



VESTA TIMES

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Chairman's Message



Rick Takach, Jr
Chairman & CEO

In April, Vesta held our Annual Leadership Conference; the conference was attended by our general managers, director of sales, corporate executive team, and many of our vendors, supporters, and investors. In the days and months after the conference I have had a lot of time to reflect on the impact and importance of this event. The conference is a great time for our leadership teams to refocus, refresh, and rejuvenate. I have most recently been thinking about a quote that resonates with me regarding leadership; *"Leadership is practiced not so much in words as in attitude and in actions"* by Harold S. Geneen. As I spent time with our leadership team at the conference I was inspired by the amazing talent we have in Vesta. Our leaders are great examples of this quote as they lead their respective teams through actions and attitudes. I am proud of Vesta's leadership as they work hard daily to create a foundation that supports our mission and demonstrate an entrepreneurial spirit that delivers results.

To promote our dedication to building great teams through actions and attitude, in June our hotel teams participated in Vesta's annual Celebrate Service week. This week long celebration is a way to recognize the hard work and dedication of all Vesta associates around the country as we all work toward our Mission to create *Great Teams, Great Experiences, Great Results*.

Finally, I would like to welcome Gary Maass, Regional Director of Operations, to the Vesta family. Gary's experience will be an invaluable asset to the ongoing success of our hotels.

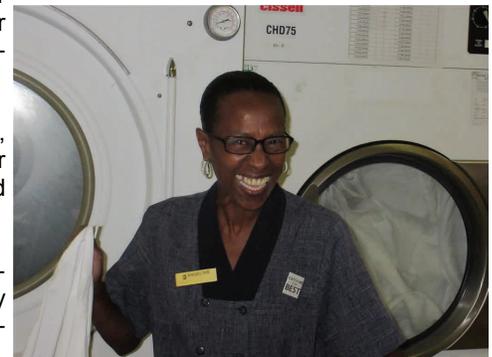
Associate Spotlight: Angeline McCloud, Embassy Suites Brunswick

Dubbed "Miss Sunshine" Angeline McCloud has worked as a laundry attendant at the Embassy Suites Brunswick, Georgia for 24 years. Karen Bass, General Manager, has a lot to say about Angeline, "Attitude, attitude, attitude!!! Angeline is always smiling, always upbeat. I tell everyone visiting the back of house for the first time that this is where to go if they're having a rough day; she will make you laugh and bring a smile to your face too. She is amazingly productive – never slows down and always works at a fast pace – from the moment she clocks in until the work is done. She never misses work unless it's a true emergency. Wish I could clone her!"

Angeline is a 'hands on' person. She likes to keep busy doing something and there is always plenty to do in the busy laundry department! *"I create a work environment of teamwork and respect"* is the Vesta Value that resonates most with Angeline; she treats everyone with respect and encourages teamwork. She recognizes that her position serves not only the guests but also her teammates who depend on her to do their jobs effectively.

When asked what is personally important to her, Angeline states, "My faith". She is a Christ-follower and it shows in her kindness and care for others and her trust and confidence in Him.

Bass further added, "Angeline is a bundle of energy: faithful, dependable, productive....I cannot say enough good things about her. She's a great example of what we hope to find in a team member."



Vesta Tidbits

Gary Maass Joins Vesta

Vesta Hospitality is pleased to announce the appointment of Gary Maass as Regional Director of Operations. Gary's primary responsibility will be assisting our hotel teams in achieving their operational, budget, and service goals.

With Gary's proven track record and award winning background, we are confident that Gary will be a valuable resource for our hotels and a strong asset to the Vesta family.

Promotions, New Hires, & Transfers

Holiday Inn Express Glendale promotions:

- Efrain Toval promoted to Assistant General Manager from FOM at Staybridge
- Brian Hatcher was promoted to Accounting Manager from Ops Manager

Riverhouse Bend New Hires:

- Cindy Hooper, Gen. Manager
- David Lenke, Assistant General Manager
- Christopher McCoy, Exec Housekeeper
- Danielle Sudduth, Front Office Manager
- Jordan Daniels, Corp Transient Sales Manager
- Erin Crofcheck, Conv Services Manager
- Seth Hauge, Marketing Coordinator,

Comfort Suites Redmond Transfer:

- Nate Schulthess was transferred to the Comfort Suites Redmond as Front Office Manager from the Riverhouse

Best Western Savannah New Hire:

- Erica Goldwire, Exec Housekeeper

Vesta Corporate New Hires:

- Cara-Renee Wolf, Payroll Manager
- Nichole Dittman, Accounting Clerk

Wheel Success: Our Guests

Best Western Agate Beach Excels in Guest Satisfaction Goals

Success comes from within...The Best Western Agate Beach has increased guest satisfaction scores in several categories. They achieved success solely through staff training and an intense focus on the guest led by their General Manager, Judy Kuhl. Between April and June the hotel's overall experience score has improved nearly 15 percentage points; overall service has improved over 9 percentage points, and cleanliness of guest room up nearly 10 points. Most Best Western do not have a restaurant and provide a free breakfast yet at the Best Western Agate Beach, they have a restaurant and charge for breakfast. Despite not providing a complimentary breakfast, the hotel's breakfast score is trending to be higher than the brand average for the free breakfast.



Training is the key to consistent service scores and team involvement; Judy holds guest service training classes and along with the Food & Beverage Service Manager, Jonathan DiTroia, they practice guest scenarios through role playing which is not only beneficial for the team members but fun and relatable.

The hotel is due for a renovation later this year which will only add to the already excellent service standards they are currently providing.

Great Job Best Western Agate Beach!



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.



Vesta Hospitality Hosts Annual Leadership Conference

Vesta Hospitality's annual leadership conference was held in Cabo San Lucas, Mexico and attended by Vesta's general managers, directors of sales and many key partners. During the week long event the Vesta team focused on strategies for ensuring leadership success and practical skills that attendees can take back to their hotels. The annual conference promotes our Vesta culture, encourages peer relationships, and honors success. Vesta Recognition Awards were handed out by Rick Takach at the annual award ceremony. The award winners are listed below.



2016 Vesta Recognition Awards

Guest Satisfaction Award - Comfort Suites Redmond

Most Improved Revenue Growth Index (RGI) Award - Best Western Savannah

Most Improved Profit Margin - Homewood Suites Vancouver

Associate Culture Award - Homewood Suite La Quinta

Food & Beverage Award - Riverhouse on the Deschutes

Accounting Award - Best Western Agate Beach

Front Office Award - Homewood Suites Vancouver

Housekeeping Award - Homewood Suites Vancouver

Maintenance Award - Homewood Suites Vancouver

Community Involvement Award - Homewood Suites La Quinta & Comfort Suites Redmond

Leadership Award - Ben Edel, Riverhouse on the Deschutes & Judy Kuhl, Best Western Agate Beach

Director of Sales of the Year - Maggie Harley, Best Western Savannah

General Manager Sales Leadership Award - Kari Jonassen, Homewood Suites Vancouver

General Manager of the Year - Brad Poncher, Homewood Suites La Quinta

Hotel of the Year - Homewood Suites Vancouver





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GREAT TEAMS • GREAT EXPERIENCES • GREAT RESULTS

Sales Superstar

Demonstrating that working hard with passion help achieve goals, Karina Mussenden in McAllen, Texas has gained clients and a promotion. In June 2016, Karina was new to the hotel industry. She quickly grew to love the industry and proved to be an effective leader as well as sales person. She was originally hired at a Catering Manager then quickly promoted to Group Sales Manager in November 2016. Most recently Karina was promoted to Senior Sales Manager in June. Karina's



energy and passion for hotel sales is reflected in her terrific relationships with her clients as well as her growing booking pace.

PenAir Recognizes Country Inn & Suites PDX

PenAir, one of the Country Inn & Suites—Portland top clients, awarded Pricilla Hulin, Director of Sales, with a Customer Service Recognition Award. The award acknowledges the excellent service that the Country Inn & Suites has delivered to PenAir over the last year.



Work Hard Live Free Through the Years



The Homewood Suites Vancouver, Washington has a fun and creative way to continue to inspire associates with Vesta's Work Hard Live Free program. Rather than switch out the Work Hard Live Free posters each year, they have a wall dedicated to the yearly winners. The Work Hard Live Free wall highlights the winners and also the hotel's monthly associate of the month winners through the years. Vesta's Work Hard Live Free programs gives one lucky winner the chance to live free for a year*.

*see your manager for program details