

Hospitality INSIGHTS

SPRING 2013

A newsletter for the employees and friends of Lafrance Hospitality Company



*We've reserved a seat
just for you!*

BITTERSWEET FARM CELEBRATES 15 YEARS!

It's hard to believe that it has been 15 years since Bittersweet Farm opened its doors on Easter Sunday. We were all excited to be opening on Easter, as Lafrance Hospitality's flagship restaurant, White's of Westport, opened on Easter in 1955. What started as bringing a local restaurant back to life, has evolved into so much more. We have welcomed tens of thousands of dinner guests, many of whom have chosen to come back to celebrate special occasions. Birthdays, anniversaries, retirement parties and weddings now occur at Bittersweet on a weekly basis. It is an honor and a privilege to be a part of so many special occasions.

The Tavern at Bittersweet Farm has been a popular choice for many guests over the years. It's a place where both locals and visitors to Westport come to enjoy great food, weekly drink specials and listen to the sounds of some fabulous local bands every Thursday, Friday and Saturday night. A winter highlight for many guests has always been the cozy fireplace in the Tavern. Every year we make it a priority to upgrade our restaurant, just last summer the addition of the patio offered guests the option of outdoor dining, which proved to be a huge hit during the warmer months. This year, we have already added some sparkle to Bittersweet by renovating all five of our restrooms.

Today, Bittersweet Farm is a premiere wedding destination on the Southcoast. Dedication and hard work has paid off and Bittersweet was recently awarded the Best of Weddings Award by the Knot for 2013. The gazebo and our beautiful fields and meadows were enjoyed by all of our 85 wedding couples last year, just one more reason so many have chosen Bittersweet Farm as their wedding venue.

Please join us in April as we celebrate our 15th Anniversary. We have great promotions and specials planned (*see back page*) as a thank you to all our loyal guests. Check out our Facebook page for all of our Anniversary specials including our April 12th Anniversary dinner where any entrée will be \$15!



AREA'S MOST GRACIOUS HOSTESS TURNS 90!

On Sunday, March 24, the matriarch of our family and co-founder of Lafrance Hospitality, Rita Lafrance celebrated her 90th birthday. This milestone was held at White's with dinner in her favorite room, The Priscilla Room. Despite her insistence on not having a party, the family gathered with close friends and long-term staff members to celebrate the milestone. As Greater Fall River's most gracious hostess, Rita still frequents White's on pretty much a daily basis and welcomes all her friends and patrons. Ten years from now, despite her reluctance to have a party, we will be having the BIG ONE!

WHITE'S 58TH ANNIVERSARY!

White's of Westport celebrates 58 Years of Hospitality Service on Easter Sunday, 2013. Although White's builds on a solid foundation of putting the guest first, the true secret of success is an overriding desire to 'keep it fresh for the guests.'

WELCOME KEN TARARA

We are pleased to welcome **Ken Tarara** to LHC. Ken joined us mid-March in the capacity of Area GM. Ken's primary role is to fulfill assignments at hotel properties which is commonly referred to as a bench GM. Ken brings more than 13 years of hospitality management experience including Front Office Management, Assistant GM and GM. He has worked for several Hotel Companies including Olympia Hotels, GF Management and Wedge. Ken also brings some Restaurant experience from Common Man Restaurants.



NOTEWORTHY NEWS & PROMOTIONS

Richard Lafrance will serve as Chairman of the Board at BankFive.....**Charlie Fellows** was recently elected as a corporator at Bristol County Savings Bank.....**Jeffrey Pineault CFO** and **Tim Burkhardt VP Hotels**, traveled to Atlanta, GA in mid-March to attend the Hunter Investment Conference.
Eric Lafrance has been appointed the Chef/GM at Ten Cousins.....**Michael Rebello** has accepted the position of Lead Corporate Chef for LHC.....**Genevieve Bradford**, from Ten Cousins, has taken on the role of Chef and Menu Developer at the Galley Grille.....**Pam Thibault** has been promoted to Front Desk Supervisor at the Milford Holiday Inn Express.....**Jennifer Cotoia** has been promoted to Sales Coordinator at the Waypoint Event Center in New Bedford. *As the business grows, we have the good fortune to create opportunity – both for employees already on board and to bring into the organization talented individuals to participate in the success of the business.*

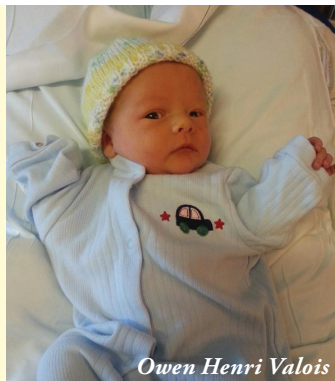
LHC GETS FIT IN 2013

A new Health and Wellness program has been rolled out company wide with rave reviews from our employees. From weight loss challenges to the monthly newsletter full of healthy tips and recipes, as well as ideas for incorporating exercise into your daily routine, the new program has everyone talking. Spearheaded by **Renee Dufour** (Director, Corporate & Employee Relations) and **Jodi Boland** (Director of Sales, Westport Hampton Inn) they traveled to several properties for the kick off parties in early February and have kept employees excited and motivated for a healthier lifestyle. So far this year, the **Dover Hotel Group** has lost a total of 118 pounds, Sean Lafrance ran the New Bedford Half Marathon (3/17) and **Ashley Chaunt** (Lafrance Corporate Office), **Michelle Nogueira** (White's Function Consultant) and **Sherri Rego** (Rachel's Lakeside Sales Manager) have been participating in Kick Boxing Classes and various Road Races! Way to go team!



TALES FROM THE CRIB

Welcome, Owen Henri Valois, son of **Elizabeth Valois (Hotel Revenue Manager)** and her husband Henri! Owen is their first child and he was born on February 24, weighing 8 lbs. 2 oz./24.5 in. Congratulations! Best wishes to **Wayne Wood**, Bartender at White's of Westport and Rachel's Lakeside, as he became a Grandpa! His Grandson Emerson Joseph Teixeira was born on March 3, weighing 8 lbs./21.5 in.



Owen Henri Valois

LHC 4TH QUARTER 2012 STAR EMPLOYEES

Bittersweet Farm
Craig Bazinet



Dover Comfort Inn & Suites
Kelly Driscoll



Lafrance Corporate Office
MaryAnne Lord

Milford Holiday Inn Express
Jim Cox

New Bedford Fairfield Inn & Suites
Annie Carle

Plymouth Hampton Inn & Suites
Allyson Chason
Lourdes Lucas



Rachel's Lakeside
Brandon Medeiros
Sherri Rego



Ten Cousins Brick Oven
Daphne Jonsson



Westport Hampton Inn
Lori Freitas

White's of Westport
Joe "Sully" Sullivan



Wilton Comfort Inn & Suites
Robin Oakes
Brittany Tripp

STAR-WORTHY NEWS

Making a Difference

Deb Roy, Karen Beranger and the team at the Dover Hampton Inn recently donated comforters, linens and shampoo to a local homeless shelter. Their donation helped the shelter provide for the men, women and children experiencing homelessness who are currently staying at Cross Roads House in Portsmouth, NH.

STAR Attitude in Milford

Nick Ricciardelli, Front Desk Agent at the Milford Holiday Inn Express, brought in Christmas dinner for the crew that was staying at the hotel over the holidays to install new granite in the bathrooms. He brought dinner from his family's Christmas dinner for 4 people! They were so overjoyed! That is going above and beyond, thank you, Nick!



MARRIOTT AT ROSEBROOK PLACE - Wareham, MA

Lafrance Hospitality Company is proud to announce the plan to build a 90-room TownePlace Suites by Marriott, which will feature an adjoining 300-seat function facility at Rosebrook Place, in a development by the A.D. Makepeace Company at the intersection of Interstates 495 and 195 in Wareham. "We are extremely familiar with the Southcoast market, and feel very confident expanding our presence at this

location," said Richard L. Lafrance, CEO of the four-generation family business. The property will be developed through a land lease with the A.D. Makepeace Company, which also plans restaurants, retail, and apartments at the site. Makepeace is the world's largest cranberry grower, and the new hotel will look out over one of the company's most picturesque bogs. The hotel is scheduled for opening in the late summer of 2014.



SEED'S SMALL BUSINESS OF THE YEAR AWARD

The South Eastern Economic Development Corporation (SEED) selected Lafrance Hospitality's New Bedford Fairfield Inn & Suites, as the "Small Business of the Year" for 2012 from a pool of 350 candidates.

Pictured left to right: Richard Lafrance CEO, Sara Haslam GM New Bedford Inn & Suites, and Jeffrey Pineault CFO.

MORE HOTEL HAPPENINGS

We are excited about major renovations at two of our properties, the **Milford Holiday Inn Express** and the **Plymouth Hampton Inn & Suites**. At the Holiday Inn Express the renovation is now 90% complete; the lobby and pool area are complete and the final phase involves renovating the 1st floor rooms. Work will also be done to the exterior of the building this coming spring and summer. In Plymouth, the lobby is about 80% complete and work should be wrapping up within a few weeks. New flooring, wall coverings and furniture will bring a fresh look to the Plymouth hotel. The fitness room is being remodeled as well... Congratulations to the **Wilton Comfort Inn & Suites** on receiving another Platinum Award for 2013! The Wilton property is currently ranked 21 of 1362 hotels! *More exciting news...*We are now limited partners in two hotels in warm and sunny Florida! The **Sleep Inns in Ellenton and Sarasota** are our two latest additions...**Sara Haslam** (GM of the New Bedford Fairfield Inn & Suites) attended the Basics for Revenue Management training in Palm Springs, CA.

Although the Blizzard of 2013 caused us to change the date of the Bridal Fair the later date proved to be smashing success. With close to 100 Brides in attendance and over 30 vendors it was a busy three hour show. One of our vendors said it best in an email to Sherri Rego from Rachels Lakeside:

Sherri, I want to thank you so much for asking me to participate in Sunday's Bridal Show. Of all the Shows I have been a part of, this was by far the best. You and your associates were a pleasure to work with, and your generosity was greatly appreciated. I booked three weddings on Sunday. That's the most I have ever booked at a show! Thanks again Sherri. Elliott Rogers, E.K.Rogers Photography

Save the Date for next year's show 3/2/14.



ANNUAL STAR DINNER

The STAR Dinner for 2012 was recently held at Bittersweet Farm. The award program honors employees whose work ethic and guest focus are examples to all. Thank you for your hard work and dedication.

THANK YOU RAY!

In December 2012, long time employee Ray Lafleur finally decided to retire after 52 years at White's! Ray has been a fixture at White's Senior parties as the maitre d'extraordinaire for as long as anyone can remember. We will miss you Ray and we thank you for your many, many years of service. You will always be a part of the LHC family.



LHC REMEMBERS NEWTOWN, CT

Bar proceeds and tips from the LHC Employee Holiday Party held at Bittersweet Farm this past December, were donated to the United Way of Western, CT for the Sandy Hook School Support Fund. The United Way is committed to providing support and resources where and when they are needed. The Western CT chapter's website states that "as people from our area and beyond respond to this heartbreaking tragedy, they are turning to the United Way looking for ways to help. In response, United Way of Western CT, in partnership with Newtown Savings Bank, has created the 'Sandy Hook School Support Fund' that will be able to provide support services to the families and community that has been affected." LHC was pleased to help and greatly appreciates all the employees in attendance. Thanks to our employees, we contributed \$785.

2012 TOYS FOR TOTS DRIVE

We concluded our 2012 Toys for Tots drive, mid-December, at the annual Breakfast with Santa event with over 400 new, unwrapped toys that were distributed throughout the local community. The drive took place throughout December at local LHC properties; Bittersweet Farm, Ten Cousins Brick Oven, Rachel's Lakeside, the Waypoint Event Center at the Fairfield Inn & Suites and White's of Westport. We encourage community participation in this annual holiday drive by offering a 2-for-1 dinner certificate at The Galley Grille to those who donate a toy. Toys for Tots is a United States Marine Corps foundation project with the mission of providing a tangible gift to economically disadvantaged children at Christmas. We are very proud to participate in an organization that gives back to the Bristol County community during the holiday season.

TEN COUSINS BRICK OVEN

With almost a year under our belt at Cousins we are looking forward to the warmer weather and opening our patio for outdoor dining in May. Along with the warm air will come more fresh, local ingredients for our gourmet pizza and salads. Other features on the menu include sandwiches, brick oven wings, jumbo meatballs, and our Award Winning Roasted Corn and Crab Chowder. We hope to see you soon!



CONNOLLY STATE CHAMPS



Congratulations to the Bishop Connolly High School Boys Basketball team who recently captured the Massachusetts Division 4 state championship! The Lafrance Family has been long time supporters of the school and were able to be a part of the pep rally at the school when Chris Lafrance ('89) and Charlie Fellows (Father of Samuel Fellows '16) presented the entire team with state championship jackets donated by LHC. Also graduating from Connolly were Rachel Fellows ('88), Eric Lafrance ('91) and Sean Lafrance ('94). It certainly was an exciting season at the R. Amie and Rita Lafrance gymnasium at Bishop Connolly H.S. Go Cougars!

WESTPORT, MA - 3 GREAT DINING EXPERIENCES TO CHOOSE FROM

TEN COUSINS Brick Oven

977 Main Road | 774.264.9700

Sunday Breakfast (seasonal) | Speciality Pizzas | Lasagna | Mango Pulled Pork
Nachos with House-Made 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
Wide Screen TVs | Casual Setting | Live Entertainment Friday night

BITTERSWEET FARM Restaurant & Tavern

438 Main Road | 508.636.0085

Live Tavern Entertainment Thursday, Friday and Saturday night
Raw Bar & Pub Menu | Fabulous Prime Rib & Filet Mignon

Celebrating 15 Years at Bittersweet Farm! | April Happenings

(1.) Any guest dining at Bittersweet celebrating an April Anniversary, or their 15th Anniversary in 2013 will receive a \$15 Gift Card for their next visit. (2.) On Friday, April 12 (our actual Anniversary) we will be offering any entrée for \$15. (3.) Anniversary Friday Night Wedding Special - Book any available Friday night in 2013 and receive 15% off the food portion of the bill and half off the Facility Fee (with a 75 person minimum). Plus many more surprises, so be sure to follow us on Facebook. 

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 appetizers 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 12

Brunch
or Dinner

Family
Tradition

FATHER'S DAY
Sunday, June 16



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