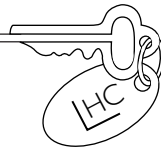


The Insider

The

A Newsletter by Linchris Hotel Corporation



Volume 4, Number 3

Two Linchris Properties Named Winners By Bass Hotels and Resorts

In August, we were notified that two of our properties—the Holiday Inn Cape Cod/Falmouth, MA; and the Holiday Inn Express, Poughkeepsie, NY—had earned the prestigious 2000 Quality Excellence Award, given to outstanding Holiday Inns.

This honor is awarded only to hotels which maintain the highest standards in product quality, hotel operation and customer satisfaction. It recognizes the tremendous effort

and commitment of every member of the hotel team.

Falmouth GM Bob Anderson said, "This is what is possible when owners are willing to invest in a property, and the property itself builds a team that can produce excellence in service."

To Bob, to former Poughkeepsie GM Steve Bradshaw and current GM Hans Kleinganz, and to the staffs of both hotels, congratulations and keep up the *great* work!



The Holiday Inn Express, Rockland, MA, Summer Employee Outing was held August 12th at Ames Nowell State Park. Executive Housekeeper Diane Hammond brought horses and provided rides for all. Games, prizes and a traditional fried chicken picnic completed the day. Shown here (L-R): Executive Housekeeper Diane Hammond, Guest Service Agent Angela Benotti, Guest Service Agent Melissa Robbs and Bonnie Simmons, Housekeeping.

Old Fashions Make Hot News Pieces For These Two Properties

Fund-raising with vintage fashions benefits everyone

Our congratulations to GM JoAnne Guzzetta-Matthews of the Best Western Inn, Weirton, WV, for her publicity coup and elegant public appearance in the "Moments in Time"

Vintage Fashion Show and High Tea held at the hotel and sponsored by the local Visitors Bureau last June.

The show took a historical look at fashion from the Civil War years through the 1940s, with 51 authentic outfits and appropriate music to set the mood for each era.

Accessories and clothing too fragile or too detailed to model were on display for the near-capacity crowd to view.

The show will live on, not only in a video available in the local library, but in the county museum which received the proceeds from the evening's entertainment.

Generating interest and plenty of publicity



This antique London taxi, truly a conversation piece in its own right, was employed by the Days Inn of Keene, NH, as a promotional piece.

Parked in front of the Inn, the taxi attracted attention of passersby, both local residents and tourists. It was also used in promotional work as a reminder that the Inn specializes in providing guests and functions with "Hospitality the Old-Fashioned Way."

The taxi provided a good return for minimal effort and investment.



Weirton, WV, Best Western Inn was beautifully represented by GM JoAnne Guzzetta-Matthews, left, and Gracie Fortune.

A Message from Chris Gistis



CEO *Chris Gistis*

By now I'm sure many of you have heard tales about June's GM conference and its focus on service basics. Sometimes, with all our day-to-day tasks to complete, we can

forget: our business is, simply, to provide hospitality and clean, comfortable rooms.

Like courtesy, hospitality is the art of making others feel comfortable. We in the Linchris organization have a reputation for service, but it never hurts to remember the four basics in a marketplace that grows more and more competitive.

1. *Smile and greet.* Every time you come in contact with a guest, make eye contact, smile and offer an appropriate greeting. Follow the "5/10" rule—eye contact within 10 feet and a verbal greeting within 5 feet.

2. *Speak enthusiastically.* Speak to every person in a friendly and professional tone. Let them *hear* your smile. Try to use the guest's name at least twice in a conversation.
3. *Be accountable.* Answer questions and requests as quickly as possible. If you don't know the answer, find it and get it to the guest. Keep your promises and let guests know how long something you're doing for them will probably take.
4. *Anticipate.* Put yourself in the guest's place to anticipate needs and exceed expectations. If a large family checks in, send up extra towels and other items. Or send up an extra washcloth and hand towel with that crib.

Our guests are our *business*; we need to treat them as we would wish to be treated.

I'm proud of our growing Linchris team. It's a successful and service-oriented one, thanks to all of you.

That's Incredible

- Gary Giampietro, Head Lifeguard at the Comfort Inn, Hyannis, MA, saved a little girl from drowning on September 12th. The child had been playing in the shallow end of the hotel pool, but went beyond the rope and immediately sank in the deep end. Fully clothed, Gary raced to her rescue. He was about to begin CPR when she regained consciousness. This is the second life he has saved. Great job, Gary!
- The Brick Tower Motor Inn of Concord, NH, has a front desk crew with a total of 105 years of experience. Its newest member is 5-year man Paul Coddington. A great team, its members are dedicated to the Brick Tower and to each other.



The beautiful new fountain at the Four Points Hotel, Eastham, MA, was finished September 11th. Visible from the road, it is near the hotel's outdoor pool and benches.

GMs in Florida and in Focus

The June General Managers Conference in Miami Beach, Florida, brought attention to service as a way to keep business growing and retain consumers as clients who are very happy with their Linchris-managed hotel stays.

Keynote speaker Doug Kennedy stressed the importance of hospitality and he gave tips to create "hospitality superstar" staffs. But it wasn't *all* work. Here's a glimpse of our GMs at play.



GMs gather for a group photo in front of the Pro-Player Stadium where they attended a Boston Red Sox vs. Florida Marlins game.



This 8-foot-long sailfish took 35 minutes to reel in. L to R: Nick Pancoast, Tom Moloney, JoAnne Guzzetta-Matthews, Chris Gistis and John Bell.



Some of our GMs enjoyed "time out" at the Miami Seaquarium.

Employees of the Month

May

Ana Minaya Santiago, Holiday Inn, Salem, NH

June

Alice Betron, Radisson Hotel, Williamsport, PA

Tammy Fortier, Holiday Inn, Concord, NH

Carmen Montes, Holiday Inn, Salem, NH

July

Carry Carden, Holiday Inn, Salem, NH

Lisa Chase, Holiday Inn, Concord, NH

Dana Drammissi, Radisson Hotel, Williamsport, PA

August

Lauren Canepa, Holiday Inn, Concord, NH

Tim Lorson, Radisson Hotel, Williamsport, PA

Brick Tower Superstars,
Concord, NH:

Patricia Bleunt, **Paul Coddington**
and **Alan Lesmerises**

Employees of the Quarter

Peter Butilier (Function Set-Up, Maintenance), Four Points Hotel, Eastham, MA.

Runner-Up at the Four Points was **Janet Daugherty** (Guest Service).

Ken Lanagan, Holiday Inn Express, Rockland, MA.

Virginia Mota (Housekeeping), Holiday Inn Cape Cod/Falmouth, MA. Virginia has been employed here since Linchris took over in October of 1996 and, according to Barbara Anderlot, Executive Housekeeper, "does a wonderful job for us."

Holiday Inn, Concord, NH, Gets A Hit Hosting Baseball Event

The Holiday Inn, Concord, NH, was proud to be chosen as the headquarters hotel for the Babe Ruth World Series for 16 to 18 year olds, held August 12-19.

The hotel housed all of the team managers, coaches and referees. This week-long event attracted thousands of fans and professional scouts who watched teams from all over the country compete for the title won by the team from Alabama.

This event was held in New Hampshire in 1994 and will be returning in 2004. Because the Babe Ruth World Series is held here, the revitalized baseball field was chosen as a location for a new franchise from the New England Collegiate Baseball League, which attracts top college players from around the country.

Being able to host the Babe Ruth World Series in Concord has proven to be a true "home run" for this city and for our hotel.



The Brick Tower Motor Inn of Concord, NH, proudly announces that Paul Coddington has graduated from Franklin Pierce Law Center.

When we got this news, Paul was anxiously

awaiting results from his New Hampshire Bar Exam. Before press time, we heard that he passed!

Double congratulations, Paul!



On August 18th, a great time was had by all as the Radisson Hotel, Williamsport, PA, held its second Annual Corporate Golf Appreciation Day to thank corporate clients for their continued loyalty.



New GM of our Best Western Inn & Suites, Rutland, VT, Kathie Basse Lopez stands proudly beside the sign for the property.

Linchris Promotions and Transfers

Congratulations and best wishes to our hard-working team members who have been promoted:

- **Robert Burns**, Holiday Inn, Concord, NH, from Front Desk Clerk to PM Dining Room Supervisor.
- **Karen Driscoll**, Radisson Hotel, Williamsport, PA, promoted to Banquet Manager.
- **Julie Gilman**, Holiday Inn Express, Rockland, MA, from Front Desk Supervisor to Front Desk Manager.
- **Christine Kavanaugh**, Holiday Inn, Salem, NH, newly promoted Executive Housekeeper.
- **Malina Krause**, Holiday Inn, Concord, NH, promoted to Sales Administrative Assistant.
- **Lanie O'Brien**, promoted to Front Office Manager of the Days Inn, Keene, NH.

The Linchris Insider is a publication of Linchris Hotel Corporation
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Inn the News

- The Holiday Inn Cape Cod/Falmouth, MA is the #1-ranked hotel in its geographical group for the year 2000. The hotel's Quality Failure Index Score is better than even limited-service properties in the group.
- VP Robb Moskowitz and his wife Nancy are expecting their first child in February, 2001—a special Valentine!
- The Holiday Inn Express, Rockland, MA, now has the newest, most spacious rooms in their marketplace. Average rates, occupancies and GSTS scores are climbing; the goal for 2001 is to be #1 in GSTS. Area businesspeople got a view of the hotel's million-dollar renovation during a membership drive for the local Chamber, calling from newly refurbished rooms.



The Days Inn, Keene, NH, has instituted a new "Hospitality Achievement Award" program. Employees are nominated by guests to receive the award for going "above and beyond the call of duty." As you can see from the

photo, there are some shining stars in Keene!

- The fourth Kansas City Steakhouse opened at the Holiday Inn, Salem, NH in September! The truly beautiful restaurant has been very well received for both food and service. Our three other "KC" Steakhouses introduced new menus in September.
- Congratulations to Chris Morris, bartender of the Kansas City Steakhouse, Holiday Inn Cape Cod/Falmouth, MA, proud father of a baby boy, and to FOM Sheryl Barrett who is a grandmother, and Banquet Manager June Morris now a great-grandmother!
- Tracie Ryder of our Holiday Inn, Concord, NH, won a scholarship from the Independent Association of Holiday Inns (IAHA). Go, Tracie!
- Our Weirton, WV, Best Western reopened in late September as a Holiday Inn, with over \$1.2 million in renovations and updates!
- Amarjit Khara, GM of the Holiday Inn Express, Rockland, MA, has been voted VP of the Rockland Chapter Kiwanis. Congratulations, Amarjit!
- Miranda Anderson was appointed FOM at the Radisson Hotel, Williamsport, PA. Miranda, who worked 4 years as an assistant manager in other hotels, has been known as "The Shark" for her ability to drive rate. She proved that skill during our Little League Week.
- A beautiful new gazebo has been added at the Holiday Inn Cape Cod/Falmouth, MA. It's just the right background for brides.
- The Holiday Inn of Salem, NH welcomes new team members Chief Engineer Jim Mello, Kansas City Steakhouse General Manager Jack O'Leary and Director of Sales Gayle Sinclair.
- In early September the Holiday Inn, Concord, NH, welcomed Emilia Serban as executive housekeeper.
- GM Bob Anderson of the Holiday Inn Cape Cod/Falmouth, MA, is proud to announce the addition of two new, talented team leaders: Celine Barfoot, manager of the Kansas City Steakhouse, and Executive Chef Dino Giancola.
- If you haven't visited the Holiday Inn, Concord, NH, recently, here's a great reason to: our \$1.5-million renovation is nearly complete! Our new lobby is attracting photo requests, our overnight rooms have new furniture and soft goods, and we have a new hot tub and fitness



The Holiday Inn, Concord, NH, held its annual summer outing July 2nd at Elmwood State Park. Swimming, baseball, horseshoes, burgers and hot dogs made for a great day. We even got our GM out of the office to relax!

room. We will showcase our "new" hotel by hosting the Concord Chamber of Commerce "Business After Hours" in December.



Jenny and Glen Silvia-Smith (Reservations Manager of the Four Points, Eastham, MA) welcomed daughter Maya on August 18th. Arriving 5 weeks before her due date, Maya weighed 6 lbs., 7 oz.

- Melissa Spathanas of Linchris welcomed her second baby, Michael, on August 1st. Congratulations!
- Congratulations to two of our GMs on buying their first homes: Hans Kleinganz, Poughkeepsie, NY, and Brett Loehr, St. Johnsbury, VT.
- October marriages abound: GM Michelle Swartzwelder of the Comfort Inn, Concord, NH; Gary Giampietro of the Comfort Inn, Hyannis, MA; and Katy Small, of the Comfort Inn, Hyannis, MA, were married in October. Katy left Cape Cod after her marriage, and will be missed. We wish each couple a long and happy wedded life!
- The Comfort Inn, Hyannis, MA, had a power outage at 2 a.m. on the morning of September 1st, till a temporary line was run in at 11:30. Power in most rooms was out, and guests woke to the chirp of smoke detectors. The team kept working with available power and Housekeeping cleaned rooms using the night audit emergency report. When guests reached the lobby, they were greeted by smiling and sympathetic staffers, with a minor miracle: breakfast, on time! Power was restored by 5 p.m. that day. Congratulations to the entire team for pulling together and doing a great job in a difficult situation.
- The Holiday Inn Cape Cod/Falmouth, MA, converted their 20-foot fieldstone fireplace to gas, so guests can enjoy a roaring fire at the touch of a button.