#### **SPRING/SUMMER 2017**

# Hospitality INSIGHTS

A newsletter for the employees and friends of Lafrance Hospitality Company



#### RITA PATRICIA LAFRANCE

As guests join us for our 63rd Easter, I am sure many will feel something is just different. As we celebrate our 62nd Anniversary at White's, we are saddened by the passing of Rita, the family matriarch, who passed away peacefully in early January. Rita and Aime were so very proud on April 10, 1955 when they welcomed their first guest. Since that historic day we have been privileged to have hosted thousands of families as they gather for this blessed holiday. Although Aime died almost 25 years ago, Rita carried on the goal of providing a welcoming atmosphere to every guest whether here enjoying our original family style servings or our Grand Easter Brunch. She was an inspiration for so many of the staff who were always willing to postpone their own holiday festivity to join Rita in serving others. She will always be remembered as Fall River's most gracious hostess.

Our family thanks all our friends for the many, many offers of sympathy for my Mom and the support you gave our family during this difficult time. Our family has established a

scholarship in my Mom's name at Bishop Connolly High School and thank so many of you who have supported this fund. Bishop Connolly and education were key beneficiaries of my Mom and Dad's generosity over the past 50 years and having the gymnasium named in their honor is something our family is grateful for. What I do know for certain is that what made my Mom most proud was nurturing her family in the love of the hospitality business and watching them grow and prosper in our family outreach both in our business and the community. - Richard Lafrance

## LAFRANCE HOSPITALITY ACQUIRES HOLIDAY INN EXPRESS - MIDDLETOWN, RI

Lafrance Hospitality of Westport, MA is excited to announce the recent acquisition of the Holiday Inn Express in Middletown, RI. "Acquiring the Holiday Inn Express in Middletown strategically aligns our company's growth in destination markets throughout New England," said **Richard Lafrance**, President & CEO, Lafrance Hospitality. "We are thrilled to expand our presence in New England, and especially in Rhode Island." **Tim Burkhardt**, VP Hotel Operations, Lafrance Hospitality, states, "The acquisition process went very smoothly. We have retained all staff who



were currently employed at the hotel and we are working with them to ensure our acquisition doesn't affect their position or history with the property." Congratulations to **Sara Haslam** as she begins management of the property. A special thanks to **Derek Tawil**, **Ken Tarara**, **Nick Silvia**, **Cassandra Meade** and **Jennifer Lerz Norr** who assisted in the process of taking over all aspects of managing the hotel. Travelers seeking hotels on Aquidneck Island find that the Holiday Inn Express® Hotel Middletown / Newport is the place to stay. Moments from historic downtown Newport, the many acclaimed Newport mansions and pristine Middletown beaches, this hotel's location makes it easy to explore all the area has to offer. Boasting a legendary history, Newport, Rhode Island offers the hotel's guests countless sites of intrigue. Patrons can stroll along the historic Cliff Walk, a scenic 3.5-mile pathway following Newport's shoreline in the historic district, or tour the opulent Gilded Age mansions of Bellevue Avenue, including Belcourt Castle and Chateau-sur-Mer. Downtown dining and attractions like The Newport Art Museum are other fun alternatives; and for a day outdoors, head to Newport Harbor, Atlantic Beach or Fort Adams State Park.

For reservations or more information, call the hotel directly at **401.848.7128**, or visit **hiexpress.com/middletownri**.

#### **NEW FACES & A CHANGE OF PLACES!**

**Nichole Farrington** is our part-time Sales Manager at the Comfort Inn & Suites, Wilton, ME. Nichole has been a Guest Service Agent; responsible for replying to all guest surveys and social media reviews. Nichole has been a key contributor to the success of the Platinum Award Winning Hotel

Formerly the Operations Manager, **Jennifer Reed** has been promoted as Sales Manager at Residence Inn, North Conway, NH. Jennifer started working at the hotel in 2015 and has been a key contributor to the success of the hotel.

**Shelly Tripp** has accepted the role of General Manager at the Comfort Inn & Suites, Wilton, ME. Shelly joined us in early 2015 and has been a strong asset to the Comfort team by assisting in operations, and hotel initiatives.

**Derek Tawil** joins us as Regional Director of Operations with oversight of our Southern Massachusetts & Rhode Island hotels. He joins us after many years with Hersha Hotels and working with Marriott and Hilton branded properties. Derek has already started working with our GM's to help ensure a successful 2017!

Welcome back **Pat Stockford** as Director of Sales at TownePlace Suites/ Rosebrook Event Center, Wareham, MA. Pat was the Director of Sales at the Hampton Inn & Suites, Plymouth, MA for 8 years before leaving in 2015 and we are all so thrilled to have Pat back!

Welcome **Ted Zlydaszek** as Director of Sales at Holiday Inn Express Middletown/Newport, RI. Ted came to us as the Regional Director of Sales at Phoenix Hotels. We are confident that Ted will be a great addition to the Lafrance Sales Team!

**Sara Haslam** has been appointed General Manager of the Holiday Inn Express Middletown/Newport, RI. We truly appreciate Sara's efforts in helping transition the Residence Inn, North Conway, NH hotel to Lafrance Hospitality ownership and we know Sarah will do great at her new post!

**Tammy Hutchinson** has taken over as General Manager at the Residence Inn, North Conway, NH. Tammy and her team in Wilton, ME achieved tremendous success through brand recognition and hotel placement as well as operational efficiencies and performance. Tammy is well deserving of this promotion!

Welcome aboard to **Eileen McCarthy-Mendonca** who will be assuming the payroll responsibilities for LHC. She has a bubbly personality and bright smile, and is a perfect asset for our team.



#### TEAM LAFRANCE LENDS A HAND IN NEW ORLEANS!

Tammy Hutchinson (GM-North Conway, NH), Kristy Roussel (GM-Fairfield Inn & Suites, New Bedford, MA), Ken Tarara (Regional Director of Operations), Mark Turgeon (GM-Courtyard, Littleton, MA) and Doti Acres-Gath (GM-Fairfield Inn & Suites, Plymouth, NH) giving back while attending at the Marriott GM conference in New Orleans this past March! Way to go team!

#### **CAUSE FOR APPLAUSE!**

These employees have raised the bar this past year and it was noticed by their peers and managers. Nominees and winners of Cause for Applause not only do what's expected of them at 100% effort but they go above and beyond typical expectations to 'WOW' our guests.

#### **Dave Brown**

Fairfield Inn & Suites - New Bedford, MA

#### **Richard Ferreira**

Rachel's Lakeside - Dartmouth, MA

#### **Diane Kamps**

Hampton Inn - Westport, MA

#### Mike MacDonald

TownePlace Suites - Wareham, MA

#### Ian O'Brien

Ten Cousins Brick Oven - Westport, MA

#### **Justin Thibault**

Bittersweet Farm - Westport, MA



#### Jack Faria

Bittersweet Farm - Westport, MA

#### **Alexis Ferland**

Bittersweet Farm - Westport, MA

#### **Patrick Hawes-Defrias**

White's of Westport - Westport, MA



#### **OUR FRESH NEW LOOK!**

As our company continues to grow it was imperative that we establish a consistent brand and image presence across all channels.

Our new logo and website are the first step in accomplishing this task and we are excited to share these designs with you! Visit us online and let us know what you think of our new website too:

www.lafrancehospitality.com

#### 14th ANNUAL BRIDAL SHOW!

We celebrated our 14<sup>th</sup> Annual Bridal Show at Rachel's Lakeside on Sunday, February 26. The Show was very well attended with approximately 180 future brides as well as 350 additional guests. We showcased our five wedding venues and three local hotels and hosted 35 vendors providing all types of wedding services. We received many positive comments from both guests



and vendors about how organized and well run our Bridal Show is. All of this could not be possible without the help of our wonderful Sales Team from our venues and Matt Shaffer, Marketing Director. Our Bridal Show continues to be one of the premier shows in the area. Special thanks to E.K.Rogers for providing us with photos of the show!

#### **BITTERSWEET FARM - FAN MAIL**

"Bittersweet Farm is the place I chose to host my daughter's Jack and Jill Wedding Shower. I could not have picked a better place. 150 people came to



celebrate with us. From the second we walked in the door to the gorgeous decor, to the food that was served, to the amazing wait staff, and the bartenders who never stopped all night. We had stations set up and food passed around, there was something for everyone's taste. The array of food was over the top. Everyone

is still raving about the food. My personal favorite was the mashed potato bar. I have to give a special shout out to **Carla Dicorpo-Lewis**, from the time I made my first phone call to her until she said goodnight after the shower, she was so attentive to my every need, and trust me, I was needy. I have never dealt with anyone who was so professional, accommodating, and genuinely took an interest in every step of the planning process. She delivered everything and more that she said she would. I can't thank Bittersweet Farm enough for making our night a magical evening." - Jenney C.

#### **WE DID IT AGAIN!**

WeddingWire, the leading global online wedding marketplace, named Lafrance Hospitality as a winner of the prestigious WeddingWire Couples' Choice Awards® 2017! This is the **5th consecutive year** Lafrance



Hospitality has received this award. The WeddingWire Couples' Choice Awards® 2017 recognizes the top five percent of wedding professionals in the WeddingWire Network who demonstrate excellence in quality, service, responsiveness, and professionalism.

#### **ALWAYS GETTING BETTER**



Several of the Lafrance hotels are undergoing extensive renovations to improve the comfort and overall experience of our guests. The **Homewood Suites in Dover, NH** has had a complete remodeling

of its lobby, breakfast and dinner area, and hallways. In addition, a large patio and outdoor kitchen will be added to the exterior of the hotel for guest use. The **Hampton Inn & Suites, Plymouth, MA** just completed an entire décor change in every one of its 122 guest rooms. Rooms now have new beds, furniture, carpet, wall coverings and lighting. The **Residence Inn, North Conway, NH** is currently under renovation of all its guest rooms, hallways, and lobby area. Guest room renovations include carpet, wall coverings, painting, and some furniture. The lobby will be redesigned while still incorporating the local flavor of North Conway and the White Mountains and Lakes Region of New Hampshire.

#### **COURTYARD BEST OPENING AWARD**

Lafrance Hospitality received Marriott International's prestigious Best New Opening award for Courtyard Hotels for the opening of their Courtyard hotel in Littleton, MA. The hotel received the award for their efficient opening, meeting and exceeding all required deadlines for Marriott including: strong pre-opening sales numbers, excellent market penetration post opening, and minimal post opening construction finish work. Lafrance Hospitality received the same award from Marriott International when they opened their TownePlace Suites hotel in Wareham, MA in 2015. **Richard Lafrance** and **Tim Burkhardt**, VP of Hotels, will be on hand to receive the award at the Marriott Owners Conference in Los Angeles in May.

#### LHC ACQUIRES HISTORIC DISTRICT'S NATIONAL CLUB

**NEW BEDFORD, MA** - A new restaurant will be arriving in a prime location in the downtown historic district as the building that once housed the National Club. The National Club was a relic of a bygone era in the city. Once a popular watering hole for the city's fishermen, it hearkened back to an era when some fishermen home from the sea were said to quickly make their way to the National Club. The building shares the



same block with Moby Dick Brewing Co., the city's first brew pub, which opened its doors mid-March. The city has long sought to attract businesses to the block which is seen as a key location in New Bedford's efforts to boost its tourism industry. The block sits roughly midway between the waterfront and the Whaling Museum and Seaman's Bethel/Mariner's Home, which is undergoing a major expansion. Lafrance Hospitality also worked with the city in building the Fairfield Inn & Suites on MacArthur Drive. It was the first downtown hotel located in the city since the mid-20th century. This latest endeavor will become the first building on Union Street seen when crossing from the section of the harbor adjacent to the downtown National Park district. Considered the "spine of the city," the location has already become a hub for some local pub/restaurant. The new restaurant will be in the same area as waterfront establishments such as Rose Alley Ale House, Slainte, and Cork Wine and Tapas Bar. - Michael Bonner/SouthCoast Today



#### JEFF PINEAULT - "THE MAN BEHIND THE SCENES"

Jeff joined Lafrance Hospitality as Chief Financial Officer in 1995. Through his tireless efforts and working with CEO Richard Lafrance, Jeff has been instrumental in the growth of our company over the last 22 years. Today, Jeff manages a staff of 12 in our corporate office and is a key contributor to our Leadership Team dealing with all financial aspects of Lafrance Hospitality. Keeping it all in the family, Jeff is Richard's nephew, first cousin to the Lafrance's, Rachel, Chris, Eric & Sean and Godfather to Maggie and Ellie. It's safe to say that without Jeff's leadership and commitment to our company we would not be where we are today. Jeff resides in Middletown with his wife Melissa and enjoys cycling, working out and traveling when he finally decides to take some time off, which is rare!

### **LAFRANCE HOSPITALITY** | **DINING & MUCH MORE!**

## TEN COUSINS Brick Oven 977 Main Road, Westport, MA | 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, Westport, MA | 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, Westport, MA | 508.636.0085

Live Tavern Music Thursday, Friday & 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's 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: www.teamtrivianewengland.com

#### RACHEL'S LAKESIDE

950 State Road, Dartmouth, MA 508.636.4044 | rachels@lafrancehospitality.com

#### **WAYPOINT EVENT CENTER**

185 MacArthur Drive, New Bedford, MA 774.634.2009 | waypoint@lafrancehospitality.com

#### **ROSEBROOK EVENT CENTER**

50 Rosebrook Place, Wareham, MA 508.291.1800 | rosebrook@lafrancehospitality.com