



VESTA TIMES

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Chairman's Message



Rick Takach, Jr
Chairman & CEO

Early in my career as a General Manager, I remember the first time I stood on stage when my hotel won an award. Obviously, I knew the hotel was performing at an exceptionally high level. The guest comments were fantastic and the brand rankings exceptional. So, the award was not really a surprise. However, I was completely energized by knowing that all my hard work, all the long days, and the recognition for the team members was being recognized on a national level. Now, I have the greatest pleasure of all seeing our Vesta hotels earn numerous awards. I really enjoy seeing individual Vesta team members being recognized in their community. It is fantastic to see Vesta hotel general managers standing on stage at national conventions to receive their brand award. And, I very much take pride in handing out Vesta Recognition Awards to hotel teams and individuals that excel in their jobs, exceed their goals and show undeniable leadership.

Having a trophy or plaque displayed in the hotel means more than just a short moment in time. The awards are years of delivering nothing but the best service possible. It's having strong programs in place to ensure the hotels are exceptionally clean and well maintained, committing to a career that extends beyond the hotel walls and spills into the community. I am immensely proud of the exceptional achievements of our Vesta Teams; I have no doubt that all team members are striving for nothing but award-winning service.

As usual, there are many exciting opportunities and programs being worked on right now at Vesta. By mid-third quarter and into the fourth quarter there will be new concepts introduced that will bring life and energy to Vesta's Mission and Vision. Please be ready to embrace these changes with vigor. This will be a fun and exciting time!

The Vesta Vision: To ensure that each person who interacts with Vesta is positively impacted by their relationship with us.



The Vesta Mission: Great Teams, Great Experiences, Great Results

Associate Spotlight: Cynthia White—Embassy Suites Jacksonville, FL

Loyal, respectful, dependable...three powerful words that describe Cynthia White. Scott Dial, General Manager, also says that she is an "outstanding team member". Cynthia has worked at the Embassy Suites Baymeadows in Jacksonville, Florida for an impressive 22 years. She worked as a room attendant for 19 years before becoming a laundry attendant for the last 3 years. She says she loves working in laundry because she "likes the challenge of turning the linen daily for the department." About working for the hotel, she added, "I have been here so long that it is so comfortable for me and I enjoy the people I have had the chance to work with." We asked Cynthia what she likes about working for Vesta, "I respect how much the corporate side is invested into the hotel and ensuring we have everything we need." When asked what Vesta Value resonates with her, Cynthia says "Taking pride in my performance. I have always taken pride in everything that I have done." Cynthia believes that being professional yet personable with my co-workers is important to her.



When Cynthia is not at work she enjoys relaxing and taking care of her grandbabies.



Vesta Tidbits

Manager Promotions & New Hires 1st & 2nd Quarter

Embassy Suites Jacksonville
 •Robert Charette, Banquet Mgr

Embassy Suites Brunswick
 •Laura Meeks, Restaurant Mgr

Riverhouse on the Deschutes
 •Daniel Davis, Restaurant Mgr
 •Joshua Hedrick, Sous Chef
 •Linda Maher, Sales Mgr
 •Jeffrey Guillory, Dir of Sales
 •JoLee Authier, Conv Svc Mgr
 •Rachel Moody, PM Rest Mgr
 •Jayne Wiseman, HR Mgr

Country Inn & Suites PDX
 •Laurene Patrick, Front Office Mgr
 •Mark Watson, Chief Engineer

Homewood Suites PDX
 •Lynette Fuente, Sales Coord
 •Olivia Morgan, Front Office Mgr

Homewood Suites La Quinta
 •Adrianna Uribe, Exec Hskpr

Fairfield Inn & Suites Denver N
 •Isac Escarcega, Front Office Mgr
 •Elsa Marquez, Exec Hskpr

Vesta Corporate Office
 •Debra Stewart, Payroll Mgr
 •Eugenia Miller, Accounting Clerk

Congratulations!

Vesta App

Join today! Vesta's custom electronic application is a place where team members celebrate successes, share comments, get updated on the company and have fun.

www.WeAreVesta.life

Get Social

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



Vesta Wheel in Action

Responsible Business: Riverhouse Gala for Habitat of Humanity

Vesta Hospitality's Riverhouse on the Deschutes annual Gala was held on January 21. The black-tie event hosted over 415 attendees and raised \$258,000 for the Bend affiliate of Habitat for Humanity. Rick Takach, Vesta's Chairman & CEO, delivered the welcome speech and along with the General Manager, David Lenke, presented the check to Habitat for Humanity. The local nonprofit works with hard-working, low income families to help build them an affordable and safe home. Habitat for Humanity's goal is to bring people together to build homes, communities and hope for those in need.

Since 1993, the Gala has been the tourism industry's way of giving back to the local community through a concerted fundraising effort. For each Gala, a new beneficiary is selected to bring awareness and resources to its worthy cause. The event has impacted a wide variety of local organizations, raising more than \$2 million for Central Oregon nonprofits.



Melizza Inocencio Awarded General Manager of the Year



The Radisson Hotel Group honored its top-performing hotels, managers and employees at a ceremony held during the company's annual conference last April in Miami, Florida.

Melizza Inocencio, General Manager of Vesta's Country Inn & Suites Portland Airport, was awarded the prestigious 2018 General Manager of the Year for the Country Inn & Suites Brand. The award is presented to a general manager who has excelled with net promoter score, online reputation, Revenue Growth Index improvement and Quality Performance Reviews conducted by the brand. Great job Melizza, we are proud of your outstanding accomplishments!

In addition, the Country Inn & Suites Portland Airport was a finalist for Hotel of the Year and was awarded a President's Award for recognition of their net promoter score, online reputation, RGI growth and Quality Performance Reviews. This designation puts the hotel in the top 10% of the brand.

"I always strive to do my best to inspire the team to provide our guests a memorable experience. I am truly grateful for the team and all that they do to contribute to the hotel's success. They are what motivates me." Melizza Inocencio, 2018 General Manager of the Year at the award-winning Country Inn & Suites, Portland Airport.

Vesta's Annual Work Hard Live Free Winner is...Olga!



Vesta Hospitality's Work Hard...Live FREE program is an associate incentive that gives one lucky winner the chance to have their rent/mortgage paid for a year. On February 22, 2019 via live feed from Vancouver, Washington Olga Godinez's name was randomly drawn as the 2018 winner.

Olga has worked at the Homewood Suites Portland Airport since April 2016. She has held several positions in the hotel and currently is a Complimentary Service Agent. She takes pride in her work and always goes above and beyond to make our guests feel at home.

Olga was eligible for the Work Hard Live Free drawing when she earned the associate of the month award in March 2018. She earned the recognition because of her willingness to always be a team player. She is always willing to help out in other departments when called upon. She is always dependable, efficient and punctual. Olga is a very happy, positive person and everyone at the Homewood enjoys working with her.

Having her name drawn as the Work Hard Live Free winner for 2018 was a total surprise! She is so grateful and feels very blessed to have her name drawn for the Work Hard, Live Free award. Olga is a wife and mother to 2 young boys - this is going to change her life in a positive way!

Congratulations Olga, enjoy living free for a year!

A Message from Rick Takach, Vesta's Chairman & CEO

I am very happy to congratulate Olga Godinez on winning the 2018 Work Hard Live Free Vesta Associate Recognition Program. Olga has been with Vesta for 3 years, she has been featured in an Associate Spotlight article in the Vesta Times because of her dedication to the Homewood Suites Portland Airport and she exemplifies the Vesta Values.

I would also like to congratulate all the 2018 Associate of the Month recipients. Each Associate 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 hard work that earned them the Associate of the Month recognition. To show my appreciation, again this year, I will divide up \$10,000 to be distributed among all 2018 associate of the month winners.

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

Work Hard...Live Free Celebrations



Country Inn & Suites—Portland, OR



Embassy Suites—Jacksonville, FL



Embassy Suites—Brunswick, GA



Riverhouse—Bend, OR



900 Washington Street, Suite 760
Vancouver, WA 98660
(360) 737-0442

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Sales Superst★r

The Central Oregon Beach is a unique niche market that can prove to be difficult especially for group room bookings but it was a challenge that Maggie Conrad from the Best Western Plus Agate Beach Inn took on with impressive results. Maggie has doubled the group room bookings for 2019 over 2018. Not only that but she has already booked 13% more group rooms in 2020 than this year. Maggie's dedication to building stellar sales results brought her to US Travel's IPW conference in Anaheim, California. As she attended the events and networked with group tour leaders, she not only solidified business relationships with her hotel but also presented other Vesta hotels to the attendees and shared leads with her sister hotels. Her dedication did not stop there, while traveling home from the conference she booked business on the plane.

Judy Kuhl, General Manager, is also impressed with Maggie and says that "Maggie is dedicated to her job and goes above and beyond to make sure she is able to capture the groups that she brings into the hotel. Maggie has brought more groups to this hotel than any other sales person has in the last 10 years. Maggie meets her goals each month and always goes out of her way to help other staff with things that they need. She is a great asset to our team and company."



Housekeeping Teams Win AAA Award

Congratulations to the housekeeping teams at the Embassy Suites Brunswick, Georgia and Best Western Agate Beach, both earned AAA Inspector's Best Of Housekeeping Award. Great Job Teams!



Year End XZAMCorp Results

XZAMCorp is a third party reservation mystery shopping service that gives our guest service and reservation teams the opportunity to be rated based on their reservations sales performance. There were three hotels that exceed the 85% goal in 2018.

Congratulations to the following hotels for your hard work and dedication to the program and increasing revenue opportunities:

- « Homewood Suites Portland «
- « Homewood Suites La Quinta «
- « Homewood Suites Vancouver «

Vesta Welcomes Two New Hotels

Two new hotels have been added to the Vesta portfolio in recent months; La Quinta Inn & Suites in Vancouver, Washington and the Fairfield Inn Denver North in Westminster, Colorado.



The La Quinta Inn & Suites in Vancouver joined the Vesta family in January. With 89 guest rooms and a group of dedicated team members that provide great service. The hotel is located just a couple miles north of the Vesta Corporate offices and centrally located to many businesses in the area.



In May, the Fairfield Inn & Suites Denver North/ Westminster became part of the portfolio. The hotel has 83 guest rooms and a great group of team members who have earned fantastic reviews on TripAdvisor (4 out of 5 rating). Located just 30 minutes from Coors Field, home of the Colorado Rockies baseball team, the hotel offers all the excellent amenities that guests expect at Fairfield Inns including a complimentary breakfast.



Welcome to the Vesta Family La Quinta Inn & Suites and Fairfield Inn Denver North!

Vesta Hotels Celebrate Service Week

Vesta Hospitality's 5th annual Celebrate Service week was a huge success. The corporate office and hotels around the country participated in celebrating the hard work and dedication of our associates. It was a week full of fun events and themed parties to honor teamwork and have fun; events included a ping pong tournament, trivia, put-put golf, a shaved ice truck, a manager car wash, and more!



Homewood Suites La Quinta Director of Sales Recognized by Area CVB

Jill Schvaneveldt, Director of Sales at the Homewood Suites La Quinta, was recognized with the prestigious Oasis Award for Hotel Sales at the annual Greater Palm Springs Convention & Visitors Bureau (CVB) luncheon last week.

The Oasis Awards celebrates those who work all year to make tourism the number one industry in the Coachella Valley while highlighting the positive impact travel has on local workers, businesses, and of the personal lives of visitors. The luncheon was attended by 800 people including hotels from all nine cities of Greater Palm Springs, local corporate partners, CVB board of directors, and mayors/council members from the various cities. There were over 200 nominations for 10 awarded categories.



Congratulations Jill!

2018 Vesta Recognition Awards

Vesta's 2018 Recognition Award Winners were announced during the annual leadership conference held in Scottsdale, Arizona last April. Congratulations to the winners listed below:

- **Guest Satisfaction Award** - Homewood Suites Vancouver, Embassy Suites Brunswick, Country Inn & Suites Portland
- **Most Improved Revenue Growth Index (RGI) Award** - Country Inn & Suites Portland
- **Most Improved Profit Margin** - Country Inn & Suites Portland
- **Team Culture Award** - Homewood Suites Vancouver, Embassy Suites Brunswick
- **Food & Beverage Award, Full Service** - Riverhouse on the Deschutes, Country Inn & Suites Portland
- **Accounting Award** - Embassy Suites Brunswick
- **Front Office Award** - Homewood Suites Vancouver
- **Housekeeping Award** - Embassy Suites Brunswick
- **People's Choice Award** - Homewood Suites Vancouver
- **Maintenance Award** - Homewood Suites Portland
- **Community Involvement Award** - Riverhouse on the Deschutes
- **Responsible Business Award** - Embassy Suites Brunswick
- **Director of Sales of the Year** - Jill Schvaneveldt, Homewood Suites La Quinta
- **General Manager Sales Leadership Award** - Karen Bass - Embassy Suites Brunswick
- **General Manager of the Year** - Kari Jonassen - Homewood Suites Vancouver
- **Hotel of the Year** - Homewood Suites Vancouver



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