

DELTA HOTELS BY MARRIOTT ASHLAND DOWNTOWN NOW WELCOMING GUESTS

The all-new Delta Hotels by Marriott Ashland Downtown celebrated its grand opening on Wednesday, July 3rd in Ashland, Kentucky. The 10-story, 152-room hotel is owned by WB Hospitality and managed by LBA Hospitality.

Nestled on the foothills of the Appalachian Mountains, in the heart of downtown Ashland and just minutes from Huntington, WV and Ironton, OH, the property offers the ideal location for both business and leisure travelers. “The Delta Hotels brand is known for blending luxury and simplicity, making the travel experience more enjoyable and simply perfect for guests,” said Chief Operating Officer of LBA Hospitality Farrah Adams.

The new Delta hotel offers great design aesthetic while delivering fundamentals of the brand’s positioning and quality level that is expected in the premium full-service tier. Guest rooms and suites offer a premium retreat after a day of business meetings or exploring the city. In-room amenities include deluxe SoapBox sustainable bath products, HDTVs with premium channels, room-service options and workspaces designed for productivity. On-property services also include complimentary WiFi, grab-and-go breakfast, a state-of-the-art fitness center and approximately 4,500 square feet of flexible meeting and event space in addition to an onsite Starbucks.

The property is also home to The Winchester, a full-service dining venue, and two full bars. The Winchester is operated by 3J Group and features a diverse menu of steaks, seafood, sandwiches and more. The Bourbon Bar and the country music-themed Guitar Bar showcase a wide selection of fine and rare bourbons, Kentucky’s native spirit.

Nearby points of interest include Paramount Arts Center, Kings Daughters Medical Center, Marshall University, Camden Park and Heritage Farm Museum.



LBA C.A.R.E.S.

CARING ASSOCIATES READY AND EMPOWERED TO SERVE.

LBA C.A.R.E.S. is how the company takes action respecting our deeply ingrained value that we give back to the communities that have welcomed us and nurtured our success. We believe community service is a responsibility and a privilege.

READING IS FUNDAMENTAL!

By Francine Molette, General Manager
Homewood Suites Montgomery, AL (OMA)

In April, OMA partnered with Ten Times One Is Ten Women's Federated Club and the Wounded Warriors Project to read at the Headstart Program at Carver Elementary School. Both of these organizations are partners of Reading is Fundamental (RIF), a non-profit children's literacy organization, and they were very excited to find out that Homewood Suites recently started a partnership with RIF. Lewis the Duck joined us to read and supply books and snacks to the students. Lewis was well received and loved by the children. One of them even tried to follow Lewis home!



STRONG COMMUNITY PARTNERSHIPS

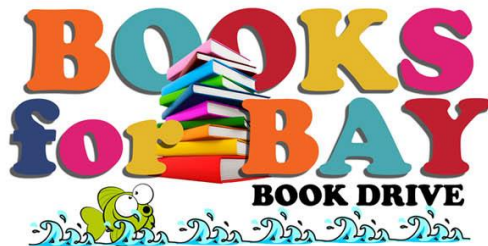
By Jessica Walkoski, Director of Sales
Hampton Inn & Suites Panama City Beach, FL (IPC)

IPC has formed a partnership with two local nonprofits- 90 Works and Arc of the Bay.

90 Works supports individuals and families to overcome and prevent homelessness, poverty and family violence by becoming self-sufficient. Arc of the Bay provides support and opportunities for people with disabilities to choose and participate in valued adult activities. During the first two quarters of the year, we partnered with these agencies to teach their clients work skills, provide them with an opportunity to find a job, and provided personal and home items to use when they are getting set up to live on their own.



Pictured right: Kathie Kern with Arc of the Bay and Rocky Harrison with 90 Works.



Check out Patricia Paz, Food & Beverage Manager at the Courtyard in Panama City, FL, being interviewed live on local news! Patricia is leading an effort to collect books to restock Bay County School's libraries and classrooms, which were damaged during Hurricane Michael last year.

<https://www.wjhg.com/content/news/Books-512407742.html>

FOR MORE INFORMATION ABOUT LBA C.A.R.E.S.:

- Visit the LBA Hospitality website at lbahospitality.com/lbacares
- Access the C.A.R.E.S. toolkit on Innovations

Send us an e-mail describing your property's C.A.R.E.S. related activities, with photos. Let us know all about it!

E-mail your story to Stephanie Butler at stephanieb@lbaproperties.com

LATIN NIGHT RAISES SCHOLARSHIP FUNDS

By Laura Dickey, General Manager
Hilton Garden Inn, Victoria TX

Hilton Garden Inn Victoria, Texas and LBA CARES were thrilled to be able to support the DeLeon Club of Victoria with a \$1000.00 donation. A huge thank you to everyone who attended our Latin Night in celebration of Cinco de Mayo. The DeLeon Club supports local Hispanic youth scholarships and numerous other local charities. We are honored to be able to give back to our community and support such a worthy organization.



Pictured from left: Claire Pagel, Director of Sales; Mike Rivera, President of the DeLeon Club; Laura Dickey, General Manager; Heather Rocha, Assistant General Manager; Gary Moses, Community Relations

LBA C.A.R.E.S.

CARING ASSOCIATES READY & EMPOWERED TO SERVE

CROSSWINDS YOUTH SHELTER

By Dana Good, Director of Sales
Homewood Suites Cape Canaveral, FL (OCF)



Team OCF assembled 100 hygiene bags for the Crosswinds Youth Shelter, containing soap, shampoo, conditioner, lotion, toothpaste and toothbrush. The bags are given to children who are temporarily homeless and living in the shelter. We also collected money that will be used to provide some meals at the shelter. We

invited Crosswinds staff and children to tour the hotel. General Manager Tony Stagni gave them a tour and taught them about careers in the hospitality industry. We ended the tour with an ice cream social for the OCF team and our Crosswinds guests.

Pictured from left: Dana Good, Director of Sales; Neil Clark, Assistant General Manager; Misty Campbell – from Crosswinds; Tony Stagni, General Manager

Note from the editor: The Wiregrass United Way is a major beneficiary of donations from LBA and many of our corporate associates. We thought you would like to learn more about what happens to your dollars once the Wiregrass United Way gets them. In this section, you will learn more about the Wiregrass United Way and its partner agencies.



WHAT IS 2-1-1 ANYWAYS?

By Taylor Wheeler, Area Manager
Wiregrass United Way (WUW)

As a Wiregrass United Way donor, you know that your dollars are making a difference—but do you know how?

Wiregrass 2-1-1 is a local call center staffed by live call specialists ready to assist Wiregrass residents in need. 2-1-1 is a lifeline for someone who desperately needs help but doesn't know where to begin finding it. Some common caller requests are for food, clothing, shelter, or emergency financial assistance. Wiregrass 2-1-1 goes above and beyond to assist callers who have unique or specific problems and follows up with callers to make sure they received the help that they needed.

During the aftermath of Hurricane Michael, a 2-1-1 caller needed help locating a pediatric feeding tube for a family member in Panama City whose child has spina bifida and depends on tubes for nutrition. Because of the hurricane, Panama City hospitals were closed and they could not receive any medical supplies by mail, so the family member had no immediate way to get the tubes. The baby's life was in danger. The 2-1-1 caller lived in Eufaula, AL and would be able to deliver the tubes to Panama City, but couldn't find anyone that could help supply the type of feeding tube needed. Wiregrass 2-1-1 made calls to local pharmacies, hospitals and other contacts in their network of resources. One call specialist was able to speak with the Nurse Educator at Flowers Hospital and secured the feeding tubes for the baby. Because of the quick efforts of Wiregrass 2-1-1, the caller was able to deliver the tubes to Panama City in time.

WATCH US GROW

Property Openings

- Courtyard Houston Heights, TX (Opening Aug. 2019)
- Courtyard Hilton Head, SC (Opening Dec. 2019)
- Home2 Fort Worth, TX (Opening early 2020)
- Hampton Inn/Home2 Cape Canaveral, FL (Opening 2020)

Management Aquisitions

- Hampton Inn & Suites Pine Bluff, AR

GUEST EXPERIENCE

Hampton Inn & Suites Ft. Worth/Burleson, TX

"Thank you to the staff for how extremely professional, accommodating, proficient and hardworking they have been since my first day of stay. Ashley, Myrella, Amanda, Nicole, and Irene have gone above and beyond to ensure that my stay was its best. I travel a lot for work and I've never seen a group of women do their jobs so exceptionally well. Also, I would like to show my gratitude to your Director of Sales, Jessica Mathis. She not only ensures that her guests are taken care of, she also taught me some things about the Hilton Honors app that I had no idea about. This group of women deserve to be rewarded for not only doing their jobs well, but for making sure guests are well taken care of, and having fun while doing it. Thanks again and I hope to see you all sooner than later." – Brian

Seas the Day!

PROPERTY HAPPENINGS



By Valentina Rivas, Director of Sales
TownePlace Suites Miami, FL

Regional Director of Sales, Mona LeTourneau, challenged LBA's East Region to deliver donuts to our top local accounts and to take pictures to share it with the sales team. Sales Coordinator Ingrid Cegarra and I had a blast visiting the Service Employees International Union (SEIU) Miami office, the Atlas Air Training Center, and others.



By Norma Alcahe, Director of Sales
Hampton Inn Fort Lauderdale, FL

Pictured at left: Director of Sales Norma Alcahe stopped by Moss and Associates for National Donut Day!



By Melissa Petiot, Director of Sales
Home2 Suites Orlando, FL (2OF)

To Celebrate National Donut Day the sales team took assorted donuts from Dunkin Donuts to local accounts to say thank you for their continued partnership. The Housekeeping Team also received treats from the sales team to say thank you for their continued hard work.

Pictured from left: 2OF Director of Sales Melissa Petiot making a special delivery to Jessie Undieme, the Executive Assistant at Stihl SE



OMA SHARES APPRECIATION WEEK WITH FIRST RESPONDERS

By Ray Brown, Director of Sales
Homewood Suites Montgomery, AL (OMA)

OMA celebrated Associate Appreciation week in conjunction with Hilton's 100th Birthday week. The leadership team members each sponsored one day each week during which they coordinated the activities, food, games and prizes. Associates had the chance to win one of two trips that included two nights at Fairfield Inn Tuscaloosa, AL and two nights at Hampton Inn & Suites Panama City Beach, FL.

Wednesday was a very special day, as we did a Random Act of Hospitality by celebrating Montgomery's 9-1-1 telecommunicators. Hilton suggested celebrating a group or person that makes a difference in the community. We gathered all of our associates together and held an open forum to get ideas. One of our associates mentioned the dispatchers. Everyone agreed that dispatchers play a vital role in the safety of the community, yet they are never recognized for it. OMA hosted a surprise reception for the emergency communications office. In addition, two staff members were selected at random for a two-night stay at a Homewood Suites.

Montgomery Emergency Communications Director Larry Fisher was very grateful for the recognition of his staff. "It was a great honor that they recognized 9-1-1 personnel for their role in incidents that occur within Public Safety, that we play a critical part in getting the whole process rolling," he said. "Their recognition of our efforts was noteworthy because we are seldom remembered in the whole scheme of things. Many thanks to the staff of Homewood Suites for their show of appreciation for our emergency communicators."



Pictured from left: Bernard McKenzie, Chief Engineer; Cheryl Boyd, Food & Beverage Manager; Francine Molette, General Manager; Val Tatum, Asst. General Manager; Larry Fisher, Montgomery Director of Emergency Communications; Ray Brown, Director of Sales

PROPERTY HAPPENINGS

NEW SMYRNA CELEBRATES THEIR NEW LOOK

By Elizabeth Gifford, Director of Sales
Hampton Inn New Smyrna Beach, FL (INF)

The Hampton Inn New Smyrna Beach recently completed an extensive renovation of 112 guest rooms, 1,800 square feet of meeting space, and public spaces. These enhancements provide leisure, business and group travelers an inviting and updated feel in the picturesque coastal city of New Smyrna Beach. The property held a renovation celebration on May 15th with over 100 guests in attendance. To kick-off the event, New Smyrna Beach Mayor Russ Owen shared the city's excitement about the newly renovated property. In addition, guests enjoyed an enchanting evening of site tours, live music, stellar cuisine, interactive exhibits and games, special guest and amazing giveaways from our local partners and our generous LBA properties.



Pictured above from left: Farrah Adams, Chief Operating Officer; Mona Le Tourneau, Regional Director of Sales; Allie O'Neil, Former INF GM; Beau Benton, LBA President; JJ Tabone, Regional Director of Operations; Elizabeth Gifford, Director of Sales



Pictured from left: Ariel, The Little Mermaid; Mayor Russ Owen and Ruby Christensen, Front Desk Associate

WELCOME PINE BLUFF

By Elaine Myers, Regional Director of Operations



LBA is pleased to welcome the team at Hampton Inn & Suites Pine Bluff, AR to our LBA family! LBA began managing this property, owned by Prime Hotel Group, on June 1st. The property is located 45 miles from Little Rock, has 80 guest rooms, a meeting space, and indoor swimming pool. A special thanks to the team who helped with the transition: Leigh Anne Crawford, Brad Kendrick, Dennis Ash, and Pat Johnson.

HOME2 ORLANDO AIRPORT GRAND OPENING

By Melissa Petiot, Director of Sales
Home2 Suites Orlando, FL

The Home2 Suites Orlando Airport recently held their Ribbon Cutting/Grand Opening Celebration on June 12th with over 75 guests in attendance. To kick-off the event, Lake Nona Chamber President, Don Long shared the community's excitement about the new pet-friendly Hilton hotel right in their backyard. In addition, guests enjoyed a whirlwind evening of site tours, vintage airline inspired cuisine, interactive exhibits and games, special guests and amazing giveaways from our local partners and our generous LBA properties.



Pictured from left: Melissa Petiot, Director of Sales and Denise Bushover, General Manager

THE BREAKFAST CLUB

By La Vonja De Yampert-Wynn, General Manager
Hampton Inn & Suites Atlanta, GA (IAG)



Hampton Inn & Suites Atlanta Perimeter has brought new meaning to the "Breakfast Club" with the launch of the new Hampton Breakfast Experience. The team has spread even more Hamptonality by introducing the refreshed breakfast program to the guests. Feedback about the modern new design has been positive. The guests are also very pleased with the addition of smoothies and fresh pressed juices.

Pictured from left: The IAG breakfast team- Alejandra Zarate, Dumebi Onyenemeren, Mirna Garcia, and Assistant General Manager Godfrey Karuri.

CATCH ME IF YOU CAN

By Ray Brown, Director of Sales
Homewood Suites Montgomery, AL

We have started recognizing our staff who display a positive attitude toward their job, fellow team members, and guests. We have created a Wall of Positive Attitudes in the back office where we show off. It's our own property version of "Catch Me at My Best," but focusing on positive attitudes.



AWARDS

ON THE RIGHT TRACK

By Tony Stagni, General Manager
Homewood Suites Cape Canaveral, FL

The Homewood Cape Canaveral is starting off the new year strong! The team reached our Hilton Honors Enrollment goal for the first quarter. We will combine the \$500 gift card we earned with our Connie Pride winnings for a first-class celebration! Thanks to my property leaders and their teams for a job well done. Special kudos to the front desk and night audit teams for making this achievement possible.



CJT RECOGNIZED FOR EXCELLENCE

By Stephen Bales, General Manager
Courtyard Johnson City, TN (CJT)

Courtyard Johnson City has been recognized with a 2019 TripAdvisor Certificate of Excellence. This designation is given to properties that have a consistently great review on the travel website. Way to go CJT!



GUEST EXPERIENCE

Residence Inn Dania Beach, FL

"Our high school recently celebrated our 55th reunion at your hotel. The staff did an outstanding job making our stay a success, enjoyable, and comfortable." - Gwynne

"Constantino went out of her way to accommodate us and resolve issues. Lakeisha Wright and Suria Plante should also be commended! I highly recommend this hotel. The next time I am in Ft. Lauderdale I will stay there as well. Great Job!" - Richard

"I was extremely satisfied with my stay. Gwynne was very helpful in getting me set up for my 6 day stay. With her help and your fantastic facilities made our reunion perfect. Breakfast and those serving were wonderful. Happy hour was a nice service to offer. Thanks for everything." - Judy

"The front desk staff was impressive, polite, and knowledgeable. Their recommendations of restaurants for dinner was great. Our room was beautifully appointed and represented a good use of space. Breakfast was ample, well presented, and staffed well. Overall, our experience was a 10+. Clearly this hotel is well managed. A great representation for the hotel brand." - Karen



Hilton Garden Inn/Home2 Birmingham, AL

"What a wonderful experience my family and I had at the Hilton Garden Inn for our 30th year family reunion. The hotel was the perfect venue because of its central location to Regions Field, Railroad Park, Vulcan, the Negro Baseball Museum, the Civil Rights Museum, Fish Market, and Moonshine Lounge. The lobby area was so comfortable and spacious that the family chose to sit and socialize there for hours after our picnic at Railroad Park. We held our brunch and banquet at the hotel as well. Everyone bragged about how good the "Evening in the South" dinner buffet was and there was plenty of food to go around. For the brunch, we set up at the community table which we were allowed to decorate with balloons and other items. Plus, we were able to play jazz and eat from food trays while we socialized. The Hilton Garden Inn/Home2 was simply amazing! They catered to all of our needs and made us feel right at home." - Willie



SpringHill Suites Lafayette, LA

"Daphney was awesome! We were hauling cattle from Louisiana to Iowa and had a flat tire. She helped us find an air compressor to fill the tire enough to get to a nearby gas station. We got our tire patched and continued on our 16-hour trip back home. She went above and beyond to help us get our cattle home. Her friendly, helpful attitude should be commended. All of the staff were wonderful. Breakfast was delicious and the rooms were clean. We will stay here again for work and play." - TripAdvisor review

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**When all else
fails, take a
vacation.**

BETTY WILLIAMS

GH

CORPORATE CORNER



PLEASE MEET PATTI MOHAN, TASK FORCE DIRECTOR OF SALES

I started my career with LBA in 2008 as the Director of Sales for three properties in Pensacola. Although my background in sales was not with the hospitality industry, I readily accepted the challenge of working with the Courtyard, Fairfield Inn, and Hampton Inn & Suites. It did not take me long to fall in love with the hospitality industry and the support and guidance offered to me by my LBA peers and the leadership team.

In 2013, LBA added the position of Task Force Director of Sales. I was not one to look over the job openings, as I really loved being a Director of Sales in Pensacola. My regional support member brought the job to my attention, though, and said it was perfect for me. Thank you, Chris, you were right!

As a Task Force Director of Sales, I enjoy the challenge and opportunity to work with and travel to many of the hotels that LBA manages. I could be working with another Director of Sales that just needs another set of eyes in the market, or I could be filling a vacant Director of Sales position until someone can be hired. Each property and LBA team is different, but I always hit the door running and embrace each situation.

When not working I seriously enjoy time with my 4- and 7-year-old grandchildren. I love working and fixing up my home and working in the yard. I am a member of a Mardi Gras Krewe. Our Krewe is a family of 125 and I enjoy the parades and balls.

PROFESSIONAL DEVELOPMENT HITS THE ROAD By Glen Shanor, Regional Director of Operations

LBA has made an effort to push some of our training opportunities down to the Assistant General Manager/Guest Service Manager level. Our goal is to further prepare these professionals for potential internal career advancement within LBA. In late June, Regional Director of Operations – JJ Tabone, Kevin Butler, Dana Moreau, and I converged in Houston with our first official training in the Moreau Region. Training modules included: LBA Financial Reporting, Hotel Effectiveness, and STAR Reports. It was great to have these professional peers in the room learning together. Their excitement and enthusiasm was off the charts. Below is a photo of JJ and Kevin at our team building dinner.



A Note from Beau...



2019 is shaping up to be a great year for LBA. Summer travel has been strong and during this busy period our associates have been able to do what they do best...taking care of each and every guest! We have had the excitement of opening our first Delta hotel in Ashland, Kentucky, just in time for the city's big Independence Day celebration. Our Home2 at Orlando Airport has been busy from opening day, exceeding the expectations of travelers in

and out of this busy city. We are getting ready to expand our Texas footprint, opening a Courtyard by Marriott in the Heights area of Houston. I hope you enjoy this edition of the Inn Crowd and see all of the great things going on with our associates, our hotels and our communities. Have a great summer!

PROMOTIONS

We want you to grow with LBA, have a long and successful career, and fulfill all of your professional goals. Join so many who started their journeys in positions that many of you currently hold:

CORPORATE/REGIONAL

Joel Rodriguez, Regional Engineering Manager
- hired as Chief Engineer at Hilton Garden Inn Victoria, TX

COURTYARD JOHNSON CITY, TN

Jeff Gray, Food & Beverage Manager
- hired as cook

COURTYARD/RESIDENCE INN LAKELAND, FL

Sara Lucas, Dual Property Sales Coordinator
- hired as Guest Service Rep. at Courtyard Lakeland

FAIRFIELD PASADENA, TX

Sara Caron, Guest Service Manager
- hired as Front Desk clerk

HAMPTON INN & SUITES PINE BLUFF, AR

Jason Young, General Manager
- hired as Director of Sales

HOMEWOOD SUITES CAPE CANAVERAL, FL

Karen Dorsey, Inspector
- hired as Laundry Attendant/Room Attendant

HOMEWOOD SUITES CHATTANOOGA, TN

Michael Lynch, Food & Beverage Supervisor
- hired as Night Auditor at Courtyard Hattiesburg, MS

HYATT PLACE JACKSONVILLE, FL

Sonja Stone, Sales Coordinator
- hired as Guest Service Representative

Congratulations

LBA INN CROWD

LBA INN CROWD IS THE QUARTERLY NEWSLETTER OF LARRY BLUMBERG & ASSOCIATES, INC.

LEADERSHIP TEAM

Larry Blumberg- Founder, Chairman and Chief Executive Officer

Barry Kraselsky- Past President

Beau Benton- President

Farrah Adams- Chief Operating Officer

Sharon Powel- Vice President, Administration

Terrell Hodnett- Vice President, Systems and Reporting

Tom Agar- Vice President, Operations

Bill Davis- Senior Vice President, Commercial Development

J. Stephen Smith- Chief Financial Officer, Vice President of Accounting

David Frencik- Vice President, Revenue Management

Judy Cluck- Vice President of Sales & Marketing

About LBA Hospitality:

Established in 1973, LBA Hospitality is one of the leading hotel management, development and consulting companies in the US. With an extensive portfolio of hotels located in the Southeast and Southwest, the Company is a recognized leader developing and operating the most respected brands under franchise licenses of Marriott International, Hilton Worldwide, Hyatt Corporation and InterContinental Hotel Group. For more than four decades, LBA Hospitality has continued to set a higher standard in hotel development, management and guest satisfaction, resulting in sustained, profitable growth for owners. For more information, visit www.lbahospitality.com.

Thank you to all who contributed to this edition of the LBA Inn Crowd.

Please e-mail proposed stories and photos for our next edition to Stephanie Butler at stephanieb@lbaproperties.com.

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