



VESTA TIMES

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Chairman's Message



Rick Takach, Jr.
Chairman & CEO

Vesta turned 23 years old on September 16th. It was a very busy day as I was working hard to finalize the details of our newest hotel but I did take a moment to pause and reflect on the importance of the milestone and all key events in my life that brought me and Vesta to this point. When I started in the hotel business, my main goal was to be a ski bum in Vail, Colorado so working audit shifts at night gave me the opportunity to ski during the day. However, it did not take long for me to realize that I loved the hotel business and I wanted to learn everything I could. I switched priorities and set aggressive goals for myself. I worked every department in the hotel until I worked my way up to manager, then regional manager, and eventually executive level in a management company. I moved across the country many times chasing my goals and learning everything I could to eventually achieve my dream of starting Vesta. I was faced with a lot of road blocks along the way, sometimes I questioned myself, or I encountered people that thought my dream was unachievable but I did not give up. I had a vision and I was determined to make it happen. On September 16th, I took a moment to remember how important it is to preserve, to follow your dreams, and to never give up. I am so proud of where Vesta is today, we have an outstanding group of dedicated team members that work hard every day to make Vesta more than just a company, it's a family. Vesta's success over the last 23 years is because of our collective team effort to work towards common goals and strive for personal growth goals at the same time. Thank you everyone for being part of Vesta's story.

In this issue, I am proud to highlight Vesta's portfolio growth with the addition of two new hotels, welcome to the Vesta family Cannery Pier Hotel & Spa and Country Inn & Suites Phoenix Airport.

Team Member Spotlight: Shaquiera Richardson—Best Western Savannah

The best way to introduce the associate spotlight is to quote Lisa Ryder, General Manager at the Best Western Savannah Historic District. "Shaquiera Richardson, Front Desk Agent is an all-star! We've been proud to name her Team Member of the Month on several occasions. Her ease with people is beyond compare. It is a pleasure to watch her smoothly move from conversation to conversation with each check-in. Each guest gets a personal conversation on cues that she picks up while they are checking in. What's better is that conversations end in laughter and fun! We have been so pleased with the guests that have taken the time to write Best Western Corporate Offices or make the time to contact her managers direct to send a compliment. Shaquiera shows the same dedication and ease in being an awesome mom to her little daughter, she is always boasting with pride over that little one! And while being a single mom can be difficult, you'd never know it, Shaquiera's professionalism shows inside and out. We'd definitely vote her the most stylish and poised of all of us! Can you tell we love her?"

Shaquiera has been with the hotel for a year and says she enjoys working for the Best Western Savannah Historic District because "it provides a close-knit work environment and I love the personal interactions with the guests." "Making the guests feel like they are right at home" is what motivates her in her job. She believes that it is important to hold your word on the things you say and treat others how you would like to be treated.

In her off time, she enjoys quality time with family and reading a good book.



Vesta Tidbits

Manager Promotions, Transfers & New Hires—3rd Quarter

Country Inn & Suites PDX
Cecily Hayes, Dir of Sales

Best Western Agate Beach
Lizbeth Martin, Dir of Catering

Embassy Suites Jacksonville
Leland Davis, Banquet Manager
Cindy Garcia Lameiro, Exec Hskpr
Eva Mitchell, Sales Manager

Homewood Suites La Quinta
Cesar Vega, Chief Engineer

Fairfield Inn & Suites Denver
Carrie Cajka, General Manager

Transfer from Embassy Suites
Jacksonville to Riverhouse Bend
Otis Noble, Sous Chef

Congratulations!

Vesta Fast Facts (as of October 2019)

Founded: September 16, 1996

Headquarters: Vancouver, WA

Hotels: 13

Hotels in Development: 2

Total Guest Rooms: 1662

Restaurants: 5

Total employees: 766

Vesta App

Join today! Vesta's custom electronic application is a place where team members celebrate successes, share comments, get updated on the company and have fun.

www.WeAreVesta.life

Get Social

Did you know that Vesta Hospitality is on Instagram, Facebook and a LinkedIn? Follow us for company updates and news as it happens.



Vesta Portfolio Grows

Vesta Acquires the Cannery Pier Hotel in Astoria, Oregon

On September 20, Vesta Hospitality finalized the acquisition of a unique boutique hotel in Astoria, Oregon. The Cannery Pier Hotel & Spa was built on the site of the former Union Fish Cannery, 600 feet into the Columbia River! The 46 room hotel has unparalleled views of the busy commercial river, as well as views of Cape Disappointment Lighthouse and nearby Washington State. The hotel boasts luxurious amenities including a full-service spa, fitness room and meeting space and each room has a private balcony and is lavishly well-appointed with a fireplace, hardwood floors.

We are pleased to welcome 43 team members at the Cannery Pier Hotel & Spa to the Vesta Family.



Country Inn & Suites Phoenix Airport Joins the Portfolio

In August, Vesta Hospitality welcomed the addition of the Country Inn & Suites by Radisson Phoenix Airport to the family. With 23 team members, the hotel boasts 88 rooms and a meeting room for up to 20 people. Located just minutes from Phoenix Sky Harbor Airport, the hotel offers all the exceptional amenities offered at Country Inn & Suites with exceptional desert hospitality and charm.

Welcome to the Vesta Family Country Inn & Suites Phoenix!



Vesta Breaks Ground on the AC Marriott in Vancouver, WA

Vesta Hospitality and the Port of Vancouver USA celebrated the groundbreaking of a new seven-story, 150-room AC Hotel by Marriott at Terminal 1 on the Vancouver Waterfront. Vesta's AC Hotel is projected to open in mid-2021 and will feature 4,000 square feet of meeting space and on-site, structured parking.

Vesta Hospitality Chairman and CEO Rick Takach, CEO of the Port of Vancouver USA Julianna Marler and Washington State Sen. Annette Cleveland described the project in detail, "We are thrilled to be at the center of the beginning stages of the revitalization of Terminal 1, giving locals a place to come together and celebrate their city, as well as creating a welcoming destination for those visiting the Pacific Northwest," Takach said. "Our team has been working hard, and it is incredibly exciting to see this project come to fruition."

Marler added: "We are so pleased to have the AC Hotel by Marriott as the first project underway at Terminal 1. Vesta Hospitality is an outstanding partner, and as a local developer, they truly understand the port's vision for our waterfront property. This project is a key component to making Terminal 1 a vibrant gathering place for our community and a premier destination for the region."



Vesta's Hotels Celebrate National Housekeeping Week



National Housekeeping Week honors the people who work in the housekeeping & maintenance departments for our hotels. These men and women perform an integral role in fulfilling the Mission of Vesta and enhance the guests experience by providing them with safe and quality accommodations. In honor of National Housekeeping Week many of our hotels celebrated with their teams to make the week a memorable one.



BEST WESTERN SAVANNAH CELEBRATES HOUSEKEEPING WEEK

Vesta Joins AHLA to Fight Human Trafficking A Jacksonville Team Members Immediately Steps up

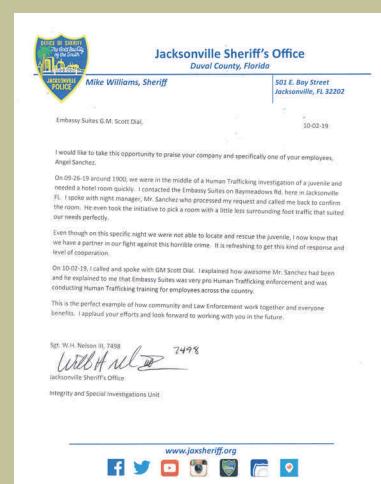


In July, Vesta announced our participation in the American Hotel & Lodging Association's (AHLA) nation-wide 5-Star Promise to fight human trafficking. We are proud to be part of this important program and commit to ensuring we do our part to put an end to human trafficking by providing awareness, policies, and comprehensive training on our LMS (learning management system) that supports this important issue.

Putting our commitment to work, Angel Sanchez at Vesta's Embassy Suites in Jacksonville, Florida, assisted the Jacksonville Police Department with a suspected human trafficking situation. He ensured the police had the perfect room placement to conduct their covert operation. The department took the time after the incident to send a letter to Scott Dial, General Manager, praising Angel on his helpful action. Great Job Angel!



Angel Sanchez





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GREAT TEAMS • GREAT EXPERIENCES • GREAT RESULTS

Sales Superstar(s)



The Pacific NW Sales Blitz Team members are the Sales Superstars this quarter. Following are details on the event outlined by Michelle Tiernan, Best Western Agate Beach.

"We are Vesta!" was the theme of the 2019 Greater Portland Area Vesta Blitz in August. Every area hotel assisted in uncovering dozens of sales leads and making the Blitz a huge success! A Blitz committee headed by Maggie Conrad, Best Western Plus Agate Beach Inn, coordinated an exciting and stimulating two-day lead-hunt. Committee Members Christina Caudillo, Riverhouse on the Deschutes, and Michelle Tiernan, Best Western Plus Agate Beach Inn, managed the onsite efforts.

Brenda Geffert, Portland Homewood Suites by Hilton, and Noelle Davidson, Vancouver Homewood Suites by Hilton took the honors in the *Most Leads Category*. Jeff Guillory, Riverhouse, and Linda Maher, Riverhouse, captured the *Most Sales Calls* prize.

Other PDX Blitzers include; Heidi Albertson and JoLee Authier, Riverhouse, Lynette Fuente, Homewood Suites PDX. and our very own VP of Sales Karen Cooksey. Melizza Incencio, General Manager Country Inn and Suites PDX, hosted and supported the Blitz Teams providing snacks, meals and lot of cold beverages!

A Hotel In Need Turns Into a Life Change

A chance opportunity to help fill in for a hotel in need turned into a life changing event for one Vesta employee.

When Vesta's Riverhouse on the Deschutes in Bend, Oregon needed additional kitchen help during their high demand season, Otis Noble, a team member at the Embassy Suites in Jacksonville, Florida, accepted the opportunity and filled in at the hotel for five weeks. During his time at the Riverhouse, Otis provided some much-needed relief in the busy kitchen, he demonstrated great leadership skills and developed a bond with the kitchen staff. While in Bend, Otis fell in love with not just the hotel but all that Central Oregon has to offer, it was at that time he approached the managers about joining the Riverhouse team full time as a Sous Chef just as a position was coming available. In September, Otis officially transferred across the country from Vesta's Embassy Suites Jacksonville, Florida to the Riverhouse on the Deschutes in Bend, Oregon proving that with hard work, dedication, and personal determination you can do anything you set your mind to and achieve your dreams.



**BUILDING A SOLID FOUNDATION
STARTS WITH YOU...**

**LOOK FOR NEW, FUN, AND EXCITING
THINGS COMING TO YOUR HOTEL
SOON.**