



# VESTA TIMES

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## Chairman's Message



Rick Takach, Jr.  
Chairman & CEO

Time. Talent. Treasure. Three words that when backed by compassionate efforts can change the world. I once heard a speech about these three words, the speaker passionately broke down the importance of all three but when combined, the magnitude and the resulting impact can reach so many charities and the recipients with great magnitude.

I am proud of the Vesta teams throughout the country that spend their time, use their talents, and generate treasure to generously help others. The most rewarding part of having a successful company is the ability to give back in the communities in which we serve. Even better is creating a corporate culture and environment that inspires associates from all areas of the country, within the hotels, and every department to volunteer their time, effort, and money for causes that are important to them and their community. In addition to the team efforts at our hotels, many of our General Managers or staff members are board members for local charities and tourism boards, they provide leadership that greatly contributes to the long term direction of the charity and/or board in which they serve sometimes changing policy to better represent the needs of our industry or community.

On page 3, a few of our hotels and team member volunteers are highlighted. This is just a small example of the amazing work our Vesta teams do each and every day to create a positive impact on our society. Thank you to everyone for being excellent representatives of Vesta Hospitality and exemplifying the importance of stewardship.

## Associate Spotlight: Heather Thies, Staybridge Suites Portland

Heather has been employed at the Staybridge Suites PDX since August 2014 as Guest Service Representative.

Since joining the Staybridge team, it was clear she was a special person and associate! She has amazing guest satisfaction skills, she is confident, sweet, and yet still assertive enough to tackle all situations which results in her name showing up monthly on guest comment cards and reviews. Additionally, the guest satisfaction scores at the hotel have climbed since Heather's arrival.

Heather's work ethic and excellent job performance is a strong example for her peers and managers and has earned her the associate of the month award every year.

To reach her professional goals, Heather aspires to learn as much as she can in the hotel business. Currently she is shadowing the property accountant with some monthly duties. Eventually she hopes to work for a hotel brand. In the meantime, she is the Brand Ambassador at the Staybridge! She represents the hotel as their Loyalty Champion with IHG and handles all the responsibilities that come with job. She will be a key part of the as they embark on the next adventure... Renovating and REBRANDING!

Kathryn Summers, General Manager adds, "I can continue to gush over Heather's qualities....I just know how lucky we are to have a teammate that has strong integrity and is a lovely person!"



## Vesta Tidbits

### Rebranding in PDX

Vesta Hotel, Staybridge Suites Portland Airport, will be converting to a Homewood Suites in early 2018 after completing an extensive renovation which will start in January. The renovation will include a redesigned lobby and breakfast area, all new guest rooms and the addition of meeting space! The hotel leadership team is busy learning all about their new brand, systems and processes all while continuing to operate the hotel under its current Staybridge flag. Exciting times at this hotel!

### Promotions, New Hires, & Transfers

#### Glendale properties:

- Gary Mangini, General Manager of the Holiday Inn Express & Staybridge Suites,
- Teena Baca, Sales Manager, Staybridge Suites

#### Riverhouse Bend:

- Chris McCoy, Executive Housekeeper
- Anthony Villardi, Assistant Restaurant Manager
- Amanda Warner, Assistant Restaurant Manager

#### Best Western Agate Beach:

- Kim Gerlack, F&B Manager

#### Best Western Savannah:

- Maria Cobos, Front Office Manager

#### Country Inn & Suites PDX:

- Meliza Inocencio, General Manager
- Veronica Hernandez, promoted to Executive Housekeeper

#### Renaissance McAllen:

- Princie Martinez, promoted to Sales Manager from Sales Coordinator

## Wheel Success: Our Guests

### Holiday Inn Express Glendale

Earlier this year, the Holiday Inn Express Glendale was experiencing low guest satisfaction scores. Recognizing the need for change, Efrain Toval assumed leadership of the hotel as Assistant General Manager after being promoted from Front Office Manager at the Staybridge Suites next door. His mission was to improve the guest experience and increase service scores.



Within 60 days the scores improved 20 points soring into mid 90s! The team has rallied by having the right people in the right positions, having clean and well maintained rooms and helping the guest get a good start to the day with a great breakfast; guests are taking notice by writing rave reviews and giving the hotel high marks. Be brilliant at the basics!



## Hurricane Irma Hits Brunswick, Georgia

The team at the Embassy Suites Hotel in Brunswick did a wonderful job stepping up to provide shelter for emergency repair crews in need of lodging during Hurricane Irma. Although the original plan was to close up and evacuate with only a couple of team members staying to provide security, once the decision was made to house the relief crews, quite a number of the team jumped in to help.



Storm Tracker Scoreboard

Gail Neuberger, AGM/Exec Housekeeper, asked a few suitekeepers to shelter at the hotel and provide housekeeping services. Diane Walters, Controller, manned the front desk with assistance from Karen Rogers, Amy Hedrick, and Edna Clark. Michale Davis, Banquet Chef, along with Chris Wilson and several more of the comp services team, provided meals for everyone sheltering at the hotel as there was nowhere to get any food. All of these folks worked together to take care of the guests and each other during a very stressful time – even while not knowing the condition of their own homes. Both the GM and the Chief Engineer were out of town when the storm hit, so it's even more impressive to see what was accomplished in their absence.

It was several more days before the area evacuation was lifted and residents and team members who had evacuated were able to re-enter the community. There were thousands of trees down, power lines down, and many homes had 2-4 feet of water inside. The hotel was without power for only about 24 hours. They were very fortunate that the damages were minimal: a portion of the roof was damaged and a number of the rooftop fans were blown off. There was some water intrusion into many of the rooms on the northwest side of the building. All that said, however, they were able to make most of the repairs themselves and restore most of the rooms within just a few days.

Since that time, the hotel has been filled with FEMA workers, GEMA workers, insurance adjusters, remediation service workers, and displaced local residents. The community is slowly returning to normal, but it will be several months before the debris is all collected and homes restored.



The Team securing the hotel for Hurricane Irma



## Vesta Hotels Community Outreach

At Vesta Hospitality we believe in being good stewards in the communities in which we do business. At a corporate level Vesta supports a variety of community services, initiatives and organizations. We encourage and support each hotel to be community leaders through volunteerism and participation in local charities.

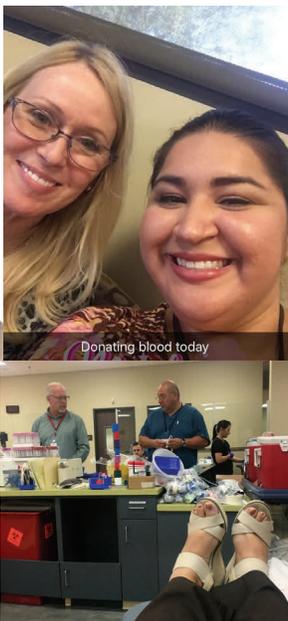
### Riverhouse Gives to the Boys & Girls Club

Recently Erick Trachsel, Director of Sales & Marketing, attended a Boys and Girls Club fundraiser. After hearing all that the Boys and Girls Club does for kids in Bend it moved him to find out how they could help. He learned that \$10 pays to feed and provide clothes for one child a month. The hotel has 11 people on the sales team so Erick came up with an idea to raise money to sponsor three to four children per month. He told the sales team that they could wear jeans to work on Fridays but it would cost them \$1 and that the money would go to the Boys and Girls Club. They started the fundraiser in June and the team has been very generous in giving. So far they have averaged 7-8 kid sponsorships a month which was over double Erick's goal. For the Riverhouse Sales Team, they feel great about helping out kids of central Oregon. Erick adds, "It is also really great to see the team come together and be so passionate about raising money for kids. I never have to ask them for their money, they always bring in 2-3 dollars each Friday to happily donate it to the kids."



In addition to raising money for the Boys and Girls Club of central Oregon, Seth Hague, Sales & Marketing Coordinator, volunteers 1-2 hours of his personal time every week to the organization. He enjoys working with kids and making a difference in their lives.

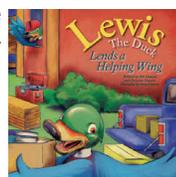
## Vesta Sharing Time, Talent, & Treasures in the Community



Jill Schvaneveldt and Keren Cenicerros from the Homewood Suites La Quinta donated blood in the aftermath of the nations natural disasters.



Noelle Davidson from the Homewood Suites Vancouver read "Lewis the Duck" to kids at a local elementary school. Lewis the Duck is the Homewood Suites mascot that inspires literacy.



Vesta and Homewood Suites associates as well as several of their family members helped to repack food at the local food bank.

Food repack volunteers help break down and repack bulk food donations into smaller quantities that can then be distributed to one of the food bank's partner agencies.

Vesta is a Hunger Alliance partner of the Clark County Food Bank and Elson Strahan, VP of Investor Relations, is on the board.



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## GREAT TEAMS • GREAT EXPERIENCES • GREAT RESULTS

### Sales Superst★r

Exemplifying the Vesta Value “I am responsible for the revenue success of my hotel”, the Guest Services Team at the Country Inn & Suites in Portland, Oregon have taken that value seriously. Priscilla Koirala, Front Office Manager, has worked closely with the team to help create a positive reservation experience for all guests while ensuring all reservation protocol key criteria is met. By conducting well versed reservation sales calls they are adding value during each interaction and increasing revenue opportunities. In four months they have increased their shop call score 31 points and more importantly the calls have had a direct impact on their overall revenue. Great Job Country Inn & Suites GSR Team!



### Solar Eclipse 2017

On August 21, 2017 a total solar eclipse was visible in Central Oregon. For three years Vesta hotels planned for this monumental event. Three Vesta Hotels were in complete totality for the solar eclipse and experienced peak demand, as people came from around the world to view the amazing solar event! Kudos to the teams at the Best Western Agate Beach, Riverhouse on the Deschutes and Comfort Suites Redmond Airport for doing such a great job during this very busy time!



Some of the staff at the Riverhouse on the Deschutes viewing the eclipse