



## Brett Loehr Named Vermont Innkeeper of the Year



Congratulations to **Brett Loehr, Area Director of Operations** for Linchris hotels located in northern New Hampshire and Vermont, on being honored with the **Borden E. Avery Vermont Innkeeper of the Year Award**.

The Vermont Chamber of Commerce hosted a "Hospitality Gala" at the Woodstock Inn on November 15<sup>th</sup> to celebrate this exciting occasion. The award is the Vermont hospitality industry's most prestigious. It is designed for individuals who have held long time, high profile positions in the state's tourism industry. Brett's aggressive and broad-based destination campaigns, supporting Vermont as a whole, has spanned more than a decade. His introduction to the hospitality industry began when he was just 13 years old working at a bed & breakfast. He worked full-time throughout high school and college in a handful of hotel positions and at the age of 21, he graduated from Johnson and Wales University with a BA in Hospitality Management. Brett was promoted to General Manager of his first hotel when he was only 23 years old.



Brett's passion for the industry led him to join Linchris Hotel Corporation more than 16 years ago. He opened the Comfort Inn & Suites, St. Johnsbury, VT in 2000 and in just three years, he led the team to earn Choice Hotels reputable "Inn of the Year" award recognizing it as the #1 Comfort Inn among more than 1500 hotels. In addition to running his own hotel, Brett oversees the daily operations of the Hampton Inn, Burlington/Colchester, VT; the Fairbanks Inn, St. Johnsbury, VT; and the Hampton Inn, Littleton, NH.

According to Maureen Brown, General Manager of the Hampton Inn, Colchester, "Brett has infectious enthusiasm for the hotel industry. He is constantly thinking up ways to improve the experience for his guests while designing training programs that engage his staff to provide exceptional service. It is a pleasure to work alongside Brett at Linchris."

"Brett is a tremendous asset to the Linchris hotel team," said Chris Gistis, Chief Executive Officer. "His commitment to cross-training and promoting from within has led dozens of Linchris employees to grow from entry-level jobs into upper management positions. We are proud and honored to have him as a part of our team."

**Congratulations!**

## Sales Strategies for a Winning Team



More than 45 Linchris sales managers and general managers participated in a two-day sales conference at the Holiday Inn, Mansfield, MA on November 29 and 30, 2011. The workshop focused on unifying the company's sales effort and developing strategies to market Linchris as a whole. Attendees participated in workshops that included Internet marketing, budgeting, displacement analysis, prospecting, hosting a sales blitz, cross-marketing and a best practices session.

*"I think one of the most important things we accomplished was getting the Linchris sales force under one roof and focused on the growth of our company,"* said Michael Sullivan, Linchris President. *"The importance of our sales team knowing their counterparts, as well as their sister hotels, is expected to inspire a new level of cross-promotion. We all work hard... now we all need to work smarter. Our goal was to improve communication between hotels and encourage the sales managers to work together. I think we accomplished that – and then some."*



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## A Message from Chris



Each year, in this holiday issue of the Insider, we celebrate the joy of the season by highlighting the volunteer efforts of our team and the donations and toy

drives taking place at so many of our properties. In addition to recognizing all of these great employees who give their time and energy to help others, there is no better time of the year than this to honor our very own Brett Loehr, for being named Innkeeper of the Year for the entire state of Vermont.

Brett spreads joy to everyone he comes into contact with every day, making him a very deserving recipient of this prestigious award. Brett has been with Linchris for more than 16 of the 26 years that we have been in business. His dedication to his employees, guests and the residents and visitors to the state of Vermont goes above and beyond industry expectations. He puts his heart and soul into his job, taking care of his guests with enthusiasm, while developing his team members for growth and promotion.

Beyond this, Brett takes his dedication to the next level by finding creative ways to support the state of Vermont as a whole. He understands “the big picture” – that success extends beyond the ideal of having healthy, happy employees and satisfied guests who want to return on a regular basis. Brett realizes that if the state of Vermont is not a successful tourist destination for work and play, then our hotels and our employees cannot thrive, no matter how much time and energy he commits to its success.

Our employees are the basis of our success and are the reason we are able to now celebrate 26 successful years. Thank you to Brett and to all of our employees for doing a wonderful job in 2011. *Have a happy holiday season and a wonderful New Year!*

## Ed Sanders Receives Rising Star Award



Shown here Ed Sanders (center), poses with John Boutin (left) of Vermont Business Magazine and Phil Scott (right), Lt. Governor of Vermont.

Congratulations to **Ed Sanders, Director of Sales for The Hampton Inn and Event Center, Colchester, VT**, on receiving the Rising Star Award from *Vermont Business Magazine*. He is one of only 40 people under the age of 40 to receive this annual award statewide. Ed was honored for “making a difference in the community” and for his proven success within the industry.

## Toys for Tots in Falmouth, MA



Shown here are (l – r): Sophia Thompson-Hall, Suzanne Fernandes, Linda Hays, Carla LaFrange (kneeling), Sheryl Barrett, Claudette Heavens and Michael Craven.

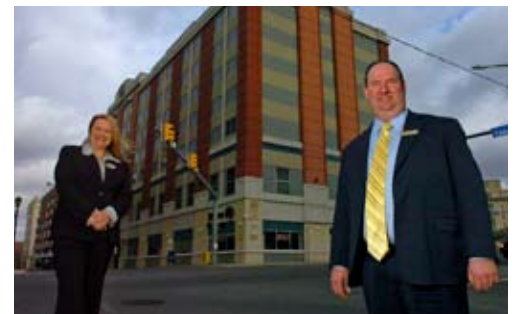
The staff at the **Holiday Inn, Falmouth, MA** is excited to report that as of December 9th, the team has already collected 121 toys for this year’s Toy Collection! Their goal is 325 toys, which would be 75 more than the 250 collected for the 2010 season.

## Hilton Scranton Named Best Hotel in Reader’s Poll

The Hilton Hotel and Conference Center, Scranton, PA was just selected as the “Best Hotel” in the Electric City 2011 Reader’s Poll. The hotel is the newest addition to the Linchris family and features 26,000 square feet of conference space, two restaurants and a lounge.



*Congratulations!*



Shown here, Lori Rupp, Director of Sales and Marketing and Brian Anderson, General Manager, pose for a photo outside the new Hilton Hotel and Conference Center, Scranton, PA.

# Promoting from Within



Shown here are (l-r): Yris Ventura, Executive Housekeeper; Tony Guaetta, Chief Engineer; Cathy Cucchiello, Assistant General Manager; and Nick Pancoast, General Manager.

**Tony Guaetta** was promoted to **Chief Engineer** for the **Hampton Inn, Revere, MA**. Tony has been in Maintenance at the hotel for one year as the Maintenance Engineer.



Shown here are (l-r): Cynthia Ostrom, Director of Sales; Heather Powers, Front Office Manager; and Sophia Thompson-Hall, Guest Service Agent.

**Heather Powers** was promoted to **Front Office Manager** at **Holiday Inn, Falmouth, MA**. Heather is a perfect example of Linchris' practice of promoting from within. Starting at the Comfort Inn, Hyannis, MA as Front Desk Agent, she was promoted to Front Desk Supervisor of the Holiday Inn, Falmouth in April 2009.



*Sales Conference continued for Page 1*



*Laurie Malenfant, Sales Manager of the Hampton Inn and Event Center, Colchester, VT said, "The sales conference was a great opportunity to share ideas and meet others who work to market Linchris as I do. The conference concluded with an inspirational and moving "Rules of Success" presentation by Brad Degenkolb, Director of Sales for the Holiday Inn, Weirton, WV."*

## INN the News



**Baran Varan, Night Auditor for The Holiday Inn Boston, Brookline, MA** was recognized by the Brookline Police Department for being an outstanding citizen and helping to save the life of a guest who was experiencing a

seizure. Baran called the authorities and then provided care for this individual until medical staff arrived to take over. This is not the first time an employee of the Holiday Inn, Brookline has been recognized for going above and beyond the call of duty...last year, Alyssa Ginsberg, Front Desk Supervisor, was honored with a "Celebrate Service Award" for providing exceptional service for a guest as well. *Now that's service!*



Shown here are (l-r): Tim Kavanagh, Laurie Malenfant, Corporate Sales Manager and Luis Guzman.

**The Hampton Inn and Event Center, Colchester/ Burlington, VT** held a benefit comedy show in September to raise money for the Vermont Disaster Relief Fund. Tim Kavanagh a local celebrity, and Luis Guzman, TV and movie star, assisted the team in raising over \$12,000 for Hurricane Irene victims in southern Vermont.

# Future Hoteliers...

## *Holiday Inn Boston, Brookline, MA welcomes two baby boys*

The first is baby Jayvonni born to **Leslie Blake**, our **PBX operator**. Jayvonni is Leslie's first child born on September 8<sup>th</sup>, weighing in at 8 lbs., 10 ounces and 21 inches. Jayvonni is also the grand child of **Wanda Mercado**, **Executive Housekeeper** at another Linchris Hotel, the **Best Western Terrace Inn, Brighton MA**.



The second was baby Connor born to **Nathan Belleville**, one of our **Front Desk Agents**. Connor is Nathan's first child as well, and was born on October 19<sup>th</sup>. He weighed in at 7 lbs., 5 ounces and 18 inches.



*We would like to congratulate both Leslie and Nathan on becoming new parents, and wish them both the best of luck!*

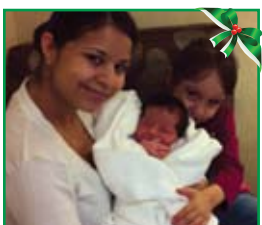
## *The Hampton Inn, Revere, MA also has two birth announcements to report...*

The first announcement is to congratulate **Christina Antico**, **Sales Director of the Hampton Inn, Revere, MA**, and her husband, Rob, on the birth of their baby girl, Kayla Ashley Antico. Kayla was born on August 19<sup>th</sup> at only 5 lbs., 9 oz. and was 18.5 inches long.



The second announcement welcomes Olivia Joan Clark, who was born to **Samantha Hawkes**, **Bartender** at the **Hampton Inn** and **Matthew Clark**, **Chief Engineer** for the **Holiday Inn, Rockland, MA**. Olivia was born on October 21<sup>st</sup> at 5:06 p.m. She was 8.5 lbs.

Congratulations to **Cassandra Santos**, who gave birth to Vayda Jean Santos on September 9<sup>th</sup>. The baby weighed in at 8.8 lbs. and was 21 inches tall. Cassie was most recently the Director of Sales of the Comfort Inn, Cape Cod, MA and will be returning to the **Sheraton Four Points, Eastham, MA** as the **Front Desk Agent** during the off-season and **Manager** of the **Ocean Park Inn** during the summer months.



The final announcement is to congratulate **Jeleris Sepulveda**, **Housekeeper** at the **Holiday Inn, Manchester Airport, NH** on the birth of her second beautiful daughter, Lilinette Quinones. Lilinette arrived on September 17<sup>th</sup> at 7 lbs. 9 oz. She is shown here with her older sister, Jeslian.

## Welcome Aboard

**The Holiday Inn Boston, Brookline, MA** welcomes **Stefanie LeBrun** as **Group Sales Manager**.

Previously, Stefanie worked at Hotel Tria in Cambridge, MA, and at the Hampton Inn and Suites in Fort Myers, FL.



*(Left to right): Sheeri Yardeny, Catering Sales Manager; Amy Ordway, Director of Sales; Stefanie LeBrun, Group Sales Manager; and Jade Jitium, Business Transient Sales Manager*



*Shown here are (l-r): Veronica Sambrano, Breakfast Hostess; Maria Rojas, Housekeeping; Mercedes Anderson, Housekeeping; Michael DiPisa, Sales and Marketing Manager; Eva Lopez, Assistant Executive Housekeeper; Theresa Castellanos, Laundry and Oliver Silva, AGM.*

**The Holiday Inn Express, Poughkeepsie, NY** welcomes **Michael DiPisa** as the new **Sales and Marketing Manager**. Michael comes to us from The Holiday Inn, Orangeburg, NY; and Dolce International Palisades, NY.



*Shown here are (l-r): Donna Peplinski, Conference Services Manager; Carisa Mychayliw, Corporate Sales Manager; Christina Gianatiempo, Sales Administrative Assistant; Ashley Kuback, SMERF Sales Manager; Lori Rupp, Director of Sales; and Sara Woody, Catering Senior Sales Manager.*

**Carisa Mychayliw** was hired as the new **Corporate Sales Manager** for the **Hilton Scranton & Conference Center, Scranton, PA**. Prior to joining our newest hotel, Carisa was the Director of Sales at the Hampton Inn & Suites in Wilkes-Barre, PA and has experience at the Holiday Inn in Scranton and the Radisson Hotel in Scranton.