



# VESTA TIMES

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## Chairman's Message



Rick Takach, Jr  
Chairman & CEO

Vesta has had a very busy first quarter. We started the year with the addition of the Embassy Suites Brunswick, Georgia to the Vesta family. The hotel already had a great reputation within the brand and great guest satisfaction scores. With the planned significant renovation later this year, the opportunities for the hotel are limitless. In total, six Vesta hotels will receive substantial renovations this year and into early 2018. Our development team has been hard at work looking for new hotel opportunities while our corporate staff and hotel teams have been putting plans into action to achieve their aggressive operational and sales goals.

By far my favorite event each year is the Work Hard Live Free drawing. It gives me so much joy seeing all our hotels come together via a live feed to announce the winner of this Vesta tradition. Last year's winner, Brent Sestric from the Riverhouse on the Deschutes, joined me at the Vesta Corporate office in Vancouver, Washington to draw the 2016 winner. As you know, Marcia Prince from the Best Western Savannah, Georgia was this year's winner and Marcia will live Free for a year!

Lastly, I would like to personally recognize an associate from our hotel at the Best Western Agate Beach whose story is featured on page 3. Isaac jumped into action to save the life of a guest that could have otherwise been a tragic story. Thank you Isaac for putting our Vesta Value, *I am responsible for the safety and security of others*, into action.

Have a great Spring and I look forward to seeing you all soon on my visits to your hotels.

## Associate Spotlight: Kristy Barbusca, Riverhouse on the Deschutes

Kristy joined the Vesta team at Riverhouse on the Deschutes in Bend Oregon, in February 2016 as Executive / HR Administrative Assistant. She feels that this is the perfect position for her as she has a passion for being involved in quality endeavors dedicated to integrity by offering a service for the benefit of others.

At the Riverhouse, Kristy has been instrumental in the production of the hotel's JAZZ Series concerts bringing both national and local Northwest artists to guests and the community. Kristy appreciates this responsibility and her role in the hotel as she feels that she is "able to touch and influence the guest experience of many people, the artists and my team members by emulating Vesta values. *Serving others is the heart of hospitality and is the reason I am here* - is my favorite Vesta value. Each day I strive to be a blessing to everyone I meet. My motivation is simple. . . I believe we should treat one another as we want to be treated. A joyful heart, a smile and kindness are some of my core objectives in my own personal mission statement. I believe it is important to live each day with integrity, honesty and compassion. I strive to do this daily in both my personal and professional life. I enjoy working with my many fellow associates at Riverhouse and I am blessed to sit in my office while listening to and viewing the river every day!"

Kristy has a background of retail customer service industry where she previously owned and operated flyfishing specialty stores in both Oregon and Montana. Kristy is an avid catch and release flyfisherman, thriving on the intimate relationship a flyfisherman has with nature. Yellowstone National Park is her favorite place. She is also a glass fusion artist and enjoys the dynamic of colors in her art.



## Vesta Tidbits

### Vesta Offers a Matched Gift Program

Vesta Hospitality recognizes the importance of charitable nonprofit organizations and is committed to improving the quality of life in the communities in which our associates and their families live and work. Vesta Hospitality will match associate contributions of \$25 or more to a maximum of \$100 per individual per calendar year. The matching gifts program provides an opportunity for the company to join with associates in supporting this commitment.

### Promotions, New Hires, & Transfers

Amanda Williams previously the front office manager at the Comfort Suites Redmond was transferred to the Riverhouse in Bend as accounting manager. Jennifer Graham, previously the front office supervisor at the Riverhouse, was promoted to Executive Housekeeper at the Comfort Suites Redmond. Michael Stanton joined the Riverhouse team as Executive Chef. Marcella Medina was appointed Executive Housekeeper at the Holiday Inn Express & Suites Glendale.

### Renovations

2017 is the year of renovations at Vesta. Over half our portfolio will undergo renovations this year including; Staybridge Suites Portland Airport, Embassy Suites Brunswick, Homewood Suites La Quinta, Homewood Suites Vancouver, Country Inn & Suites Portland, Renaissance McAllen, and Best Western Agate Beach.

## Wheel Success: Our Revenue

### Homewood Suites La Quinta Earns Big Business

Solidifying a major piece of business with BMW gave the Homewood Suites La Quinta a big push on meeting their Vesta Wheel revenue goals. This hotel was far from being the closest hotel to the event location (BMW Performance Center) nor was this hotel closest to the headquarters hotel (the Ritz Carlton). Regardless, the BMW team selected to place their staff and maintenance crews from Germany with Homewood Suites by Hilton La Quinta for several weeks in January and February. The selection of this hotel was confirmed following the BMW team meeting with the hotel sales staff, and meeting with the full hotel management team. At that meeting, all hotel department heads committed to providing the finest of hospitality to the BMW staff and crews who would be staying at the hotel. The total revenue for the business was \$95,976.00 (a total of 742 room nights). It takes a village, eh, hotel team, to succeed. Excellent performance LQ Team!



Pictured left to right: Brad Poncher - General Manager, Guadalupe Perez - Exec Housekeeper, Rene Flores - Front Office Manager, Richard LeVine - Chief Engineer, Jill Schvaneveldt - Director of Sales, Dwanne Valdez - Comp Services Manager, Gloria Michel - Accounting, Keren Ceniceros - Sales Coordinator



## Portlandia Films at the Homewood Suites Vancouver

The Homewood Suites Vancouver, Washington was the set for an episode of Portlandia; a television sketch comedy series filmed in Portland, Oregon starring Fred Armisen and Carrie Brownstein. The show gently pokes fun at the laid-back Pacific Northwest city and the many eccentric characters that call it home.

The episode that filmed at the Homewood Suites aired on January 26, 2017 on the IFC Cable Network (season 7, episode 4 "Separation Anxiety"). One of the hotel's guest service representatives, Katie White, made an appearance in the show at the front desk.



## Embassy Suites Brunswick, Georgia Joins the Vesta Family

On January 10, 2017 the **Embassy Suites Hotel Brunswick, Georgia** officially joined the Vesta portfolio. The hotel is a full service, all-suites hotel with 130 guest suites and over 5,000 square feet of meeting space. Located close to the Brunswick historic downtown area and just 20 minutes to the Georgia coast.

The Embassy Suites Brunswick has 45 associates that joined the Vesta team. The Vesta Corporate staff were on site during the transition to meet the team, conduct an all associate orientation, implement Vesta policies, and ensure the accounting procedures are in place.



Welcome to the Vesta Family  
Embassy Suites Brunswick



## Hero at the Best Western Agate Beach

It seemed like any other day at the Best Western Agate Beach on January 25, 2017 when Isaac Sterling was working at the front desk but then a guest came to the desk with a red face trying to say she was choking. Isaac immediately ran around the desk, informed the guest that he would perform the Heimlich maneuver on her, he said "okay, we are going to do this on 'three'" and proceeded to do so. After a second attempt, Isaac's efforts dislodged the airway obstruction ultimately saving the guests life.

The guest had this to say about the experience "The next morning when I went to check out I told the folks at the front desk that I wanted everyone to know what a fabulous employee they had in Isaac. That he had saved my life last night when I was choking and that I was so happy that their employee at the front desk had those lifesaving skills. I wanted the whole staff to be aware of how grateful I was." Isaac received a card and fruit basket from the organization in which the guest works as a thank you for saving her life.

Great Job Isaac!





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## GREAT TEAMS • GREAT EXPERIENCES • GREAT RESULTS

### Sales Superstar



Jill Schvaneveldt has been Director of Sales at the Homewood Suites La Quinta, California for just over a year. She came on board and quickly jumped into the sales role with a strong sales call plan, ability to investigate new potential business, and a great ability to manage rates. The hotel will end the first quarter almost 5% over budget and 7.8% ahead of last year based on forecast. This after stepping into a property that was struggling to make budget. Jill's focus on the sales basics has put this property back on track and set it up to succeed.

Great Job Jill!

### Renaissance McAllen Hosts Wedding Extravaganza

On March 9, 2017, the Valley Wedding Pages partnered with the Renaissance Casa De Palmas, McAllen, Texas to host their annual launch party event, the Wedding Extravaganza. It was a fabulous and successful event!

It was a team effort to make the event as successful as it was. The entire hotel was showcased for this event. In the lobby there was an activation station serving a signature wedding drink, vendors, and beautiful models greeting visitors at the main entrance.

The hotel guests joined in on the festivities as they enjoyed their cocktails at the Lomax Lounge & listened to the sounds of the violin string ensemble. Overall, it was a fabulous and successful event where they surpassed expectations with a full house of close to 250 guests as well as 42 of the finest wedding vendors in the Rio Grande Valley.

The event created a good word of mouth from all the visitors and guests; the hotel had the opportunity to showcase their renovated guestroom, received 10 leads for future weddings and were already approached to host next year's wedding extravaganza.





## **Work Hard Live Free VESTA TIMES SPECIAL EDITION**

### **Vesta's 6th Annual Work Hard Live Free Winner is...Marcia**



Vesta Hospitality's Work Hard...Live FREE program is an associate incentive that gives one lucky winner the chance to have their rent/mortgage paid for a year. On February 23, 2016 via live feed from Vancouver, Washington Marcia Prince's name was randomly drawn as the 2016 winner.

Marcia has worked at the Best Western Savannah since May 2008. She has held several positions in the hotel and currently is a night auditor. Marcia enjoys working with the team at the hotel and appreciates the way in which each department works together to ensure the hotel runs smoothly.

Marcia was eligible for the Work Hard Live Free drawing when she earned the associate of the month award in February 2016. She earned the recognition because of her

willingness to always be a team player. As night auditor she works closely with Lt. Bobby Irvin, the off duty coordinator/Chatham County sheriff's department security. Lt. Irvin says this about working with Marcia, "Over the years her knowledge, training experience, and personal skills make her a pleasure to work with. While performing her duties, she manages to keep a friendly demeanor and assist guests with the utmost respect. She is indeed a joy to work with. She is a testament that hard work pays off and her selfless service to the hotel is irreplaceable."

Having her name drawn as the Work Hard Live Free winner for 2016 means a lot to Marcia. She plans on saving the extra money and also taking her two granddaughters on a vacation to Walt Disney World in Orlando, Florida.

**Congratulations Marcia, enjoy living free for a year!**

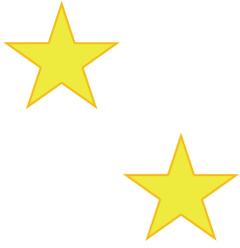
#### **A Message from Rick Takach, Vesta's Chairman & CEO**

I am very happy to congratulate Marcia Price on winning the 2016 Work Hard Live Free Vesta Associate Recognition Program. Marcia has been with Vesta for 8 years, she has been featured in an Associate Spotlight article in the Vesta Times because of her dedication to the Best Western Savannah and she exemplifies the Vesta Values.

I would also like to congratulate all the 2016 Associate of the Month recipients. Each Associate of the Month earned the recognition through hard work, a commitment to the company's mission, vision, and values, and a desire to excel in their role within their hotel. I am very grateful hard work that earned them the Associate of the Month recognition. To show my appreciation, again this year, I will divide up \$10,000 to be distributed among all 2016 associate of the month winners.

Thank you all for your hard work and who knows, maybe next year you will be selected to **live free for a year**.

# Celebrate Good Times...**Work Hard Live Free** Parties!



Comfort Suites Redmond, OR



Homewood Suites, La Quinta, CA



Best Western, Agate Beach, OR



Renaissance Casa De Palmas, McAllen, TX



Country Inn & Suites, Portland, OR



Homewood Suites, Vancouver, WA



Riverhouse on the Deschutes, Bend, OR