



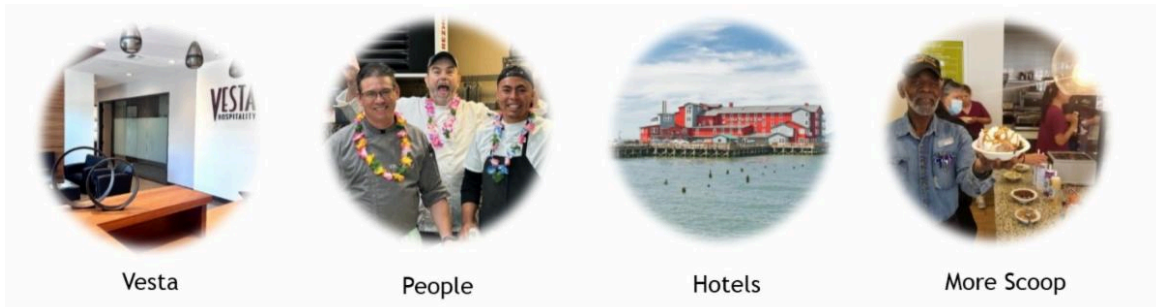
# THE INSIDE SCOOP

March 2026

Your monthly newsletter brought to you by Vesta Hospitality

Versión en Español | Українська версія

## Top stories in this newsletter



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## Vesta News



### **Winner of the Vesta Hospitality's 2025 Work Hard, Live Free Program Avery Duke, Front Desk Agent Embassy Suites Baymeadows – Jacksonville, FL**

Avery was selected as Team Member of the Month in recognition of her exceptional work ethic, positive attitude, and unwavering commitment to excellence at Embassy Suites Hotel Baymeadows. Since joining the team in June 2023, Avery has consistently gone above and beyond in her daily responsibilities; she supports her colleagues without hesitation and creates a warm and welcoming experience for both guests and team members.

Avery's reliability, attention to detail, and proactive approach truly set her apart and make a meaningful impact on the hotel operations and guest satisfaction.

As the 2025 Work Hard, Live Free winner Avery says this opportunity will significantly ease her financial pressures and allow her to focus more on her personal growth and get a new car! It will also give her financial flexibility, peace of mind, and the ability to invest in her future while continuing to thrive in her role.

Congratulations Avery, enjoy living free for a year!

Vesta Hospitality's Work Hard...Live FREE program is a team member incentive that gives one lucky winner the chance to have their rent/mortgage paid for a year. The drawing was held on February 18, 2026 in Vancouver, Washington via a live broadcast to all Vesta properties around the country.

# Vesta People

## Team Spotlight: Mauro Ruiz Bernardino, **TITLE**, Surfsand Resort in Cannon Beach, Oregon

Mauro moved to the United States in 1992 and began his hospitality career at the Shilo Inn before joining Pig 'N Pancake, where he has continued to work for an impressive 32 years — including 27 years serving as a manager. After Mauro arrived in the US, he worked very hard to learn English and to obtain his citizenship. He also helped multiple co-workers get their citizenship.



In 1993, Mauro joined the Surfsand Resort team; this May will mark an incredible 29 years of service at the resort.

Throughout his tenure at Surfsand, Mauro has been recognized as Employee of the Month more than 14 times. He is an exemplary team member who consistently goes above and beyond to help and train others, even outside of his department, truly sparking success. Mauro shows deep respect for his coworkers and believes that people grow and learn from one another through communication and collaboration.

Mauro is an outstanding team member with strong ethics and a huge heart. His remarkable loyalty, dedication, and commitment to teamwork over nearly three decades reflect the heart of the Vesta Values and help make Surfsand a truly special place to work.

# Vesta Hotels

## Service Recovery – Turning “Oops” into “Wow”

In hospitality, mistakes happen. A room may not be ready. An amenity might be missed. A maintenance issue could disrupt a stay. What defines us isn't the mistake—it's how we respond.

At Vesta, we use the LEARN method to guide service recovery:

**L – Listen**

Give the guest your full attention. Let them share their experience without interruption.

**E – Empathize**

Acknowledge how they feel. A simple, “I understand how frustrating that must be,” goes a long way.

**A – Apologize**

Offer a sincere apology—even if the issue wasn't directly caused by you. We represent the hotel as one team.

**R – Resolve**

Take ownership and act quickly. Whether it's a room move, a replacement item, or another thoughtful solution, follow through matters.

**N – Notify**

Inform the appropriate leader or department to ensure the issue is fully addressed and doesn't happen again.

When handled with care and professionalism, service recovery builds trust and loyalty. An “oops” isn't the end of the story—it's our opportunity to create a lasting “wow.”



Congratulations to the top three Vesta hotels that continually score over 85% in service recovery; Cannery Pier Hotel & Spa, Hilton Garden Inn Seattle North/Mukilteo, and Homewood Suites La Quinta.

## More Scoop

### Thank You for Raising Your Voice

A big thank you to everyone who participated in our February Tri-Mester Team Member Satisfaction Survey. Your feedback matters more than you may realize.

When you take the time to complete the survey, you're doing more than answering questions—you're helping shape the future of our workplace. Your input helps leadership understand what's working well, where we can improve, and how we can better support you and your teams.

Strong participation also ensures the results truly reflect the voice of our organization. The more team members who engage, the clearer the picture we have—and the more meaningful the action steps can be.

We are currently reviewing the results and look forward to sharing them with you soon, along with next steps. Transparency and follow-through are important to us, and your voice plays a key role in driving positive change.

**Thank you for speaking up, leaning in, and helping us continue to grow together.**



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