

VOICES

A PUBLICATION OF HOSPITALITY VENTURES MANAGEMENT GROUP

WHAT'S INSIDE:

- Recent General Manager Appointments
- HVMG Corporate Staff Profile
- Property Awards & Honors
- Featured Hotel
- Pillars of the Community
- Associate Spotlights
- Exciting News From Corporate Headquarter
- Letters from Happy Guests

SPRING 2013, VOL. 3, ISSUE 1

CEO's Corner

TRANSITION, TASK FORCE TEAMS KEY TO SUCCESSFUL GROWTH



Robert Cole
President & CEO

I'm excited to report that we have nearly doubled HVMG's portfolio in the past five quarters, as we added 17 hotels and two conference centers. While aggressive growth was a key part of HVMG's 3-year strategic plan that we adopted in 2011, growth of this

magnitude wouldn't be possible without outstanding teamwork and, to use a sports analogy, a very deep and talented bench. The depth and breadth of the highly experienced and deeply dedicated professionals we are blessed to have at HVMG is perhaps best showcased on our Transition and Task Force Teams.

Our Transition Teams are led by experienced general managers and sales directors who provide field-level, hands-on support during

the all-important transition phase when we take over management of a property.

Other key people in maintenance, house-keeping, front office, food and beverage, and other departments also play important roles during transitions by working onsite to ensure an efficient and successful transition at properties new to our portfolio. These valuable Transition Team members typically have been with HVMG for a long time and therefore have intimate knowledge of our culture, procedures, processes and philosophy.

Our Transition Teams are guided by an extensive 'Playbook' that is customized for each property's unique circumstances and needs. Details of every step our Transition Team must take to ensure a successful transition are outlined in our thorough Playbook.

continued on page 2

HVMG Portfolio Enjoys Impressive Year in 2012

Following 2011, where key performance measures were up across the board from 2010, HVMG enjoyed yet another year of impressive gains in 2012. Compared to 2011, HVMG Hotel portfolio's RevPAR grew by 7.8% last year, while Total Revenue grew 8.1%. RevPAR Index also grew 2.9% last year over 2011.

Individually, properties in HVMG's growing portfolio also enjoyed an outstanding 2012, as 33 hotels individually increased their RevPAR from 2011, while 29 hotels gained market share last year vs. 2011.

"Considering that we enjoyed robust growth in our key year-to-year performance benchmarks while also adding 10 hotels and two conference centers to our portfolio, 2012 truly was a milestone year for HVMG," says HVMG President & CEO Robert Cole. "Given the strength of our organization's resources, we also project 10.82% growth in RevPAR this year while anticipating adding more outstanding properties to our portfolio. I firmly believe HVMG is in the midst of a period of sustained growth and operational success."

CEO's Corner continued from page 1

TASK FORCE TEAMS KEY TO GROWTH

Much more than a mere checklist, the Playbook assigns a person responsible for every single line-by-line action item in each department. One person also is ultimately responsible for ensuring the entire Playbook is executed—typically one of our top general managers such as Kathe Lopez, Roberta McCloskey, or David Rijos. These professionals often will serve as Interim GM for a period of time to carefully manage the property's transition.

HVMG Adds Six Hotels to Portfolio since November

HVMG ended 2012 with a flurry of activity as it added five hotels to its portfolio representing 595 total guestrooms in the fourth quarter of the year, while also adding one 241-room property thus far in 2013. The new additions brought the total number of properties added to HVMG's portfolio in 2012 to 10 hotels and two conference centers.

The 2012 expansion follows the addition of seven hotels in the fourth quarter of 2011. HVMG has added 26 hotels since the beginning of 2010.

"We have nearly doubled our portfolio over the past five quarters, and important moves we made in 2012 have positioned us for even more significant growth in the coming months," says HVMG President & CEO Robert Cole. "We are now approved to manage several Starwood full-service brands including Westin, Crowne Plaza, and the Luxury Collection, and we are one of only 10 firms in the U.S. that is approved to be third-party managers for full-service Hyatt hotels."

The properties that were added to the HVMG portfolio in the fourth quarter of 2012 and thus far in 2013 are:

- Sheraton Read House Hotel Chattanooga (241 rooms)
- Hyatt Regency Suites Palm Springs (197 rooms)
- Candlewood Suites Rogers/Bentonville (130 rooms)
- Hampton Inn & Suites Pittsburgh Waterfront/West Homestead (113 rooms)
- TownePlace Suites by Marriott-Bentonville/Rogers (78 rooms)
- Hampton Inn & Suites Houston-Rosenberg (77 rooms)

Like the Playbook, every Transition Team is customized to suit the property's unique needs that are often dictated by factors such as geography, market, brand, property size, service sector, and owner objectives.

Whoever is on the team plays a very specialized role, and all team members are laser-focused on jump-starting the property's turnaround and driving results.

Similar in many respects to the Transition Teams, our Task Force Teams provide valuable assistance to existing properties in our portfolio that may have a temporary need due to circumstances such as a key personnel departure, maternity leave for a key position, or even a major renovation or brand change. Someone like Sales & Marketing Project Specialist, Marijean Pernice, may spend a significant amount of time onsite to improve sales and marketing processes or even help recruit, hire, and train new associates.

HVMG associates who serve on our Transition and Task Force Teams can do so only because they have strong support from their HVMG colleagues both in the field and at corporate offices.

Many team members have existing jobs as GMs or department heads at individual hotels, and they can afford to be away from their offices for a sustained period of time only because they are confident their fellow team members will keep everything running smoothly in their absence.

I want to personally thank all of the many Transition and Task Force Team Members for the sacrifices they make to distinguish HVMG as among the premier turnaround specialists in the hotel industry. They often spend substantial time away from their families and homes, and their performance in the field is truly remarkable. My gratitude also goes out to all of their HVMG colleagues who support them in so many ways. Working together, I'm confident that even though we have accomplished so much recently, our best years are still ahead of us.



Robert Cole, President & CEO

Recent General Manager Appointments and Promotions

HVMG recently hired several new general managers and appointed other GMs to new positions:

Theresa Dushion has been named GM of the Mayan Inn in Daytona Beach, FL. Theresa was GM of the hotel prior to HVMG assuming management.

Charles Caskey has been named GM of the DoubleTree by Hilton in Wood Dale, IL. Prior to joining HVMG, Charles was an Operations Manager with IRMCO Property Management Co.

Stephanie Westfall has been named GM of the Hampton Inn & Suites in Washington, PA. Prior to joining HVMG, Stephanie was GM of the Courtyard by Marriott Washington Meadowlands in Washington, PA.

Tim Michaud has been named GM of the International Palms Resort in Cocoa Beach, FL. Prior to joining HVMG, Tim was Resort Manager/COO at Captain Hiram's Resort in Sebastian, FL.

Laura Orr has been named GM of the TownePlace Suites in Rogers, AR. Laura was GM of the hotel prior to HVMG assuming management.

Rizwan Marfani has been named GM of the Hampton Inn & Suites in Rosenberg, TX. Prior to joining HVMG, Rizwan was Front Office Manager with Crescent Hotels & Resorts (Crowne Plaza) and was previously Assistant GM of the Hampton Inn & Suites in Rosenberg.

Mark Herron has been named GM of the DoubleTree by Hilton Meadowlands in Washington, PA. Most recently, Mark was GM of Cambria Suites in Pittsburgh, PA.

Kate Tidwell has been named GM of the Candlewood Suites in Bentonville, AR. Prior to joining HVMG, Kate was GM with Clarion Inn in Fayetteville, AR.

Jen Prpich has been named GM of the Sheraton Read House Hotel Chattanooga. Prior to joining HVMG, Jen was GM of full-service Marriott and Embassy Suites hotels for the Noble Investment Group.

continued on page 4.

ROGER MILLER

VICE PRESIDENT, SALES & MARKETING

Ask Roger Miller about his sterling, 36-year career in the hotel industry and he'll talk about teamwork.

The team-first concept was deeply engrained in Roger early on as a high school basketball player in Kentucky and a two-time all-conference player at William Carey University in Mississippi. While his 6'7" frame and "double-double" average (18 points, 12 rebounds) caught the attention of NBA scouts, Roger credits his accomplishment largely to the team.

"I had the good fortune to play on a great team and I learned very early that everything in life is about teamwork and when it gets to be about you, you don't do nearly as well," says Roger, who briefly played semi-pro hoops after college before embarking on his hotel sales career.

Today, Roger is the coach, mentor and leader that keeps the HVMG sales and marketing team performing at peak levels. As HVMG Vice President of Sales & Marketing, Roger assists in recruiting, interviewing, training and technically supporting the sales teams at every hotel in the firm's portfolio.

"The key to success for every hotel is to have the right general manager and director of sales on board and working together cohesively," says Roger, who has marketed more than 130 hotels in 35 states as both a hotel director of sales and multi-property VP in his career. "So our focus at corporate offices is hiring the right people and setting them up with the necessary resources, support and tools they need to succeed and then getting out of their way and let them do their jobs."

Roger spends about 40 weeks every year traveling to HVMG hotels to make sure every sales team has the support they need to succeed in an increasingly fast-paced and competitive marketplace. "I'm not a



Roger Miller
Vice President,
Sales & Marketing

micro-manager by any stretch but I pride myself on micro-analyzing and being very knowledgeable of how every hotel is performing," says Roger, who has worked with HVMG CEO Robert Cole for almost two decades. "We care equally about each hotel team in our portfolio.

At this point we have 41 teams and each one is special."

A long-time Atlanta Falcons season ticket holder and avid physical fitness buff, Roger enjoys spending time with Sandy, his wife of 41 years, as well as his three children and six grandchildren. "I've got two families; my family at home and my work family and I'm very lucky to be associated with both. I've enjoyed a very diversified life and I wouldn't change a thing."

HONORS AND AWARDS EARNED BY OUR HOTELS AND ASSOCIATES

The Shores Resort and Spa was awarded its fourth consecutive AAA 4-Diamond Award under the leadership of the HVMG team.

Sharon Bernard, Director of Sales for the Courtyard by Marriott Mt. Arlington, was honored by Lt. Colonel, U.S. Army Garrison Commander, Herb Koehler, for her outstanding support and high level of customer service to the service and family members, retirees and Department of Defense civilians from the Picatinny Arsenal.

The International Palms Cocoa Beach won the Cocoa Beach Chamber of Commerce's Hospitality Business Champion of the Year Award.



Sharon Bernard, Director of Sales for Courtyard by Marriott Mt. Arlington, receives award for outstanding service and support to members of the military at Picatinny Arsenal.

The Beach House, a Holiday Inn Resort, received the IHG 2012 Renovation Award for its \$5 million upgrade completed last April. This prestigious award was received by only 35 hotels in IHG's portfolio of more than 4,500 properties, and it was the only Holiday Inn Resort to receive the award.

The Beach House has the award trophy on permanent display.

The DoubleTree by Hilton Rocky Mount was voted the area's #1 hotel in the Rocky Mount Telegraph's 2012 Readers' Choice Awards.

Featured Hotel

HVMG OPENS NEW HAMPTON INN & SUITES/ WATERFRONT-WEST HOMESTEAD IN PITTSBURGH



The new Hampton Inn & Suites/Waterfront-West Homestead in Pittsburgh.

HVMG added a sparkling new jewel to its growing portfolio in November when it opened the Hampton Inn & Suites/Waterfront-West Homestead. The new hotel is the fourth hotel HVMG manages in the Greater Pittsburgh area.

The 113-room Hampton Inn & Suites is located along the Monongahela River on the site of a former steel mill that is now The Waterfront, Pittsburgh's premier shopping and entertainment destination with 750,000 square feet of retail attractions, restaurants and upscale apartments. The new hotel is only seven miles from downtown and conveniently located near the popular Kennywood Amusement Park and Sandcastle Waterpark.

Guests are offered an array of enticing amenities including free hot breakfast, free parking, 24-hour business center, complimentary use of the on-site fitness center, and 42" flat-screen HD TV and free high-speed Internet in each guest room. The Hampton's 33 suites include a microwave, refrigerator, wet bar, and sleeper sofa. A heated indoor swimming pool, 1,500-square-foot outdoor terrace and deck, and 1,000 square feet of meeting space add to the Hampton's impressive package of amenities.

"We're confident this hotel will be highly successful given our team's extensive experience managing Hilton-branded properties combined with its superior location and upscale amenities such as more suites than a typical Hampton Inn & Suites offers," says HVMG President & CEO Robert Cole. "We're excited to expand our footprint in Pittsburgh, which has proven to be an exceptional growth market for the three other hotels we manage in the area."

Shawn Endler is the General Manager of the new hotel.



Continued from page 2

Recent General Manager Appointments and Promotions

Bob Penning has been named GM of the International Palms Resort in Orlando, FL. Most recently, Bob was Taskforce GM with NYLO Hotels in Warwick, RI.

PROMOTIONS:

Diane Keally has been named Area GM in addition to continuing to serve as GM of the Homewood Suites in Canonsburg, PA. She will oversee the Hampton Inn in Washington, PA and the Hampton Inn & Suites/Waterfront-West Homestead in Pittsburgh, PA.

Zach Neff has been named GM of the Country Inn & Suites in Athens, GA. He was most recently Assistant GM of the hotel.

Brian Cotter has been named GM of the Residence Inn in Rocky Mount, NC. He was most recently Assistant GM of the Residence Inn in Charlotte, NC.

Kevin Clark has been named GM of the Comfort Inn in Rocky Mount, NC. He was most recently Director of Front Office Operations of the DoubleTree by Hilton in Nashville, TN.

TRANSFERS:

Jason Naper has been named GM of the DoubleTree Suites by Hilton Lexington in Lexington, KY. He was most recently GM of the Fairfield Inn-Savannah.

Shawn Endler has been named GM of the Hampton Inn & Suites/Waterfront-West Homestead. He was most recently GM of the Hampton Inn & Suites in Washington, PA.

Brent DeNardo has been named GM of the Embassy Suites in Tulsa, OK. He was most recently GM of the International Palms Resort in Orlando, FL.

David Rijos has been named GM of the Hyatt Regency Suites in Palm Springs, CA. Over the last 3 years he served as the GM of the Shores Resort & Spa in Daytona Beach FL and Area GM for the International Palms in Orlando FL and Cocoa Beach FL.

Pillars of the Community

HOW OUR HOTELS MAKE A DIFFERENCE



The staff of the Ramada Miami Airport North entertained guests on Halloween by dressing up in an array of colorful characters.

The **DoubleTree Suites by Hilton Lexington** partnered with the Bluegrass Domestic Violence Program to provide much needed overnight accommodations on Christmas Eve and breakfast on Christmas Day to area families of who were victims of domestic violence.



Some of the many costumed characters who entertained deserving children during the 4th Annual Halloween "Trick or Suite" event at the Embassy Suites Detroit-Auburn Hills.

The Homewood Suites Canonsburg team volunteered at the Washington County Special Olympics Bowling Tournament in October.

The Hilton Garden Inn St. Charles sponsored an event at the Northern Illinois Food Bank in Geneva in November as part of the Hilton Worldwide's Global Week of Service. The hotel's team joined forces with other volunteers at the Food Bank to help pack and sort food. The Hilton Garden Inn brand also donated \$1,000 to the Food Bank.



Staff of The Beach House and residents of Hilton Head participated in a 'spinning' marathon at the resort to raise money for the Boys & Girls Club of Hilton Head.

The Beach House, a Holiday Inn Resort, hosted the first annual Corn Hole Tournament for the Cure in October. The event included the top Corn Hole player in North America and raised funds for Carolina Cups, the local Breast Cancer Association. The success of the inaugural tournament promises to make this fun event an annual fundraiser. The Beach House also hosted the Hilton Head Island "Spin 4 Kids" event where over 70 participants were "spinning" for three continuous hours to raise funds for The Boys and Girls Club of Hilton Head. Over \$20,000 was raised!



The Hilton Garden Inn St. Charles donated \$1,000 to the Northern Illinois Food Bank. Hotel staff also volunteered to pack and sort food at the food bank as part of Hilton Worldwide's Global Week of Service.

The **Embassy Suites Detroit-Troy/Auburn Hills** partnered with the Children's Leukemia Foundation (CLF) of Michigan for their 4th Annual Halloween "Trick or Suite" event. Terri Lauer, the hotel's Director of Sales & Marketing, explains that the event allows CLF patients and their family members to collect candy and treats by going suite to suite in a safe and controlled environment. The suites, donated by the hotel, are sponsored by local companies and other organizations who are given creative freedom to decorate their suite and dress in costumes. The Embassy "Make a Difference" team also participated in the CLF of Michigan walk at the Detroit Zoo.

Associate Spotlight

OUTSTANDING ASSOCIATES MAKE US GREAT

HVMG's portfolio is chock full of beautiful hotels, but it's our people that make them great. We're proud to recognize these associates who went above and beyond the call of duty to make guests feel special.



Elizabeth Physician (center), Engineer for the Embassy Suites Detroit-Troy/Auburn Hills, was honored by the Detroit Metro Convention & Visitors Bureau for her outstanding customer service.

Elizabeth Physician, Engineer for the Embassy Suites Detroit-Troy/Auburn Hills, won the Recognition of Service (ROSE) Award from the Detroit Metro Convention & Visitors Bureau in the "Behind the Scenes" category.

The ROSE Awards are an annual event hosted by the Bureau to honor front-line hospitality workers in the Detroit area who deliver outstanding customer service. Elizabeth received a VIP lunch with Bureau President Larry Alexander, dinner for two, a crystal award, one dozen red roses, and tickets to a Detroit Tigers game.



Jon Schorr

Jon Schorr, General Manager of the Courtyard by Marriott Mt. Arlington, received a Marriott Spirit to Serve award for helping a guest who was about to miss an important meeting when his rental car wouldn't start. Jon jump started the rental with his own car so Michael Roach, Sr. Vice President & Creative Director of worldwide advertising agency, Weber Shandwick, could make the meeting on time.

Jon Schorr, General Manager of the Courtyard by Marriott Mt. Arlington, received a Marriott Spirit to Serve award for helping a guest who was about to miss an important meeting when his rental car wouldn't start.

Letters from Happy Guests

Following is a letter HVMG President & CEO Robert Cole received recently regarding a highly successful event hosted by the Gateway Convention Center in Rocky Mount, NC.

Dear Mr. Cole:

I was so impressed by the executive leadership event held at the Gateway Convention Center in Rocky Mount. It is very difficult to gather important business leaders and elected officials, particularly the day after election day. But your Gateway Hotel Complex team pulled it off! As President of the Carolina's Gateway Partnership, the economic development group for the Rocky Mount area, I was honored to be a part of this outstanding evening. I heard from many of the business leaders who echoed that sentiment. Congratulations on an outstanding event and an outstanding team.

– John Gessaman, President & CEO Carolina's Gateway Partnership

When the Kansas State University football team traveled to Pittsburgh in October for a game, they stayed at the DoubleTree by Hilton Pittsburgh-Meadow Lands. As they left the hotel, each member of the team left a hand-written note in their rooms thanking the staff for their hospitality. During their post-game press conference, team members cited their restful stay at the DoubleTree as one of the reasons they won the game!

Among the notes was this one from offensive lineman B.J. Finney (#66 in your scoreboard): "Thank You! This place was amazing! God Bless!"

EXCITING NEWS FROM HVMG CORPORATE HEADQUARTERS

Mary Beth Cutshall Elected President of Atlanta Hospitality Alliance



Mary Beth Cutshall

Mary Beth Cutshall, HVMG Vice President, Acquisitions & Business Development, will serve as President of the Atlanta Hospitality Alliance for 2013.

The AHA is a non-profit organization founded in 2009 to provide a forum

for networking, education and professional development activities for Atlanta-area hotel owners, developers, operators, franchisors, and professional services providers. The AHA also sponsors scholarships to the Cecil B. Day School of Hospitality at the Georgia State University.

HVMG to Manage New Hyatt in Atlanta

HVMG has been selected to manage the new **Hyatt Hotel at Villa Christina** that is scheduled to open in Spring 2014.

The upscale, 173-room Hyatt is the first full-service hotel to break ground in Georgia in five years. It will be located adjacent to the Villa Christina restaurant and conference center that is part of Perimeter Summit, an 83-acre complex with 1.4 million square feet of office space.

The restaurant and conference center hosts more than 1,000 events each year. The new Hyatt will have 47 suites, rooftop pool, ballroom and other meeting space, and outdoor garden.

Look for these features in the next issue of HVMG VOICES

- Featured Hotel of the Quarter
- Guest Letters
- CEO's Corner
- Pillars of the Community
- New Business Highlights