

Hospitality INSIGHTS

WINTER 2013

A newsletter for the employees and friends of Lafrance Hospitality Company

GROUNDBREAKING CEREMONY IN WAREHAM, MA

Ground was broken at the site of the future TownePlace Suites by Marriott on Tuesday, November 11, 2013, at Rosebrook Place. LHC's newest hotel will sit on Route 28, near the intersection of I-495 and I-195, with 90 guestrooms and a 300-seat full service function facility. "Today is the first day of Wareham's economic future," State Representative Susan Williams Gifford said. Lafrance Hospitality Company CEO Richard Lafrance said he's happy to be doing business in Wareham. "The idea of hospitality is treating people the way you would like to be treated, the warmth you have within the community, taking care of each other- everyone benefits from that," Lafrance said. "We feel very fortunate to be welcomed into Wareham." Key members in Lafrance Hospitality's leadership were at the groundbreaking ceremony on Tuesday. Tim Burkhardt, VP of Hotels for Lafrance, said "Wareham is a natural extension to the SouthCoast base of our hospitality business. We are looking forward to bringing a hotel and full service event center to this promising area." "There are 10 million vehicles that come by this front door, I-195 and Route 25, every single year," A.D. Makepeace President and CEO Michael Hogan said. "This will create another reason for people to stop here and enjoy the amenities that the town has to offer." This includes the town's coastline, beaches and golf courses with none of the Cape Cod traffic. "Tourism is economic development and economic development is tourism, meaning there's a domino effect," President and CEO of the Cape Cod Canal Region Chamber of Commerce, Marie Oliva, explained. "So yes, it's hospitality-related but with that comes a creation of jobs, more residents coming in, more people shopping and coming into the community and a project of this magnitude brings in other mixed growth," Oliva went on. Wareham is expected to see 50 permanent full-time and part-time jobs. The project will also produce a projected \$145,450 in annual revenue, not including water and sewer usage, building permit and other fees. This TownePlace Suites will be the ninth hotel in Lafrance Hospitality's growing portfolio and the fifth hotel property in MA.



HOLIDAY INN EXPRESS BOSTON/MILFORD COMPLETES RENOVATION



Acquired by LHC in 2012, the property started to undergo a complete multi-million dollar property improvement project later in the year. The revamp includes the addition of two new guest rooms, new furniture and bedding in all guest rooms, new carpet and wall coverings, new lighting, microwaves, mini-refrigerators, upgrades to the meeting space, pool and fitness center, and a fresh lobby with new furniture, business center, Express Market and On-The-Go reader board. The 119 room Hotel ranks number 1 out of 6 hotels in the Milford market on TripAdvisor and takes pride in the excellent customer service provided to guests. "The new, modern amenities, partnered with the staff's dedication to guest satisfaction, will go hand in hand as we work to maintain our status as a choice property for business and leisure travelers alike," Timothy Burkhardt, VP of Hotels for LHC, stated. The newly renovated Hotel's Granite Room is available for meetings (up to 50 people). For meeting and group information, or to arrange a tour, contact the Sales Department at 508-634-0675 or visit www.ExpressMilford.com for photos.



TAMPA, FLORIDA ADDITION

We are pleased to announce our new affiliation with the MainStay Suites of Tampa, FL. The non-smoking, all-suite hotel is right off of Interstate 75, just minutes away from a variety of options for a fun and entertaining stay, including:

Busch Gardens, Florida Aquarium, Seminole

Hard Rock Casino and Florida State Fairgrounds. Each guest room includes fully equipped kitchen facilities, flat-screen TV, hair dryer, and iron. The property offers an outdoor pool, complimentary breakfast, high-speed internet and shuttle service. The MainStay Suites Tampa is the third hotel in LHC's Florida portfolio, joining the Sleep Inns of Ellenton and Sarasota.



NEW BEDFORD FAIRFIELD INN & SUITES MAKES HUFFINGTON POST

LHC's Fairfield Inn & Suites by Marriott has been named #6 on the Huffington Post's 'Ten Best Hotel Room Views' for the Northeast/East USA Edition.

Travel writer Malerie Yolen-Cohen states that "this new hotel hard by the working docks took a big leap of faith when it opened several years ago.

Now, rooms are nearly 100 percent occupied in season, because more and more tourists who are traveling to Boston or the Cape or who come off the high-speed Vineyard Ferry across the street are choosing to stay overnight. With helpful friendly staff, this chain hotel feels more like a B&B. Ask for a room facing the commercial fishing fleet. By virtue of its scallop industry, New Bedford is the most profitable fishing port in the country, and watching the ships coming and going in the harbor from your room is unexpectedly thrilling." Lafrance Hospitality and the New Bedford hotel are honored to be a part of this list, which also includes the Millennium Bostonian Hotel, Lake Placid Lodge, Loews Hotel - Philadelphia and other unique properties. The Fairfield Inn & Suites by Marriott is one of just two international brands that are on this list. New Bedford has a great future ahead of it and the Fairfield Inn & Suites is thrilled to be a part of this charming town!



LAFRANCE HOSPITALITY CHOSEN AS WELLNESS CHAMPION EMPLOYER

LHC was ecstatic to be chosen as a not only as a partnering employer, but as a Wellness Champion Employer in the Greater Fall River and Greater New Bedford area, with Southcoast Healthy Housing and Workplace Initiative - a Community Transformation Grant through Voices for a Healthy Southcoast (SCHHWI), hosted by YMCA Southcoast. We have benefited greatly from the hard working leadership team of the initiative.

The wellness program began when the company joined forces with the Fall River Fitness Challenge, which greatly benefited many of the South Coast area employees. LHC's Dover, NH properties created a similar challenge that received a great response of participants and resulted in most employees losing more than 10% of their body weight in just a few short months. Employees encouraged one another to follow through and stick with the healthy changes they were making. To keep the momentum going following the challenge, LHC conducted an employee health and wellness survey to discover the needs and desires of its hard working employees. As a result, the company has begun offering wellness program, coordinated by SCHHWI Wellness Coordinator, Nicky D'Abrosca, such as kickboxing, women's self defense, stretch classes and more.



Thomas Giunta Roadrace 2013
L-R: Wayne Wood, Stephen Rego, Renee Dufour, Sherri Rego, Sean Lafrance, Steph Rego and Michelle Nogueira

RECENT STAR EMPLOYEES

Bittersweet Farm

William Rushton

Dover Comfort Inn & Suites

Hannah Libby

Dover Hampton Inn

Rick Gray
Denise McKinney
Sandra Seaton

Dover Homewood Suites

Patrick Conneely

Milford Holiday Inn Express

Paulina Corral

New Bedford Fairfield Inn & Suites

Ronaldo Cristiano
Austin Doucette

Plymouth Hampton Inn & Suites

Kirk Bowen
Amaro Demera
Mayra Garcia

Rachel's Lakeside

Brooke Cardona

Ten Cousins Brick Oven

Josh Cole
Sarina Silva

Westport Hampton Inn

Karen Lafrance
Patty Lou Valcourt

White's of Westport

Romario DaSilva
Randy Lima

Wilton Comfort Inn & Suites

Michele Siprell

CEO RICHARD LAFRANCE JOINS PANEL DISCUSSION FOR PRUDENTIAL CAPITAL GROUP

Prudential Capital Group and Wolf & Company held their annual middle-market CEO panel discussion and networking event at the UMass Club in Boston. This year's panel featured three dynamic and entrepreneurial CEOs who lead highly successful middle-market businesses: Todd Blount, CEO of Blount Fine Foods; **Richard Lafrance, CEO of Lafrance Hospitality**; and David MacKeen, CEO of the Eliassen Group. This year's panel discussion focused on issues such as: staying agile to capitalize on opportunities; how to stay connected with employees and clients as the company grows; growth strategies with a focus on acquisitions; and the pros and cons of taking business risks.

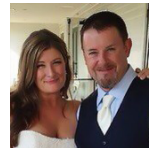


TALES FROM THE CRIB

Ashley Chaut of our Corporate Office welcomed a beautiful baby girl on Sunday, November 17th. Haley Anne Soule was born weighing in at 7 pounds, 11 ounces and 21 inches. Congratulations Ashley!



LHC WEDDING BELLS



Congratulations to **Jenn Lerz**, Regional Director of Sales, for our NH Hotels, who was married to Kevin Norr on Saturday, June 1st. All of us at LHC wish you many years of health and happiness!

On Sunday, June 30th, **Nanette Verville**, server at Bittersweet, married her Dennis Nadeau, at our very own Bittersweet Farm! Best wishes to both!



LHC TAKING TIME TO GIVE BACK



Sara Haslam (GM) - Fairfield Inn & Suites, New Bedford, recently attended the Marriott GM Conference in Orlando, FL. She spent one day volunteering for Habitat for Humanity painting a house that they were working on. She also accepted the Marriott Silver Hotel Award for outstanding Guest Survey

Satisfaction scores on behalf of the entire hotel staff. We were in the top 20% of the 702 Fairfield Inns! Great Job Sara and crew!

Comfort Inn & Suites team members **Tammy Hutchinson (GM)**, **Steve Marin** and **Carmen Austin** participated in the United Way's Days of Caring 2013:

"Do what you Love, Love what you do!" Campaign. They spent Saturday, August 24th giving the Franklin County Animal Shelter a fresh coat of paint. What a nice reminder for us all how important it is to get involved in our communities and to give back! Way to go Tammy, Steve and Carmen!



KUDOS TO ALL OF OUR HOUSEKEEPERS

LHC hotels across New England celebrated International Housekeeping Week mid-

September. Since 1981, International Executive Housekeepers Association has set aside one week per year for all to focus attention and recognition on the professional housekeepers working in facilities such as hospitals, hotels, state facilities, colleges/schools, and many others who maintain a cleaner, safer, healthier environment for us all each and every day.

TEN COUSINS DOES IT AGAIN...TWICE!

Early summer, Cousins roasted corn and crab chowder won the People's Choice 2nd place for the best chowder, at the Taste of the SouthCoast in New Bedford. This past October at the 8th Annual New Bedford Chowder Festival, Ten Cousins won 3rd place in the People's Choice award for best seafood chowder! Way to go **Chris Murphy**, **Steph Pererria** and **Emma Lafrance**!



RECENTLY ENGAGED?

LHC's annual Bridal Fair is scheduled for Sunday, March 2nd at Rachel's Lakeside. Join us for continuous fashion shows by Gilda's Place of Bridals and menswear by Slade Formal. There will be multiple grand prizes with values up to \$500, plus over 30 vendors! It's all at Rachel's Lakeside, 950 State Road in Dartmouth. For more information and to pre-register visit: <http://bit.ly/bridalfair2014>

NEW FACES, PROMOTIONS & MORE

Welcome **Casey Beranger**, Sales Manager at our Dover, NH properties. We are happy to have you on the team!

Also, welcome **Brooke Harrison**, Corporate à la Carte Manager for the Lafrance Restaurant Group. Brooke, a former banquet waitress, returned "home" after managing many years at the Sunset Cantina in Boston. Best wishes Brooke and we're happy you're back!

Please join us in congratulating **Nick Silva** on his promotion to Revenue Manager. Nick worked in the front office at the Westport Hampton Inn and came to us from the Hilton in Providence. Elizabeth Valois will continue to work with us on a limited basis handling the revenue management responsibilities for the New Bedford Fairfield for the near future. Best of luck in your new position Nick!

The MCB 12 Seabee's recently held their Annual Awards Banquet at White's where **Donna Souza-Lord**, Sales Manager at the Hampton Inn-Westport was honored with a plaque. Donna was inducted as an honorary member of the MCB 12 Seabee's battalion. This award has only been given out one other time in the group's 35-year existence. Congratulations Donna!

The New Bedford Fairfield Inn & Suites & Waypoint Event Center



sponsored the "Robert Irvine Live!" show at the Zeiterion Performing Arts Center in November. The Food Network star is known for his show: "Restaurant: Impossible," among others. The celebrity chef's interactive show was a fun night out for all!

The **Waypoint Event Center** hosted the Rhode Island chapter of the International Special Events Society (ISES) in November. Members of ISES networked over signature drinks and a variety of hors d'oeuvres before attending an educational seminar with Kevin White, CSEP. Kevin is a professor at the Event Leadership Institute and lectured on how to think like Google, Disney and other innovative brands.



THANK YOU GREG & SULLY! *from Richard Lafrance*

Well, if ever the words, “dedicated, loyal, ambitious” were meant of anyone, they were meant for both **Chef Greg Jasinski** and **Chef Joseph “Sully” Sullivan**. Together they represent over 66 years of irreplaceable work ethic, literally being responsible for preparing easily over 15,000,000 meals, and I can count on one hand how many were not thoroughly enjoyed! Greg was right out of Culinary Institute of America, then the school of the most qualified chefs, and was arguably one of my very best hires in my career. From that May 1st day of 1974, until his last day here, guest satisfaction was always foremost on his plate. Since Sully began his career with us in 1986, he was the “go to” guy if something has to be done. Gravy, meat pies, dressing, lobster newburg, chowder and his famous “Sully’s Stuffies” were just a few of the preparations he did week in, week out. As both were advised to retire due to health issues, life at our home base “White’s Kitchen” is not the same. As Thanksgiving approaches, these are two guys we will never be able to thank enough. We wish them all the best in the future. We are planning a retirement party for them on Monday, December 9th at White’s and invite all to stop in and say hello.

LAFRANCE HOSPITALITY TEAMS WITH TOYS FOR TOTS

With the arrival of the 2013 holiday season, Lafrance Hospitality Company is teaming up with Toys for Tots to bring Christmas to the less fortunate. LHC is asking those who may be attending a holiday party at any of its facilities to bring a new, unwrapped toy with them. Those who donate will receive a voucher for 2-for-1 dinner in The Galley Grille at White’s of Westport. The mission of Marine Toys for Tots Foundation is to “assist the U.S. Marine Corps in providing a tangible sign of hope to economically disadvantaged children at Christmas.” Since the early 1990’s, Toys for Tots has collected over 64.5 million toys.

COMPANY HOLIDAY PARTIES

For groups of any size, we offer something for everyone! White’s, Rachel’s Lakeside, Bittersweet Farm and the Waypoint Event Center have some prime dates still available! Check our Entertainment Schedule for open party dates, DJs, dinner theatre, live music and more!

WHITE’S OF WESTPORT HOLIDAY TAKEOUT HEADQUARTERS!

From sides to complete dinners, White’s will do it all...except the dishes! To place your Holiday orders call: (508.675.7185), or visit us online for our complete listing: www.EventsByLHC.com

LAFRANCE HOSPITALITY | UPCOMING HOLIDAY PARTIES & EVENTS

WHITE’S OF WESTPORT HOLIDAY DINNER THEATRE & OPEN DJ PARTIES

THE PORTUGUESE FIREMAN with DJ GEORGE AYOUB

SATURDAY, DECEMBER 14 | \$39.95 per person*

Local Internet comedy sensation Steve Lopes followed by DJ George Ayoub! (buffet/show/dancing)

OPEN DJ PARTY featuring MUSIC ON WHEELS

FRIDAY, DECEMBER 20 | \$35 per person*

DJ duo, Pete & Tammy will have you on the dance floor and in the holiday spirit! (buffet/dancing)

IT’S A WONDERFUL SCROOGE DINNER THEATRE

SATURDAY, DECEMBER 21 | \$39.95 per person*

The creators of Joey & Maria bring you this interactive holiday experience! (buffet/show)

*featuring our Holiday Buffet | social 6:30pm/buffet 7:30pm

BREAKFAST with SANTA & MRS. CLAUS SUNDAY, DECEMBER 15 & 22

Photos with Santa & Mrs. Claus, face painting, coloring, cookie decorating, a full breakfast buffet and lots of fun!

\$18 adults | \$12 children | \$2 infants



WHITE’S COMMUNITY KICKBACK COUNTRY NIGHT with CRICKET CREEK

SATURDAY, DECEMBER 28 | \$10 per person

Join this live event with New England’s premier top 40 country band Cricket Creek! We’ll also help you raise funds for your non-profit organization at the same time. When your organization sells tickets to this show, you will receive 100% of those profits!

Call Charlie for details: 508.676.7888 x422

WAYPOINT EVENT CENTER OPEN DJ PARTY featuring FUN107’s MICHAEL ROCK

FRIDAY, DECEMBER 13 | \$39.95 per person*

Holiday fun with FUN107’s morning personality Michael Rock! (buffet/dancing) 774.634.2009