leader on property, because she is literally an array of sunshine and known for willing to help in any department. She comes to work making a statement. You might find this nominee is a rainbow or shark printed dress and most of all she is known for her fun earrings that are shaped like ice cream scoops, smiley faces, PB&J sandwiches, French fries....you name it she got it. This is what makes her approachable, not only by her clients, but by our team of employees.

Work environment is such an important factor to this nominee. It is so easy for a sales leader to be disconnected from the rest of the team, but no way for this nominee. She is intentional in everything she does. She is always engaged with suggestions is all departments during weekly leadership meetings. This nominee also came to ask permission to help strip rooms in the morning when we were short in the housekeeping department. And she was a trending topic in the housekeeping department because the staff was so surprised & thankful that she was giving an extra had. She made it fun for the team and treated it as her morning workout (And yes, she has a treadmill in her office). This nominee also knew the housekeeping manager was really focusing on the housekeepers timing in rooms. I was told that she was on the floors encouraging staff to work efficiently and in some cases telling them that "If you clean X amount of rooms by noon, I'll treat you to Chipotle." This nominee is always a team player, always going the extra mile, without being asked to, because it's what she loves to do.

Another staple of this nominee is how she can get our team to morning huddle own time. She is known for bringing morning treats to the team consistently. She takes pride in giving the team the opportunity to taste donuts from all over the Greater Cincinnati area. We are legit donut connoisseurs because of her. During one morning huddle, the staff was asked to write something that they really enjoyed at work and it just made my heart melt that her morning donuts was mentioned several times. You never know what kind of impact a small act of kindness can have on another person.

This nominee gets mentioned in guest satisfaction surveys being commended on her to notch service, bubbly attitude, and willingness to help. On any given day, she can be found helping a guest with food recommendations at the front desk, de-escalating a guest issue, bussing plate during breakfast, or closing a groups sales contract. She is not your ordinary Director of Sales, she is an extra-ordinary Director of Sales and it's with pleasure as her General Manager, I nominate Anna Plogman for Sales Leader of the Year.



## NORTH CHANNEL AREA CHAMBER OF COMMERCE *Business Mixer*

Sponsored by:



# Business Mixer

The Courtyard by Marriott in Generation Park hosts mixer for local businesses

The NCACC Business Mixer successfully brought together new and existing members. The mixer was sponsored by the Courtyard by Marriott in Generation Park. Traci Galyean and the Courtyard team outdid themselves with the great appetizers and drinks that kept guests refreshed throughout the evening.

In addition to the lively atmosphere, attendees had the chance to win fantastic door prizes donated by several local businesses, including Courtyard by Marriott, Nothing Bundt Cakes, Lavendar Rose, United Community Credit Union, and Sunshine Personnel Services. These thoughtful contributions added an extra touch of excitement to the event, making it a memorable evening.



*Team members from left to right dressed up as wolf lady, a racoon, Trump, goth woman, & a 60's girl.*

“I am always pleasantly surprised by the positive team and guest reaction and involvement.”

Victoria Nelson  
General Manager  
Fairfield by Marriott,  
Alexandria, MN

## A Pumpkin Carving Tradition

Each year, the team at Fairfield by Marriott in Alexandria, MN, hosts a pumpkin carving competition, adding a touch of Halloween fun to the hotel's atmosphere. The carved pumpkins are proudly displayed in the lobby, where guests are invited to cast their votes for their favorite design.

In addition to the competition, the hotel sets out five small (fake) pumpkins behind the front desk for guests to choose from for bonus points.

On Halloween day the team has a potluck and announce the pumpkin winner, who receives a \$50 gift certificate and usually something fun for those that dress up. This year it was decided that everyone was a winner!

Fairfield<sup>®</sup>  
BY MARRIOTT



# Culture Story

Staybridge Suites Kalamazoo

General Manager – Joy Underwood

Director of Sales – Tiffany Somers



*We volunteered at an elementary school and were able to fit 153 children with brand new shoes for the school year! The shoes were very fashionable, name brand shoes.*

*The SMILES on their faces. It was an incredible morning.*

*Although we were not allowed to take photos with the children, we have a photo of the 5 of us from AZOSB who were able to take the morning to get the year started on the right foot for these kids.*

*We have already committed to embracing this school in particular and have signed up to be the volunteers at this school next year.*

## Celebrating GM's Milestone

Staybridge Suites Kalamazoo team volunteers their time to celebrate GM's anniversary

To mark an incredible milestone in the leadership of General Manager Joy Underwood, the Staybridge Suites Kalamazoo team volunteered their time to the First Day Shoe Fund on September 25, 2024. Joy and her team celebrated her 11-year anniversary with American Hospitality Management, Inc. by giving back to the community in a meaningful way.

In total, 153 children were fitted with brand-new shoes to kick off the school year—a wonderful and impactful way to honor Joy's years of service.

Pictured: Alexa, Joy, Alex, Shelley, and Tiffany.





# In The News



Dear Jeff,

Just a note to thank you for going out of your way to help us. My friend is blind & is pretty handicapped so really appreciated you bringing in the raised toilet seat. Your concern & help was so much appreciated!!

What an asset you are to the hotel chain - They don't get many like you.

THANKS!

Congratulations to James (ZEUS) Jessen at the front desk of the Staybridge Suites Kalamazoo, who was awarded 20,000 IHG One Rewards Bonus Points, as part of IHG's 300 Million Points Giveaway.

A thankful guest of the Fairfield Inn & Suites Alexandria, MN shared a letter of appreciation to Chief Engineer, Jeff for all his help during their stay.

Dear Phil,

Thank you for your help on our recent visit! loading & unloading the walker is difficult for me!

A huge thanks to Jeff who drove home & got a high rise for the toilet! Not many would have gone out of the way like that - he's a gem!

A huge Thank you to two true gentlemen!

Fairfield Inn & Suites Alexandria, MN team members Jeff (Chief Engineer) & Phil (AGM) received a great review from a guest for going above and beyond.



The Staybridge Suites Carmel had their social with a spooky twist. To celebrate Halloween the team decorated the hotel and gave out candy to trick-or-treaters.

# AHM at Top of the Leader Board



We have some exciting news!

AHM finds itself at the top of the leader board. This time it's for Quarter 2 Topline Activator Score. Our properties continue to push and reach higher levels of excellence.

There is always such pride in seeing AHM at the top of the list.

In case you aren't familiar with the Topline Activator Score, see the picture below on Marriott's guidelines:

The Topline Activator Score recognizes our franchise management companies who leverage our systems and tools to drive topline performance in their portfolios. This score is another data point for FMCs to monitor their portfolio progress and does not replace existing performance tools such as STR, Demand 360, etc. which provide additional context to performance.

Following are the 5 key metrics and their % weightings that comprise the score.

- RevPAR vs last year (40%)
- Total M.com visits divided by total number of guest rooms in the hotel (25%)
- Demand Forecast Acceptance: Percentage of days without user overrides applied to the One Yield Demand Forecast (12.5%)
- Cancel Forecast Acceptance: Percentage of days without user overrides applied to the One Yield Cancellation Forecast (12.5)
- Response time to group leads in CI/SFAWeb/OneSource representing the average time between a property being assigned or added to a group lead and a quote is created (10%)





# Staybridge Suites Kalamazoo Reviews

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**Review 1:** The **cleanest room** that we have ever stayed at.

**Review 2:** Excellent stay. Zeus, Kristin, Alex, Alexa, Tiffany, Ken, Hunter and Tracy all very helpful and friendly. Personality of the people are very welcoming and feels like home away from home.

**Review 3:** Staying there was a flawless experience. Well designed spotless room. Friendly staff. Very comfortable bed. Nice couch. PET FRIENDLY! We will look for Staybridge Suites in the future.

**Review 4:** Staybridge Kalamazoo was a perfect stay. The hotel atmosphere is warm and inviting. The room was clean, and comfortable and the layout of the suite was spectacular. I felt that we had everything we needed and more to make it a positive experience for all four of us. We brought our kids and dog along to our 15-year wedding anniversary trip. Zeus provided exceptional customer service to ensure a comfortable experience. All of the staff we encountered were very nice and helpful. The breakfast exceeded our expectations. There was actually diced sweet potatoes with delicious real scrambled eggs. Also fresh cut fruit with the yogurt bar. The coffee in the breakfast area was actually good and always ready. The breakfast area has a cozy fireplace. There is a courtyard that provides a nice setting for eating outside. We walked next door to get BBQ carryout and had a great place to sit in the courtyard for our meal together. The kids swam in the indoor pool for hours and said it was warm. The hotel is very close to a nature preserve for beautiful hikes as well. I will definitely seek out Staybridge for future travel plans. Thank you!



## NORTH CHANNEL AREA CHAMBER OF COMMERCE



### Surprise Patrol



### Courtyard by Marriott Houston Northeast

120 N Redemption Square Rd. Houston, TX 77044  
(281) 458-3882

[www.marriott.com/en-us/hotels/houco-courtyard-houston-northeast/overview/](http://www.marriott.com/en-us/hotels/houco-courtyard-houston-northeast/overview/)

Hotels

# Surprise Patrol

The North Channel Chamber of Commerce's monthly *Surprise Patrol* made its August stop at the Courtyard by Marriott Houston Northeast! The hotel's staff—Traci Galyean, Director of Sales; Joddy Cormier, General Manager; and Dajuan Whitfield, Assistant General Manager—were all on hand to receive a surprise visit from the Chamber's team.

The *Surprise Patrol* is an initiative led by the Chamber's Ambassadors, where each month, four chamber members are chosen for a surprise visit and are thanked for their membership and support. During these visits, the Chamber President also takes the opportunity to highlight the services and resources available to members, ensuring they are aware of all the benefits available to them.

With 23 dedicated Ambassadors, the *Surprise Patrol* is

always a hit, and August's visit to the Courtyard by Marriott was no different. The staff expressed their gratitude for the Chamber's support, and the event was met with a warm turnout.



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