



# Vesta Times

Employee Newsletter

October 2021

## Chairman’s Message



Rick Takach, Jr  
Chairman & CEO

In 1996 I started Vesta Hospitality with big dreams. I had hope, fortitude, and perseverance and to be honest also some fear and trepidation. Now, as we celebrate our 25<sup>th</sup> anniversary, I am proud to say that the Vesta of today has far exceeded my dreams and expectations. We have award-winning hotels, a portfolio of exceptional hotels, and employees that exemplify our Vesta mission by serving our guests with genuine hospitality. There have certainly been a lot of challenging times along the way but we weathered all storms and came through stronger. We have even had a few growing pains that have tested our limits; however, they also made us re-evaluate what we do well, recognize that change is a vital part of success and we were able to improve. It’s those times that have ultimately made the difference in our success. In the end though, our achievements, our successes, our teamwork, and our resilience far outweigh the challenges we have faced. Our employees have shown time and time again that serving people, believing in the heart of hospitality, and delivering exceptional service is who we are at our core. Vesta is not just a name; it is all of you that make up Vesta Hospitality.

I am proud that Vesta has become a company that is looked upon with respect as an industry leader and holds true to our core values. I am grateful for all the people, past and present, that have taken this journey with me over the last 25 years and helped to shape Vesta into the amazing company it is today. Thank you for all your hard work, dedication to our mission, and living our Vesta Values every day.

## Vesta Hotel Portfolio Update

We are pleased to welcome three new hotels to the Vesta family in the last couple months. In August we welcomed the Best Western Northwest Lodge and InnAmericia, both hotels are located in Boise, Idaho. The two hotels have great locations; the Best Western Northwest Lodge is located next to the areas Sports Complex and InnAmerica is located close to the Boise Airport.



In September, the Hilton Garden Inn Seattle North/Everett joined the family. The hotel is located adjacent to the Boeing Future of Flight and Paine Field where Boeing’s Everett Facility is located and assembles many airplanes including the 777, this facility is also the world’s largest building by volume.

Vesta’s Cannery Pier Hotel & Spa in Astoria, Oregon is about to undergo and extensive renovation of all guest rooms, public spaces, and spa. The renovation will begin in January with phase 1 completed by March. The exterior was recently painted adding a fresh new look and “pierscaping” complete with a fish ladder water feature that adds a welcoming curb appeal. The hotel sits on a dock, 600 feet into the Columbia River and is a popular destination in the Pacific Northwest.



## Best Western Savannah Historic District Recognized with Director's Award



Congratulations to the hard-working team members at the Best Western Savannah Historic District for earning Best Western's Director's Award. The Director's Award recognizes Best Western hotels scoring in the top 20 percent of more than 2,100 North American properties in the quality assurance scores. Hotels must also meet Best Western's requirements for design and high customer service scores to qualify for the distinction.



## Homewood Suites La Quinta Celebrates International Housekeeping Week

International Housekeepers & Environmental Services Week is held every year during the second full week of September, International Housekeepers and Environmental Services Week is a week dedicated to recognizing the efforts of hard-working custodial staff members. The staff at Vesta's Homewood Suites La Quinta celebrated every day with fun themes and treats, everyone had a great time.



## Vesta Values in Action

The Vesta Values help our team understand how to live our brand and support our mission and vision every day. When our team members live the Vesta Values, we ensure that anyone who interacts with any member of the Vesta team is positively impacted by their relationship with us.

The Vesta Values apply to every member of the Vesta team and to both internal and external relationships. When we practice these actions and develop these Values, we drive results for ourselves, our individual hotels and Vesta overall. All of the Vesta Values work together in harmony and fulfill the Vesta mission.



This recent comment from a guest at the Embassy Suites Brunswick is a perfect example of how you can **"Make It Personal"** by paying attention and going above the expectations of the guests. Great Job Renee!

"Ms. (Renee) Goodwin was so attentive and kind to my daughter when she was curious about the robot in the lobby. She made the whole trip for my daughter by sending the robot up to our room with a little surprise inside for her. She was beyond delighted with the whole experience and I really appreciated the thought that went into doing something so special for her."

BE "IN THE KNOW"
COMMUNICATE & COLLABORATE
OWN IT
THINK AHEAD
MAKE IT PERSONAL
SPARK SUCCESS
BE AN INSPIRATION

## Vesta Turned 25!

Here are a some fun facts and quotes from people that have worked with Rick & Vesta over the years.

Vesta has 17 hotels,  
2,079 hotel rooms in  
our current portfolio\*

Vesta has 710  
current employees

*"Congratulations on 25 years in business. I enjoyed my years at Vesta Hospitality and I wish you many more years of success" – former employee, Peggy Smith, Best Western Las Cruces, NM*

*"You have done a tremendous job leading a wonderful group of people in the development and acquisitions of real estate in the hospitality industry. There's nobody better" – Greg Daniels, Investor*

In 1979 Rick began his career in the hotel industry as a night auditor in Vail, CO. He was just out of college and wanted a job that allowed him to ski during the day and work at night.

*"Happy 25<sup>th</sup> anniversary to the Vesta Hospitality team. Thank you for giving me the opportunity to be part of such a wonderful family over the past four years. Here's to many more years of service and being part of such an amazing team" – Melizza Inocencio, Hilton Garden Inn Wilsonville, OR*



In the 25 years,  
Vesta has worked  
with 58 hotels and  
restaurants both  
past and present.

*"Happy anniversary Vesta. I am thrilled to be part of it. Your (Rick) leadership just shines throughout the entire company. I hope your legacy continues as you build Vesta to be bigger and better than ever. It's a wonderful company, I am happy to be part of it and happy for you, Rick. It's very well deserved, you are a dynamic CEO and leader" – Lisa Ryder, Savannah, GA*

*"(Rick), your Vesta Hotels speak volumes to you and your successes. It's been an absolute pleasure working with you" – former employee, Brenda Geffert, Homewood Suites Portland*

Julie Hames, CFO,  
has been with Vesta  
the longest; she will  
celebrate 25 years  
on February 3, 2022

The original name for Vesta Hospitality was Northwest Hospitality Group, LLC. For the 10 year anniversary in 2006 the name was changed to Vesta Hospitality to better reflect the nationwide presence.

Embassy Suites  
Jacksonville, FL is  
the farthest from  
the corporate office,  
2,949 miles

*"Congratulations. Thank you for all the opportunities you've provided me" – Paul Haggarty, Task Force Manager*

Great Teams  
Great Experiences  
Great Results

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



## iDrive: Safety Edition

The 2021 iDrive Safety initiative is a company-wide incentive program aimed to help make the hotels and workplaces maintain a safe and welcoming environment. The following employees were awarded the monthly Safety Hero designation from the many nominated employees throughout Vesta. Second Quarter 2021 Safety Heroes:



**April:** Reggie Martin & Gilda Justo Figueroa, Quality Inn & Suites Garden of the Gods, CO

**May:** Terrence Kirtsey, Embassy Suites Jacksonville, FL

**June:** Bonnie Sprague, Fairfield Inn & Suites, Westminster, CO



## Jacksonville Guest Experience Award

Congratulations to the team at Embassy Suites by Hilton Jacksonville Baymeadows for being a top performer and winning Embassy Suites Most Improved Guest Experience Award for Second Quarter 2021! This success is a direct result of their teamwork, innovation, passion, and commitment to excellence in guest experience. Great Job Team JAX!



## Employee Spotlight—Janet LaDuca, Astoria, OR



Janet LaDuca, Spa Manager at the Cannery Pier Hotel & Spa, has worked at the hotel since February 2021. The spa was closed at that time due to COVID and she had such a short window to organize spa, order products, create safety protocols, develop services and pricing and recruit to get it re-opened by March.

Linh DePledge, General Manager, says that Janet is "passionate about helping people using her skills as a therapist. She is a natural leader where people WANT to work with her and for her, it's a rare gift and skill."

Janet feels that working at the Cannery is "a dream come true! The view is out of this world! Where else can you manage a spa on a pier in the middle of the Columbia River?! The staff at the hotel all work so hard and are such a great team. It makes coming to work easy and enjoyable!" As for working with Vesta, Janet says that "Vesta has given me the opportunity to live out a once in a lifetime career. They are super supportive and trusting in my team and I. They are always there when I need anything, and with a helping hand.

They want to see my team and I succeed, and it shows!"

When asked what Vesta Value Janet feels connected with the most she answered "Make it Personal. Here in the Spa, it is all about the experience. I take pride in making sure each and every client feels welcome, knows we are so happy that they chose us, and that they are here!"

What is important to Janet? "My family is my number one in life as well as making sure life doesn't pass me by. I love new experiences and making sure that I am living my life to the fullest. What is important to me professionally is working somewhere that is a challenge and evolving. I also need to have a great support team by my side, and we have that here at the Cannery Pier!"

In her free time, Janet likes to read, walk, spend time with her husband and their two cats, and just get outside! They live near the beach so she enjoys going to the beach, making a fire and just relaxing.