



# VESTA TIMES

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## Chairman’s Message



Rick Takach, Jr.  
Chairman & CEO

A key to developing a strong, united company is ensuring every associate is adhering to the same corporate values and striving for the same overall goal. I am very confident that our Vesta Values, our Vision and our Mission together, provide a solid foundation in which we can build a collaborative and effective organization that allows each associate to excel in their roles, embody a sense of ownership, and feel connected.

Additionally, our associate programs and initiatives help to reinforce our Values, Vision and Mission by delivering exciting opportunities for associate growth and personal enrichment. It’s these additional programs that breathe life into values and help us reach milestones on our way to achieving bigger goals.

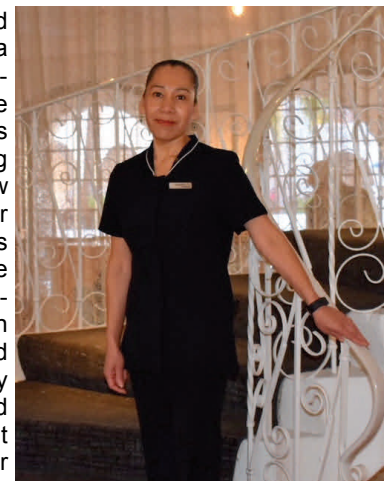
2018 will be a stellar year with a multitude of new initiatives, strategic focus on associate retention, and company growth potential. We have already rolled out the **iDrive: road to excellence** program that has the potential to reward each associate directly and we have more exciting new tools that will be offered in the near future.

In the coming months I will be dedicated to reinvigorating our company Values, Vision and Mission with fortitude because when everybody believes in a shared set of corporate values, delivering exceptional guest service and achieving our goals will happen. I am proud of the teams we have and excited to see what the year ahead brings us all.

Vesta Vision: Everyone associated with Vesta will substantially benefit.

## Associate Spotlight: Esperanza Quiroz, Renaissance McAllen, Texas

“Very trustworthy, dependable, very dedicated to her job and above all very loyal.” Those are the words that Yolanda Buitereida, Head of Housekeeping, used to describe Esperanza Quiroz. Esperanza started working at the Renaissance Casa De Palmas in McAllen, Texas 17 years ago. She was originally hired as a lobby attendant then moved to an evening room attendant, a room attendant, laundry attendant, and now she is an inspector. Esperanza likes her position as inspector because she likes to be on the go and keep busy. She loves the history of the hotel, the Renaissance was built in 1918, the uniqueness, and the Marriott brand standards. She is motivated by the recognition she receives from her hard work. When asked why she likes working for Vesta, Esperanza responded that Vesta “values our guests and employees, and that is very important to me.” Esperanza says that her family, home, and being able to provide financially for her loved ones is important to her. And professionally, she likes to follow through with her work and always tries to do her best to complete tasks in a timely manner.



When she is not working Esperanza is very involved in her church and counsels couples who are getting ready for matrimony.



## Vesta Tidbits

### Renovations

In 2017 Vesta completed three renovations plus we have three hotels currently under renovation. The BW Agate Beach is getting all new guest rooms. The public space improvements will include the addition of a lobby coffee and wine bar which the guests will love. The current restaurant concept will be replaced with Sea Glass Bistro and Lounge and will better reflect the area with menu and theme. Completion is expected this spring.

The guest rooms at the Embassy Suites Brunswick, GA will get new paint, soft goods, carpeting, window treatments, lighting and artwork. The corridors and meeting space are being refurbished and a new restaurant concept—The E'terie—will be added giving this hotel a new image and energized lobby. Completion is expected early summer.

The Staybridge Suites Portland Airport is converting to a Homewood Suites this summer. The renovation will include new bathrooms, and all new guest rooms. An enlarged breakfast area, fitness center and the addition of a meeting room will enhance the guest experience at this hotel. Completion is expected late spring.

### Promotions & New Hires

#### Comfort Suites:

- Belinda Liskh, General Manager
- Jesus Medrano, Exec Housekeeper

#### Riverhouse Bend:

- Danica Day, Convention Sales

#### Glendale Hotels:

- Joe Palomarez, Director of Sales

#### Best Western Agate Beach:

- Maggie Conrad, DOS
- Antonio Diaz Block, Exec Chef
- Kim Gerlack, F&B Manager

#### Renaissance McAllen:

- Vanessa Lopez, HR Manager
- Viviana Caballero, Sales Coord

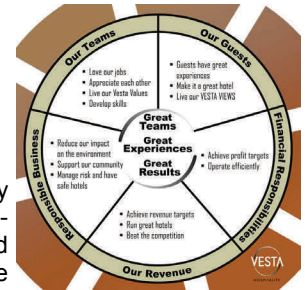
#### Vesta Corporate:

- Angie Marker, Accounts Payable

## Vesta Wheel in Action: Our Revenue

### Sales and YOU! Everyone is a Sales Person

Every associate is a part of the Vesta Hospitality sales team. By providing excellence in your job every day, you are helping ensure the guest experience will translate into repeat business and even referrals for future business. Additionally, you have the knowledge to contribute to a proactive sales effort that can result in revenue success at your hotel. When you consider every aspect of your job and your personal life you can help “prospect” for sales leads. Here are some examples of how you can generate sales leads for your hotel.



**New Business** – If you are driving to work and see a new building coming up or a sign indicating a new company in the area jot it down and share it with the sales department. With everyone working together and keeping an eye out for new business your hotel will prosper over the competition.

**Area Events** – You know your community better than anyone, maybe your kid’s soccer team is in a tournament with teams coming in from out of town or the car club you belong to has a big show in town, a church retreat or family reunion is coming to the area. Share your knowledge of local events with the sales department.

**New Company/In-House Leads** – Talking to guests and asking about their stay can sometimes lead to the guest telling you details about their reasons for staying at your hotel. If they tell you about a new company they are involved with or that they have colleagues at another hotel there might be an opportunity for more business at your hotel.

YOU have the knowledge to help your hotel succeed. YOU can directly impact the revenue success for your hotel by sharing sales lead opportunities. Together we will all contribute to the **Vesta Value**: *I am responsible for the revenue success of my hotel.*



Homewood Suites La Quinta



Embassy Suites Brunswick



Staybridge Suites PDX

We are ALL Vesta Sales People

## Riverhouse Restaurant Manager Presents to ORLA

Ben Edel, Restaurant Manager and Sommelier at the Riverhouse on the Deschutes, caught the eye of the Oregon Restaurant & Lodging Association (ORLA). Ben presented the “Why’s and How’s” of starting a food donation program at the ORLA 2017 Annual Convention. Ben spoke about having only one earth and how we need to do our part to ‘THINK GLOBALLY but ACT LOCALLY’. He presented a compelling argument for social responsibility to the community we service, environmental responsibility and Business responsibility. Did you know that in 2015 the US spent \$750 million on food disposal?



Ben Edel with Michael Stanton, Exec Chef

Thank you Ben for heightening our awareness and reminding us that all we have to do is TRY and GET INVOLVED!

## iDrive: Road to Excellence

Vesta Hospitality is pleased to announce a new all associate incentive program that is designed to enhance Vesta's Values and Mission by encouraging associates to excel in their positions, deliver exceptional, uncompromised service.

You are in the driver's seat and you alone can put your hotel in Pole Position by delivering excellent service that results in guests writing a favorable review on your hotel and you. The results of successfully achieving the hotel specific goal and company-wide goal will result in awards for everyone.

Each hotel within the Vesta portfolio is challenged to finish the year with #1 or #2 ranking on **TripAdvisor** within their respective competitive set. A hotel's online reputation is essential in today's competitive environment; therefore by focusing on exceptional service delivery and operational excellence, Vesta hotels will enhance their online presence through guest reviews and be rewarded for it through the iDrive: Road to Excellence program giving every hotel associate the opportunity to be rewarded with a Visa gift card and a lottery chance to win additional money.

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### **Reviews**—What guests are saying about their stay at a Vesta Hotel

#### **Holiday Inn Express & Suites Glendale**

★★★★ Breakfast was excellent, included with stay. Grounds are beautiful. Room is comfortable, price was excellent. Staff is very friendly and helpful. No complaints. Enjoyed room free Wi-Fi, cable TV. Check in was a breeze.

#### **Best Western Agate Beach**

★★★★ Thoughtful staff and in the process of updating their rooms. We stayed in one of the newly renovated rooms and it was lovely! Even had an ocean view. We weren't there very long, but I'll definitely be back!

#### **Homewood Suites La Quinta**

★★★★ Love this location and the staff - breakfast wonderful and makes traveling feel like home. The front desk staff was welcoming and willing to help each time I passed by. I will stay at this hotel every trip I make to the desert. A true jewel.

#### **Best Western Savannah Historic District**

★★★★ This is a well situated motel which provides excellent service for the price paid. The rooms are clean and breakfast is excellent, i.e., well organized, ample number of tables for all guests to find a place to seat. Because of the location on Bay St., the rooms may be noisy from a very busy avenue which provides services to all hotels in the area.

#### **Riverhouse on the Deschutes Bend, OR**

★★★★ We loved our room, it was very clean and had everything we needed. Staff was friendly and I loved the text feature of hospitality. A great way to make sure we were well taken care of without it feeling pushy. We ate in the Currents restaurant and had the same great service and thoroughly enjoyed the food.

#### **Country Inn & Suites Portland Airport**

★★★★ This hotel was convenient to the airport. It is very clean and staff was great. I really could not have been more satisfied with the experience. We will be using the hotel on future trips to Portland. We stayed on the way home just because we wanted to.



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## GREAT TEAMS • GREAT EXPERIENCES • GREAT RESULTS

### Sales Superstar

Rob White, Director of National Sales at the Riverhouse on the Deschutes, was asked to conduct a presentation titled "Top Things the Planner of Venue/Hotel Won't Tell You" at the WSAE (Washington Society of Association Executives) annual 2017 conference along with a co-presenter from Washington Health Care Association. The presentation was so successful that they were then asked to deliver the same presentation at the HIVE Conference on the Microsoft Campus in Redmond Washington. The Hive Conference is a joint conference with Microsoft, WSAE and MPI (Meeting Planners International) with over 200 attendees. After the presentation, there were many questions and open discussion on how planners and venues/hotels can work together to open communication lines and make sure every event is successful. Rob represented the Riverhouse and Vesta with professionalism and poise. Great job Rob!



### Snowfall in McAllen, Texas

It was a rare sight in southern Texas when on December 8th snow covered the Renaissance Casa de Palmas. Snow is such a rarity that many team members from that area had never seen snow in their life.



### Random Act of Kindness...

When the staff at the Riverhouse on the Deschutes learned that a key participant for an upcoming conference was unable to attend due to a cancer diagnosis, they sent her flowers to let her know they were thinking of her. The Random Act of Kindness touched their client and she responded with this lovely note:

"Oh dear Lia & Danielle, The flowers are beautiful and such a surprise! They did brighten my day for sure and.. brought tears of gratitude. Thank you for your kindness and generosity."

"Kindness is being a breath of fresh air to someone else when they feel like they are suffocating." - RAKtivist

