

Hospitality INSIGHTS

WINTER 2017/2018

A newsletter for the employees and friends of Lafrance Hospitality Company

PLEASE EXCUSE US, AS WE STAY FRESH

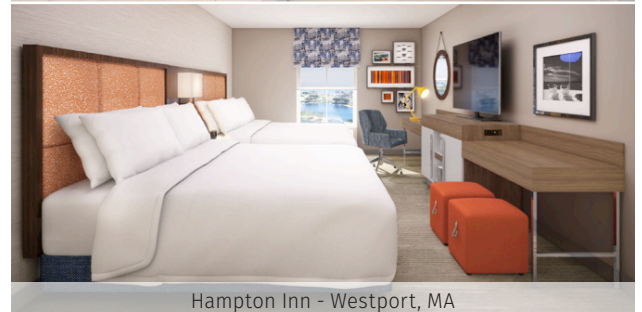
Whether you have stayed with us or just driven by some of our hotel properties, you can't help but notice all the renovations that are taking place. We are so excited to be enhancing many of our hotels so that we may continue to provide you with the absolute best guest experience. Early in the year, we put the finishing touches on the remodeling of our Hampton Inn & Suites, Plymouth, MA, and the Homewood Suites, Dover, NH. These projects include upgrades to both guest rooms and common areas and at the Homewood Suites, the addition of a great outdoor grilling area for our extended stay guests. During the same time, but after ski season, we began a complete renovation of the Residence Inn, North Conway, NH. This 108 room property is the gem of the Mount Washington Valley. The project also coincided with the expansion of the next door shopping mall! The Valley has indeed become an all season destination. During our busy summer season we were

careful not to cause disruption in guests services. However, we did begin outdoor and landscaping projects at both our newly acquired Holiday Inn Express in Middletown, RI, and the newly relicensed Hampton Inn in Westport, MA. Our most visible renovation is at the Hampton Inn, Westport, MA, our very first hotel. We are just now completing a complete exterior renovation as well as the interior expansion of our much used and often crowded breakfast area. We are now focusing on the 130 guest rooms which we know guests will be very pleased with. We hope you will come experience and enjoy the many upgrades. Starting also this month is the full interior renovation of the Holiday Inn Express in Middletown, RI, as well as a fresh new look to the exterior. When complete this will be the newest hotel on the island. We are anticipating that renovations to these two hotels will be done by early next year. We wish to emphasize that these projects are being phased in so that there is minimal impact to our frequent and loyal guests. Then in 2018 (just to keep us busy), we will begin a similar project at the Fairfield Inn & Suites, New Bedford, MA, and at the Comfort Inn & Suites, Wilton, ME.

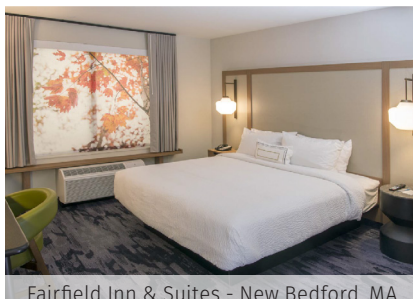
In summary, we are so grateful to our many, many guests who have stayed with us in our various hotels over the past 29 years. This has allowed us to prosper and then give back by providing high quality accommodations with superior customer service.



Holiday Inn Express - Middletown, RI



Hampton Inn - Westport, MA



Fairfield Inn & Suites - New Bedford, MA



Hampton Inn - Westport, MA

REINVESTING IN HOSPITALITY



WELCOME ASHLEIGH & CHRISTOPHER!

We welcome **Ashleigh MacAskill** as our newest team member. Ashleigh has taken on the position of Marketing Director for Lafrance Hospitality. Ashleigh joins us from the Plymouth County Convention and Visitors Bureau where she held the position of Communication, Marketing and Group Services Manager. As Marketing Director Ashleigh will provide support to the general management of the company by managing all aspects of the overall marketing function. Ashleigh will be responsible for both developing and delivering brand marketing and communications strategies that will generate demand for all Lafrance Hospitality business units. She will also oversee all aspects of marketing services from strategy development through implementation. Ashleigh will be working out of the corporate office in Westport in tandem with restaurant and hotel managers as well as sales directors.



We also welcome **Christopher Belton** to Lafrance Hospitality as Area Director of Sales of Holiday Inn Express, Milford, MA, and Courtyard, Littleton, MA. Christopher came to us as the Director of Sales at Freepoint Hotel/Best Western Hotel Tria in Cambridge. Prior to that he was the Director of Sales at the Residence Inn, Framingham, MA for 10 years. We are confident that Christopher will be a great addition to our Sales Team.

MORE NEW FACES & NEW PLACES

We welcome **Jennifer Barboza** back to the Lafrance Hospitality hotel division as Assistant General Manager of Residence Inn, North Conway, NH. Jenn previously worked at the Hampton Inn, Westport, MA for 11 years, before moving up north in 2010. We are excited to have Jenn on board – she brings great enthusiasm, dedication and knowledge! **Kim Masterson** has joined the Finance & Admin Group in the Corporate Office. She received her Bachelor of Science degree in Accounting and comes with many years of accounting experience. **Kate Daley** joins us as Catering Sales Coordinator for Rosebrook/TownePlace Suites, Wareham, MA. Her previous skills as a Banquet Manager and Sales Coordinator make her a great asset to the company! We welcome **Jillian Bromley** as Sales Manager at the Fairfield Inn & Suites, Plymouth, NH. Jillian has a background in sales and most recently worked as Corporate Sales Manager at Loon Mountain. **Samuel Fellows** is working part-time with our Social Media & Marketing team. He is the 4th generation of the Lafrance family, and brings a refreshing, new perspective with him. **Nath Ka** has recently accepted the position of Sales Coordinator at the Waypoint Event Center in New Bedford, MA. Nath first joined Lafrance Hospitality in 2005 as a banquet server. **Brooke Stanley** has accepted the role of Front Office Manager at the Homewood Suites in Dover, NH. Brooke joined us in early 2016 as Housekeeping Supervisor. Over the last year Brooke has been a strong asset by raising the housekeeping expectations, profitability and supporting GM Molly and the entire team. **Nicolle Douglas** has worked with Lafrance Hospitality since 2012 in many different roles in 3 properties. Last fall when we transitioned the Comfort Inn in Dover, NH, Nicolle moved to the Homewood Suites, Dover, NH. While at the Homewood Suites over the last 8 months, Nicolle has been a key player by wearing many hats from Housekeeping, Laundry, Breakfast, Evening Social and Front Desk Agent. We are excited to announce that she will take over as Housekeeping Supervisor. **Kayla Botelho** joined The Waypoint Event Center as a Sales Manager in April of 2017. In September, she accepted a transfer and has joined our team at Bittersweet Farm as a sales coordinator.

CAUSE FOR APPLAUSE!

These employees not only do what's expected of them at 100% effort but they go above and beyond typical expectations to 'WOW' our guests.

Alexis Aylward | Hampton Inn & Suites - Plymouth, MA
Tara Balestrieri | Homewood Suites - Port Richey, FL
Candy Bilodeau | Homewood Suites - Dover, NH
Don Blair | Homewood Suites - Dover, MA
Daniel Caesar-Sainz | Rachel's Lakeside - Dartmouth, MA
Jim Campagnone | White's of Westport - Westport, MA
Tyler Carlson | Corporate Office - Westport, MA
Daralyn Covell | TownePlace Suites - Wareham, MA
James Danis | Bittersweet Farm - Westport, MA
Jennifer Do-Teixeira | Hampton Inn - Westport, MA
Alice Elwell | Hampton Inn & Suites - Plymouth, MA
Anna Frankowska | Residence Inn - North Conway, NH
Roberta Goodspeed | Fairfield Inn & Suites - Plymouth, NH
Wafaa Kaliny | TownePlace Suites - Wareham, MA
Ashlyn Kimball | Residence Inn - North Conway, NH
Joy Laboulilere | Hampton Inn - Westport, MA
Larry Levesque | Homewood Suites - Dover, NH
Mei Lin | Fairfield Inn & Suites - New Bedford, MA
MaryAnne Lord | Corporate Office - Westport, MA
Matt Martin | Corporate - Westport, MA
Eden Minor | Rachel's Lakeside - Dartmouth, MA
Meghan Morrow | Courtyard - Littleton, MA
Tracy Mullen | TownePlace Suites - Wareham, MA
Erika Mussey | Hampton Inn - Westport, MA
Bobby Phenix | White's of Westport - Westport, MA
Holly Robichaud | Courtyard - Littleton, MA
Linda Russell | Comfort Inn & Suites - Wilton, ME
Haley Santos | White's of Westport - Westport, MA
Susan Schepici | Holiday Inn Express - Middletown, RI
Kristine Thatcher | Fairfield Inn & Suites - New Bedford, MA
Mark Watkinson | Hampton Inn - Westport, MA
Lauren Whittum | Homewood Suites - Dover, NH
Yesenia Zamora | Holiday Inn Express - Milford, MA

BABY BONANZA @ LAFRANCE HOSPITALITY!

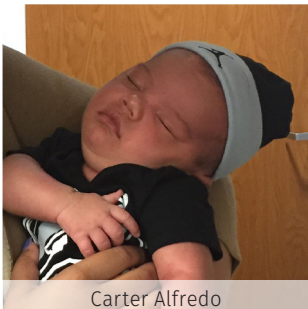
Adam Sarvela, Maintenance Supervisor, Courtyard, Littleton, MA, and his fiancé Nicole Lorensen, welcomed their son, Hayden Williams on April 18th. Hayden weighed 8 pounds, 15 ounces. **Jill Landry**, Bartender/Server at the Galley Grille, gave birth to Xander William on August 8th, he was 6.8lbs., 19.5in. On August 10th, **Alexis Miguel**, Front Desk Associate at the Fairfield Inn & Suites, New Bedford, MA, welcomed baby boy Carter Alfredo, weighing in at 8lbs., 9oz. **Edson Pereira**, Line Cook at White's, welcomed baby boy Edson Oliver Olson at 8.5lbs. **Shannon Ellis**, Front Desk Associate at the Fairfield Inn & Suites, New Bedford, MA, gave birth to Eloise Charlotte on September 9th. She weighed 6lbs., 10.5oz. and was 19in. Best wishes to all!



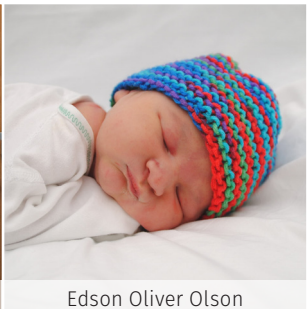
Hayden Williams



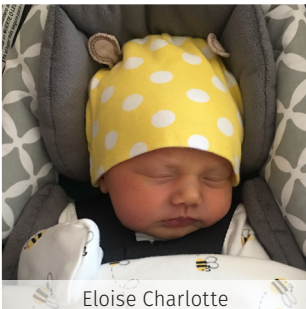
Xander William



Carter Alfredo



Edson Oliver Olson



Eloise Charlotte

LAFRANCE HOSPITALITY GUEST SPEAKERS!

On September 6, **Tim Burkhardt**, VP Hotel Operations, was asked to participate as a panelist at the Hotel Summit sponsored by the New England Real Estate Journal. Tim traveled to Nashua, New Hampshire where he participated in a panel discussion on Hotel Development and Franchising in front of a group of one hundred industry executives ranging from bankers to hotel brokers.

Jeff Pineault, CFO, was invited as a panel guest speaker at the 2017 New England Wealth & Retirement Conference held at Gillette Stadium Hall of Champions, on November 3rd. Plan Sponsors and innovative advisors discussed how they work together with participants to improve participation, education, and engagement. Other panel guests included Matt Cahill, Granite Financial Partners and special guest panelist Mark Singer, CFP and Author, who shared case studies from advisors and Plan Sponsors on moving the



Jeff at Gillette

entire discussion to "financial wellness" and "retirement readiness". The panel was moderated by John Sullivan, Editor-In-Chief, 401kSpecialist.com. After the conference, guest speakers were given a tour of the stadium and the opportunity for photos on the 50-yard line.

ROLAND 'AIME' LAFRANCE SCHOLARSHIP WINNERS!

Congratulations to our scholarship recipients! **Brittney Tabicas**, a Banquet Server at White's of Westport, is studying Biology at Merrimack College. **Madison Valois**, a Hostess/Busser at Ten Cousins, is attending UMass Amherst and is studying Biology with a pre-med track. **Autumn Larrabee**, a Breakfast Hostess at the Residence Inn, North Conway, NH, is in the Dental Assistant Program at New Hampshire Technical Institute. **Cassandra Levesque**, daughter of Larry Levesque, Front Desk Representative at the Homewood Suites, Dover, NH, is attending New Hampshire Institute of Art, with a major in Art Education and a minor in Photography. The annual Fall River Scholarship Foundation presentation ceremony was held at White's. The Scholarship Foundation selects the awardees, on behalf of the company. Each scholarship is in the amount of \$500. Best wishes to all!



Brittney

Madison

NEW BEDFORD GIVES BACK!

This past summer, **Kristine Thatcher**, Front Desk Supervisor, and staff were thinking of ways to give back to their community. So, they all pitched in some of their own money to sponsor a local basketball team through the New Bedford Hoops Summer Basketball League! Well done team!



DON GENDREAU RETIRES!

Don Gendreau has decided to retire after 25 years of service. He has kept the Westport Hampton Inn "together" as chief engineer for over twenty-five years. He often has been quite inventive with temporary fixes. While maintaining Lafrance's largest and oldest hotel, Don probably has repaired over 8,000 toilets and solved over 100,000 repair slip requests. Don really knows the "ins and outs" of the hotel and will be missed. We all wish Don a happy and healthy retirement. Thank you Don for your dedication! -Frank Lima, General Manager

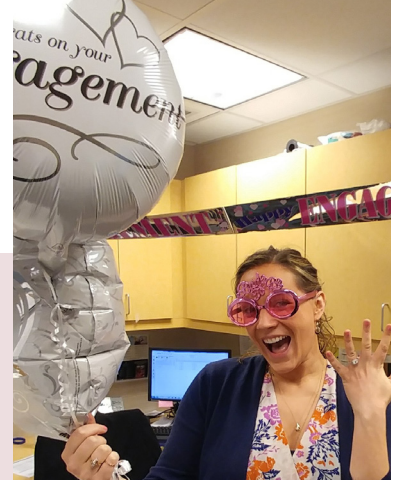


JENNIFER'S BIG DAY!

Jennifer Do, Sales Manager at the Hampton Inn Westport, MA, and Josh Teixeira tied the knot at Rachel's Lakeside on April 29! We're so thrilled for you and we wish you both all the very best!

JILLIAN'S ENGAGED!

Jillian Bromley, Sales Manager at the Fairfield Inn & Suites Plymouth, NH, was recently engaged while she was vacationing in Ireland! Cheers to being lucky in love Jillian & Jon!



RECENTLY ENGAGED?

LHC's annual Bridal Fair is scheduled for Sunday, February 25th 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: lafrancehospitality.com/weddings

WHITE'S OF WESTPORT | UPCOMING HOLIDAY PARTIES & EVENTS

DJ OPEN PARTY - featuring "GS DJ"

FRIDAY, DECEMBER 8 | \$39 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 17 | \$49 per person *

It's the most wonderful time of the year...Portuguese Style!

This is an 18+ event.

***Above parties feature our Holiday Buffet
Social 6:30/Buffer 7:30pm**

PAINT NITE® - A new kind of night out!

THURSDAY, DECEMBER 14 | \$45 per person

Paint Nite® invites you to create art over cocktails, guided by a professional artist and party host. Grab your friends and flex your creative muscles!

TEAM TRIVIA - Think You're Smart?

WEDNESDAY, DECEMBER 6, 13 & 20 | FREE

Join us for Team Trivia Night, it's free to play & prices too! Reserve your team's table today!

BREAKFAST WITH SANTA & MRS. CLAUS

SUNDAY, DECEMBER 10 & 17

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

\$19 adults | \$15 children | \$2 infants



WHITE'S OF WESTPORT NEW YEAR CELEBRATIONS

DECEMBER 30 | COMEDY EXPLOSION

Featuring our 'All You Can Eat/All You Can Laugh' Italian Buffet and the area's hottest comics! - \$35 per person

COUNTDOWN TO 2018!

DECEMBER 31 | NEW YEAR'S EVE BASH

2 Parties - featuring: Image Band or GS DJ's!
Prime Rib Buffet, noisemakers, champagne,
Post-Midnight Chinese Buffet - \$69 per person

JANUARY 1 | CHAMPAGNE BRUNCH BUFFET

Enjoy a New Year's Day feast at White's with complimentary Bloody Mary or Mimosa while toasting the New Year!
\$30 Adults | \$16 Children

HAMPTON INN OVERNIGHT PACKAGES AVAILABLE

