

Hospitality INSIGHTS

WINTER 2015/2016

A newsletter for the employees and friends of Lafrance Hospitality Company



TOWNEPLACE SUITES BY MARRIOTT®, WAREHAM, MA GRAND OPENING CELEBRATION!

On April 3, 2015, Lafrance Hospitality Company and community partners cut the ribbon for the Grand Opening of the brand new TownePlace Suites by Marriott® hotel and Rosebrook Event Center in Wareham, Massachusetts. Brightly colored modern suites feature fully equipped kitchens with stainless steel appliances and granite countertops, a large flat screen television, a fun yet sophisticated sofa and task chair, as well as luxurious new bedding. All rooms also feature the Home Office™ Suite, designed to provide guests with plenty of storage and flexible space to spread out and make it their own. Other hotel amenities include an indoor saline mineral swimming pool, an exercise room open 24 hours per day, complimentary wireless Internet throughout the hotel and on-site business services, including meeting rooms, copying, faxing and printing. The hotel also features the adjoining Rosebrook Event Center, a 4,500 square foot function facility with capacity to accommodate up to 400 people for weddings, corporate events, meetings, social parties, and more. With sweeping views of picturesque cranberry bogs, the Rosebrook Event Center is the perfect choice for events and weddings in the area.

MORE HOTEL GROUNDBREAKINGS



Littleton, MA

On Friday, June 5, 2015, LHC broke ground on a new Courtyard by Marriott® hotel in Littleton, MA. The hotel is located within The Point, the first mixed-use retail destination of its kind in Boston's Metro Northwest, at the intersection of 1-495 (Exit 31) and Route 119 in

Littleton, MA. The hotel is situated in the heart of the 1-495 "Think Belt" that serves more than 250,000 high-tech workers. The four-story hotel will feature 115 guest rooms with flexible work spaces, casual meeting space, business center, 24/7 market, free WIFI, GoBoard Touchscreens, breakfast area, gym, pool, outdoor courtyard seating with fire pit, and a first floor bistro. The hotel is expected to open Spring 2016.

On October 2, 2015 LHC hosted a ceremonial groundbreaking at their newest hotel endeavor, a Fairfield Inn & Suites by Marriott®, in Plymouth, NH. Standing on freshly paved asphalt, and addressing a small crowd at the foundation of the building, Richard Lafrance welcomed local, regional, and state businesses and officials to the new hotel development. Close proximity to Plymouth State University, regional ski areas, forests and lakes makes Plymouth, NH an ideal location for the quality of services that a Marriott hotel offers their guests. The hotel is expected to open in August 2016.



Plymouth, NH

LHC MassEcon AWARD

Lafrance Hospitality Company was recently named the Southeast, MA Silver Award winner for MassEcon's 12th Annual 2015 Team Massachusetts Economic Impact Awards. Lafrance Hospitality Company was selected for the award based on the job growth, investment, and facility expansion at their new 85-suite TownePlace Suites by Marriott hotel and Rosebrook Event Center in Wareham, MA.



Finalists Reception (Chris Lafrance center/Matt Shaffer far right)

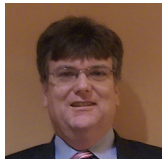
Lafrance Hospitality Company was nominated for the award by A.D. Makepeace Companies, and was ultimately chosen by a team of judges selected by MassEcon from 80-plus entries as having one of the most significant positive impacts on the economy. LHC invested \$12M in a 60K SF expansion and created 33 new jobs in Wareham, MA. A formal awards luncheon was held at the Renaissance Boston Waterfront hotel where President, Richard Lafrance and Director of Corporate and Employee Relations, Renee Dufour, represented the company and accepted the award.

NEW FACES & NEW PLACES

LHC is very proud of its tremendous success over the last 60+ years and we couldn't make things happen without the talents and skills of each employee along the way. It's always exciting to add new skills, personalities and experience to our ever growing team. There are lots of new faces and changes happening around LHC and we're excited for what's in store for the next 60 years!



Mike MacDonald, TownePlace Suites & Rosebrook Event Center, General Manager. Mike joins us from Scout Hotels where he held the position of General Manager at the Kelley House in Edgartown. He has also held General Manager positions with Vacations Resorts International and Jiten Hotel Management at their Marriott Courtyard hotel. Mike resides in nearby Mashpee, MA.



Nate Weare, Fairfield Inn & Suites & Waypoint Event Center, General Manager. Nate most recently joins us from Hostmark Hospitality and Linchris Hotels at properties on the Cape and in Mansfield, MA. Nate's background includes positions as Executive Chef, Food and Beverage Director and General Manager. Nate is new to the Marriott world and is looking forward to embracing all that the Marriott Franchise system has to offer.



Jenn Lerz-Norr, has been promoted to Corporate Director of Sales, Hotel Division. Jennifer has been with LHC for an accumulated 7 years. She has overseen the sales effort for our Dover hotels and has provided support to a variety of the hotels over the years. Jennifer's prior experience with Vista Host Hotels and LHC make her an ideal candidate to fill this role. Jenn lives in New Hampshire with her husband Kevin and their newly adopted dog Zeke.

MORE PROMOTIONS & WELCOME NEW FACES!

Stephanie Arruda, promoted, Lead Banquet Manager, Restaurant Division
Allyson Cashin, promoted, Front Office Manager, Hampton Inn & Suites, Plymouth, MA
Tyler Oliver, promoted, Banquet Manager, White's of Westport, Westport, MA
David Parma, promoted, Front Desk Supervisor, Homewood Suites, Dover, NH
Ashley Payne, promoted, Front Desk Supervisor, TownePlace Suites, Wareham, MA
Katie Sherman, promoted, Office Manager, Bittersweet Farm, Westport, MA
Amy Sierra, promoted to Rosebrook Event Center, Sales Manager, Wareham, MA
Suzanne Babcock, Director of Sales, Hampton Inn & Suites, Plymouth, MA
Rebecca Blythe, Banquet Manager, Rachel's Lakeside, Dartmouth, MA
Michael Bruneau, Cook, White's of Westport, Westport, MA
Brian DaSilva, Head Chef, Galley Grille, Westport, MA
Diane Deveau, Event Manager, Waypoint Event Center, New Bedford, MA
Carla DiCorpo, Sales & Event Manager, Bittersweet Farm, Westport, MA
Jennifer Do, Sales Manager, Hampton Inn, Fall River/Westport, MA
Jack Faria, Tavern Manager, Bittersweet Farm, Westport, MA
Lauren Katz, Rosebrook Event Center, Catering & Sales Manager, Wareham, MA



WELCOME BACK WENDY!

We are pleased to welcome back **Wendy Reppucci** for her second tour of duty with Lafrance Hospitality as the Director of Sales of Homewood Suites Dover, NH and Comfort Inn & Suites Dover, NH. Wendy was part of the opening team of Homewood Suites Dover in 2008 and before that was the Director of Sales at Hampton Inn,

Dover. Wendy has been busy since we last worked with her, she has sold real estate, opened up a café and dabbled in operations as a GM of a property on the Cape. We are thrilled to have her back in the fold leading the sales effort in Dover and are confident she will do a great job! In her spare time, Wendy loves to surf, kayak and hike with her boyfriend Joe and her two teenage children Alex and Ethan.

RECENT STAR EMPLOYEES

Bittersweet Farm - Westport MA

Lindsay Bernard | James Danis

Comfort Inn & Suites - Dover, NH

April Corriveau | Nicolle Douglas
David Parma

Comfort Inn & Suites - Wilton, ME

Carmen Austin | Carrie Gillespie
Brittany Tripp | Doreen Winn

Fairfield Inn & Suites - New Bedford, MA

Ana Milan

Hampton Inn - Westport, MA

Ronaldo Cristiano | Karen Lafrance
Gail Melo

Hampton Inn & Suites - Plymouth, MA

Allyson Cashin | Meredith Dinan
Victor Muentes | Rich Ostby

Homewood Suites - Dover, NH

Beth Cappelletty | Olivia Gregor

Homewood Suites - Port Richey, FL

Marlene Adams | Anne David

LHC Corporate Office

Nick Silvia

Holiday Inn Express - Milford, MA

Maria Elena Lawrence | Phil Leger
Cassie Meade

Rachel's Lakeside - Dartmouth, MA

Almilcar DaCruz | Tyler Olivier

Ten Cousins Brick Oven - Westport, MA

Emma Bagaco

TownePlace Suites - Wareham, MA

Daralyn Covell | Moe Pineault

White's of Westport - Westport, MA

Stephanie Arruda | Roger Brodeur
Joey DeSousa | Doug Pontes
Shannon Souza



**THANK YOU
FOR
DRINKING PINK**

During October's Breast Cancer Awareness Month, our Drink Pink promotion raised \$400, which we have donated to the Breast Cancer Research Foundation.

THANK YOU AGAIN FOR YOUR SUPPORT!

LAFRANCE HOSPITALITY
Bittersweet Farm Restaurant & Tavern
The Galley Grille
Ten Cousins Brick Oven

BABY NEWS

Nicki Farrington, Comfort Inn & Suites, Wilton, ME, and husband Josh, welcomed a baby girl, Callie Grace Farrington, born on March 5th. On September 19th, **Erin Dubreuil**, Bittersweet Farm, and husband Josh, welcomed baby Joshua Michael. Best wishes to all!



Callie Grace

Joshua Michael

COMPANY TRAVEL

Tim Burkhardt, VP of Hotels, attended the Hotel Equity and Lender Perspectives Conference, held at the Seaport in Boston this past April. **Charlie Fellows**, **Eric Lafrance** & **Tyler Carlson** attended the National Restaurant Association show this past May in Chicago. **Ron Nassef**, GM of the Comfort Inn & Suites, Dover, NH, had the pleasure of visiting Las Vegas to attend the Choice Brand Conference in May as well. Tim Burkhardt and **Ken Tarara**, Regional Manager, Hotel Division, attended the Hilton Regional Owners Conference in July.



Charlie & Eric in one of many cooking demonstrations sponsored by Sysco

LITTLE DRESSES FOR AFRICA

As part of Hampton's 31 Days of Hamptonality, our Hampton Inn & Suites Plymouth, MA hotel recycled gently used pillowcases into beautiful little dresses for girls in Africa. With their simple design, perfect material, and simple sewing pattern, pillowcase dresses are the perfect solution for giving hope to little girls across the continent. Along with many other Hampton hotels across the world, more than 550 hotel properties participated in the project creating more than 7,770 pillowcase dresses. It's true that together, we can do little things that make a BIG difference to the world around us. For more information on the "Little Dresses for Africa" project and to see how you can participate, visit www.littledressesforafrica.org. We're not just sending dresses, we're sending HOPE.



ROLAND 'AIME' LAFRANCE SCHOLARSHIP

The 2015 Roland 'Aime' Lafrance Scholarship was awarded to **Audrey L'Hereux**, granddaughter of **Maryanne Lord**, Lafrance Corporate Office, on June 16th. A reception was held at White's with the Fall River Scholarship Committee. Audrey worked in the Galley Grille for a number of years as a busser & hostess and we are very proud of her accomplishments. This past September, she entered her freshman year at the University of Massachusetts, Dartmouth where she studies art. We wish her the all the best and continued success!



(L-R) Audrey L'Hereux with Renee Dufour, Dir., Corp. & Employee Relations

RECENTLY ENGAGED?

LHC's annual Bridal Fair is scheduled for Sunday, February 21st at Rachel's Lakeside. Join us for continuous fashion shows, 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 info and to pre-register visit: <http://eventsbylhc.com/bridalfair/>

NEW BEDFORD AREA CHAMBER OF COMMERCE ECONOMIC IMPACT AWARD

Lafrance Hospitality Company was chosen to receive the New Bedford Area Chamber of Commerce's highest honor – the Economic Impact Award - at the 2015 Annual Meeting. Many LHC corporate staff members attended the luncheon held on November 12 to receive the award.



HOTEL TRIPADVISOR AWARDS

We did it again! All eight of our eligible hotel properties received a TripAdvisor® Certificate of Excellence Award for 2015. The award celebrates excellence in hospitality and is given only to establishments that consistently achieve great traveler reviews on TripAdvisor. We're also proud to recognize three of our properties who have been accepted into TripAdvisor's newly established Certificate of Excellence Hall of Fame: **Holiday Inn Express - Milford, MA, Hampton Inn & Suites - Plymouth, MA, and Comfort Inn & Suites - Dover, NH**. This unique accolade is granted only to those businesses that have won the Certificate of Excellence for five years in a row.



LHC SALES RETREAT | Refresh & Recharge

The LHC hotel and venue sales teams gathered at the Rosebrook Event Center in Wareham, MA on November 4th & 5th for a sales retreat. The gathering was a great opportunity for the sales team to get to know one another better, recharge, share ideas, present concerns and challenges and offer best practices. On the second day of the retreat we welcomed seasoned sales trainer Ed Iannarella.



Ed is the author of the Marriott and Hilton Sales Training programs that the brands utilize to train hotel sales leaders. Sales teams have already begun implementing some skills they learned from Ed and one another and returned to their properties refreshed and recharged!



RAY ANDRADE RETIRES | AN END OF AN ERA

As Notre Dame football had their famous Four Horseman, White's was famous for its Big Four. For our long time employees and guests, the big four was often a reference to our Family style dinners of Roast Turkey, Baked Ham, Yankee Pot Roast and Southern Fried Chicken. But the Big Four was more about our four key chefs who for the better part of our 60 years made it happen, day in and day out. Arthur, Greg, Sully and Ray. Well, this past October, Ray is the last of the BIG Four, to turn in the apron, having spent his entire culinary career of 48 years with our restaurant family. We were so fortunate to have such a devoted, loyal and professional individual. Ray was so much more than a chef, always someone who mentored our younger staff, had strong emotional feelings for his fellow chefs and concern for always doing the right thing. He fully supported three generations of Lafrance leadership, Aime, Richard and Chris. As our purchasing chef for the past 20 years his rapport with all the weekly salespersons was second to none. Never to brush anyone off, he recognized and appreciated just how important everyone's job and time was. As we would often hear or say, "Ray is such a great guy" and really there is no better compliment one could be given. We all wish Ray well in retirement and trust he will continue to "hit 'em straight"!

LAFRANCE HOSPITALITY TEAMS WITH TOYS FOR TOTS

With the arrival of the 2015 holiday season, Lafrance Hospitality is once again 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.

HALL OF FAME PARTY | SAVE THE DATE

Every 5 years, LHC recognizes the hard work and dedication of their long term employees at an end of year Hall of Fame Party. Past hall of fame inductees, friends, family, and employees are invited to attend the 2015 gathering on Monday December 21, 2015 at White's of Westport. For more information or to RSVP, please email marketing@lafrancehospitality.com or call Renee Dufour 508-676-7888 x413.

COMPANY HOLIDAY PARTIES

For groups of any size, we offer something for everyone! White's, Rachel's Lakeside, Bittersweet Farm, the Waypoint Event Center and the brand new Rosebrook Event Center have some prime dates still available! Check our Entertainment Schedule for open party dates, DJs, dinner theatre, live music and more! (see below for open party dates @ White's of Westport)

WHITE'S OF WESTPORT | UPCOMING HOLIDAY PARTIES & EVENTS

OPEN DJ PARTY - GS DJ "Sound & Light"

FRIDAY, DECEMBER 11 | \$49 per person*

When they say the DJ makes or breaks the event, these guys blow the top off! GS DJs will make this party one to remember!

THE PORTUGUESE KIDS "A VERY PORTUGUESE CHRISTMAS"

SUNDAY, DECEMBER 13 | \$49 per person*

It's the most wonderful time of the year...Portuguese Style!
This is an 18+ event.

THE EDWARDS TWINS present a HOLIDAY SPECTACULAR

SATURDAY, DECEMBER 19 | \$49 per person*

Direct from Las Vegas and back by popular demand, 2 brothers, 100 stars performed by celebrity illusionists, The Edwards Twins!

OPEN DJ PARTY - MUSIC ON WHEELS

SUNDAY, DECEMBER 20 | \$39 per person*

DJ duo, Pete & Tammy will have you on the dance floor and in the holiday spirit!

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

Charlie Hall's DRINK & DABBLE

FRIDAY, DECEMBER 4 | \$40 per person | 7pm

The award-winning art event where people gather to sip cocktails and try their hand at re-creating a chosen painting - no experience necessary!

BREAKFAST WITH SANTA & MRS. CLAUS

SUNDAY, DECEMBER 13 & 20

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

\$18 adults | \$14 children | \$2 infants



COUNTDOWN TO 2016!

WHITE'S OF WESTPORT NEW YEAR CELEBRATIONS

DECEMBER 31 | NEW YEAR'S EVE BASH
2 Parties - featuring: GQ & The Lady or GS DJ's!
Prime Rib Buffet, noisemakers, champagne,
Post-Midnight Chinese Buffet - \$65 per person

JANUARY 1 | CHAMPAGNE BRUNCH BUFFET
\$30 Adults | \$16 Children

HAMPTON INN OVERNIGHT PACKAGES AVAILABLE