

Hospitality INSIGHTS

SPRING 2007

White's of Westport
Bittersweet Farm
Rachel's Lakeside
Hampton Inn Hotels
Comfort Inn & Suites

A newsletter for the employees & friends of the Lafrance Hospitality Company

DYNAMIC COMPANY GROWTH

Dover, New Hampshire - Lafrance Hospitality continues to be an energetic, growing company. Our Dover, NH Hampton Inn (below) is right on target, with a projected opening in August, 2007. The hotel is adjacent to our Dover Comfort Inn & Suites and will offer Hilton HHonors® members a fine choice of accommodations. This project is a joint effort with Kevin Bowden, of Portsmouth, New Hampshire and will be operated, day to day, under Lafrance Bowden Hospitality, LLC. Sean Lafrance is our Project Manager and is being assisted in Hampton furnishings by Kerie Gendreau, our G.M. in Franklin.



Farmington, Maine - We are now in the permitting process to construct a 90 room Comfort Inn on the Wilton/Farmington, Maine line. The property is next door to the Franklin Memorial Hospital, which is renowned in the New England Medical Community for its educational programs & quality of care. Farmington is host to the University of Maine at Farmington, one of the leading Liberal Arts Schools in New England. Four seasons recreation plays a big part in this Western Maine region; with Sunday River®, Sugarloaf/USA®

and Rangeley Lake less than an hour away. The construction of the hotel is expected to begin in July of this year with an anticipated opening of May '09. The Greater Farmington Community has welcomed us with open arms and the efforts of Allison Hagerstrom, the Executive Director of the Greater Franklin Development Corp., have been especially helpful. We look forward to providing this area with great lodging accommodations and, of course, our warm hospitality. Both our Dover & Farmington projects are being built by Opechee Construction Corporation of Belmont, Maine. They also designed and built our Comfort Inn & Suites in Dover.

TAKE HOME DINING

In recognition of the very busy lifestyles of our loyal guests, we have placed a new emphasis on take home dining. The complete menus of both White's of Westport and Bittersweet Farm are now available as take out. Call ahead, and we'll have everything waiting for you. "From our kitchen to yours, we make life easier!"

THE NEW LHC GIFT CARD



Our new gift card is available in any denomination and is accepted at either Bittersweet Farm Restaurant or White's of Westport. Purchasing could not be easier – just tell your server or the hostess that you would like a Gift Card and it can be added directly to your bill. Additional value

may be added to the card. The card may be used for purchases only, and may not be applied toward function bills, or redeemed for cash.

VIP / INN CLUB UPDATE

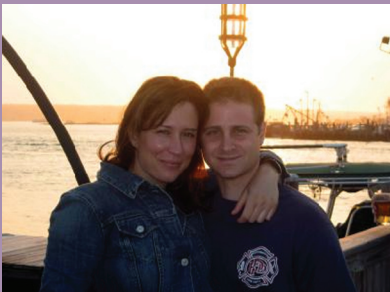
At year end, we wrote to our VIP Club members, letting them know that the club would be undergoing some changes. We are currently setting up our new Email club so that we may offer specials and discounts to our loyal VIP guests. If you have not yet registered with your e-mail address, you may do so by e-mailing kburrer@



LafranceHospitality.com. If you do not have an e-mail address, please let us know, at your next visit to White's or Bittersweet Farm, that you would like to receive this information via postcard. We want to remain your hospitality venue of choice for many years to come.

EMPLOYEE SPOTLIGHT!

We are shining the Employee Spotlight on Matt Martin, of the Corporate Office. Matt is an accountant with the company, and handles general accounting for the properties, along with functioning as the Paymaster (a role which endears him to staff!) Matt will be marrying his love, Rebecca Bell, in August at Bittersweet Farm. We take special pride in that, as they met while working part time at Bittersweet Farm; Matt in the kitchen and Rebecca as a server. They have both graduated, now,



and are progressing nicely in their careers. Rebecca, a financial analyst, still gives us a little time at Bittersweet. Congratulations, Matt, and Best Wishes to you both!!

LHC BRIDAL FAIRE

The reviews are in for the recent bridal faire, held at Rachel's Lakeside. The day was glorious and the brides were beautiful! The brides and their assistants were able to speak with vendors for all their wedding needs. And from the vendors... "you and your crew did an outstanding job. Rachel's was, by far, the best show that I have done." As for us, we had so much fun, we can't wait until next year!

NOW SERVING
White's now offers complimentary hi-speed internet service throughout our entire building including our Dining Room and Upper Deck Lounge. Now you can surf while you eat!

HOSPITALITY FAMILY UPDATE



Renay Santos does it all! Many of you know Renay, from your experiences at White's and Bittersweet Farm, where she has assisted, both with sales coordination and overall management of these properties. To fully complete her hospitality résumé, Renay is assuming the responsibilities of Sales Manager at the Westport Hampton Inn - under the guidance of our head Sales Manager, Cathy Charbonneau, who spends the majority of her time in Plymouth. Renay will bring her vast LHC knowledge and ever present smile to the forefront of the Westport Hampton Inn.



Justin Hunter, of Portsmouth, RI, has recently joined the Management Team, at Bittersweet Farm. Justin comes to us with solid management experience from several local area fine restaurants. Congratulations and best wishes, Justin!

WHAT A DIFFERENCE A YEAR CAN MAKE...

Shelly Perry, who was long time Corporate Director of Sales, is, as you know, now the General Manager of our newest property, the Hampton Inn & Suites, of Plymouth, MA. However, what you may not know is that she now has a new husband, Mario Ferreira, and they both have a new son, Zachary! Of course, Shelly's reception was held at the beautiful Rachel's Lakeside, in Dartmouth, and was a cause for great celebration. Life is moving quickly. Enjoy, Shelly!



RANDOM EXCURSIONS

Richard Lafrance attending the Hilton Owners Convention in Palm Springs, CA in February.....Eric Lafrance & Tyler Carlson running the Jamaican Marathon in November & the LA Marathon in March.....Hotel Sales Team attending a Sales Conference/Bus Association Expo in Pennsylvania in April.....Steve Gordon & Craig Holmes attending the Comfort Inn Conference in Orland, FL in May.....Our Hampton Inn G.M. & Sales Team attending a Hilton Conference in Washington D.C. also in May.....

WE'RE SENDING OUR GUESTS TO CLOUD NINE!

In addition to almost one million dollars in lobby and room renovations in our company managed hotels in Fairhaven and Franklin, over one hundred thousand dollars were spent on new "Cloud Nine" bedding at all of our Hamptons. And, our Comfort Inn in Dover will also complete its' new bedding package this spring. We indeed offer the world's most comfortable bedding. The Cloud Nine bedding system includes new mattresses, down comforters and your choice of pillow firmness – helping to guarantee a most comfortable night's rest. Our guests have really noticed the difference. You can too. Come visit any of our Hampton Inns!



UNITED WAY 2007

The Employee Campaign is an important event here at Lafrance Hospitality. We are extremely proud of our percentage of employee giving. We are especially proud of our young people, as they are being recognized again this year with a special award at the Annual United Way Awards Banquet, which will take place at White's of Westport, on March 28. LHC people are the Best!!

Star Employee Dinner

Dinner was held at Bittersweet Farm this past February for all the 2006 Star Employees.



Our Most Recent STAR EMPLOYEES

Bittersweet Farm

Maryanne Collier
Randy Oliver

Fairhaven Hampton Inn

Joe Lafrance

Franklin Hampton Inn

Moe Pineault

Lafrance Enterprises

Kerrie Burrer

Plymouth Hampton Inn & Suites

Christina Churchill

White's of Westport

Jeff Amorin
Sarah Rego



WE GET LETTERS

The Community Cares Card continues to be a strong support for local not for profits. We are most proud of the fact that this year, the card raised approximately \$20,000.00 for different worthy organizations. Since the inception of the card, an estimated \$170,000.00 has been generated for the community. Way to go!

Westport Lions Club

Re: Community Cares Cards

On behalf of the Westport Lions Club, I am writing you to express our gratitude for the opportunity to sell a significant quantity of the Community Cares Cards as a fundraiser for our non-profit organization. To date, we have raised over \$1,000 by selling these cards to many individuals who enjoy dining at your excellent eating establishments.

Thankfully and respectfully submitted,
Fred Naedele, Secretary - Westport Lions Club

Dear Mr. Lafrance:

The Community Care Card program allowed us to raise over \$900 in funds, I mention "over" this amount only because some monies are still being sent in to me. This is the first year The Boosters' registered the numbers (of the cards) to the persons requesting a group of five or more. Individual sales, (people wanting one or two cards at a time), were placed in the first 100 numbers, the rest were signed out to individuals. System worked pretty good, fine tuning it for next season. Goal is to get 1,000 dollars in donations, so we have our marching orders! Thanks again Lafrance Hospitality Family!

Dave Farias - Westport H.S. Athletic Boosters Club

Other nice Thank You notes...

Dear Employees of White's Restaurant:

On behalf of the students and staff at Talbot Middle School, I would like to thank you for the wonderful breakfast that our students received today, the first day of MCAS. Many of our children do not get breakfast in the morning, so this is a special treat for them. Even students who say that they are not hungry gladly participate in the MCAS breakfast. You have been extremely generous by adding additional food for this breakfast. Thank you for your contribution to our Talbot Community.

Sincerely,
Karol Coffin, Principal