

# ALLIANCE HOSPITALITY

SPRING 2009 NEWSLETTER

## SPOTLIGHT ON: HOTEL ST. REGIS - DETROIT

Alliance Hospitality Management has been tapped to manage the Hotel St. Regis, a 124-room boutique hotel in Detroit.

The recently renovated historic hotel features updated meeting space, public areas and guest rooms. Unique touches like state-of-the-art therapeutic mattresses, DVD players, complimentary in-room coffee service and a daily *USA Today* make staying at the Hotel St. Regis a true pleasure. The La Musique Restaurant and Bar, a steakhouse, was also recently renovated and features award-winning cuisine.

The Hotel St. Regis Detroit is ideally located in the heart of Detroit's New Center Area and is within walking distance of Fisher Theatre, Wayne State University and Detroit Medical Center, as well as several area restaurants and shopping. Detroit's Cultural Center, including the Detroit Institute of the Arts, Detroit Historical Museum, Detroit Science Center and Detroit Public Library, is just five minutes from the hotel.

We are proud to add this Detroit gem to the Alliance Hospitality portfolio and welcome all of the new team members.



## CHAIRMAN'S CORNER

*by Alliance Hospitality Management Chairman Rolf Tweeten*

2009 is upon us, along with its economic windstorm. These are challenging times for our industry as well as our hotels... every piece of business is important and each customer contact is critical as we compete to hold the business we have and continue to gain market share. In order to outperform our competition we need to "adjust our sails."

Customer Service will be key in the months ahead as customers look for excellent value in their stay experience. Value is perceived in many ways by our customers and the room rate they are paying is just one component. Was the wake up call on time? Was the breakfast hot and served in a friendly manner? Was their bathroom sparkling clean? All of these components and more make up the guest experience and perceived "value" of their stay at our hotels.

Our strong, service-oriented operational performance was recently recognized by being given the distinction of Preferred Marriott Management Company. We have now joined a select group of the very best hotel management companies. This is a direct result of each of your efforts.

A sincere thank you! Together we can rise to the challenge of 2009. We may not be able to control the wind... but we can adjust the sails.

OUR MOTTO FOR 2009 AND BEYOND:

**"WE CANNOT CONTROL THE WIND,  
SO WE NEED TO ADJUST THE SAILS."**



# APPOINTMENTS AND PROMOTIONS

Alliance Hospitality is pleased to announce that Ken Nelson has joined Alliance Hospitality as Chief Financial Officer. We also welcome Mark Antolik as the Regional Director of Operations for the Midwest Region, Senior Vice President of Development Andrew Broad, and Sue Korycansky, Vice President of Sales and Marketing for the Northern Region.

A sincere welcome to all of these new team members, as well as all those listed below.

## **BAYMONT INN & SUITES JACKSONVILLE**

- Glen Coelho, *Maintenance Engineer\**

## **BAYMONT INN & SUITES ORLANDO**

- Deborah Loftis, *General Manager\**

## **CAMBRIA SUITES RALEIGH DURHAM AIRPORT**

- Tiffany Jones, *Catering Sales Manager*

## **COMFORT INN CHARLESTON**

- Dennis Fraizer, *Maintenance Engineer\**
- Latoya Goodwin, *Housekeeping Supervisor*
- Michael Rakityan, *General Manager*

## **COMFORT INN DURHAM MEDICAL PARK**

- Cornelius Anderson, *Front Office Manager\**
- Bryan Moss, *Front Desk*
- Maria Paredes, *Assistant General Manager*
- Melanie Roberts, *Front Desk*
- Chris Thompson, *Maintenance*

## **COMFORT INN DURHAM UNIVERSITY**

- John Jordan, *Sales Manager\**

## **COMFORT INN FAYETTEVILLE**

- Quintin Alford, *Security Guard*
- Amanda Armstrong, *Room Attendant*
- James Beissel, *Maintenance Engineer*
- Chamise Hadley, *Guest Services Agent*
- Tanisha McCray, *Guest Services Agent*
- John McPhaul, *Security Guard*
- Rachel Miller, *Night Auditor*
- Angela Pruitt, *Front Office Manager\**

## **COMFORT INN ORLANDO**

- Michael Kardos, *General Manager\**

## **COMFORT SUITES ORLANDO**

- Nestor Gaviria, *Assistant General Engineer*
- Peter Gundersen, *Chief Engineer*
- Sandra Underwood, *Executive Housekeeper*

## **COURTYARD ANN ARBOR**

- Kristine Olson, *Catering Sales Manager*
- Garaba Kudakwashe, *Front Desk Clerk\**

## **COURTYARD CHICAGO ST. CHARLES**

- Molly Hanson, *Director of Sales\**

## **COURTYARD HOUSTON**

- June Harris, *Director of Sales*
- Alexander Laquetta, *Executive Housekeeper\**

## **COURTYARD KANSAS CITY**

- Jennifer Bredehoeft, *Guest Services Agent*
- Teresa Carvajal, *Housekeeping*
- Deb Freeburg, *Guest Services Agent*
- Brian Johnson, *Bartender*
- Courtney Kuns, *Night Auditor*
- Rosa Zimora, *Housekeeping*

## **COURTYARD RICHMOND**

- Farukh Magsi, *Front Desk Clerk\**

## **COURTYARD WILMINGTON**

- Jessica Green, *Restaurant Server\**

## **DOUBLETREE DALLAS MARKET CENTER**

- Todd Budd, *Catering Sales Manager*
- Cleveland Evans, *Sales Manager*
- Federico Guerrero, *General Manager*
- Raul Layva, *Assistant General Manager*
- Alma Llamas, *Executive Housekeeper*
- Quirco Lopez, *Executive Chef*
- Andrew Maltosantos, *Assistant Front Office Manager*
- Edmundo Mancera, *F&B Manager*
- Graviela Moya, *Controller*
- Craig Murray, *Front Office Manager*
- Julie Post, *Sales Manager*

## **FAIRFIELD INN ANN ARBOR**

- Xavier Bennett, *Front Desk Supervisor\**
- Alison Hancock, *Assistant General Manager\**

## **HAMPTON INN CHARLOTTE**

- Cornelius Anderson Jr., *Assistant General Manager\**
- Terri Gaeta, *Director of Sales*

## **HAMPTON INN JACKSONVILLE**

- Glen Coelho, *Chief Engineer*

## **HAMPTON INN RALEIGH-CRABTREE**

- Kylee Rooney, *Assistant General Manager*

## **HAMPTON INN WHITE PLAINS**

- Lee Kerfoot, *Assistant General Manager*
- Nicholas Vernon, *Night Auditor*

## **HAMPTON INN & SUITES BALTIMORE**

- Peter Yeung, *General Manager*

## **HAMPTON INN & SUITES GWINNET**

- Lucas Worosilo, *Chief Engineer*

## **HILTON GARDEN INN AKRON-CANTON AIRPORT**

- Melanie Damko, *Front Office*
- Lisa Starkey, *Restaurant Server*

## **HILTON GARDEN INN ATLANTA NORTH/ALPHARETTA**

- Rachel Dorsey, *Executive Housekeeper\**

## **HILTON GARDEN INN CHELSEA**

- Barbara Connaghan, *Director of Sales*

## **HILTON GARDEN INN EVANSTON**

- Josh Cooper, *Guest Services Agent*
- Julio Gonzalez, *Engineer\**
- Sheila Ipsen, *Night Auditor*
- Richard Kissinger, *Bartender/Banquet Server*
- Isreal Williams, *Chief Engineer\**

## **HILTON GARDEN INN RALEIGH DURHAM AIRPORT**

- Hector Saravia, *Executive Housekeeper*
- Maria Vazquez, *Laundry Attendant\**

## **HILTON GARDEN INN WILMINGTON MAYFAIRE**

- Beth Rossi, *Assistant General Manager\**

## **HILTON GARDEN INN WINDSOR**

- Paul Jones, *Director of Sales and Marketing*
- Angela Killroy, *Night Auditor*

## **HILTON GARDEN INN WINWARD**

- Todd Cleveland, *General Manager*

## **HOME OFFICE**

- Mark Antolik, *Regional Director of Operations*
- Andrew Broad, *SVP Business Development*
- Tyler Cipriani, *HR Coordinator*
- Sue Korycansky, *VP of Sales and Marketing, Northern Region*
- Jo McGinnis, *Revenue Analysts*
- Kenneth Nelson, *Chief Financial Officer*

## **HOMEWOOD SUITES DURHAM**

- Eric Nier, *Director of Sales\**
- Morgan Owusu, *Houseperson\**

## **HOMEWOOD SUITES LAKE MARY**

- Jeremy Edelstein, *F&B Supervisor*
- Kimberly Hayden, *General Manager\**
- Lydia Manthey, *F&B Host*
- Yesenia Merizalde, *Room Attendant*

## **HOMEWOOD SUITES PRINCETON**

- Mary Ann Kowalchek, *General Manager*

## **HOLIDAY INN EXPRESS CLEARWATER**

- Missy Peterson, *Director of Sales*

## **HOLIDAY INN SECAUCUS**

- Laura Zingali, *Controller*

## **HOTEL ST. REGIS**

- Eric Diamond, *Kitchen Manager*
- Andre Franklin, *F&B Director*
- Jeffery Jones, *Front Office Manager*
- Mary Lamar, *Director of Sales*
- Richard Lewis, *Maintenance Engineer*
- Monique Perkins, *Sales Manager*
- Donna Roland, *Director of Catering*
- Usman Sheikh, *Sales Manager*
- Darlene Strickland, *Assistant General Manager*
- Delores Williams, *Executive Chef*

## **RADISSON HOTEL INDIANAPOLIS**

- Laura Buttry, *Catering Sales Manager*
- Amy Guy, *Sales Manager*
- Albert Schlaepfer, *Executive Chef*
- Bruce Shelton, *General Manager*
- Alecia Thomas, *Controller*
- Wilbur Zelayandia, *Executive Housekeeper*

## **SPRINGHILL SUITES BURR RIDGE**

- Michael Jordan, *Sales Coordinator*
- Vicki Kroll, *General Manager*
- Marsha Proszek, *Assistant General Manager*
- Doris Valazquez, *Executive Housekeeper*

## **SPRINGHILL SUITES ELMHURST**

- Adam Handy, *Front Office Manager*
- Catherine Kencharek, *Sales Manager*
- Daniel Naughton, *General Manager*
- Martha Pozos, *Executive Housekeeper*

## **QUALITY SUITES CHARLESTON**

- Shelby Marsh, *Executive Housekeeper*
- Eugene T. Martin, *Maintenance Engineer\**

\*Indicates promotion or transfer

# AWARDS AND ACHIEVEMENTS

Let's also take a moment to check out the successes of some fellow Alliance Hospitality hotels and Team Members.

## COMFORT INN CHARLESTON

Despite having lower-than-desired Guest Satisfaction Scores in 2008, the Comfort Inn Charleston has rebounded in 2009. Through staffing changes and a refocus on the guest experience, they have improved their "Likelihood to Recommend" score to 8.3.

## COMFORT INN DURHAM MEDICAL PARK

The first QA of the year came back with a score of "Exceptional." The hotel's guest service scores are 9.0 so far in 2009, compared to the brand average 8.2. Keep up the good work.

## COURTYARD KANSAS CITY

The hotel was recently awarded "Top Operating Hotel" and "Hotel with the Highest Local Knowledge" from Marriott. They received an award for "Outstanding Quality Audit." They also received the Platinum Award for July-December 2008. Pictured below are General Manager Amy Ridgeway (*middle*) and the whole crew on stage (*left*) to accept their awards.

## HAMPTON INN CHARLOTTE UNIVERSITY PLACE

Terri Gaeta, Director of Sales at the Hampton Inn Charlotte University Place was featured in the Hampton Highlights newsletter for using customer service to win back a former client. The hotel was able to achieve its second consecutive "Outstanding" status following its recent Quality Assurance inspection.

## HILTON GARDEN INN CHELSEA

The hotel passed QA, with the housekeeping department achieving a cleanliness score of 98.58% and a property condition score of 93.41%, up 1.65% over last year.

## HILTON GARDEN INN WILMINGTON MAYFAIRE

Kip Damrow, Director of Sales at the Hilton Garden Inn Mayfaire, was recently elected as the President of the Wilmington Hospitality Association. What a great way to be an ambassador for the hotel within the community. The hotel has also launched a number of programs to help keep their property sustainable, including switching to eco-friendly paper products and implementing a property-wide recycling program.

## HILTON GARDEN INN DANBURY

The entire staff will participate in a bowling tournament for the Susan G. Komen Breast Cancer Foundation. Their goal is to raise a total of \$500.

## HOLIDAY INN HARMON MEADOWS

The March QA inspection resulted in a 94.1% score for the property; combined with the highest six-month-rolling OSAT average, it is now eligible to re-launch as a "new" Holiday Inn later this year.

## HOMEWOOD SUITES DURHAM

The hotel recently participated in a brand-wide "Homewood is Where the Art Is" initiative to showcase the talents of local artists.

## HOMEWOOD SUITES LAKE MARY

The hotel's ESSOC score for the first quarter was 68.8%, 18.8% above brand standard.

## RESIDENCE INN ROANOKE

At the 2009 Marriott Awards Gala, John Dudley (*pictured below at right*) accepted the Marriott Platinum Award for GSS scores on behalf of the Residence Inn Roanoke.



## COURTYARD KANSAS CITY & RESIDENCE INN ROANOKE

2009 MARRIOTT  
AWARDS GALA

## NEW HOME OFFICE

Alliance Hospitality Management has moved to their new corporate offices. See below for updated contact info. And with a new office comes new successes: 18 Alliance properties passed their Brand Quality Audits in 2009!

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# QUOTES AND COMMENTS

Here are some wonderful words of praise and gratitude from recent Alliance Hospitality guests. Kind words like these remind us that the guest is the most important part of our jobs. When you focus on the guest, great things happen. Let's keep this awesome feedback rolling in!

## COMFORT INN DURHAM MEDICAL PARK

The staff at the Comfort Inn Durham Medical Park has been busy keeping guests happy. Just a few of the many compliments:

*"The staff was very helpful and courteous and the shuttle to the hospital was great!"*

*"The staff at this location is excellent. I will stay again and again!"*

*"Great hotel, very professional staff. Had a great dinner on the recommendation of the desk clerk."*

## COURTYARD CHICAGO ST. CHARLES

An enthusiastic guest raved about her experience at the Courtyard Chicago St. Charles, saying: *"We want to thank you and your entire staff for being extremely accommodating and wonderfully patient with us. We did not expect the kind of service your staff provided. They are absolutely fantastic. Without you I don't think I could have made this a successful outing."*

## COURTYARD ROANOKE AIRPORT

Christina Kasprzyk praised the hotel for making her feel at home during a recent business trip: *"When I left Wisconsin to fly to Roanoke I felt a little sad to leave my family, so I appreciate the efforts your staff made to provide a comfortable, homey place for me to stay."*

## HAMPTON INN CHARLOTTE UNIVERSITY PLACE

From the office of NC Senator Doug Berger to Shatekia LeGrone, Night Auditor *"I want to thank you for the assistance you provided me on my recent stay at your hotel. You were conscientious to my needs as a customer, as I expect you are with all the people you help. The way you go about your job is to be commended and praised."*

From Susan Lambert and Maureen White of Intercultural Outreach Programs to Director of Sales Terri Gaeta and Sales Coordinator Shell Richardson: *"We want to thank you again for the time, talent and energy that went into hosting the students from Kyungpool National University. From the earliest stages of the program's planning, to the Korean meal you arranged as a farewell for the students, we thank you both for your professionalism and hospitality."*

## HAMPTON INN RALEIGH-CRABTREE

Recent guests Jo and Ken Groff were grateful for a Hampton Inn staffer who made sure they didn't miss the most important meal of the day: *"A gentleman at the hotel gave us a breakfast to-go bag as we left; Sharon S. in the kitchen was also very patient. I'm sure we will be using your facility again and other Hampton Inns since we found out how great they are."*

Another guest praised a staff member who went above and beyond: *"I want to highlight Rolando Hernandez. He cheerfully went above the call of duty by retrieving my car keys when they were dropped down an elevator shaft. He personally delivered them and seemed to think his heroic deed was just part of his job."*

## HAMPTON INN WHITE PLAINS

Guests Arlene and Tom Duff praised the Hampton Inn White Plains for their attentive service and kind smiles: *"We have been Hilton Honors Gold Card Holders since 1988, and we can tell you that the Hampton Inn White Plains ranks with the very best!"*

## HILTON GARDEN INN AKRON-CANTON AIRPORT

After regular guest Lynn Oliver was laid off from her job, hotel staff placed a large bouquet of flowers in her room and bought her a farewell dinner. Lynn was pleased with the show of gratitude and sent a thank-you card expressing her thanks.

Here are some comments from Lisa Filler, who stopped at the hotel for a short stay: *"I stay in a lot of hotels and this one was by far the best I've experienced in many months. The staff went above and beyond my customer service expectations."*

## HILTON GARDEN INN ATLANTA NORTH/ALPHARETTA

Susan Reynolds has been a guest at the Hilton Garden Inn Atlanta North Alpharetta every week since 2006. Upon receiving a job transfer and no longer having the opportunity to stay at the hotel she had the following kind words: *"On a business and personal level, it has been a sheer pleasure to stay at the HGI because of the great people [at the property]. I greatly appreciate how these people have taken care of me and have been my friend."*

## HILTON GARDEN INN CHELSEA

Christine O'Brien stayed at the Hilton Garden Inn Chelsea while in town representing her non-profit organization at a nearby meeting. She had this to say: *"I am writing this letter to commend Ms. Natasha Gutierrez. She gave me necessary directions multiple times, was always pleasant and gave me wonderful advice about shopping during my free time. It is a pleasure to stay in a hotel in a huge city that can convey a personal touch and caring for the unique needs of travelers."*

## HOLIDAY INN EXPRESS CLEARWATER

The Holiday Inn Express Clearwater was recently one of the host hotels for the BIG EAST/Big Ten Baseball Challenge. In addition to bringing in hundreds of group rooms for the months of February and March, they also won the praise of the teams and coaches that stayed with them:

*"Thanks so much for your hospitality. Your entire staff was very kind and generous."* Head Coach Billy Gemon, Michigan State Baseball

*"Your hotel went above and beyond during our stay and we appreciated it."* Head Coach Seth Zartman, Bethel College Baseball

*"Thanks again for all your hard work. We really enjoyed our stay in Clearwater!"* Michelle Babb, Cape Coral Baseball Team

## HOMEWOOD SUITES DURHAM

Recent guest George Bahadue received cheerful, attentive service from Wanda Downing Front Office Manager who shows how far a smile can go: *"I want to personally commend Ms. Wanda Downing for her service. Her attitude and her compassion for your guests is just wonderful and has made us feel right at home."*

Wendy Kady stayed at the hotel with a group of people and had good things to say: *"As a group we are impressed. Thanks for working with us and the VA, allowing us to have a successful meeting!"*

## HOMEWOOD SUITES PRINCETON

Frequent guest Terri Flynn sent a praise-filled e-mail thanking Front Desk Clerk Courtney Jefferson for her assistance in printing a document and scheduling a wake-up call: *"I travel 120-175 nights per year, and this hotel is one of my very favorites. Thank you Courtney!"*

Another letter of thanks from guest Darlene Edwards: *"Just a quick e-mail to tell you how fabulous service was at Homewood Princeton. Your staff was truly professional and went the extra mile to provide us with a stay that was beyond measure."*