

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



Last April I had the great pleasure of hosting Vesta's Annual Leadership Conference. During the conference, I was able to connect with our leadership teams and meet Vesta's newest general managers and directors of sales that joined the company in the last year. I was blown away by the amazing talent we have in our company and the passion for hospitality that was so evident in everyone I encountered. Our teams are poised for success under the leadership teams at our hotels. I am so grateful that Vesta has a truly remarkable group of individuals that are talented, committed, and eager to live the Vesta Values. Vesta's annual conference is a great time for our teams to come together to create memories and connections with other Vesta leaders. Most importantly, the teams have a chance to learn from each other, share great ideas, tips, and share management anecdotes that they bring back to their properties and to share with all team members. During the conference, I handed out several Vesta Recognition Awards that are listed in this newsletter. Congratulations to all our winning employees and teams for your dedication to service and to our Vesta mission.

I recently attended a retirement event for a dear colleague that I had known for a few decades. He was an instrumental part of my career and an inspiration that pushed me to venture out on my own to create Vesta Hospitality. As I reflected on our relationship throughout the years, I was reminded of our Vesta Value "be an inspiration." That value hits home as I was inspired by so many great leaders in my life that encouraged me to follow my dreams through hard work. I hope that you find inspiration from your team members on a regular basis and that you find ways to be the inspiration to others.

As always, thank you for all your hard work and commitment to Vesta Hospitality. We appreciate you!

PORTFOLIO UPDATE & COMPANY NEWS

Surfsand Resort Begins Rebranding Process



Last May, Linh DePledge spearheaded a kick off meeting to rebrand the Surfsand Resort in Cannon Beach, Oregon. Exemplifying the Vesta Value "Communicate & Collaborate", the meeting included several Vesta staff members as well as Surfsand team members. Collaborating and getting feedback from team members at the resort is invaluable to the success of the property, they know the hotel & restaurant, the community and the guests better than anyone. The rebranding will give the hotel a new logo and marketing story. In addition to rebranding, the resort will undergo a complete renovation this winter.

Mark Shares His Knowledge at The Hospitality Show in Las Vegas

At "The Hospitality Show" in Las Vegas, Vesta's President, Mark Hemmer, was a guest speaker for a panel discussion titled "Over inflated - How to combat the rising cost of... everything". The Hospitality Show is an event created by the American Hotel & Lodging Association and Hotel Management Magazine to elevate hotel operations through technology.



VESTA TEAMS GALLERY

JACKSONVILLE TEAM MEMBERS GIVE BACK IN THEIR COMMUNITY

The “Care Committee” at Embassy Suites in Jacksonville, Florida organized a pet food donation event for the JAX Humane Society. The group successfully collected and delivered 113 pounds of pet food. Additionally, they partnered with a local grocery store, Winn Dixie, to match their donations. The JAX Humane Society was extremely grateful for the donations as it will help many animals in need.

The Care Committee consists of Audris Lewis, Cherity Petty, Dawn Milton, Emma Tucker, Matt Dyer, Paulette Hagens and Angela Hel-lums; the group meets regularly to create ways to give back to their community through volunteer opportunities or donation events. Great job team JAX!!



Best Western Savannah Team, making it personal for their valued guests. Pictured; Bridget, Janice, Maggie and Mary



In April, the Embassy Suites Jacksonville participated in the Rail-yard BBQ Challenge. Not only did the hotel and restaurant have a great time serving food at the event, the registration fees to enter the competition were donated to a local charity, The Empowered Kitchen, an organization that actively provides training and mentorship in all aspects of culinary and business education to women interested in the culinary industry.

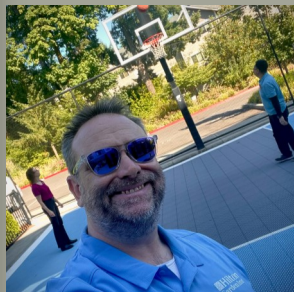
THE AC HOTEL TEAM BRINGS EMPLOYEES TOGETHER IN FUN, UNIQUE WAYS



The team at AC Hotel by Marriott in Vancouver, Washington has been busy with unique team member bonding events. They created a fun safety bingo game and played it at an employee luncheon earlier in the year to learn the basics of safety training. They also started an internal food pantry where employees bring in non-perishable food and other household goods to share with each other. They place the items on a shelf in the breakroom for all to use. The team also helps each other learn new languages by sharing key words such as hello, thank you, etc in their native languages such as Spanish, Ukrainian, English, and German.



Best part of the job, tasting the new menu! Jerad Firby and Amy Vandegriff taste testing a new menu at Parkway Grill in Wilsonville, OR



Jerad Firby, GM, and team members taking a break to play basketball on a beautiful day.

VESTA VALUES IN ACTION AT THE BEST WESTERN PLUS AGATE BEACH

At the Best Western Plus Agate Beach, the morning huddle is the perfect time each day for the staff to get together to ensure all departments are working together as a synergistic team. To keep daily huddles lively, Joshua Conrad, General Manager, decided to play Giant Jenga with the team. Each person took a turn removing a block and placing it on top. When a Jenga game starts, all the pieces are neatly organized and support each other to make a “strong” tower. But as each piece is removed and placed on top you find holes throughout the tower and it begins to be unstable and crumble. The team at the Best Western used the Jenga game as a way to demonstrate that when we are working together as a team, we are strong. When we all go off on our own and do not Communicate & Collaborate, we find holes in the structure and the whole thing becomes unstable.



Mark Hemmer and Gary Rodriguez enjoying some downtime at the AHILA conference in Las Vegas.

VESTA RECOGNITION AWARDS

Vesta Hospitality's 2022 Recognition Award Winners were announced at the Leadership Conference in April. The hotel teams and individuals that earned these awards demonstrated exemplary dedication to the success of their respective hotels and an unrelenting commitment to our Vesta Values and Mission. Congratulations to all our 2022 award winners.

CONGRATULATIONS 2022 VESTA RECOGNITION AWARD WINNERS



Guest Satisfaction Awards: Hyatt Place-Westminster, Colorado;
Cannery Pier Hotel & Spa-Astoria, Oregon;
Embassy Suites Hotel-Brunswick, Georgia;
Quality Inn & Suites-Colorado Springs, Colorado;
La Quinta Inn & Suites-Vancouver, Washington

RGI Achievement Award: Hilton Garden Inn-Seattle North/Everett, Washington

Most Improved Profit Margin: Hilton Garden Inn-Seattle North/Everett, Washington

Hotel F&B Award - Full Service Hotel: Embassy Suites Hotel-Jacksonville, Florida

Hotel Accounting Award: Embassy Suites Hotel-Jacksonville, Florida

Front Office Team Award: Hyatt Place-Westminster, Colorado

Housekeeping Team Award: Best Western Plus Agate Beach-Newport, Oregon

People's Choice Award: Cannery Pier Hotel & Spa-Astoria, Oregon

Community Impact Award: Cannery Pier Hotel & Spa-Astoria, Oregon

Leadership Award: Eduardo Lua - Homewood Suites Hotel-La Quinta, California

Sales Team Award: Hilton Garden Inn-Seattle North/Everett, Washington

Director of Sales of the Year: Noelle Sprawkins - AC by Marriott Vancouver Waterfront

General Manager Sales Leadership Award: Josh Conrad - Best Western Plus Agate Beach

General Manager of the Year: Stephanie Shores - La Quinta Inn & Suites Vancouver

Hotel of the Year: Best Western Plus Agate Beach-Newport, Oregon



Eduardo Lua with Rick



Noelle Sprawkins with Rick



Joshua Conrad and Susan Bailey with Rick



Stephanie Shores with Rick

VESTA HOSPITALITY HOSTS ANNUAL LEADERSHIP CONFERENCE



Vesta Hospitality's annual leadership conference was held last April in Tucson, Arizona and attended by Vesta's General Managers, Directors of Sales, corporate staff, investors and many key partners. During the week-long event the Vesta team focused on strategies for ensuring leadership success and practical skills that attendees could take back to their hotels. The annual conference promotes our Vesta culture, encourages peer relationships, and honors success. Vesta Recognition Awards were handed out by Rick Takach at the annual award ceremony. The award winners are listed above.

"Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it." - Lou Holtz



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.

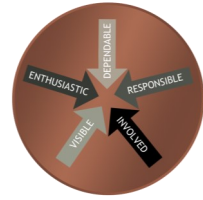


IDRIVE : OUR VALUES

The 2023 iDrive: ROAD TO EXCELLENCE program is based on OUR VALUES to create a culture of knowledge, communication, empowerment, creativity, accountability and inspiration.

The iDrive: Our Values program is seeking nominations for team members who live and demonstrate the Vesta Values. We look for stories that show how little (or big) things can spark success, help to collaborate, and be an inspiration to others in our hotels and communities. We want to hear how our team members embrace and practice our values and how our culture flourishes because of these sets of values. 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.

iDrive
ROAD TO EXCELLENCE



Share your nomination with your manager to participate in the 2023 iDrive: Our Values program or send your Our Values story directly to tellvesta@vestahospitality.com.

All submissions will be reviewed by Vesta’s executive team and the monthly winner chosen based on the following criteria: Personal vs. team accomplishments and participation, demonstrated leadership, exemplary teamwork and helpfulness, enhances the guest experience, workplace safety, innovative thinking, financial success

Monthly winners will each receive a \$50 gift card. And at the end of the year, one OUR VALUES winner will be chosen and receives a \$500 gift card. In addition, their idea will be implemented in all Vesta hotels, leading change for the entire company.

IDRIVE: OUR VALUES WINNERS

Congratulations to the most recent **iDrive: Our Values** winners. The following team members were nominated and won based on their commitment to the Vesta Values and putting the Values in action.

February - Make it Personal: Natalie Davis, recently promoted to Executive Housekeeper at Best Western Northwest Lodge in Boise, Idaho. Natalie connects with her team and makes everyone feel special.

March - Own It: Maria De Jesus Valadez, Housekeeping at Cannery Pier Hotel & Spa in Astoria, Oregon. Maria noticed something wasn’t right and alerted her manager to take action.

April - Be an Inspiration: Deven Reed, Maintenance at Embassy Suites Hotel in Jacksonville, Florida. Deven remained calm in a tense situation and deescalated the situation keeping everyone involved safe.



TEAM MEMBER SPOTLIGHT—ANGIE KEIN, WAYFARER RESTAURANT, CANNON BEACH, OREGON



Angie has worked at the Wayfarer Restaurant and Lounge for 10 years holding many different roles including host, server, banquet captain and key manager. She likes her job because she enjoys creating dining experiences that exceeds people’s expectations and create lasting memories. Angie likes working at the restaurant because she loves everything about Cannon Beach and she wants to be part of what makes it succeed. Lauren Durchslag, Food & Beverage Director, says that “Angie is always willing to go above and beyond, she always strives to do what is best for the guest, the team and the company all at the same time.”

When she is not working at the Wayfarer, Angie is very busy with her passion... horses! She trains and rehabilitates horses, she also gives riding lessons and most recently, she is participating in the Oregon Mustang Challenge; she is training a mustang from the wild and in September, she will show off everything he learned at the Oregon Mustang Challenge. She is very passionate about the US wild horses population and the need to educate the public about them. When asked what is most important to her, Angie replied “Leaving the world a better place than it was when I got here.”