

# Hospitality INSIGHTS

SPRING 2015

A newsletter for the employees and friends of Lafrance Hospitality Company

White's 1955



**FOR 60 WONDERFUL YEARS!  
GENERATIONS, SERVING GENERATIONS**

## LAFRANCE HOSPITALITY...60 YEARS YOUNG!

It is with great pride and enthusiasm that the Lafrance family celebrates 60 years of hospitality! Our family-owned business was launched by Aime & Rita Lafrance at White's of Westport on Easter Sunday 1955. Although the hospitality industry has changed and our business has grown, we still adhere to their philosophy of offering good old-fashioned hospitality to everyone coming through the doors. Aime and Rita took a chance and through hard work, long hours and with great people, they created a successful restaurant operation. Well, after 60 years, in hindsight they did exactly what they set out to do. Through the leadership of their only son Richard, Lafrance Hospitality now operates 5 restaurant/function facilities in the SouthCoast and 11 hotels in four different states (including Florida!). Richard has instilled in his family and staff the hard work and dedication that his parents displayed to him through the years. We like to say we are 60 years young because we still have lots more to do and we are excited what the future holds at Lafrance Hospitality. Today, we celebrate not only 60 years, we celebrate family, ours and yours; friends, old and new and we celebrate history and all that is to come. (pictured: **5 Generations!** Richard, Rachel, Molli, Rita & baby Liam)



## MAKING HISTORY IN WAREHAM/BUZZARDS BAY, MA

We've been very busy lately, putting on the finishing touches at our newest hotel project – TownePlace Suites by Marriott® – in Wareham, Massachusetts. The beautiful 85 room hotel, is just a wonderful addition to our Hilton and Choice Hotel properties. But the truly exciting news is that this hotel will feature a brand-new event facility, the **Rosebrook Event Center**. Due to open early-April 2015, the 4,500-square-foot Rosebrook Event Center will accommodate up to 400 guests for weddings, social gatherings, corporate events and more. Out-of-town guests will benefit from the adjoining hotel's amenities while the property's Buzzards Bay setting, complete with cranberry bogs, is both serene and picturesque. The Event Center also boasts breakout meeting rooms perfect for your business needs. The Rosebrook Event Center will be the 5th function facility owned by Lafrance Hospitality. Put that together with an exceptional catering company, Christian's Catering, and we can bring our special brand of hospitable, friendly service of fine food, anywhere in the area! Visit [www.RosebrookEventCenter.com](http://www.RosebrookEventCenter.com) or call Event Coordinator, **Sara White**, 508.291.1800 for more information or to schedule a tour. To view more images or to keep up with additional news as construction nears completion, "Like" Rosebrook on Facebook.



Photo by Jayme Van Geest | jvgphotography.com



## NEW FACES AT LHC

**Randy King** has recently joined Lafrance Hospitality as the General Manger of the new TownePlace Suites, Wareham, MA. His work in the hospitality industry began at a young age while working in family restaurants. He has a great deal of experience in catering sales, banquets and hotel management. Randy spent his most recent years as a corporate trainer utilizing his Marriott and Hilton knowledge. He's glad to be back in the game of hotel operations and like us is very excited for the new LHC property. Welcome Aboard!



We welcome **Lindsay Bernard**, as the new Sales & Events Manager at Bittersweet. Lindsay joins Lafrance Hospitality from Hotel Viking in Newport, Rhode Island. Lindsay brings a wealth of knowledge from her previous experience and an upbeat positive attitude. Lindsay lives in Dartmouth, MA with her husband Justin and two daughters, Eme(3) and Rory (1).



**Michelle Amaral** has joined the sales team at the Waypoint Event Center. Michelle, who was an All-Star banquet server at White's during her high school years, came to us as an Assistant Bank Manager for Bank of Rhode Island. Michelle lives in New Bedford with her fiancé Ryan, whom she met while working at Rachel's Lakeside! A Fall 2016 wedding is being planned as we speak, at White's of Westport. Way to keep it in the family!



### RAY ANDRADE - Our "Unsung Hero"

It is not often in today's world to find someone who has worked for a company for 25 years. Well **Ray Andrade** can almost double that! When he retires in October of this year, he will have worked for the Lafrance family for over 48 years! Needless to say, Ray has seen it all. He's worked closely with three generations (Aime, Richard & Chris) and has easily served over 1 million meals personally during his career. Besides doing every job in the kitchen at White's, he's been the head purchaser for the past 25 years. Ray lives in Assonet, MA with his wife Denise (Sales Manager, White's). Both of Ray's children, Mike & Melissa, also worked at White's during their high school and college years. Ray enjoys golfing, traveling and working in his yard when not working.



### AMANDA BOLDUC EMPLOYEE SPOTLIGHT

After graduating from Bridgewater and a short stint as an athletic trainer, Amanda joined the LHC family in September of 2011. Amanda began her LHC career as the receptionist at White's of Westport. After moving to Bittersweet Farm in 2012 as a Sales Assistant, Amanda has been promoted multiple times to her current position as Lead Sales and Event Manager. With over 125 Weddings in 2015 Bittersweet has become one of the most sought after wedding venues in Southeastern New England. Amanda has been a big part of the success we have had and has done a great job in catering to all our wedding couples. Amanda lives in Assonet, MA and enjoys concerts, working out and hitting the beach on her days off. Next time you are looking to book an event at Bittersweet Farm, Amanda will be glad to help you. Email her at [abolduc@lafrancehospitality.com](mailto:abolduc@lafrancehospitality.com) or call 508-636-0085.

## RECENT STAR EMPLOYEES

### Bittersweet Farm

Natasha Diniz

### Dover Comfort Inn & Suites

April Corriveau

### Dover Homewood Suites

Beth Cappelletty

### Milford Holiday Inn Express

Cassie Meade

### Rachel's Lakeside

Amilcar DaCruz

### White's of Westport

Roger Brodeur

Doug Pontes

### Wilton Comfort Inn & Suites

Carrie Gillespie

The STAR Dinner for 2014 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.

## WELCOME BACK KAREN



We are thrilled to Welcome Karen Beranger back to the Dover, NH Cluster, this time in an operations role as GM of the Homewood Suites Dover. Karen

has an extensive hospitality background in both operations and sales. Karen was a sales manager in Dover from 2011 to 2013. Most recently she was the General Manager at The Inn on Main in Wolfeboro, NH. Karen has come back strong and is focused on a number of projects to keep things moving in a positive direction at Homewood Suites Dover.

*Christian's Catering*  
A FAMILY TRADITION OF EXCELLENCE

508-675-7185

COMPLETE PARTY PLANNING  
OUR HOME, YOUR HOME, ANY HOME



## TALES FROM THE CRIB

**Shannon Ellis**, Assistant GM of the New Bedford Fairfield Inn & Suites, gave birth to a baby girl, Braegha Olivia, on Friday, March 6. Baby Braegha weighed in at 6 lbs., 12 oz. and 18 inches tall. Congratulations Shannon!



Best wishes also are in store for **Matt Martin** (LHC Corporate Office) and his wife Rebecca, as they welcomed their third son, William Bradford Martin, born on Tuesday, March 10. He weighed in at 8 lbs., 13 oz. and 20.5 inches tall. Best wishes to Matt, Rebecca, Ben & Sam!



## LAFRANCE HOSPITALITY COMPANY WINS WEDDINGWIRE COUPLES' CHOICE AWARD®

WeddingWire, the nation's leading online wedding marketplace, named Lafrance Hospitality Company as a winner of the prestigious WeddingWire Couples' Choice Awards® 2015 for Wedding Venues in Southeastern Massachusetts. The WeddingWire Couples' Choice Awards® 2015 recognizes the top five percent of wedding professionals in the WeddingWire Network who demonstrate excellence in quality, service, responsiveness and professionalism.



The esteemed awards are given to the top local wedding vendors in more than 20 service categories, from wedding venues to wedding photographers, based on their professional achievements from the previous year. While many industry award winners are selected by the host organization, the WeddingWire Couples' Choice Awards® winners are determined solely based on reviews from real newlyweds and their experiences working with Lafrance Hospitality Company establishments. Award-winning vendors are distinguished for the quality, quantity, consistency and timeliness of the reviews they have received from their past clients. "It's always exciting to start the year by honoring the top-rated wedding professionals within the WeddingWire Network who represent more than two million reviews on our website," said Timothy Chi, CEO, WeddingWire. "Each of the businesses recognized are committed to quality, professionalism and all around top-notch service. We applaud Lafrance Hospitality Company for their impressive achievements within the wedding industry." As a Couples' Choice Awards® winner, LHC is highlighted within the WeddingWire Network, which is comprised of more than 200,000 wedding professionals throughout North America and abroad. LHC is proud to present some of the best Wedding Venues in the WeddingWire Network, which includes leading wedding sites such as WeddingWire, Project Wedding, Brides.com, Martha Stewart Weddings, and Weddingbee. We would like to thank our past clients for taking the time to review our business on WeddingWire. We value all of our clients and truly appreciate the positive feedback that helped us earn the WeddingWire Couples' Choice Award®.

## WILTON WINS BUSINESS AWARD

Comfort Inn & Suites of Wilton, Maine, won the Medium Size Business of the Year award at the Franklin County Chamber of Commerce's annual meeting this past November. Accepting the award from left to right: **Taylor McCafferty, Front Desk Representative; Carrie Gillespie, Housekeeping Supervisor; Melissa Griffin, Front Desk Representative; Ken Tarara, Regional Director of Hotel Operations, Tyne Anzelc, Director of Sales and Tammy Hutchinson, GM.**



## LHC'S CORPORATE AWARD

We are proud to have received the Corporate Award from the New Bedford Festival Theatre at their "When You Wish Upon a Star" event this past December. **Renee Dufour, Director, Corporate & Employee Relations** (second from right), accepted our award from presenters, George Charbonneau - Artistic Director (far left) and Armand Marchand - Executive Producer (far right). Also accepting awards were Aaron Gendreau-Visco (Design Award) and Kathleen Castro (Volunteer Award).



## PORT RICHEY WINS HILTON AWARD

Homewood Suites of Port Richey, Florida received the Hilton Brand award for having the most improved "Balanced Scorecard" which is a combination of Satisfaction and Loyalty Tracking and Quality Assurance ratings. Accepting the award was **Sara Haslam, GM, and Karen King, Director of Sales.** Be sure to stop in and say "hi" next time you're in Florida!



# lafrance HOSPITALITY BRIDAL FAIR 2015

On March 1, 2015, Rachel's Lakeside hosted the 12th Annual Lafrance Hospitality Bridal Fair. The event featured over 35 local vendors including DJ/entertainment, bakeries, florists, bridal boutiques, and limousines, as well as Lafrance Hospitality owned hotels and venues. Over 200 brides attended the event, many arriving in large groups with their bridal party or families. According to an online 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 2016 Lafrance Hospitality Bridal Fair at Rachel's Lakeside - hope to see you there!

## JENNEY CHAIRS MILFORD'S CAREER DAY!

Jenney Cataldo, Director of Sales, Milford, MA, was the Chair of the Career Day Committee for the Milford Rotary Club. "The class consisted of 85 students who traveled to local businesses from 9-11am and then met at Restaurant 45 afterwards for lunch. We had 4 students who used the meeting room at the hotel to meet with Glenn Wiech, the owner of 495 Computer Services. "It is a great opportunity as a sales person to make these connections with local businesses. Glenn Wiech is now working with me on setting up meeting room rentals for educational classes," said Jenney. It's great that Jenney got involved in this again and nice community exposure!



## MS. SENIOR SWEETHEARTS SWAN SONG

**Dear Mr. Lafrance:** On behalf of myself, the committee, and the entire Board of Directors of the Ms. Sr. Sweetheart Pageant of America, Inc., I would like to thank you for your support of the pageant for the last several decades. As you may know, the pageant celebrated its 36th year in 2014, and it was also the last. While many things have definitely changed during the last 36 years, some things have not, one of which has been the incredible level of service that the pageant has received from both the Hampton Inn and White's. The pageant contestants always comment on the way in which they are treated by your staffs at both locations. The accommodations at the Hampton Inn are always excellent, as are the meals at White's, many of which you have kindly donated. The Ms. Sr. Sweetheart Pageant of America, Inc., has had a very successful run these past 36 years due to the kindness and support of many different organizations and individuals. I want to personally thank you for everything you have done to make the pageant the success it has been. Sincerely, **Steven P. Aguiar, Chairman of the Board.**



## WINTER TO REMEMBER...or FORGET!

WOW is anyone ready for some sun. The beginning of 2015 has been one of the coldest, snowiest winters that we have seen in New England in years. Although the shoveling and snow removal was a long laborious process we survived "the storm" and are ready for the temperature to rise and get into our prime season. One special fact of the storms is that White's of Westport is the official caterer for the local power crews. During the worst storms, we made over 5,000 box lunches, fed dinner and breakfast to hundreds of line crews from Plymouth to New Bedford. Notice how there were very few power outages this year? Must of been all the great food that kept those crews moving!

## WESTPORT, MA | 3 GREAT DINING EXPERIENCES TO CHOOSE FROM

### TEN COUSINS Brick Oven

977 Main Road | 774.264.9700

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

### 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 10

Brunch  
or Dinner

Family  
Tradition

**FATHER'S DAY**  
Sunday, June 21



White's of Westport 508.675.7185  
Bittersweet Farm 508.636.0085  
online menus: [www.EventsByLHC.com](http://www.EventsByLHC.com)

