

Hotels for Hope Fights Back



Hotel for Hope Banner with walkers

Employees from three Linchris Hotel properties (Comfort Inn & Suites and Fairbanks Inn in St. Johnsbury VT, and the Hampton Inn in Littleton NH) joined forces to form the 'Hotels for Hope' Relay for Life Team. The group walked through the night to help raise money for cancer research. The employees were inspired to fight back after losing a Linchris family member this past spring. More than 40 employees and their family member participated and raised almost \$5,000 dollars!

"It was an incredibly touching and rewarding experience for everyone that participated," said **Brett Loehr**, Regional Director of Operations. "We had a great time together and most importantly, we were determined to do our part to help find a cure for cancer."

On the back of the Hotels for Hope shirts, team members memorialized their loved ones who had battled with cancer.

"We were both saddened and motivated when we saw how many of us have lost loved ones to this dreaded disease," said Loehr. "As a team, we decided to fight back."

The hotels have committed to attend this event annually and in 2010, the hotels expect to double employee participation for the relay, as well as the amount of money they generated from fundraising.

Employee Getaway DI\$COUNT\$

The Linchris Hotel Corporation employee room rate plan is in full swing. All employees qualify to receive a \$15 per-room rate during their stay at any Linchris property. "Our employees are at the heart of our success, and we want to reward their hard work through affordable getaway options," said President of Linchris, Michael Sullivan. Arrangements must be made with your General Manager in order to take advantage of this wonderful offer. Plan a trip with your family to any of our destinations for an unforgettable, and cost-efficient, getaway!



The Spirit of Care

Tom Perron, the Food and Beverage Manager of **DoubleTree Hotel in Milford MA**, was recently awarded the DoubleTree Spirit of CARE award. The Spirit of CARE award is the highest honor a Doubletree team member can achieve. This annual award is issued to only three recipients out of hundreds of nominations. "Tom has always been praised by our guests for his attentive service and attitude," said **Steve Gordon**, General Manager.

The hotel's CARE Committee thought Tom and a team of hotel employees demonstrated superior customer service one day this past winter when he went outside and cleaned snow off of 65 cars for guests. The committee sent in a "Spirit of CARE" nomination to DoubleTree to commemorate these efforts.

As the winner of this prestigious award, Tom's prize package includes a letter from Rob Palleschi, the Global Head of the Doubletree brand, a check from the Doubletree, engraved plaques for him and the hotel, and two Doubletree "Be My Guest" certificates, which allow the recipient a free night's stay at any Doubletree in the world.

In addition to helping clear snow off all the cars, Perron has been instrumental in two CARE Committee presentations as well as charitable programs in the community. "We are very proud of Tom. He has distinguished himself and the hotel in joining this select group of service champions," said Gordon. Congratulations to Tom Perron and DoubleTree Hotel!

A MESSAGE FROM CHRIS



Chris Gistis, CEO

I want to share a recent experience that was simple, yet quite impactful. I recently brought my car to a local body shop for some minor body work. When I returned to pick up my vehicle,

I was thanked by name for my business, something that is uncommon in most body shops. A couple weeks later, I returned to the same shop with my wife's car and received the same gesture of gratitude, but this time from the manager who came out of his office to shake my hand to say, "Thank you for your business Mr. Gistis." It was clearly evident that all who worked at this shop appreciated my business and this small act had made a lasting impression on me as customer.

This experience served to remind me that our guests have a sea of hotels with strong brand affiliations to choose from, yet they walk through our front doors. For us to succeed, we must provide the best service possible to ensure return visits to our locations, especially more so in this very difficult economy. If we fail to either meet or exceed their expectations, they will most likely choose another hotel for their future travels.

It is so important to extend a sincere thank you to every guest that stays at one of our hotels and to let them know we appreciate their business. From front desk personnel, to those who may just pass our guests in the hallway, we all must work together to express gratitude for their patronage.

As always, I wish you and your families continued health and happiness.



Rick Doane with TV



The staff of Holiday Inn, Rockland, MA

Holiday Inn Rockland Showcases \$3 Million Renovation

On Thursday June 18, 2009, over 250 attendees gathered to celebrate the grand re-opening of the **Holiday Inn in Rockland MA** in conjunction with the South Shore Chamber of Commerce. **Rick Doane**, the newly appointed Executive Director of Interfaith Social Services (ISS) in Quincy MA won the grand prize raffle drawing – a 32" RCA plasma TV! ISS is a private, non-profit, non-sectarian organization that serves the community by strengthening family life and by offering assistance to anyone in need on the South Shore. "It was my first event for the Chamber of Commerce," says Doane. "I went to meet the people of the South Shore and hoped to win a raffle prize to donate to the silent auction at Interfaith's up-coming Golf Tournament." After he won the TV, he promptly placed it among the items at the ISS 8th Annual Golf Tournament at The Country Club of Halifax on June 29. The TV brought in over \$300, which contributed to the \$15,000 Interfaith raised from the event!



"The grand re-opening went great! We were so happy that so many people came," says Holiday Inn Rockland, General Manager, Jonathan Gistis. "It's also great to hear that Mr. Doane won such a fantastic prize and gave it selflessly to help others at Interfaith Social Services." Congratulations to the staff of the Holiday Inn of Rockland!



Welcome Wii

The **Comfort Inn in Concord, NH** has come up with a novel way for travelers to have fun this summer. Guests can now rent a Wii machine for \$20 during their stay. "Guests really seem to enjoy it. It's a great way to unwind after a hectic day," said GM Michelle Wilson.

Home Run!

Staff members of the **Hampton Inn in Colchester VT** hit the diamond this summer for the 2009 Softball season. Currently, the squad has a 2 wins/3 loss record. Go Colchester!



Falmouth's on Facebook

The **Holiday Inn in Falmouth MA** has launched a new social media campaign directed to please guests by embarking on the latest technology. Lobster stuffed animals are available to guests and are encouraged to post pictures of the lobster's travels to "Mommy Lobbie's" Facebook Page. Guests are also encouraged to follow the "Little Lobbies' Adventures" by checking out the Holiday Inn Falmouth Facebook page.



Setting the stage for a more productive you!

The great philosopher Aristotle said: "We are what we repeatedly do. Excellence then is not an act but a habit." I report to Robb Moskowitz who told me that he really enjoyed my article in the last issue of the Insider. In fact, he said that I had hit a home run and was expecting to see another winning article (wow, no pressure there)! My first thought was to call out – can you call out for writing a column? Can I bring in a Guest Columnist I wondered? I finally acquiesced and said it was time to step up to the plate and ask of myself what I ask of you in each training class – make something positive happen today.



Bob Albom

Mental toughness is a term that is used in often competitive sports. It is an equally important tool in our industry as well. My focus, each morning is to say "why not" instead of asking why. Three types of individuals reside in our everyday lives: those who make things happen, those who watch things happen and those who wonder what in the heck just happened.

Setting high standards is the key for success when working with people. Therefore, I'm only as good as my last training class. The same can be said for how your GM daily interacts and leads his or her staff. It's no different for how you handled your last check in/check out, prepared and served your last meal or cleaned/repaired your last guest room. Doing something well once won't keep your hotel competitive in today's marketplace. I challenge myself to be at my very best each day and here's what I do to stay focused –

- The hospitality industry allows me to paint on a fresh canvas every day. What I do for a living will only become stale if I let it. If you believe in the adage: if it ain't broke don't fix it. You'll watch the world go right by you. Change really is a good thing. Try something new every day whether it be your approach to how you handle situations or interact with guests or peers.
- Most people's issues reside in the moment. Once that moment has passed, they revert back to who and where they were mentally before the incident occurred. We truly do live a forgiving society. Time manages to lessen intense feelings. If something that caused me anguish six months ago still haunts me today, then shame on me. Life is just too fleeting to spend time in bad places. Let it go. Continually strive to move forward.
- Be flexible in how you deal with people and things. You'll amaze yourself in just how well you handle pressure when your thought processes aren't rigid from the onset. I don't beat myself up for making mistakes. Instead, I look to see what I can learn from them. Apology, with empathy, is both a cleansing and a rebuilding tool. With a clean slate, anything is possible.
- No one makes it in any industry without resources. I continually look to my peers for guidance. Our industry gives us the opportunity to meet so many gifted people. Sometimes just talking something out refocuses my state of mental toughness.

The sky is the limit for those who have high standards, set achievable goals and work with their hearts as well as their heads. Stay mentality tough – and by the way – no one said it was going to be easy!

Linchris Continues Tradition of Promoting from Within

• **Michael Gilbert** of the **Holiday Inn in Falmouth MA** has been promoted to Kitchen Supervisor at the **Kansas City Steakhouse**. His colleague **Heather Powers** has been promoted to Front Desk Supervisor. "The Linchris history of longevity, and its emphasis on team-building have really impressed me over the years," said Powers. "The company gave me a great foundation in the hospitality business and I have experienced first hand their commitment to growing from within."



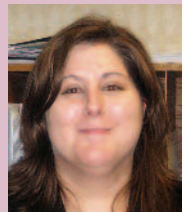
Michael Gilbert

• The **Holiday Inn in Brookline MA** is pleased to welcome **April Fairbanks** as the new Front Office Manager. April joins the hotel after spending the last 5 years at the **Holiday Inn in Manchester NH**.



Heather Powers

• **Sarah Whittemore** has been promoted to General Manager of **Fairbanks Inn in St. Johnsbury VT**. Sarah started her career with in house-keeping, moved onto the front desk, was promoted to Front Office Manager, and eventually became the Area Director of Sales and Marketing for the **Hampton Inn, Littleton NH, Comfort Inn and Suites and Fairbanks Inn, St. Johnsbury VT**.



April Fairbanks

• **Nick Pancoast**, Area Director of Operations/GM has been promoted to the 227 room **Hampton Inn Logan Airport in Boston MA**. Nick will also continue to oversee both the **Salem and Manchester NH Holiday Inns**.



Sarah Whittemore

• **Brett Loehr**, Area Director of Operations/GM has taken on the responsibility for the oversight of the **Hampton Inn in Burlington VT**. In addition to his new responsibilities, Brett will continue oversight of the **Fairbanks Inn, the award winning Comfort Inn & Suites both in St. Johnsbury VT and the award-winning Hampton Inn**



Nick Pancoast

• **Molly Mulholland** has been promoted to the General Manager position at the **Holiday Inn in Salem NH**. Molly began her career with Linchris in 2005 as a part time Sales Manager for the **Holiday Inn, Manchester NH**.



Brett Loehr



Molly Mulholland



Demonstration of the SPARKLE cleaning program with housekeepers from Holiday Inn Express, Poughkeepsie NY

Holiday Inn Express in Poughkeepsie NY Makes History!

The **Holiday Inn Express in Poughkeepsie NY** was chosen, from all the Expresses in the Americas, to be the beta-test property for the Holiday Inn SPARKLE cleaning program!

SPARKLE was designed to provide a constant method of cleaning throughout the full service Holiday Inn brand in conjunction with Ecolabs. Holiday Inn is looking to expand the program to the Holiday Inn Express and chose Poughkeepsie to test the program for them. "Holiday Inn Express, Poughkeepsie once again is making another first. This hotel was the very first Holiday Inn Express, the first Express to re-launch in this region; and now the very first to beta-test the SPARKLE program. We are honored and proud to have Poughkeepsie Holiday Inn Express accomplish another first," said Eric Adnams, General Manager.

To celebrate and kick-off the SPARKLE program, we planned a breakfast for our crew on the morning of April 28. At that time, Christina Moyer, Executive Housekeeper, walked through the training manual with all the staff, showed the Sparkle program training video, as well as, had our Ecolab representative join us to walk everyone through the program and demonstrate how each of the cleaning tools work. "The SPARKLE program definitely gives us an edge. We're excited about being the ones who are able to adjust the program to what will work best in the Holiday Inn Express setting," said Christina Moyer. Guests clearly rate the program as a success as cleanliness scores have risen three points above brand average.

Two GM's Welcome New Family Member



GM Frank LaGrande with his wife and two sons

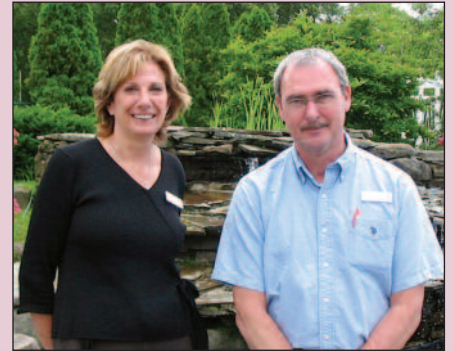
Frank LaGrande, General Manager of the **Holiday Inn Express in Keene NH** and his wife Tara celebrated the birth of their son, Jack Michael on April 27. Little Jack was born at the Dartmouth Hitchcock Medical Center in Keene, weighing 8 lbs. and 19¾ inches long. Congratulations to Frank and Tara!



GM Sarah Whittemore with her husband and new son

Sarah Whittemore, General Manager of the **Fairbanks Inn in St. Johnsbury VT**, and her husband Rory Whittemore welcomed their first child, son Ryan James Whittemore on June 30. Ryan weighed 6lbs. 6oz and was 20" long. Congratulations to Sarah and Ryan!

Four Points Sheraton in Eastham Welcomes Two New Managers

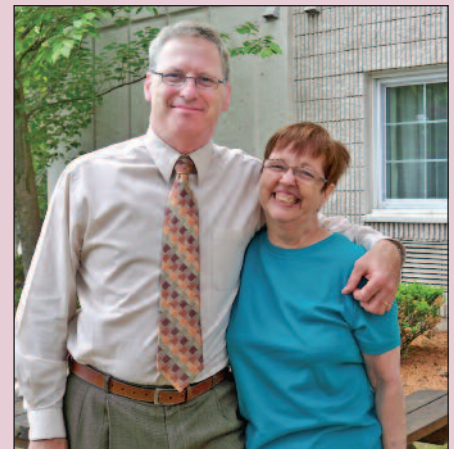


Cindy Ladd and Alan Love

The **Four Points Sheraton in Eastham MA** is proud to welcome back Cindy Ladd as the Director of Sales. Cindy worked at the hotel three years ago. Joining Cindy is Alan Love, who comes onboard as Chief Engineer. Alan began his current position in early June.

Diana Karels Retires from Salem NH Holiday Inn

Diana Karels retires from the **Holiday Inn in Salem NH**. Throughout her 15 year career, Diana has held many positions including Assistant Housekeeper, House Person and Room Attendant. Diana could often be seen interacting with guests and co-workers, always greeting everyone she met with a friendly "Hello." It was this outgoing, caring attitude that earned her the Linchris Employee of the Year award in 2004. Diana was honored by management and co-workers at the Summer Kick off BBQ.



General Manger Nick Pancoast and Diana Karels