



# VESTA TIMES

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## Chairman's Message



Rick Takach, Jr  
Chairman & CEO

This year the Renaissance Casa de Palmas Hotel in McAllen, Texas will celebrate 100 years of hospitality. The hotel opened in 1918 which simply shows that hospitality, service, and operational excellence stand the test of time. This hotel has a special place in my heart for many reasons; when we first acquired the hotel back in 1999 Vesta had a much smaller portfolio so I was able to spend a lot of time at the hotel, I personally oversaw the renovations and operations. I clearly remember after the purchase of the hotel standing across the street one night looking back at the magnificent building and thinking about the stories that old hotel must hold and the many stories it has yet to tell. The hotel has weathered many storms in south Texas, economic downturns, and 9/11 but through it all the hotel always rebounds and stands as an icon in the Rio Grande Valley. I am so proud to have the Renaissance

Casa de Palmas in our portfolio and extremely grateful for the team that delivers exceptional service every day. I look forward to celebrating their milestone 100 anniversary later this year. I would also like to express my deepest gratitude to Iris Chavarin. A Vesta associate since 2003, Iris was loyal to the hotel and to Vesta through the years. Iris served in a number of positions that include accounting, Human Resources and retired as Director of Front Office in May. On behalf of everyone at Vesta we thank her for her exceptional service and wish her a happy retirement.



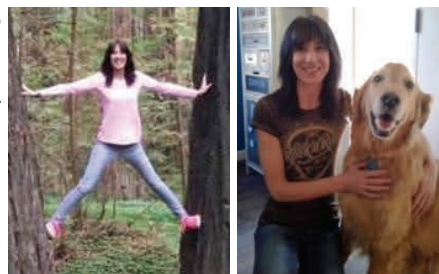
Congratulations to Madalyn Roman Martinez at the Homewood Suites, Vancouver, Washington. Madalyn was the winner of Vesta's 7<sup>th</sup> annual Work Hard Live Free drawing. This program is something that I am honored to offer to associates that exemplify our Vesta mission, vision, and values.

Vesta Value: I believe that serving others is the heart of hospitality and is the reason I am here.

## Associate Spotlight: Trina Johnson, Riverhouse on the Deschutes

Trina Johnson, Lobby Attendant, began working at the Riverhouse in 1991. Trina started as a Room Attendant and after two years moved to Lobby Attendant, where her duties include cleaning all public common areas. Trina enjoys her early morning work schedule as it allows her time to make the hotel shine before guests arrive. Trina loves interacting with the hotel guests and seeing them enjoy all that the property affords them including; working out in the exercise room, laughing and enjoying a meal or drinks on the patio, swimming or relaxing in one of our pools/spas. Trina enjoys interacting with guests and listening their stories, as she says; everyone has a story to tell about who they are and where they are from. Trina loves to make others happy; she truly believes that 'serving others is the heart of hospitality'. Trina works hard to support her team members and helping to prepare them for success.

On her off work hours, Trina loves arts & crafts, camping, fishing and traveling to Sprint car races. Trina has lived in Bend since 1970 and loves her community; some of her favorites to enjoy are seasonal festivals, music in the park events, and the local farmers markets. Trina supports and volunteers at the Bend Spay & Neuter Projects that helps feral cats in the community.



## Vesta Tidbits

### Renovations Update

The Best Western Agate Beach renovation is well underway and expected to be complete late spring. The hotel has a new, fresh image that better represents the style of the beach and the exceptional service.

The Embassy Suites Brunswick, Georgia renovation is coming to a close and looks stunning. The updated trendy décor offers a new stylish look to the hotel.

The Staybridge Suites Portland Airport conversion to a Homewood Suites has been a daunting task that the hotel team has handled with professionalism and without compromising service. The full hotel brand conversion is expected to be complete early summer.

Thank you to all the hotel teams that have been through a recent renovation or still in the middle of one, we appreciate your continued dedication to the Vesta Mission in the midst of construction dust, displacement, and inconveniences. We recognize it's not always easy and appreciate your commitment to the hotel, the guests, and Vesta.



### Promotions & New Hires

#### Staybridge Glendale

- Alicia Guzman, Front Office Mgr
- Mila Stouffer, Sales Manger

#### Best Western Agate Beach

- Michelle Tiernan, Sales Manger
- Rebecca Douglas, Exec Hskr

#### Country Inn PDX

- Joseph Saunders, Front Office Mgr

#### Renaissance McAllen

- Scott Dial, General Manager
- Maria Eliza Pulido, Sales Manager

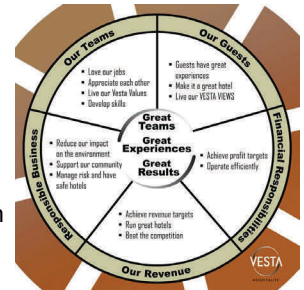
#### Embassy Suites Brunswick

- Brittney Cleveland promoted to Sales Coordinator to Sales Mgr

## Vesta Wheel in Review

### What is the Vesta Wheel & How is it Used

In 2012 Vesta introduced the Vesta Wheel as a method of goal planning but more importantly it ensures that all associates within the hotels are aware of each department action items and has a clear understanding of how to achieve them.



**What is the Vesta Wheel?** The Vesta Guiding Wheel is the foundation for all departmental action items and provides the overall goals we are striving to achieve. All departmental action items should thoughtfully be in place to achieve the Guiding Wheel Goals. The departmental Vesta Wheel should be displayed within each respective department.

**How do I use the Vesta Wheels?** The wheels are a part of our daily lives and a part of all associate meetings. The wheel action items should be discussed on a daily basis with team members with a focus on achieving the goals. Action items are changed and/or updated as the action is complete or no longer relevant; that could be in a week or it could be in three months it depends on the completion of the action item. The wheel action items are fluid and appropriate to the needs of the hotel and teams.

The Vesta Wheel is the primary tool for managing and driving business in all Vesta hotels and in the corporate offices. By getting behind the Wheel and putting it at the center of how we run things, we will accelerate our progress to creating “Great Team, Great Experiences, Great Results” and to greatly improve the alignment of our company.

## Staybridge Suites PDX Earns IHG Award

The Staybridge Suites Portland Airport earned the IHG Quality Excellence Award for 2017 within their brand. To achieve the “Excellence” recognition hotels must reach a Guest Satisfaction score over 90%, the Staybridge Suites Portland Airport ranked in the Top 14% of all Staybridge Suites.



Congratulations Staybridge PDX Team!

## Brunswick Associate Receives Spirit of Embassy Award

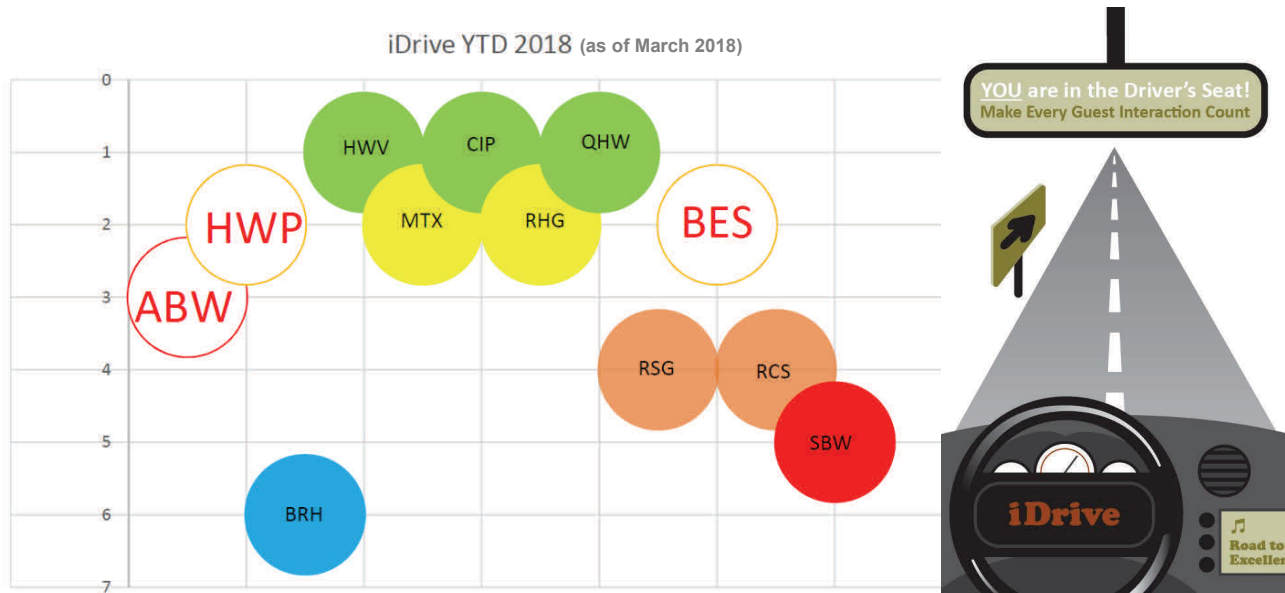
Michale Davis, Banquet Manager at the Embassy Suites Brunswick joins an elite group of winners of the Spirit of Embassy Award. Embassy Suites service statement says that we are “Gracious, engaging and caring...making a difference in the lives of others – in ways both big and small”. Michale truly epitomizes that statement. He was nominated by Diane Walters, Hotel Controller, based on his leadership in the hotel and willingness to pitch in wherever he is needed.

Michale received a personal congratulatory call from Alan Roberts, Global Head of Embassy Suites by Hilton, a Spirit of Embassy trophy, a check for \$350, a Spirit Award lapel pin, and brand-wide recognition. Michale was totally surprised by the award which was presented during a monthly team rally via conference call. Mark Hemmer, COO, participated on the call and extended congratulations on behalf of the Vesta Hospitality team. Michale has been employed at the Embassy Suites Brunswick since 2006. Congratulations Michale!



Michale pictured with GM, Karen Bass

# iDrive: Road to Excellence



Hotels indicated in "red" are under construction



## tripadvisor Reviews—What guests are saying about their stay at a Vesta Hotel

### Embassy Suites Brunswick

★★★★★ Embassy suites Brunswick Georgia phenomenal place to stay! Staff very polite helpful food phenomenal service awesome, a beautiful hidden secret, we will visit Brunswick Georgia Embassy suites again!!!

### Best Western Agate Beach, OR

★★★★★ Loved the help the staff gave us and enjoyed the view very much. the room was clean and set up comfortably, working appliances no broken or messed up equipment, and the coffee was better than the others Best westerns. We will be returning there in the near future. Even though they were remodeling the place it was easy access and clean. Some signs of construction, but that was to be expected.

### Homewood Suites La Quinta

★★★★★ Rene, helped me upon my check in and I made some requests of him and he gladly made the situation work! I truly appreciate his kindness and ability to help me out...The hotel is beautiful, clean, quiet and comfortable. And the rates are very fair for La Quinta indeed! I will be back!

### Holiday Inn Express & Suites, Glendale, AZ

★★★★★ the staff was so polite and friendly from the desk to house cleaning. all were quick to help and made you feel important to them. a nice have a nice day to welcome back they were great. we had a suite and it was very nice and clean and well kept. we had trouble with one plug and within minutes someone was there to fix it. I will stay there every time I come to this area

### Renaissance Casa de Palmas, McAllen, TX

★★★★★ I was a guest for a week at this hotel. Loved the setting and the beautiful courtyard, Staff was exceptional. Restaurant very good, and great location, close to airport and free parking, very nice rooms, a historic hotel with character.

### Country Inn & Suites Portland Airport

★★★★★ I picked this hotel because of the closeness to the Portland Airport and its reasonable price. The staff was exceedingly pleasant, the room was clean, and the shuttle to and from the airport was quick and the drivers pleasant.



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## GREAT TEAMS • GREAT EXPERIENCES • GREAT RESULTS

### Sales Superst★r

Homewood Suites La Quinta knows a thing or two about local reputation and community relationships! When the Business Analyst from the City of La Quinta's mother came to town to visit him, he made a reservation for her at the Homewood Suites. She enjoyed herself so much she told her son about the outstanding service, warm and friendly atmosphere, and newly renovated suites. So when it came time to relocate residents from the city owned apartments, it was only natural that he would reach out to Brad Poncher, General Manager and Jill Schvaneveldt, Director of Sales.

It started as an impromptu, unscheduled meeting from the City Manager's office. Brad and Jill took the time to listen, and consider helping with the situation and help them problem solve. They secured the business and 65 residents are being temporarily relocated. They started arriving to Homewood Suites in May. With staggered arrivals, most will stay an average of 120 nights. All 65 residents will be living at the hotel July through September. This project timing is low season in the desert making this project great business for Homewood Suites La Quinta! The final residence will return to their newly renovated apartments in late October. Total room nights will be approximately 7,109 and \$750,000 revenue.



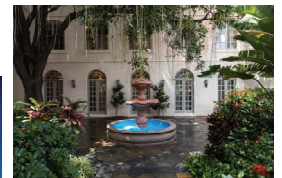
Keren Cenicerros, Sales Coordinator (far left) and Jill Schvaneveldt, DOS (far right) pictured with 3 residents

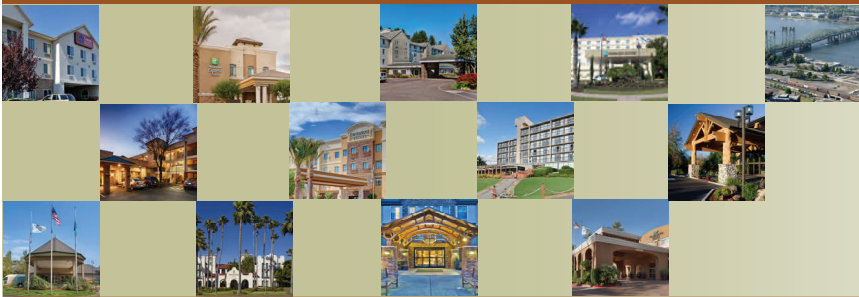
### A Century of Hospitality

Vesta's Renaissance Casa de Palmas in McAllen, Texas celebrates 100 years in 2018.

The hotel boasts Spanish architecture with white stucco and red tile roof, gorgeous landscape with a variety of exotic palm trees; Casa de Palmas was like no other when it formally opened in 1918. Since its inception, Casa De Palmas' beauty and hospitality have drawn in visitors from far and wide including Marlon Brando, Pedro Infante, Bob Hope, President Lyndon B. Johnson, as well as senators, governors, and many other prominent figures.

Throughout 2018, the Renaissance Casa de Palmas will be celebrating with a multitude of events to honor their exceptional milestone, a century of hospitality.





# Work Hard Live Free VESTA TIMES SPECIAL EDITION

## Vesta's 7th Annual **Work Hard Live Free** Winner is...Madalyn

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 23, 2017 via live feed from Vancouver, Washington Madalyn Roman Martinez's name was randomly drawn as the 2017 winner.

Madalyn joined the Homewood Vancouver, Washington as a Guest Service Representative in February 2016. She hit the ground running and has been a valuable asset in the hotel. Madalyn loves people, works hard, and always tries to lift the spirits of those around her. She has quickly climbed the ranks of the front desk from being a new hire to a senior agent. Madalyn also assumes additional responsibilities in the hotel such as the Saturday Manager on Duty and helping out in the Accounting Department.

Madalyn was the Associate of the Month in June 2017; she was nominated because she is always willing to help out wherever needed, including helping the Housekeeping Department with laundry. She is always dependable, efficient and punctual. Madalyn is a source of inspiration for other associates who want to grow within the hotel and Vesta Hospitality.



Having her name drawn as the Work Hard Live Free winner for 2017 will give Madalyn, a single mother, the opportunity to pay more on student loans and other bills. This will also give Madalyn the opportunity to spoil her son a little bit more.

**Congratulations Madalyn, enjoy living free for a year!**

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

I am very happy to congratulate Madalyn Roman Martinez on winning the 2017 Work Hard Live Free Vesta Associate Recognition Program. Madalyn has been with Vesta for 2 years, she has expressed interest in accepting more responsibilities within her hotel and is a true role model to coworkers and new hires. Madalyn exemplifies our Vesta Values through her actions and dedication to the company.

I would also like to congratulate all the 2017 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 2017 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**.

## Associates of the Months 2017!

Month	Associate	Department
<b>Staybridge Suites Portland</b>		
January	Jason Steffenhagen	Desk
February	Olga Godinez	Comp AM
March	Angelica Bueno Guizar	Housekeeping
April	Heather Thies	Desk
May	Joe Perez	Desk/ Driver
June	Michael Robinson	Maintenace
July	Mia Svir	Sales Coord
September	Gloria Briceno Cruz	Housekeeping
November	Shane Kim	AM Driver
December	Guadalupe Martinez De La Mora	Housekeeping

<b>Best Western Savannah</b>		
February	Semetria Tremble	Comp Services
April	Marcia Prince	Night Audit
July	Lonnie Burch	FD
August	Bobby Irvin	A&G - Security
September	Kevin Giles	FD
October	Kyrell Benton	HSK
November	Shanice Wills	FD
December	Jameka Mikell	HSK

<b>Best Western Agate Beach</b>		
February	Ann Raffel	FD
March	John Haines	Maintenace
April	Megan Schubert	F&B
May	Nancy Brown	F&B
June	Piero Gargeoni	F&B
August	Beth Chanley	Housekeeping
September	Anthony Hernandez	F&B
October	Rosa Lopez	Housekeeping
November	Valentina Arzola	Housekeeping
December	Jessica Flores	F&B

<b>Embassy Suites Brunswick</b>		
January	Teresa Lopez	Housekeeping
February	Nick DiRubio	FD
March	Rashena Lang	Housekeeping
April	Jason Dunkin	Maintenace
May	Nanci Clark	Housekeeping
June	Andre (AJ) Jones	Maintenace
July	Santa Matias	Comp Svc
August	Valeria (Val) Collins	Housekeeping
September	Jeremy Dunkin	Housekeeping
October	Julie Hicks	Housekeeping
November	Karen Rogers	FD
December	Michale Davis	Banquets

<b>Homewood Suites Vancouver</b>		
January	Sadie Reyna-Carranza	Housekeeping
March	Naleshia Chenault	Com Svc
April	John Martin	Maintenace
May	Norma Munguia	Housekeeping
June	Madalyn Roman-Martinez	FD
July	Kayla Albers	Housekeeping
August	Susana Meza	FD
September	Joel Meyers	Night Audit
October	Jasmina Music	Housekeeping
November	Beatriz Roman-Cruz	Housekeeping
December	Gloria Coronel	Housekeeping

<b>Country Inn &amp; Suites Portland</b>		
January	Ja-Juan Bennett	Kitchen
March	Sondra Pauly	Restaurant
April	Adam Gloer	FD
May	Douangchay Sonphommasith	FD
June	Veronica Hernandez	Inspector
July	Dennis Christen	FD
August	Tanya Luke	Housekeeping
October	Douangchay Sonphommasith	FD
November	Sondra Pauly	Restaurant
December	Lucrecia Hernandez Gonzalez	Housekeeping

Month	Associate	Department
<b>Comfort Suites Redmond</b>		
February	John Seibert	Maintenace
March	Eugene Smith	Housekeeping
June	Kristi Schaffner	Comp Svc
July	Nicole rivera	Housekeeping
August	Kristi Schaffner	Comp Svc
September	Danny Robins	Housekeeping
October	Tammy Smith	FD
November	Marysol Escobar	Housekeeping
December	Eugene Smith	Housekeeping

<b>Homewood Suites La Quinta</b>		
January	Jasmine Flores	FD
February	Gloria Michel	Accounting/HR
March	Paula Ramirez	Housekeeping
April	Lilia Castro	Housekeeping
May	Oscar Ramirez	Maintenace
June	Silvia Rojo	Comp Svc
July	Marible Lopez	Housekeeping
August	Keren Cenicerros	Sales
September	Ana Rosa Martinez	Housekeeping
October	Angela Bedolla	Housekeeping
November	Maria Manzo	Housekeeping
December	Marco Millan	FD

<b>Staybridge Suites Glendale</b>		
March	Alicia Guzman	FD
May	Jason Curry	FD
June	Richard Cervantes	Maintenace
July	Jaime Maya	Driver
August	Maria Garcia Ibarra	Housekeeping
September	Jose Camarena	Housekeeping
October	Jason Curry	FD
December	Jose Camarena	Maintenace

<b>Holiday Inn Express &amp; Suites Glendale</b>		
March	Yuri Lujan Villanueva	Houskeeping
April	Petra Rodriguez	Housekeeping
June	Jacqueline Perdigon	Housekeeping
July	Norma Salce	Housekeeping
August	Petra Rodriguez	Housekeeping
September	Mikaela Lopez	FD
October	Jessica Islas	Housekeeping
November	Jacqueline Perdigon	Housekeeping
December	Christina Armenta	Housekeeping

<b>Riverhouse Bend</b>		
January	Gabe Henriquez	Restaurant
February	Kenny Hodges	Restaurant
March	Trina Johnson	Houskeeping
April	Tara Bell	Banquets
May	Charity Hanke	Front Desk
August	Dena Couch	Accounting
September	Amandal Miller	Sales
October	Chris Christensen	Banquets
November	Armando Martinez	Banquets
December	Kristy Barbusca	Admin Asst

<b>Renaissance McAllen</b>		
January	Luis Montano	Kitchen
February	Julio Solano	FD
March	Juan Esquivel	Housekeeping
April	Laura Osomio	FD
May	Jaime Tovar	Maintenace
July	Esperanza Quiroz	Housekeeping
August	Herminia Ramirez	Housekeeping
September	Cirilo Mariscal	Restaurant
October	Maria C. Garcia	Housekeeping
November	Laura Negrete	Accounting
December	Lucina Perez	Housekeeping

