

Hospitality INSIGHTS

SPRING 2014

A newsletter for the employees and friends of Lafrance Hospitality Company

FAIRFIELD INN & SUITES NEW BEDFORD AWARDED 2013 SILVER HOTEL AWARD BY MARRIOTT INTERNATIONAL

The Fairfield Inn & Suites New Bedford is proud to announce they were recently awarded the 2013 Silver Hotel Award by Marriott International. The Silver Hotel Award is given to those properties who achieve and maintain near perfect Guest Satisfaction Scores (GSS) throughout the year. This is the second consecutive year the Fairfield Inn & Suites in New Bedford has been awarded this designation. Impressively, the Fairfield Inn & Suites New Bedford was the only hotel property in the state of Massachusetts to achieve this elite designation. "Guest satisfaction is very important to us and it's an honor that our guests and Marriott International are able to take notice of our efforts to provide an outstanding guest experience to every guest, every time", says Sara Haslam, General Manager, Fairfield Inn & Suites New Bedford. "We take great pride in our property, our employees, and most importantly, our guests." The 2013 Silver Hotel Award is a performance award based on Guest Satisfaction Scores from January 1, 2013-December 31, 2013. The award is only achieved by eligible properties in the top twenty percent of the total 702 Fairfield Inn & Suites properties across the country. Overall satisfaction scores for the Fairfield Inn & Suites New Bedford were a staggering seven percent higher than the national brand average. "It is great to see our New Bedford hotel receive this prestigious recognition once again from Marriott. This Fairfield Inn & Suites has become well known for impeccable service as New Bedford has grown as a destination over the past few years", says Tim Burkhardt, Vice President of Hotel Operations, LHC.



LHC GOES BACK TO SCHOOL

LHC is committed to providing continuing education opportunities for its employees and has made Training and Development a key focus area of 2014. Recently, 18 managers and emerging

leaders from our restaurant and hotel divisions completed the first LHC Leadership Development Training. Partnered with Bristol Community College and the Center for Workforce & Community Education, participants engaged in thought provoking sessions covering such topics as "Becoming a More Effective Communicator", "Managing Workplace Changes Successfully", "Building a Successful Team One Step at a Time" and so much more during this three month course. They have gone back to their worksites eager to use their newfound skill set and knowledge.

WAREHAM UPDATE

Construction has begun on the TownePlace Suites by Marriott in Wareham, MA. This all-suite, extended-stay hotel brand in the moderate price range will be ideal for travelers who need accommodations for longer stays. Studio, one-bedroom and two-bedroom suites with fully equipped kitchens and separate living/working and sleeping areas will also be available. Guest amenities will include a continental breakfast, indoor heated pool, fitness center, complimentary wi-fi, guest laundry services and on-site business services. In addition to the 85+ guest suites, the hotel will feature an adjoining 300-seat function facility, Rosebrook Event Center, catering to business meetings, luncheons, civic and social events, and weddings. This facility is a highly anticipated addition to the property and to the Wareham area and there are opportunities to begin booking functions as soon as June 2015.



NEW FACES AT LHC!

Matt Shaffer recently came aboard to fill the role of Marketing Manager. He brings with him a range of experience in Marketing from restaurants in Florida and more recently with BIC Sport North America. Matt currently lives in Forestdale, MA with his wife Kate, two year old son, Seidon and is expecting son #2 in early June. It's no surprise that having lived in Florida Matt loves being by the beach to enjoy SCUBA diving and boating. Please introduce yourself when you see Matt around all the LHC properties.



Chef Nigel Olivier comes to Ten Cousins from Not Your Average Joe's and is already settling in well. His passion for cooking and warm personality are sure to turn up the heat in the kitchen! Next time you're in Cousins, be sure to say hi! Best wishes to Nigel in his new adventure!



EXCITING NEW PROMOTION!

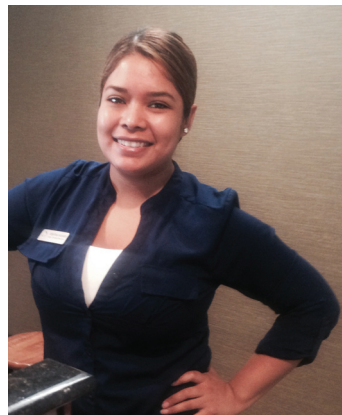


We are pleased to announce the promotion of **Ken Tarara** from Area General Manager to Regional Director of Operations. Ken will assume responsibilities in working with the General Managers at the three Dover Hotels and the Comfort Inn in Wilton to continually improve production and service levels as well as profitability at each hotel. As Regional Director, the General Managers will report to him on all issues and strategies related

to their properties and he will be the primary liaison from the hotels to the leadership group. Ken will continue to act as a bench GM when needed to cover a GM's absence at any of the eight hotels. He will also continue to lead our quality assurance efforts for reservations and hotel policies. Please join us in congratulating Ken as he starts his new role.

SOUTHERN HOSPITALITY

We are pleased to report that in 2013 we introduced LHC hospitality by partnering in three Florida West Coast hotel properties. The 87 room Sleep Inn is located directly across from the Sarasota/Bradenton airport and is close to the best Gulf beaches. It is a great area to visit and is also home to the Barnum & Bailey Circus and Museum. Our 67 room Sleep Inn in Ellenton is located directly off RT I-75 adjacent to one of the most popular outlet shopping centers. The hotel also is directly on Manatee River offering some very nice vistas. Our most recent acquisition was



Martha Acosta-Assistant General Manager
Sleep Inn & Suites Riverfront - Ellenton, FL

the MainStay Suites located in Tampa. This 57 room extended stay property is part of the Sable Business Park and minutes from the Florida Fairgrounds. Located nearby intersection of RT's I-75 and I-4, it provides great access to many of Florida's top attractions. All three properties are experiencing very good increases in monthly revenues with an especially busy recent winter season. Many were escaping from the long Northeast winter. All 3 properties are part of the Choice Hotel Co. and along with our Dover, NH and Wilton, ME Comfort Inns gives us a good representation with this international hotel company.

RECENT STAR EMPLOYEES

Bittersweet Farm

Amanda Bolduc

Dover Comfort Inn & Suites

Kaitlyn Ridge
Joyce Scarponi

Dover Hampton Inn

Adelia Chasse
Sandra Seaton

Dover Homewood Suites

Bonnie Russell

Milford Holiday Inn Express

Bella Hodge
Donna Nichols

New Bedford Fairfield Inn & Suites

Ivone Duarte
Kristy Roussel

Plymouth Hampton Inn & Suites

Stephen Konegay
Mayra Townsend

Rachel's Lakeside

Thalia Amaral

Wilton Comfort Inn & Suites

Melissa Griffin

Ten Cousins

Ryan Hackett

Westport Hampton Inn

Paula Anjos

White's of Westport

Justin Thibault

Wilton Comfort Inn & Suites

Melissa Griffin
Jackie Tyler

The STAR Dinner for 2013 was recently held at White's! The award program honors employees whose work ethic and guest focus are examples to all. We wish everyone the very best in their future endeavors.

Christian's Catering
A FAMILY TRADITION OF EXCELLENCE

508-675-7185

COMPLETE PARTY PLANNING
OUR HOME, YOUR HOME, ANY HOME

TALES FROM THE CRIB

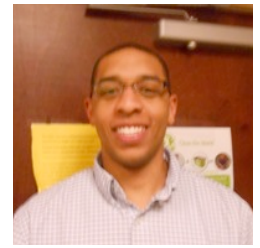
Tyne Anzcl (Director of Sales-Comfort Inn & Suites, Wilton, ME), welcomed Chase Thomas, born on Monday, December 9th at 2:15pm. He weighed in at 7 lbs., 11 oz. and 21.5 inches tall. Best wishes to Tyne and family!

Best wishes to **Brooke Castro** (Corporate à la Carte Manager), and her husband Barden as they welcomed baby Harrison Evers on Valentine's Day! Baby Harrison weighed in at 10.5 lbs. and all are doing well! See you soon Brooke, we miss you!

Jenney Cataldo (Director of Sales-Holiday Inn Express Boston/Milford), welcomed their daughter, Celia Beatrice into the world Tuesday, March 11th at 12:13pm, weighing in at 8 lbs., 2 oz. and 20.5 inches long. Mom, Dad and big Brother are all doing great!

SPIRIT OF HAMPTON

Stephen Kornegay of the Plymouth Hampton Inn & Suites was named the Spirit of Hampton Winner for December 2013! Stephen's knack for "Hamptonality" is legendary. Stephen is famous for being the best at remembering guests' names and details, even if the guest has only stayed at the hotel once. He uses the tidbits of information to better assist the guests in future stays. Stephen is perpetually cheerful and ready to help. He is proud of his city and loves helping guests experience the trip of a lifetime. His name comes up again and again on SALT surveys, where he earns 10's. At a recent drivers' re-training class, Stephen became the hero of the day. When one participant was getting aggressive with the instructor, Stephen leapt in to calm the individual and defuse the situation. He kept everyone clear-headed until the police arrived. Stephen, thank you for making it Hampton!



lafrance HOSPITALITY BRIDAL FAIR 2014

On March 2, 2014, Rachel's Lakeside hosted the 11th Annual Lafrance Hospitality Bridal Fair. The event featured over 30 local vendors including DJ/entertainment, bakeries, florists, bridal boutiques, and limousines, as well as Lafrance Hospitality owned hotels and venues. Nearly 200 brides attended the event, many arriving in large groups with their bridal party or families. The attendance for the event was over 450 people! According to an onsite survey, the number one reason that bride's attended the bridal fair was to meet with and potentially book a vendor. Rachel's Lakeside is the perfect location to host this type of event as it allows the opportunity to produce a high impact show, yet remain intimate and personal. Butlered hors d'oeuvres and champagne added to the sophisticated atmosphere that only Rachel's Lakeside can offer. Plans are currently underway for the 2015 Lafrance Hospitality Bridal Fair at Rachel's Lakeside on Sunday, March 1, 2015.

LHC CORPORATE APPRECIATION PARTY 2014

White's of Westport was host to the 2014 Corporate Appreciation Party. It was the perfect opportunity to thank our most loyal customers, and fun was had by all! The room looked fabulous and all who attended were impressed with the Olympic theme and set up! International food stations provided a variety of culinary delights. Music on Wheels DJs Pete & Tammy, and an Olympic paparazzi wall with photographer Alyssa Reis, captured great memories!

LHC IS ON THE GO!

In February, **Shannon K. Mitchell**, GM Milford, MA Holiday Inn Express, attended an IHG workshop in Boston called "Promises Kept with IHG" dealing with service recovery...**Jeffrey Pineault CFO** and **Tim Burkhardt VP Hotels**, traveled to Atlanta, GA in mid-March to attend the Hunter Hotel Investment Conference. This conference is a great networking event for meeting owners, management companies, brand representatives and lenders from the east coast, in addition to learning about the current transaction market for buying, building and refinancing hotels... **Frank Lima**, GM Westport, MA Hampton Inn, **Deb Roy**, GM Dover, NH, Hampton Inn, and **Silvia Muentes-Lopez**, GM Plymouth, MA Hampton Inn & Suites attended Hampton's "2014 Ultimate GM Huddle", in early April in Orlando FL. Guest speaker, Cheryl Bachelder, CEO of Popeyes, spoke of using Hampton guidelines for her company, working well for them...**Renee Borges**, Wedding & Catering Sales Manager-White's of Westport, and **Sherri Rego**, Sales Manager-Rachel's Lakeside, attended a Catersource & Event Solutions Conference & Tradeshow in Las Vegas late March. The show highlighted all the new and upcoming wedding trends along with marketing & menu ideas. **Richard Lafrance CEO** and wife **Muriel**, attended the Masters Golf Tournament in Augusta, GA, as guests of Sysco.



BON VOYAGE - JOE LAFRANCE!

Another one of our dedicated employees has decided to retire after 18 years with LHC. Joe Lafrance has passed over the reins of Chief Engineer to Colin Thorpe at the New Bedford Fairfield Inn & Waypoint Event Center. We are very grateful to Joe and his commitment to the Fairfield Inn and other properties where he worked. We wish him the very best as he enters the next chapter of his life. Colin Thorpe was promoted to the position and is already doing a great job! Keep up the good work.



LHC ANNUAL TOYS FOR TOTS HOLIDAY DRIVE

With the conclusion of the 2013 holiday season, LHC teamed up once again with Toys for Tots to bring Christmas to the less fortunate. LHC asked those who attended a holiday party at any of its facilities to bring a new, unwrapped toy with them. Those who donated received a voucher for 2-for-1 dinner in The Galley Grille at White's of Westport. With the help of our generous guests, LHC provided over 350 gifts this holiday season to children in the Bristol County area. 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. We are proud to be able to help bring Christmas spirit to those in need this past holiday season!

LHC FAN MAIL!

To: Jen Lerz Norr | Dover Regional Director of Sales

Jennifer, You are so amazing, THANK YOU! Every student raved about their accommodations and we couldn't have been happier with the room. I loved the breakfast at HWS and the homey feel of the place. The morning crew was a delight to see and at the end felt like family. I've never felt so welcomed by any hotel in my life - honestly! Usually it's sign here, keys and that's it. This time I felt like a part of the place, is that too much? Can't wait to come back, it was awesome. All the best, Erica

To: Bittersweet Farm & Staff

"My daughter, Keaira, was married on December 19, 2013. The food was delicious, the atmosphere magical but the reason for this email is Brenden. He was our wedding planner and he was amazing. He loves his job and what a great job he did. I wanted you to know how impressed I am with this young man but most of all, I wanted to let you know how fortunate you are to have Brenden as an employee. I wouldn't hesitate to recommend Bittersweet Farm to friends for their wedding largely to do with Brenden." Sincerely, Lisa

WESTPORT, MA | 3 GREAT DINING EXPERIENCES TO CHOOSE FROM

TEN COUSINS Brick Oven

977 Main Road | 774.264.9700

Speciality Pizzas | Lasagna | Mango Pulled Pork Nachos & Guacamole | Brick Oven Wings
Jumbo Meatball and Pasta | Jerk Chicken Wrap
Soup & Salads | Wide Screen TVs

THE GALLEY GRILLE at White's

66 State Road | 508.676.7888 x415

Award Winning New England Clam Chowder
Seafood Selections | Nightly Specials | Casual Setting
Wide Screen TVs | Live Music Friday nights

BITTERSWEET FARM Restaurant & Tavern

438 Main Road | 508.636.0085

Live Tavern Music Thursday, Friday and Saturday nights
Raw Bar & Pub Menu | Prime Rib & Filet Mignon



TEAM TRIVIA | Eat, Drink, Think

The Galley Grille at White's hosts Team Trivia every Wednesday from 7-9 pm. It is free to play, and we have appetizer specials during the game. If you are in the area, grab some friends and come test your knowledge! For more info about Team Trivia, log onto: <http://www.teamtrivianewengland.com>



MOTHER'S DAY
Sunday, May 11

Brunch
or Dinner

Family
Tradition

FATHER'S DAY
Sunday, June 15



White's of Westport 508.675.7185
Bittersweet Farm 508.636.0085
online menus: www.EventsByLHC.com