

# “THE VESTA TIMES”

V E S T A H O S P I T A L I T Y

## P R E S I D E N T ’ S M E S S A G E

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I always enjoy getting the news that the next Vesta Times will be going to press. It's my time to tell each and every one of you how much I appreciate the job you do every day. It's your commitment to our Vesta Values and your passion to serve that gives me the pleasure to continue to grow the company and improve on our existing hotels.

The first half of 2009 has been interesting and challenging both in our industry and within Vesta. We have many things to celebrate including the Holiday Inn Re-Launch in Lincoln and the re-branding of Best Western in Savannah. With the celebration we have the reality of the economic situation and how it has affected both our industry and our hotels. As you know we have noticed a significant downturn and we are working hard to make up the difference

through cost savings and creative sales.

With second quarter coming to a close I am both apprehensive and excited about the next two quarters. I expect as an industry we will continue to feel the hardship of the economic situation in the country however I am confident in our exceptional associates and that together we will rise above the adversity and shine. Whether you find new creative ways to improve our operational excellence or uncover a new sales lead, we all are responsible for the success of each hotel. Please continue to share your ideas with your managers and help us achieve new levels of success despite the industry challenges. The summer is our time to really capitalize on all opportunities in anticipation of slower times to come in the winter months. Your dedication and influence is

essential during these few crucial months.



I remain very optimistic and excited about the future because I am committed to our Vesta Values as I know each of you are. Our Values set us above the competition, above the industry woes and solidifies us as a team dedicated to success in the hospitality industry.

I believe that servicing others is the heart of hospitality, I believe in an environment of teamwork and respect, mostly I believe in you.

Have a fabulous and safe summer. And thank you for your hard work and passion to serve.

## G U E S T S E R V I C E – M O R E I M P O R T A N T T H A N E V E R

Difficult times always remind us of what is REALLY important - for us in the hospitality industry it is the guest! Without them, we wouldn't have a place to work, wouldn't have the satisfaction of serving, and wouldn't be part of a great

team.

So remember these FIVE secrets to great guest service:

- Build guest loyalty
- Provide true guest service
- The guest is always right

- Be honest with your guest
- Help each other and share the concern for excellent guest service

And one last piece of advice: **If you aren't taking care of your guest, your competition will!**

RENOVATION STORIES

The Best Western Promenade in Savannah and the Holiday Inn in Lincoln just completed extensive renovations. The hotels are now showpieces and the challenges of an ongoing renovation forgotten.

Currently the teams at the Renaissance Casa de Palmas in McAllen and at the Country Inn & Suites in Portland are undergoing the same experience: painting, carpeting, new furniture, cleaning, cleaning

and more cleaning. When done, the Country Inn & Suites will be 100% smoke-free. Good luck - we cannot wait to see the results!



ESPRIT DE CORPS

Jeff Fouste, General Manager of the Best Western Promenade in Savannah took a plunge on June 23, 2009.

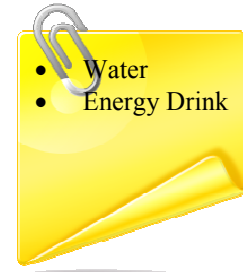


His staff was incented with this delight after scoring above 95% in the XZAM reservation call program. The push was a team effort, just like the handling of reservation calls. Way to go!

With the hot season starting, what can you do to prevent dehydration?

Safety Tip of the Quarter

- Water, water, water! Drink 8 to 10 glasses a day as the bare minimum - drink more on warmer days and when exercising.
- Don't use thirst as an indicator for staying hydrated. If you wait until you are thirsty to drink you are already dehydrated.
- Choose your beverages wisely. Alcohol and caffeinated beverages such as coffee and some teas and soft drinks will only increase the effects of dehydration.
- Fill up on sports drinks when taking on athletic activities - sports drinks replaces not only fluids lost when sweating but also important electrolytes that are excreted when you sweat.



Dehydration can cause weakness, fatigue, sleeplessness, and dry mouth

CALENDAR OF EVENTS

July 2009

S	M	T	W	T	F	S
			1	2	3	4th of July
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August 2009

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

September 2009

S	M	T	W	T	F	S
		1	2	3	4	5
6	Labor Day	8	9	10	11	12
13	14	Insurance (see p. 4)	16	17	18	19
20	21	1st day of Fall	23	24	25	Vesta B'day
27	28	29	30			

C E L E B R A T E

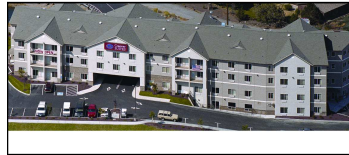


The Holiday Inn Race Car was a big hit!

The Holiday Inn in Lincoln, NE recently finished extensive renovations required by the brand to comply with new updated image. The hotel hosted a “Re-Launch Party” celebrating the new look. There were local celebrities and clients at the event, one highlight was the Holiday Inn Official Race Car.



The Homewood Suites in Salt Lake City, Utah and the Comfort Suites in Redmond, OR passed their franchise inspections in May. Congratulations to both teams!



In September, Vesta Hospitality will celebrate its 13th anniversary and we have a lot to be proud of: eleven hotels in seven states, great guests and over 450 associates, some of which celebrated noteworthy milestones with Vesta this year:

12 years: Julie Hames (Vesta); Kari Jonassen and Jeff Rosenberg (Homewood Suites Vancouver)

11 years: Rahima Numic (Homewood Suites Vancouver)

10 years: Susanne Cox (Vesta); Maria Deleon, Sergio Flores, Felicity Garcia, Amelia Mendoza and Hermina Ramirez (Renaissance); Arnala Gogalija (Homewood Suites Vancouver)



A S S O C I A T E O F T H E Q U A R T E R

**RUDOLPH WARNER**

has been chosen as Vesta Hospitality’s “Associate of the Quarter” for the first quarter in 2009. Rudolph works at the Best Western Promenade in the Historic District Savannah, Georgia as Chief Engineer. Rudolph always has a positive attitude and serves as a role model for others. He is an outstanding leader and ensures great achievements from his team. During the months leading up to the

Conversion to Best Western of the hotel, Rudolph basically lived on property. With his department being short handed and the tasks countless, he stayed focused and devoted throughout the process and was an important part of the successful transition.

Vesta Hospitality would like to congratulate the following associates for being nominated for Associate of the Quarter. These individuals are to be commended for their outstanding commitment to their

hotel and to Vesta Hospitality.

- \* **BRANDON SMOAK**, Cook - Country Inn & Suites Portland, OR
- \* **BONNIE McCAIN**, Housekeeping supervisor - Staybridge Suites Glendale, AZ

Each of these individuals will receive an award for their commitment to their company, hotels, team and guests.



**Editor**

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Please contact us with your feedback and stories - we



OUR PASSION  
TO SERVE

**From:** Chris Shaeffer  
**Sent:** Monday, June 15, 2009 3:03 PM  
**To:** Kathryn Summers  
**Cc:** Mark Hemmer  
**Subject:** Employee Commendation

Ms. Summers,

I had the pleasure of staying at your hotel over the past Saturday night awaiting an early morning flight to the east coast the next day. I discovered the Staybridge flag about a year ago in Atlanta and I have thoroughly come to enjoy staying at your hotels. I know I can always expect a quality product and employees who are willing to go the extra mile.

I have stayed at literally hundred of hotels in my lifetime and this is the first time I have ever written about a stay. On early Sunday morning I took you airport shuttle and was greeted by a young gentleman named Victor. He took my young son and I took the airport and we chatted about our stay in Oregon. During the drive, I had mentioned to him the I had lost my wallet earlier that weekend and I was jokingly saying to my son that I wouldn't be able to buy him any food at the airports during our travels back to Florida since I didn't have any money with me. He suggested that if I had any problems checking in since I didn't have my license to give the hotel a call and they would see if they could help. He dropped us off at the airport and we went to check in. As we were digging through our carry-on's, I found my wallet in one of the pockets. As we were leaving the check-in desk to drop off our luggage, we see Victor coming to us. The young man was so gracious as to come back and offer us some money so that my son could get some food. I told him that we found the wallet and everything was good.

Never in my travels have I ever found a level of customer service as to what that young man did. That was beyond going the extra mile and I sure hope you thank him for him being one of the shining stars in your hospitality group. I look forward to coming back to your hotel in the future.

Regards,

Chris Shaeffer



September is open enrollment month for

- GroupLink (voluntary dental and vision)
- Great West (health) and
- Select Benefits (health)

More information to come soon!

