

# Vesta Times

## Great Teams, Great Experiences, Great Results

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Rick Takach  
President, CEO

### President's Message

One of my favorite quotes of all time is “a key to a vital life is eagerness to learn and willingness to change” by Maryanne Radmacher. This quote resonates with me as it serves as a reminder that we must continue to learn new processes, challenge ourselves to stay updated in the industry, and always seek to expand our knowledge. Most importantly we must go into each day with a willingness to change our ideas and change the way we do business. That is the key to a successful business and life, to always be learning and changing. It's that concept that gives us the desire to push our boundaries and our limits of success. We recently launched a new goal communication system,

**The Vesta Wheel**, that ensures all associates within the hotels are aware of each department's goals, action items, and has a clear understanding of how to achieve them. This new and improved method of goal planning is a big change for our company but when used daily with an eagerness to learn and willingness to change The Vesta Wheel will be the foundation on how we, as a company, deliver clear and concise goals and communication through our properties. The best part of The Vesta Wheel is that these goals are driven by each associate and every single one of you holds the key to success within your departments and hotels. Please contribute to the Vesta Wheel in your department, offer ideas, ask questions, and celebrate successes together.



Vesta's Guiding Wheel

### Hilton Garden Inn—Shreveport, LA, Welcome to the Vesta Family!

In May Vesta acquired a management contract for the Hilton Garden Inn (HGI) in Shreveport, Louisiana. The hotel has 142 rooms and 3,200 square feet of meeting space. HGI has a full service restaurant providing room service and catering needs. We are excited to have HGI as part of the Vesta portfolio. Welcome Hilton Garden Inn Team to the Vesta Family!





## VESTA TIDBITS

The Vesta Corporate Office has a new address. In June the staff moved to an office building in downtown Vancouver. The new address is: 900 Washington Street, Suite 760, Vancouver, WA 98660. The phone number remains the same at (360) 737-0442.

The InnVested Orientation and Training Guidebooks are being used for all sales positions, Guest Service Representatives, and Room Attendants. All new hires will use this tool as their training guideline. As for the other positions, they will be completed within the next year creating a systematic and effective training foundation for Vesta Hotels.

Rick Takach has been a community leader in Vancouver, Washington for over 15 years. Through the years he has been involved in Rotary, Festival of Trees, the Clark College Foundation, President's Council for the Fort Vancouver Trust, and he serves on a committee to enhance a biking/walking trail in the area. As a recognized leader in the community Rick is displayed along with other key leaders on a "Community Leaders" wall at Beaches Restaurant in Vancouver, Washington. In addition, Vesta sponsors many charitable organizations including the Red Cross, The Parks Foundation, and the Columbia Land Trust among others.



## Kudos and Congratulations!

### Cody Rentschler Receives AH&LA Industry Award

On June 13, 2012 at the American Hotel & Lodging Association (AH&LA) Stars of the Industry Awards luncheon, hotel employees from around the country were honored for their outstanding accomplishments, service, and leadership in the hospitality and lodging industry. Winning Outstanding Lodging Employee of the Year, small property, was Vesta's very own Cody Rentschler, guest service representative, Best Western PLUS Savannah Historic District. From AH&LA press release; Cody has been an integral part of the guest services team since 2009. Not only is he employed full time at the Best Western, he also works at a local restaurant, a boat retailer, and is a full time student. He has gone above and beyond to help guests not only at the hotel, but throughout Savannah. He has assisted a grieving family with arrangements to return home, and helps maintain the property even on his days off so it is always 'inspection-ready.' During his down time, Cody enjoys fishing and has been recognized by local lifeguards and police for his volunteer clean-up efforts around his fishing holes.

*Congratulations* Cody for being an outstanding associate and earning national recognition!



Photo from left to right: Pam Inman, Executive Vice President and COO AH&LA, Cody Rentschler, Joe McInerney, President and CEO AH&LA

### Homewood Suites Vancouver Holds National Record

In July the Homewood Suites Vancouver earned its 27th consecutive outstanding inspection making it the only Hilton branded hotel in the world to hold that record. Hilton hotels inspect each hotel no less than twice per year rating each hotel based on preventative maintenance programs, cleanliness scores, guest satisfaction, and many other criteria. Congratulations to the entire team at the Homewood Suites –Vancouver for working hard to maintain excellence in your brand.





## Staybridge Suites & Holiday Inn Express Glendale Walk to Raise Prostate Cancer Awareness

On March 17, 2012 six associates from Vesta's Glendale hotels joined nearly 2000 other walkers and runners for the annual "Kiss Me I'm Irish" 4K race to raise awareness and funds for prostate cancer. The Arizona Prostate Cancer Center was there and said they talked to a lot of men about the importance of screening and early detection! Great job Glendale team, way to set an example for "Responsible Business" by getting involved in your community.

Photo left to right: Dan Lopez, Chief Engineer, Julie Hale, General Manager, Brianna Fischer, Director of Sales, Jasmine Hale (daughter of Julie), and Pua Costa, Sales Coordinator. Not pictured Elizabeth Lopez (Dan's wife)

## Mark Hemmer "Pushed" in the Best Western Pool

In January 2009, Mark Hemmer, Chief Operating Officer, challenged the team at the Best Western PLUS Savannah to a bet that if the hotel earned a Quality Assurance score of 975 or higher on their next inspection the team could push Mark in their new pool scheduled to open in September of that year. The team worked hard and in March 2009 the hotel earned an outstanding inspection score exceeding 975 (out of 1000 possible points), but every time Mark visited over the next few years the weather was not suitable for swimming. Finally, in April 2012 during a property visit to Savannah Mark made good on his bet. Congratulations to the Best Western Team on a great score. And Mark, have you dried out yet?



Picture left: Mark enjoying his last few minutes on dry land. Picture right: Mark happily taking the plunge for the team.

## Dear GM...Letters from our Guests

### Staybridge Suites - Portland Airport , Oregon

July 7, 2012

Just had to tell you what a great hotel you have. My 9 year old grandson enthusiastically said "this is the greatest". Sarah Bithell is absolutely terrific. She makes everyone's stay memorable in all good ways. She is competent, accommodating, and so welcoming. You are fortunate to have her on your staff. I applaud you on employing such an outstanding staff (Kathryn, Haley, Kyle, and the kitchen staff). Sarah, along with other employees make this Staybridge the best ever.

Thank you for a great stay.

Yours truly,  
Carole K.  
Bethesda, MD

### Comfort Suites - Redmond, Oregon

May 11, 2012

I recently had the pleasure of staying at your Comfort Suites in Redmond, OR. I live in Dallas, TX and travel extensively outside of TX on a regular weekly basis. As a result, I stay in several hotels across the USA annually. My recent stay at the Comfort Suites in Redmond was the most pleasant and comfortable experience that I have had with ANY hotel in years. The entire staff were very professional and had an awesome customer service attitude. Regina Luna was extremely helpful and treated me with the utmost respect. Her attention to detail and hospitality was superior to ANY hotel I can remember staying at. Thank you to Regina and thanks to you for caring enough to hire top notch professional people who genuinely love and enjoy their job.

I certainly look forward to staying with Comfort Suites, Redmond again real soon. Also, it will be my pleasure to recommend your hotel to everyone I know.

Respectfully,  
David W





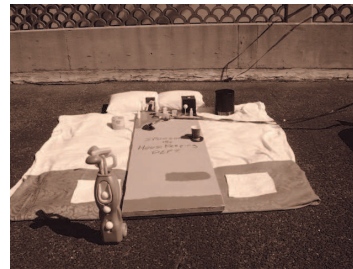
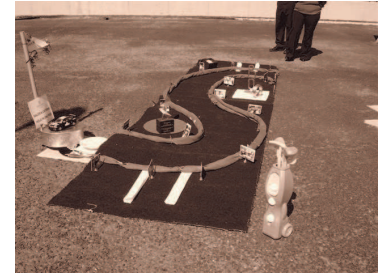
### Homewood Suites-Vancouver Announces Winner of Monthly Guest Drawing

Every month the Homewood Suites has a drawing for the guests that stayed that month. Recently, Randy Wilson, was the lucky drawing winner and recipient of a new golf putter.

## Celebrating Team Spirit

### Renaissance McAllen, Texas Hosts an Associate Golf Tourney

The Renaissance Casa De Palmas in McAllen, Texas hosted an all associate putt-putt golf tournament in the parking lot to show appreciation for all their hard work and to build team spirit. At each hole a department set up a display representing their jobs and department. Looks like they had a great time!



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900 Washington Street, Suite 760

Vancouver, WA 98660

(360) 737-0442