



Vesta Times

Employee Newsletter

Winter 2022

Chairman's Message



Rick Takach, Jr
Chairman & CEO

Early in my career, I knew I wanted to make the hospitality industry a lifelong endeavor so I set aggressive goals for myself and set a path forward to achieve those goals. I focused on my short-term goals while I worked hard to prove my worth and most importantly, I reached out to my managers, mentors and network to let them know what I wanted to achieve; in doing so, I opened doors for myself and I was ready to accept the next promotion as soon as an opportunity presented itself. In time, I worked my way up in the industry from night auditor, to front office manager, then general manager, regional director, vice president and eventually I created Vesta. Having achieved success through growth opportunities as I did, I am especially proud that Vesta has created similar career opportunities for our team members. I encourage all team members that want to build your career with us and in the hotel industry to reach out to your managers and ask what you can do to prepare yourself for the next step. One of our Vesta Values is to Communicate & Collaborate, this value can be translated into your own career trajectory as well as how we do business in the hotels on a daily basis. To realize career goals, you must communicate your personal goals and then collaborate with your manager to take the necessary steps for growth. The opportunities are endless when you set goals and collaborate to achieve them.

In this newsletter, I am proud to see that there are several team members that have transferred to Vesta hotels throughout the United States to achieve their career goals as well as team members that have been promoted. I know there were a lot more promotions at hotels around the country that are not listed here and I want to congratulate everyone on taking steps to build your career with us and thank you for letting us be part of your professional journey.

Vesta Hotel Portfolio Update



Cannery Pier Hotel and Spa is set to embark on a complete renovation and transformation. The renovation includes the debut of a new bar and restaurant concept with a front-seat view 600-feet into the Columbia River, spa enhancements, an upscale exercise room, a sophisticated reimagining of all interiors with original art from exciting local artists, and an expanded Cannery

Pier Museum with new exhibits.

The Cannery Pier Hotel + SPA
GUESTROOMS KING
COLOR BOARD

- FINISHES
- A. WALL PANEL GLASS
- B. COUNTER TOP
- C. GLASS
- D. CEILING PAINT
- E. WALL PANEL WOOD FINISHES
- F. BLACK WALNUT MANTLE
- G. BLACK WALNUT ACCENT WALL
- H. TILE/GRAND



To complete the renovations efficiently, The Cannery Pier Hotel & Spa has very limited occupancy during the changes; the hotel will begin taking new reservations after March 30.



Vesta's AC Hotel by Marriott is making great progress and is on track to open as scheduled late spring this year. The opening team is starting to come on board and pre-opening tours are scheduled. The hotel will be an iconic building along the Vancouver waterfront and a key part of the Terminal 1 redevelopment. The Terminal 1 project revitalizes the Port of Vancouver, a former marine and industrial site, on the Columbia River in downtown Vancouver, creating a public gathering space to attract locals and visitors alike.

General Manager at Cannery Pier Hotel Honored as Top “GMs to Watch”

Congratulate Linh DePledge as one of Hotel Management Magazine’s GMs to Watch. Linh has been with Vesta since 2019, she was hired as Director of Sales and quickly promoted to General Manager. Linh is an exceptional leader at the Cannery Pier Hotel & Spa and in the Astoria community. We are proud of you Linh!



Lin DePledge
Cannery Pier Hotel & Spa, Astoria, Ore.
Give us a brief sketch of your background.
“I consider myself fortunate having worked in marketing and management for over three decades in some of our country’s most desirable tourist destinations, but I never considered working in hospitality. I am an accidental tourist [and] I lucked into hospitality as a career eight years ago when my family moved from Seattle to Astoria, Ore. I was hired by Adrift Hospitality as the director of operations and marketing for its collection of hotels in Long Beach, Wash. My decades of business experience expedited my immersion of the business side, but I had to learn hotel operations to ensure efficiency, quality and service level. I was immediately fascinated with the hotel business, from its unpredictable pace, the challenges of recruiting in rural towns and encounters with unique guests that keep me on my toes. After five years, I received a call for my dream job—an opportunity to be a part of the iconic Cannery Pier Hotel & Spa. I joined the hotel in December 2019 as the director of sales and marketing. I was soon promoted to the general manager position to lead the hotel into a new era.”

Wildfires In Colorado Cause Residents to Evacuate to Hotels

On December 30, 2021, a wildfire sparked in Boulder County, Colorado, destroying hundreds of homes in the communities near the city of Boulder. Thousands of people evacuated their homes and took shelter at hotels in the area including the Hyatt Place Westminster. From the news outlet *The Denver Channel*, “(a guest) and her family are staying at the Hyatt Place... ‘Here it’s been amazing,’ the guest said. ‘We are amazingly lucky and grateful.’ Her home survived, but many of her neighbors weren’t so fortunate. ‘It’s heart-breaking,’ the guest said. ‘It’s neighbor after neighbor, friend after friend who have lost their homes.’ For now, they’ll call the Hyatt Place home, an extended family who are all in this together.”



The staff at the Hyatt Place Westminster jumped into action when the fires started, many team members helped coordinate essential need requests while coming to work worried about their own homes and neighborhoods. Gary Maass, Regional Vice President of Operations, sent the team an email that perfectly summed up the experience with gratitude and praise “Thank you for the phenomenal job you did and continue to do as your guests had fear and distress in their hearts. What a scary time! To think you may have had to evacuate but keep your eye on the guest! To have such great compliments during a challenging time shows the commitment and hard work you put into your jobs.

The way you snapped into action, handling many guest needs, preparing breakfast for now a full house, handling the strong emotions of your guests and what they lost, the kids needs and the pets. You never lost focus why you are in the hospitality business and your love to serve!

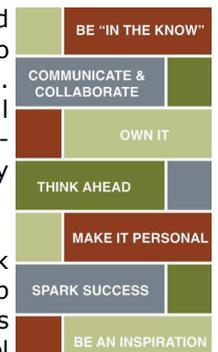
Your service scores are amazing and despite the horrific scene of your guests losing all they had, you never stopped caring, providing help and showing compassion. I am proud to have you part of the Hyatt Place and Vesta team. THANK YOU, THANK YOU, THANK YOU!!!!”

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.



Eric Howard, Houseman at the Best Western Savannah Historic District, took initiative and decided to “**spark success**” at the hotel. One day in their standup meeting he stated that he was going to make a difference. Eric, who has always done a good job for the hotel in the past, took his helpfulness to another level and wanted to start impacting guest experiences. Eric started helping out in the breakfast area and taking initiative to be of service without being asked. Soon, the hotel started receiving guest comments that mentioned Eric’s “making a difference” service.



Philip D'Amico Appointed Vice President of Sales & Marketing



Philip D'Amico joined the Vesta Team as Vice President of Sales & Marketing on January 17.

Philip has had quite an impressive career, he is an experienced hotel sales professional who has demonstrated notable success at property level sales. He worked in a number of hotels in the southeastern US prior to being named Senior Director of Sales & Marketing for Wyndham, handling a portfolio of franchised and managed hotels. Philip also served as VP of Sales and marketing for PAH Management. Most recently he led the sales effort at Visit Mobile, AL where he led the team to record booking levels for groups, even during a time of COVID impact! Philip enjoys training and teaching others; he likes using technology as part of sales and loves to close the sale! Philip's hands on style, high energy and drive for success make him a great fit for the Vesta Team. He resides in Dallas, TX with his family and will be based from his home office. Welcome to the Vesta Team Philip.

AC Hotel Opening Leadership Team Announced

Opening a new hotel is an exciting time and incredible experience, it takes a dedicated team with patience, perseverance, and vision to make the opening successful and we are pleased to announce the first members of the opening team hired to take on the task at the AC Hotel at the Vancouver waterfront. David Lenke leads the team as General Manager, David was previously the General Manager at the Riverhouse on the Deschutes in Bend, he relocated to Vancouver and will be an incredible asset to the hotel and community. Adding to the opening management team are Sunny Golden, Director of Catering; Dave Bott, Chief Engineer; Noelle Sprawkins, Director of Sales; Heidi Price, Executive Housekeeper.



Vesta Team Member Promotions and Transfers

At Vesta, we strive to provide opportunities for career growth and enrichment for our team members that want to thrive in the hotel industry, we are proud to announce promotions of individuals that have worked hard to achieve these opportunities.

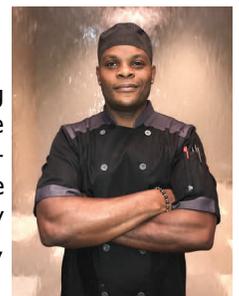
Dowanne Valdez was the Complimentary Services Manager at the Homewood Suites La Quinta, CA for twelve years and when she moved the Colorado to be closer to family, she was ready and able to accept a position as Assistant General Manager at the Quality Inn & Suites in Colorado Springs, Colorado keeping her in the Vesta family.



The Embassy Suites in Jacksonville, Florida had a lot of promotions over last few months. Gary Rodriguez, General Manager at the Embassy Suites Jacksonville, Florida was promoted to Regional Director of Operations. Gary will remain as General Manager and expand his scope of responsibility to oversee hotels in the southeast region. Mary Ann Lamb was promoted to Assistant General Manager at the Embassy Suites Jacksonville, Florida where she was previously the Human Resources Manager. Additional promotions include: Karen Howell promoted to Senior Sales Manager; Emma Tucker was promoted to Food & Beverage Director; Hope Daniels promoted to Director of Housekeeping; Mary Crisostomo promoted to Sales Coordinator; Cherity Petty promoted to Catering Sales Coordinator.

Otis Noble from Jacksonville to Bend and Back

Otis Noble started his career with Vesta as a cook at the Embassy Suites Jacksonville; wanting to grow his career, he moved to Bend, Oregon to work with Vesta's largest food and beverage teams as a sous chef. Otis demonstrated great creativity in the kitchen and harnessed important leadership skills to complement his career resulting in a promotion to banquet chef. He then relocated back to Jacksonville and after four years of service with Vesta, Otis was recently promoted to Executive Chef at the Embassy Suites. What an amazing journey of perseverance, and dedication, congratulations Otis!



Great Teams
Great Experiences
Great Results

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



iDrive: Safety Edition 2021 Final

The 2021 iDrive Safety initiative concluded with some amazing stories of true heroism, thank you to all our 2021 nominees and heroes. The following heroes will receive a \$200 bonus for their safety leadership and proactive efforts .



Teah Stafford

Best Western Savannah
Georgia

iDrive Safety Superhero
March 2021



**Reggie Martin &
Gilda Justo Figueroa**

Quality Inn & Suites Garden of the Gods
Colorado Springs

iDrive Safety Superheroes
April 2021



Bonnie Sprague

Fairfield Inn & Suites, Westminster
Colorado

iDrive Safety Superhero
June 2021



Hasnija Rahmanovic

Embassy Suites Baymeadows Jacksonville
Florida

iDrive Safety Superhero
December 2021

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New Communication Tools

One of our Vesta Values is Communicate & Collaborate, as stated in our Values handbook; "The foundation of great teamwork is great communication and collaboration. When we communicate, we listen with empathy, ask questions for clarity and keep each other informed. When we collaborate, our team works together to answer requests and find meaningful solutions.

When we engage in conversation with our guests and team members, we listen with attention and intention and speak with both honesty and diplomacy. We work to understand the perspective of others and show them that they are both heard and understood. At Vesta, when we **Communicate and Collaborate** successfully, we acknowledge, appreciate, engage and empathize; we interact with purpose."

In our ongoing efforts to build upon this Value, Vesta has set up three communication tools to share information, listen, and respond.

Hotline: 360.952.8940

Email: tellvesta@vestahospitality.com

Vesta App: "Team App", please see your manager for more information on the Team App.

So, whether you have some information to share, an idea to explore, a concern you would like to report or a compliment to give, we look forward to hearing from you.



Employee Spotlight—Jennifer Ryder, Breakfast Attendant



Jennifer Ryder joined the team at La Quinta Inn & Suites in Vancouver, Washington in August 2017 as breakfast attendant. Jennifer is committed to her job and guests often working six days a week to help out the team and guests. As many others encountered in the service industry, Jennifer was laid off in March 2020 due to Covid as the food services at the hotel were shut down. During the shutdown, the guests that had grown to know Jennifer consistently asked when she would be back. In July 2021, the hotel was able to reopen their food services and re-hire Jennifer; she was thrilled to be back as were the loyal guests.

Stephanie Shores, General Manager, says that "Jennifer is an exceptional employee. She enjoys working with her La Quinta and Vesta Hospitality family as she is empowered to take excellent care of her guests. Any and every tool she needs to do her job is always available."

When asked what motivates her, Jennifer says that "attitude is contagious, having a positive impact on guests and staff." She feels connected to the Vesta Value "Be an Inspiration" because she says she wants her guests to walk away from breakfast with a full belly and a smile for the rest of the day.

When Jennifer is not working, she enjoys listening to music and watching a good mystery.