



VESTA TIMES

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Chairman’s Message



Rick Takach, Jr.
Chairman & CEO

In August we welcomed the Embassy Suites Jacksonville Baymeadows to our portfolio. The hotel is a great addition to Vesta but more importantly I am thrilled to welcome the nearly 100 dynamic team members to the Vesta family. During the initial associate orientation, I was impressed by the teamwork that is evident in the hotel and energy that each associate exudes. Change is hard, I get that, but this team is ready to take on all changes that come their way. When the opportunity to acquire a hotel in Jacksonville was presented to me I was particularly interested because early in my career, long before I started Vesta, I worked in the Jacksonville market; in fact, my office was not too far from the Embassy Suites. I am so happy to be back in Jacksonville, Florida and look forward to spending more time there.

Speaking of change, the last two years have been busy with renovations. Six hotels underwent significant renovations including some very lengthy and complicated changes in the hotels. The biggest renovation was our hotel at the Portland Airport that was rebranded from a Staybridge Suites to a Homewood Suites. The extensive construction requirements were most definitely challenging for the team but the results are amazing and in July the hotel officially became the Homewood Suites Portland Airport, check out the photos in this newsletter. I am so proud of all our teams that tackled the renovations processes at their hotels as well as Aaron Plante of Plante Hotel Renovations and Mark Hemmer, COO, who oversaw the majority of the details. Thank you!

Lastly, I want to end with a quote that I have found to be very true, “A key to a vital life is eagerness to learn and willingness to change” by Mary Ann Radmacher. Being able to learn new ways of doing things or a new skill helps to keep life vibrant and interesting instead of dull. And change, well, that is inevitable so embracing it only makes it easier for you to adjust to the change. I hope you all find ways to learn new things and accept change as it comes both in our hotels and in your personal life.

Associate Spotlight: Wasia Stokes, Best Western Plus—Agate Beach

Wasia Stokes has worked at the Best Western Agate Beach for 12 years and has held several positions during her time there including banquet server, restaurant server, and currently food & beverage supervisor. Wasia likes her position because she feels comfortable, enjoys serving others and helping out her coworkers and she feels that the hotel is a “home away from home.” Wasia is the Vesta spotlight associate because she always has a smile on her face; she is dependable, very easy to get along with, takes pride in her work and she is always going above and beyond to make sure everything is perfect. She is a great leader, who inspires others to do their best at exceeding service standards by setting the example herself; according to her supervisor, she is an exceptional associate on all levels.

Wasia thoroughly loves serving others, by creating personal experiences that the guests remember. She is motivated by having return customers who know her by name and always thank her for the wonderful job she does. Vesta’s mission, “Great Teams, Great Experiences, Great Results” resonates with Wasia because in her new position especially, this is what she strives to achieve.

Wasia values her job, health, and living life; when not working she enjoys cooking, shopping, spending time with her family and resting.



Vesta Tidbits

Vesta Receives Elite Award

Many of the industry's top performers were brought together last May in Las Vegas for the official unveiling of *Hotel Interactive*'s inaugural Lodging Industry Elite awards. In total, 14 awards were given out based on the more than 4,100 votes received by *Hotel Interactive*.

Vesta Hospitality was presented with the award for the "Most Unique Hotel Conversion" for the Riverhouse on the Deschutes. The hotel has undergone a complete transformation and we are so proud to be recognized for the exceptional work that was done and the teams that made it happen.



Additionally, Vesta was nominated for the "Owner/Operator of the Year" award.

New Vesta App For Your Device

Exciting news! Vesta has been in the process of developing a custom app that will be available to all associates in the 4th Quarter. The app is designed to bring our Vesta community together like never before. The app will be available to download on your device or accessible on a desktop, it will provide company and hotel updates as well as connect associates around the country.

Get Social

Did you know that Vesta Hospitality has a Facebook page and a LinkedIn page? Like us to follow company updates and news as it happens.



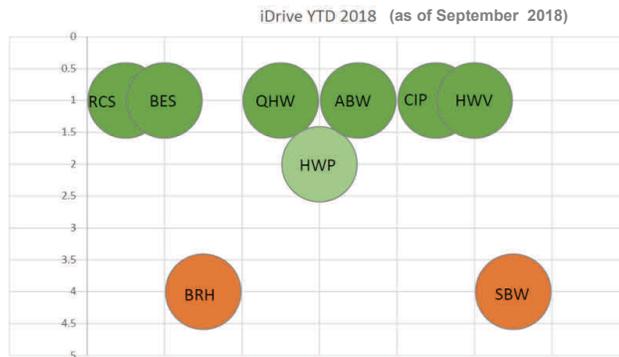
Vesta Wheel in Action

Responsible Business: River Clean Up on the Deschutes

Associates of the Riverhouse on the Deschutes volunteered their time to help clean up the Deschutes River that runs through the hotel property. The team worked hard to make other areas of the river as beautiful as the area around the hotel. Great job Riverhouse team!



iDrive: Road to Excellence



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

Embassy Suites-Brunswick

★★★★★ The renovation is close to complete, didn't create any issues with my stay. Corey took good care of me, always with a smile.... professional and quick. Clean and centrally located, good place to stay. Would recommend staying here, look forward to the finished lobby.

Country Inn & Suites-Portland

★★★★★ I am in my first week here on a two week business trip, the staff is always pleasant and the food is excellent in the hotel restaurant Brenner's. Sondra and Terri makes you feel like you are home at your local establishment. Definitely will stay here again.

Best Western-Savannah

★★★★★ We made reservations for Sunday evening and in the remarks box I asked for a ground floor of available to accommodate a wheel chair. I was emailed multiple times to ask if we needed a walk in shower too. Great communication and wanting to make your stay effortless.

Vesta Hotels Celebrate Service Week

Vesta Hospitality's 4th annual Celebrate Service week was a success. Vesta hotels around the country participated in celebrating the hard work and dedication of our associates. Each hotel planned a week full of fun events and themed parties to honor teamwork and have fun.



Celebrates **Service**



Bagels & donuts for the team in Vancouver



Rock painting in Agate Beach



Celebration burritos in La Quinta

2017 Vesta Recognition Awards

Vesta's 2017 Recognition Award Winners were announced during the annual leadership conference held in San Diego, CA last April. Congratulations to the winners listed below:

- **Guest Satisfaction Award** - Staybridge Suites Portland, Homewood Suites Vancouver, Comfort Suites Redmond, Embassy Suites Brunswick, Homewood Suites La Quinta, Country Inn & Suites Portland
- **Most Improved Revenue Growth Index (RGI) Award** - Riverhouse on the Deschutes
- **Most Improved Profit Margin** - Riverhouse on the Deschutes
- **Associate Culture Award** - Homewood Suites La Quinta, Homewood Suites Vancouver
- **Food & Beverage Award** - Riverhouse on the Deschutes
- **Accounting Award** - Best Western Agate Beach
- **Front Office Award** - Homewood Suites Vancouver
- **Housekeeping Award** - Homewood Suites Vancouver, Staybridge Suites Portland
- **Maintenance Award** - Best Western Agate Beach
- **Community Involvement Award** - Comfort Suites Redmond
- **Responsible Business Award** - Homewood Suites Vancouver
- **Leadership Award** - Sondra Pauly, Country Inn & Suites Portland and Stephanie Shores, Homewood Suites Vancouver
- **Director of Sales of the Year** - Jill Schvaneveldt, Homewood Suites La Quinta
- **General Manager Sales Leadership Award** - Brad Poncher - Homewood Suites La Quinta
- **General Manager of the Year** - Kari Jonassen - Homewood Suites Vancouver
- **Hotel of the Year** - Homewood Suites La Quinta





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GREAT TEAMS • GREAT EXPERIENCES • GREAT RESULTS

Sales Superstar

In December 2017 the Riverhouse received an RFP from Hotel Connections regarding an airline crew contract in Central Oregon. The airline crew represented 8 rooms per night, 2,920 annually. Upon filling out the initial information about the property Erick Trachsel, Dir of Sales & Marketing, was informed they would not be considered because the hotel lacked elevators and all rooms are not located in a main building. Erick thanked them for their time and offered the opportunity to give them a tour for future consideration just in case something came up down the road. A couple months later they came out to visit the area and Erick offered to accommodate them. He hosted two of their representatives and he took the opportunity to give them a site tour showing how they could accommodate their group effectively. They were very happy with the tour but at that time there was no opportunity to relocate the crew to us. A few months later they reached back out to Erick to see if he could resubmit a proposal for the crew he had previously bid on. After going through many different negotiations with the airlines and their representatives they finally came to terms on a deal and the crew relocated to the Riverhouse in August. Hotel Connections is so happy with the way things progressed that they are helping to facilitate the possibility of another crew relocating to the Riverhouse later in the year.



Erick Trachsel with his family

Way to go Erick, your perseverance and dedication paid off!

Agate Beach Housekeeping Team Recognized by Best Western

After a Best Western brand inspection last May, the housekeeping team was awarded with a certificate of excellence for cleanliness. Great Job Agate Beach Housekeeping Team!



Homewood Suites La Quinta Receives Certificate of Proclamation

Earlier this year the Homewood Suites La Quinta was awarded business for an apartment relocation project for the City of La Quinta and the Coachella Valley Housing Coalition resulting in long-term stay residents from May until October. The City of La Quinta has been so impressed with the hotel and staff that they recently awarded the hotel with a *Certificate of Proclamation* honoring Homewood Suites La Quinta. The Proclamation, signed by Mayor Linda Evans, was presented at a city council meeting; General Manager Brad Poncher, Director of Sales Jill Schvaneveldt, and Sales Coordinator Keren Cenicerros attended the meeting to accept the award.



Embassy Suites Jacksonville, Florida Joins the Vesta Family

On August 22nd, we welcomed the 277-suite Embassy Suites Jacksonville Baymeadows hotel to the Vesta portfolio. This hotel is a great addition to the Vesta family but more importantly we are thrilled that the acquisition of the hotel adds nearly 100 dynamic associates to the Vesta team.

The hotel is the only full service, all-suite hotel in the vibrant Jacksonville, Florida market, the property recently underwent a \$15 million renovation and Vesta will make additional investments in select upgrades. Vesta will manage the property, which becomes the largest in our portfolio.

The hotel is ideally located near downtown Jacksonville, one quarter mile east of I-95 and close to the Jacksonville beaches, the University of North Florida and TIAA Bank Field, home of the Jacksonville Jaguars NFL football team.



TripAdvisor Certificate of Excellence

TripAdvisor awards a Certificate of Excellence to accommodations, attractions and restaurants that consistently earn great reviews from travelers. We are proud to announce that seven (7) of our hotels have been awarded the TripAdvisor Certificate of Excellence badge. Congratulations!

- ★ Homewood Suites La Quinta, California
- ★ Embassy Suites Brunswick, Georgia
- ★ Homewood Suites Vancouver, Washington
- ★ Country Inn & Suites Portland Airport
- ★ Homewood Suites Portland Airport
- ★ Riverhouse on the Deschutes Bend, Oregon
- ★ Comfort Suites Redmond, Oregon



Staybridge Suites PDX Converts to a Homewood Suites

After an extensive renovation including all guest rooms, public space, and office space, the Staybridge Suites Portland, Oregon was rebranded to a Homewood Suites. Rebranding a hotel is a lot more than just a renovation, it involves dedicated team members that worked through the construction, learned new systems, and went through countless hours of training. Due to their tireless efforts, in July the hotel was officially rebranded to a Homewood Suites. Thank you Kathryn Summers, General Manager and the entire team at the Homewood Suites Portland Airport for all your hard work!



2nd & 3rd Quarter Manager Promotions, Transfers & New Hires

Congratulations to the following team members that joined the Vesta Family or promoted to manager positions.

Riverhouse on the Deschutes

- David Lenke, promoted to General Manager
- Phillip Wilson, Assistant General Manager
- Shannon Maganheimer, Reservations Manager
- Brittanie Liggett, Assistant Restaurant Manager
- Amanda Pehlke, Front Office Manager
- Jamie Vogel, Assistant Restaurant Manager

Best Western Agate Beach

- Isaac Sterling, promoted to Front Office Manager
- Lindsey Wells, Food & Beverage Manager

Best Western Savannah

- Lisa Ryder, General Manager
- Fredrica Davis, Front Office Manager
- Wilhelmina Oglestree, Executive Housekeeper
- Jeremiah Howard, Chief Engineer

Country Inn & Suites PDX

- Joe Palomarez, DOS transferred from Glendale Hotels
- Geoff Whalley, Chief Engineer

Embassy Suites Brunswick

- Michale Davis, promoted to Food & Beverage Director
- Tracey Goodwin, Front Office Manager

Embassy Suites Jacksonville

- Craig Abramson, Executive Housekeeper
- Luisa Arespachoga, Sales Manager
- Derek Boyd, Food & Beverage Director
- Susan Budner, Sales Manager
- Thomas Getman, Chief Engineer
- Angela Hellums, Front Office Manager
- Mary Ann Lamb, Human Resources Manager
- Iraidia Leon, Banquet Manager
- Angela Phillips, Director of Sales
- Jose Mora, Executive Chef
- Dawn Milton, Controller

