

# VESTA TIMES



## VESTA VALUES

- Be In The Know
- Communicate & Collaborate
- Own It
- Think Ahead
- Make It Personal
- Spark Success
- Be An Inspiration



## CHAIRMAN'S MESSAGE

Rick Takach, Jr. | Chairman & CEO



In the hospitality industry our focus is to ensure every guest is a happy guest. We have a multitude of programs in place to ensure each guest feels welcome and receives exceptional guest service while also providing hotels that are clean and comfortable. Our guests' "Great Experience" relies on our "Great Teams" delivering top-notch service. Creating solid team work in our hotels is the result of comprehensive training programs, team goals and most of all the individual commitment and personal responsibility from each team member. These fundamentals are what drive us every day and leads us to our mission statement of "Great Teams, Great Experiences, Great Results."

We also believe in hearing from our team members and provide an annual anonymous survey so that we can listen to the staff and learn how we can improve to ensure our "Great Teams" have a "Great Experience" at Vesta.

The 2023 Work Hard, Live Free program again was a huge success and I am happy to provide this exciting program for our valued team members. I am so proud of each and every team member that had their name in the lottery wheel. Their name was entered because they were chosen as associate of the month during 2023. To be a team member of the month is not easy, but each of these individuals displayed outstanding performance that got them recognized because they live our values, and take pride in their performance. Again, congratulations to everyone for earning the title of Team Member of the Month in 2023 and to our lucky winner, Reggie Martin!

## PORTFOLIO UPDATE & COMPANY NEWS

### Surfsand Resort & Hilton Garden Inn Everett Renovations Complete

After an extensive renovation of all guest rooms and public spaces, the Surfsand Resort and Wayfarer Restaurant will be wrapping up renovations in June just in time for the busy summer season.

The Hilton Garden Inn Everett recently completed a renovation of all guest rooms and upgrading some common areas as well, a much needed upgrade.

The staff members at both hotels have witnessed quite a transformation and managed renovation bumps with grace and exceptional guest service.

### Surfsand Resort Participates in a Local Job Fair



Zack Lyons, Front Office Manager at Surfsand Resort, attended a job fair to promote the hotel in the local coastal area. The event hosted a lot of businesses and job seekers in the Clatsop County, Oregon area.

# VESTA TEAMS GALLERY



For the WHLF celebration at the Cannery Pier Hotel & Spa, each team member of the month received their own personalized cake from a local bakery



Linh DePledge, Director of Brand & Communication Pacific Coast representing Cannery Pier Hotel & Spa at the NW Events Show in Seattle.



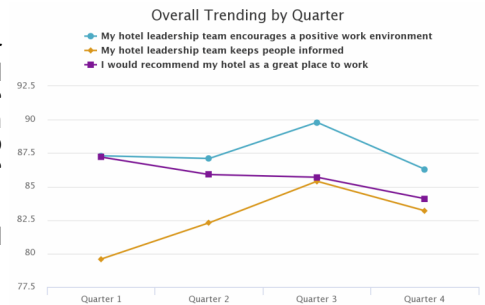
Lots of fun and laughs during a team member event at Embassy Suites Brunswick, GA.



## YOUR OPINION MATTERS: SURVEY RESULTS

Thank you to everyone that completed our annual survey last year. Your feedback is vital to our company. The Vesta Executive Team reviewed every comment and where applicable, made changes. The 2024 survey is wrapping up soon and we hope to have constructive feedback to help Vesta, our hotels and restaurants be the best they can be.

Again, thank you for sharing your thoughts and comments, your opinion matters.



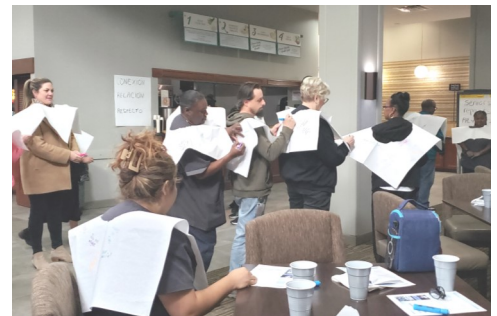
## AGATE BEACH TEAM MEMBER RECOGNIZED

Guest Service Representative, Melissa Howden made such a profound impression on a guest during their stay at the Best Western Plus Agate Beach that the guest wrote to Larry Cuculic, President & CEO of Best Western. Mr Cuculic sent Melissa a certificate of excellence with a letter that stated: "Thank you for all you do to show genuine, warm hospitality to your guests and for your positivity representing Best Western. I'm proud to have you part of the Best Western family." Great job Melissa!



## MAKING IT PERSONAL IN BRUNSWICK

During the all team member rally in January at Embassy Suites Brunswick, the staff participated in a fun activity to emphasize the Vesta Value "Make it Personal". Each team member put on a paper poncho and invited coworkers to write notes on it about the person and what they appreciate about them, qualities they have or things they do well. After the activity, they were encouraged to share the comments on the poncho and reflect on how it is easier to make meaningful connections when they see the good in each other.



## HOMWOOD SUITES FARMERS MARKET FOR TEAM MEMBERS

The team members at the Homewood Suites La Quinta, CA were treated to a mini and free Farmers Market during their November all employee lunch. The hotel received donations from Ocean Mist Farms. Tables with fresh vegetables were set up and team members were able to "shop" filling their bags with an abundance of nutritious and delicious fruits and veggies.



## 2023 WORK HARD LIVE FREE WINNER...CONGRATULATIONS REGINALD!

### Reggie Martin, Front Desk Quality Inn & Suites, Colorado Springs, CO

As the longest tenured employee, Reggie has been working for Quality Inn & Suites since September 2014 and Vesta Hospitality since October 2020 when the hotel joined the Vesta portfolio.

Reggie was nominated as Employee of the Month in July 2023 because of his professionalism and his willing to always go above and beyond even when he was facing serious health issues. Additionally, Reggie is helpful, reliable, friendly, and kind to guests and fellow team members.

Reggie is a positive role model for his team members and embodies all the Vesta Values, especially "Be an Inspiration."

Reggie is very grateful to be the winner of Work Hard Live Free, giving him the opportunity to pay off his mortgage.

Congratulations Reggie, because of your hard work, we hope you enjoy living free for a year.



## A MESSAGE ON WHLF FROM RICK TAKACH

I am very happy to congratulate Reggie on winning the 2023 Work Hard Live Free Vesta Team Member Recognition Program. Reggie has been with Vesta for nearly four years; his work ethic is commendable and appreciated by all team members. Reggie lives the Vesta Values through inspiring others.

I would also like to congratulate all the 2023 Team Members of the Month recipients. Each Team Member of the Month earned the recognition through hard work, a commitment to the company's mission, vision, and values, and a desire to excel in their role within their hotel. I am very grateful for the hard work that earned them the Team Member of the Month recognition. To show my appreciation, again this year, I will divide up \$10,000 to be distributed among eligible Team Member of the Month award winners in 2023.

Thank you all for your hard work and who knows, maybe next year you will be selected to **live free for a year**.

## WHLF CELEBRATIONS AROUND THE COUNTRY



*"Success seems to be connected with action. Successful people keep moving.  
They make mistakes, but they don't quit." - Conrad Hilton*





GREAT TEAMS  
GREAT EXPERIENCES  
GREAT RESULTS

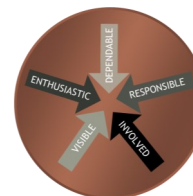
Did you know that Vesta Hospitality is on Instagram, Facebook and a LinkedIn? Follow us for updates and the latest company news.



## IDRIVE : OUR REVENUE

The 2024 iDrive: ROAD TO EXCELLENCE program is based on OUR REVENUE that encourages team members to find ways to contribute to the overall success of the hotel by actively participating in the sales and revenue generation process and create a solid sale culture throughout all departments in the hotels company-wide. The program encourages communication, empowerment, creativity, accountability and inspiration.

iDrive  
ROAD TO EXCELLENCE



The iDrive: OUR REVENUE program is seeking nominations for team members who Spark Success through revenue generation ideas. We look for stories that show how little (or big) things can spark success, help to drive business to the hotel, and/or provide service that retains a solid guest return and referral rate. We want to hear how our team members embrace and practice our sales culture and help generate revenue opportunities. All Vesta Hospitality team members are eligible regardless their position or hire date (no restrictions apply). A hotel can submit more than one idea per month.

Share your nomination with your manager to participate in the 2024 iDrive: Our Revenue program or send your Our Revenue story directly to [tellvesta@vestahospitality.com](mailto:tellvesta@vestahospitality.com).

All submissions will be reviewed by Vesta's executive team and the monthly winner chosen

## IDRIVE: OUR VALUES WINNERS

Congratulations to the first quarter 2024 iDrive: Our Revenue winners. The following team members were nominated and won based on their commitment to the Vesta Values and putting the Values in action.

**iDrive our VALUES - January 2024**  
**Valeria Collins**  
Embassy Suites Brunswick

While the Embassy Suites' laundry facility was down to only one operating washer, heavy items and large towels had to be cleaned in the one remaining operating washer.

In her role as Lobby Attendant, Val Collins was aware of times hotel guests didn't use the coin laundry. Without increasing payroll, Val assisted the laundry team by washing bed linen in the guest laundry room and bringing it down to the dryer during her normal shifts.

This innovative solution successfully supported more sell out nights (revenue), maintained labor productivity (empowerment), and assured that the hotel's guests didn't experience any lack in service (guest satisfaction).

**iDrive our VALUES - February 2024**  
**Angelsea Keim**  
Wayfarer Restaurant, Cannon Beach Oregon

Angie works as a server at the Wayfarer Restaurant in Cannon Beach, Oregon.

Guests love her and the team very much appreciate her. She is always friendly and has personal food and beverage recommendations based on special and "the catch of the day". Customers look forward to returning to the restaurant because of her outstanding and enthusiastic personality, attitude, and service. Some parties even request to sit at Angie's section.

Angie is very knowledgeable when it comes to recommending wines and drinks and, in that sense, she makes quite a few upsells in the wine and liquor department.

Angie is going the extra mile to make sure our guests are completely satisfied and leave happy.

**iDrive our VALUES - March 2024**  
**Jessica Floyd**  
Embassy Suites Brunswick

Jessica joined the hotel as the Event Bar and Grille Manager a year ago.

Since that time, the bar's satisfaction scores have risen, and per drink charges significantly increased. Some of Jessica's techniques include up-selling brand options and creating specialty cocktails that move items off the shelf. She continually monitors and adjusts the beverage prices to keep them in line with the market and other establishments.

Jessica encourages her team to keep patrons in the bar after happy hour, making drinker recommendations and promoting the in-house menu, which results in rising food sales.

To put this into perspective - since Jessica joined, the restaurant increased its revenue by 15.8%. Thank you!



## TEAM MEMBER SPOTLIGHT—KELSIE BELTER, HILTON GARDEN INN EVERETT/SEATTLE NORTH



Kelsie Belter started working at the Hilton Garden Inn Seattle North/Everett as a Breakfast Attendant and Bartender in November 2021. Kelsie says she likes working for the hotel because she gets to meet new people and every day is different, she likes the busy work pace and loves making creative mixed drinks. She likes the team she works with and she likes to ensure each guest has a wonderful experience.

Kelsie has two Vesta Values that resonate the most with her; "make it personal" because she loves interacting with the frequent guests and always remembers their names to make them feel welcome. And "own it" because she takes ownership of the bar area and ensures everything is set up correctly for the shift, she makes notes for inventory and clearly communicates end of shift information.

Ven Srinivasan, General Manager, says "Kelsie is very dedicated to her job. Guests appreciate her because of her impeccable service, she has an eye for details and is always willing to help other team members. Kelsie takes pride in her job and is always serving guests with a smile".

What is most important to Kelsie in her personal life is the health and happiness of her kids so it is no surprise that when she is not at work, she enjoys spending time with her kids and making fun family memories.