



— HAPPY NEW YEAR —

*A Note from Beau...*



While we may think of most businesses as just legal entities, that is only partially true. The foundation of most businesses is made of people, and it's those people that drive corporate culture. I believe that influential positive culture is critical to the long-term success of an organization. I trust that LBA's corporate culture has been vital to our success for nearly five decades. A major tenet in our culture is being a positive influence in the communities in which we operate. You will see many examples in this issue that show our associates giving back to their communities and helping fellow associates through our LBA C.A.R.E.S. program. LBA C.A.R.E.S. isn't just something we do. It's who we are. LBA does genuinely CARE.

**LBA C.A.R.E.S.**

By Stephanie Butler, Director of Community Engagement

Associates at LBA Hospitality take the spirit of giving during the holiday season seriously. On pages 2- 5, you will read about creative C.A.R.E.S. projects that were sponsored by LBA properties across the entire southeastern United States during the fall and winter holiday season.

Here is a preview of some of the notable C.A.R.E.S. projects that took place this quarter. Delta in Ashland, KY, was honored to be part of granting a Make-A-Wish Foundation wish for a lucky young lady and her family. The Home2 Suites/Hilton Garden Inn Birmingham, AL, food and beverage team used their culinary skills to provide meals to the families staying at Ronald McDonald House. Courtyard Dothan hosted their annual Halloween bingo night for the staff and families of the four Dothan hotels. They dressed up, enjoyed each other's company, and raised enough funds to provide 127 pounds of food to the local food bank. And of course, hundreds of children had a merry Christmas thanks to gifts collected at toy drives at many of LBA's hotels and the corporate office. Lilli Sheller, the Director of Sales at the Hampton Inn New Smyrna Beach (INF), deserves special mention. With her leadership, INF was able to rally community partners to provide gifts to 167 children.

From the leadership of LBA, we thank all the LBA C.A.R.E.S. project leaders and the teams of associates who supported them on these fantastic initiatives. We thank each associate for their generosity with their own time, money, and talents. Your service is making a positive impact on the communities where you live and work. At LBA, we feel that helping and making a difference in the lives of others who share our communities is just the right thing to do.

# 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.*



## NO KID DESERVES A TRASH BAG

By Jenny Johnson, Director of Sales  
Home2 Suites Katy, TX

In December, a coordinator from the non-profit organization, Bags of Love, came to our hotel to inquire about donations.

Hallie Hatthorn, the creator of Bags of Love, was placed in a foster home at the age of 7. When Child Protective Services picked her up, she was handed a trash bag and was told that she had only five minutes to gather her belongings. Bags of Love provides a duffel containing items such as blankets, toiletries, and a stuffed toy to children who are removed from their homes and placed into foster care.

We were touched by this brilliant program and provided Bags of Love with 200 bars of soap and 200 bottles of lotion on behalf of the Katy Home2 Suites. We are happy to be a part of this remarkable organization. We hope our small contribution will help children during difficult transitions. As a bonus, the coordinator donated toys to our LBA C.A.R.E.S. toy drive. It was a win-win for all!

## BRIGHTHEARTED IN BIRMINGHAM

By Axe Lambert, Sales & Meetings Coordinator  
Hilton Garden Inn & Home2 Suites Birmingham, AL



Some of our Brighthearted members from Hilton Garden Inn and Home2 in Birmingham spent their Sunday afternoon cooking for our neighbors at the Ronald McDonald House. The menu consisted of fried chicken, green beans, mashed potatoes, and cookies. We love lending our expertise in the kitchen to make a positive difference in our community!



*Pictured from left: Darnell Jackson, House Person; Yolanda McFollic, Front Desk; Jamiese Speights, Front Desk; LaToya Frazier, Front Desk; Daphanee Dean, Sales Manager*

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

- Visit the LBA Hospitality website at [lbahospitality.com/lbacares](http://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](mailto:stephanieb@lbaproperties.com)

## KIDS YULE LOVE

By Jonathan Andre, General Manager  
Hilton Garden Inn Macon, GA (GMG)

GMG once again collected toys for Kids Yule Love, allowing the team to help those less fortunate during the holidays. We filled the donation box twice!

We also teamed up with the local Methodist Home, a residential facility addressing the needs of abused, neglected, and abandoned children, to fulfill the Christmas list of one particular child. The staff collected gift cards, a basketball, a hover-board, an art kit, and some Avenger and Match-Box toys along with a Bluetooth speaker and Air-Pods.

There were a lot of happy kids on Christmas morning thanks to the team at Hilton Garden Inn Macon.



*Pictured above from left: Julia Smith, Lorraine Glover, Julia Williams, Vernesa Good, Shannon Finney, Gil Valdez, Rhonda Silva, Sharon Sanford, Dequavious Shinholster, Tracey Davis, Tracey Sweet, Desire Pate, Amber Hodor, Angel Wynn, and Mary Preuss*



*Pictured from left: A representative from the Methodist Home with GMG associates Angel Wynn and Vanessa Jackson-Lloyd.*



# LBA C.A.R.E.S.

CARING ASSOCIATES READY & EMPOWERED TO SERVE

## HOUSTON FOOD BANK

By Chris Gibson, General Manager  
Courtyard Houston, TX



One week before Thanksgiving, the Houston Food Bank lost over 1.8 million pounds of food due to a chemical leak in the warehouse. The Courtyard Houston Heights team wanted to help replenish the food lost by having a canned food drive. Associates, family, friends, and even hotel guests donated.

*Pictured above from left: Adriana Reyes, Sales Coordinator; Emanuel Granados, Lead Maintenance; Lauren Craft, Food & Beverage Manager; Javier Felix, Assistant GM; Keelie Arneson, Director of Sales; Chris Gibson, General Manager*

## GOING PINK FOR BREAST CANCER AWARENESS

Denise Bushover, General Manager  
Home2 Suites Orlando, FL



Home2 Orlando, Hampton Inn New Smyrna Beach, Homewood Suites Cape Canaveral, and SpringHill Suites Sanford joined together in October to support Breast Cancer Awareness. We wore pink

LBA C.A.R.E.S. shirts designed with the help of LBA's Sales & Marketing Media Coordinator April Rockwell. We were able to showcase our support throughout our hotels and spread awareness among staff and guests.

Associates from Homewood Suites Cape Canaveral, FL collected items for the area Thanksgiving food drive.



*Pictured from left: Assistant General Manager Neil Clark, General Manager Tony Stagni, and Front Desk Associate Jessica Concordia*



## RINGING IN THE HOLIDAYS

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

For the fifth consecutive year, I am honored to represent Homewood Suites and LBA Hospitality as a bell ringer for the Salvation Army. Throughout the year, we have helped prepare and serve lunch and dinner to those in need. Sharing a kind word with those in line for meals is an excellent way to boost their spirits and to let them know that people still care. It's the small things that can go a long way.



*Pictured above: Ray Brown*

**TOYS FOR TOTS**  
THANK YOU, LBA CORPORATE ASSOCIATES & REGIONAL DIRECTORS, FOR YOUR GENEROUS CONTRIBUTIONS TO DOTHAN'S TOYS FOR TOTS!



## TOY DRIVE

By Lupe Alvarez, General Manager  
Hampton Inn Burleson, TX



This year Hampton Inn Burleson, TX (IBX), and Courtyard Fort Worth, TX (CFX) participated in Toys for Tots to provide children with Christmas gifts. We collected over 100 items. Both properties were present at the Hotel Association of Tarrant County, volunteering for the toy drive.

*Pictured above: Lupe Alvarez, IBX GM, and Andrea De la Mora, CFX Sales Coordinator, at the Association of Tarrant County toy drive event*

*Pictured right, IBX associates from left: Amanda Sanchez, Breakfast Host; Housekeepers Esther Zuniga and Lourdes Palacios; DOS Jessica Mathis; Lupe Alvarez; Sara Davenport, Breakfast Host; Carlos Mendez, Housekeeper; Guest Service Associate Amanda Mazibuko; Sabdiel Macias, Housekeeper; and James Woodard, Lead Maintenance.*



# LBA C.A.R.E.S.

CARING ASSOCIATES READY & EMPOWERED TO SERVE



## HONORING A SPECIAL WISH

By Cara Hedrick, Director of Sales  
Delta Hotels Ashland, KY (DAK)



A few weeks ago, I received a call from the Make-A-Wish of Ohio, Kentucky & Indiana. They had a young lady who was turning 16 soon, and her wish was to come to Ashland to go shopping at the Ashland Town Center. DAK associates were pleased to welcome this special guest along with her family. We hosted the family in a hospitality suite with a balcony. We created a gift

basket that included a blanket, fuzzy socks, bath bombs, a beanie, and a matching scarf. An adult coloring book, colored pencils, lip gloss, nail polish kit, notebooks, and day planner were also added.

We filled a Christmas stocking with her favorite candy and Cheetos. Hotel staff turned all of our Christmas lights green – her favorite color. The Winchester Restaurant, located on the second floor of the hotel, provided dinner with special seating during their stay. After a night at the Delta, a limousine picked them up for a day of shopping. All of the DAK associates are honored to have been included in making a special wish come true.

*Pictured above: The Make-A-Wish family with Front Office Manager Amy Cross*

## FEEDING NORTH TEXAS

By Brian Tarvin, General Manager  
Courtyard Fort Worth, TX (CFX)

CFX participated in an LBA C.A.R.E.S. event on December 3rd at the Tarrant Area Food Bank. We sorted and packaged 10,457 pounds of food that day, which translates into 8,366 meals for North Texans within our region.



*Pictured from left: Liliam Torres, Housekeeping Manager; Ryan Sanders, PMC Valet Parking Manager; Andrea Delamora, Sales Coordinator; Brian Tarvin; Julia Moye, Director of Sales; and Jon Waggoner, Chief Engineer.*

## UNITED WAY SAVES LIVES

By Taylor Wheeler, Area Manager  
Wiregrass United Way

It's not an exaggeration! Your donation to the Wiregrass United Way saves lives!

In the small town of Coffee Springs, seven members of the Casterlin family were saved by smoke alarms provided by the Red Cross. The smoke alarms were installed in their home just one month before a devastating house fire. Everyone was able to get out of the home safely, becoming one of the 627 documented lives saved since the inception of the Red Cross Home Fire Campaign in October 2014. The Casterlin family, which includes two children under the age of 3, also received financial help from the Red Cross after the fire, along with referrals to community partners. Since then, the two main residents, Bob and Barbara Casterlin, have become two of the local East Alabama American Red Cross chapter's most reliable and passionate volunteers.

They help install smoke alarms, manage the Elba Red Cross Office, respond to home fires to render assistance, and educate students in grades 3-5 on how to prepare for a disaster through the Pillowcase Project.



*Pictured: Volunteers from the East Alabama American Red Cross*

## FEEDING SOUTH FLORIDA

In November, the TownePlace Suites Miami hotel team hosted a food drive for Feeding South Florida. They collected 45 pounds- the equivalent of 37.5 meals!



*Pictured: Ingrid, Sales Manager*

## HOTELS WITH HEART

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

CJT joined seven other Johnson City hotels to coordinate a toy and blanket drive to benefit children in need this past holiday season. The effort is part of the 5th annual Hotels with Heart campaign. The community, hotel guests, and staff donated new toys and blankets throughout December. All donations benefitted two local non-profit agencies, Isaiah House and Haven of Mercy.



# LBA C.A.R.E.S.

CARING ASSOCIATES READY & EMPOWERED TO SERVE



By Laura Marks, Director of Sales  
Courtyard Shenandoah, TX (CSX)

Erica Hudson, CSX Sales & Meeting Coordinator, scheduled a blood drive at The Woodlands Donor Center. Erica is passionate about the importance of donating blood. In April 2019, Erica had to have a blood transfusion after delivering her beautiful daughter. Each blood donation can save up to 3 lives. CSX will continue to host blood drives to help support the Gulf Coast Regional Blood Center's mission to save lives. If you are in the Houston area and would like to support this mission, you can donate at any center and reference group rate "CHNS" for Courtyard Houston North/Shenandoah. To locate a blood center near you, visit [giveblood.org/where-to-donate](http://giveblood.org/where-to-donate).



Pictured from left: Erica Hudson, Sales Coordinator; Laura Marks, Director of Sales; and Jr Cerda, Chief Engineer

## THE SEASON OF GIVING

By Lilli Sheller, Director of Sales  
Hampton Inn New Smyrna Beach, FL

In December, we sponsored the local Housing Authority to raise money for gifts for resident children living in poverty. I obtained names of 167 children between the ages of 0- 17 and found sponsors for every single child. We were able to get sponsorships from connections with the local Chamber of Commerce, the local Harley Davidson HOG chapter, and Rotary of Edgewater. Our team of associates also stepped up- instead of doing a gift exchange at our own Christmas party, associates purchased gifts for a needy child or family. We hosted two gift wrapping parties to get all the presents wrapped and tagged for each child. It was an extraordinary experience for everyone.



Pictured above: Lilli Sheller, Maya Thompson, Richard Renn, Kathy Walker, Cathy Roland, Mark Plebanski, Tracy Mulligan, Ben Whittaker, Ruby Christensen, Pricilla Hives, Marilyn Bott, Joanna Tredico-Gonzalez, Ivan Bitorajc, Sandy Perez, Joamel Rivas, and Beatriz Antunez

## GUEST EXPERIENCE

Residence Inn Dania Beach, FL

*"My family and I had an exceptional experience during our stay. We had a one-night stay before our cruise voyage. We rented two rooms, and both were incomparable in layout and cleanliness. They were perfect for our needs. Our mother is 90 years old and found the bed height to be a little too tall to get in and out. Your staff allowed us to remove the metal bed frame, which lowered it to the perfect height for mom. Front desk associate Kevin represented your business in stellar fashion. I was a grocery store director for 25 years, and I know how challenging it is to find outstanding employees. Kevin is a gem. He was exceptional- going about his job balancing the varied needs of his customers, being attentive, and pleasant towards everyone. It was fun to watch him in action. He is someone I would have loved to have work on my team. He's a future leader, and you should not let him get away. Thank you for a great experience at your property and, in particular, your exceptional associate, Kevin." – Joe*

LBA HOSPITALITY

GM/DOS CONFERENCE  
APRIL 14 - 17, 2020



Hilton Sandestin Beach Golf Resort & Spa  
4000 Sandestin Blvd., South | Destin, Florida 32550

WATCH US GROW 

### Property Openings

- Courtyard Hilton Head, SC (Opening Q1 2020)
- Home2 Fort Worth, TX (Opening Q1 2020)
- Hampton Inn/Home2 Cape Canaveral, FL (Opening Q2 2020)

### Renovations/Reopenings

- TownePlace Suites Nashville, TN
- Hilton Garden Inn Lafayette, LA

## GUEST EXPERIENCE

Courtyard Johnson City, TN

*"I want to express my gratitude to Misty and the housekeeping staff for mailing my clothing articles to me earlier this month. Your outstanding service has caused me to choose the Courtyard in Johnson City as my hotel of choice for future trips!" – Gregory*

# PROPERTY HAPPENINGS



By Angel Wynn, Director of Sales  
Hilton Garden Inn Macon, GA

Hilton Garden Inn Macon (GMG) celebrated General Manager Jonathan Andre's 15th work anniversary in November. LBA Vice President of Operations Tom Agar came to surprise Jonathan and to acknowledge his years of service to LBA and Regional Director of Operations Kevin Butler joined by FaceTime to offer his congratulations. All GMG associates enjoyed the celebration. I have worked with Jonathan for eight years, and we would not be successful without him.



*Pictured: Jonathan Andre and Tom Agar*

## STARBUCKS®

Starbucks 3rd and Coronado is Open for Business  
JJ Tabone, Regional Director of Operations



On November 22nd, the Residence Inn/SpringHill Suites Clearwater Beach had a successful opening of Starbucks: 3rd and Coronado- one of four full-service Starbucks at a limited-service Marriott hotel. The team, led by General Manager Greg Brooks and Starbucks Manager Bibi Doobay, with assistance from everyone at the hotel, made the opening a huge success. A great big thank you to Assistant General Manager Rebecca Cavallaro, Food & Beverage Manager Kerry Luck, and the entire team for their efforts in the grand opening. I am so very thankful for all this team has done to make this a success.

### SAY I DO!

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

The Courtyards of the Tri-Cities banded together to slay the annual Pink Bridal Show recently. Both Jill Garrett from CJT and Cherie Chapman from Courtyard Bristol made several contacts with future brides and vendors.



The show drew over 1,000 attendees. Both Directors of Sales represented the brand and LBA well at this event.

*Pictured above from left: Jill Garrett and Cherie Chapman*

### SPOOKTACULAR GOOD TIME

By Hannah Shiver, General Manager  
Courtyard Dothan, AL

We hosted our annual Halloween bingo night and invited the staff and families of our four Dothan properties (Courtyard, Hilton Garden Inn, Residence Inn, and Hampton Inn & Suites) to dress up for Halloween and play bingo for some great prizes! We accepted non-perishable food donations in trade for bingo cards. We sold slices of pizza and sodas to purchase canned goods to donate to the Wiregrass Food Bank. In total, the four properties raised 127 pounds of food for the food bank, had tons of laughs, and crowned a cute deer and wolf as our costume winners.



*Oh, deer* 🦌

### SANTA'S ELVES

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



The Homewood Suites elves stuffed stockings that were hung on our guests' doors late on Christmas Eve. Guests awoke Christmas morning to see that, even though they were away from home, Santa still visited them. Even our furry guests received a Christmas treat!



Courtyard Lakeland, FL celebrated National Bubble Bath Day during their morning huddle. Each associate received a bubble bath gift bag.



# PROPERTY HAPPENINGS

## GO EAGLES!

By Danielle Gacharna, Director of Sales  
Courtyard Hattiesburg, MS



While hosting the Mississippi/Alabama All-Star Football Game in December, we worked with Johnny Mims, the Executive Director of the Mississippi Association of Coaches. He informed us that Joe Moorhead, the former head football coach for Mississippi State

University, will be traveling through Hattiesburg recruiting at the University of Southern Mississippi. Mr. Mims asked to reserve Coach Moorehead a guest room at our hotel, and if we would like to meet him. Of course, we said yes!

*Pictured above: Danielle Gacharna with Joe Moorhead*

## BRIDAL VEILS & WEDDING BELLS

By Lilli Sheller, Director of Sales  
Hampton Inn New Smyrna Beach, FL

Hampton Inn New Smyrna Beach, FL hosted a spectacular bridal venue tour and wedding show in January. The hotel courtyard was set-up for a wedding ceremony, and the meeting room was set-up for a reception. Models in bridal gowns and bridesmaid dresses were escorted down the aisle by groomsmen. A DJ, a local caterer, and a florist all volunteered their services for the day. We were able to do the entire event at no cost to the hotel while having 70 people visit to tour the property.



## HOME2 SUITES JACKSONVILLE AIRPORT OPENS

By Elaine Myers, Regional Director of Operations



*Pictured above: Opening day with the Home2 Jacksonville, FL team*

Please join me in welcoming the Home2 Suites Jacksonville, FL. Congratulations to General Manager Demetrius Burnley and Director of Sales Bridget Menke, along with the entire team for a successful opening! We appreciate everyone's support.

## GUEST EXPERIENCE

SpringHill Suites Sanford, FL

*"I just wanted to tell you about how professional, kind, and courteous your front desk person, Stacey, was during our stay. My family was visiting for a softball tournament over the weekend. I had some concerns, called the hotel and spoke to Stacey a few times. She was able to answer all of my questions. We left a bunch of softball clothing in one of the guest rooms. Two days later, it was Stacey who helped find our stuff and gave us the proper channels to get it shipped back home. She made our stay welcoming and was very professional throughout."* – John



Homewood Suites Montgomery, AL

*"The hotel was terrific. The staff went above and beyond to be of assistance to me. They assisted with the lunch, serving tea and refilling as necessary, and they also cleaned up afterward. The books were set up for the class and the facility was very conducive to learning. I look forward to teaching at this hotel again! You have an excellent team. You guys always make me feel important, and whatever we ask of you, you do it professionally. Thank you so much, and it is always a pleasure working with you."* – Barbara



Delta Hotels Ashland, KY

*"Everyone was amazing from check-in to check-out. By far the best stay I have had traveling with a team in the 33 years I have been a head basketball coach."* – Coach



SpringHill Suites Lafayette, LA

*"We had a great time over the holidays. The staff was so helpful; they stored some presents for our kids, and on Christmas morning, let the kids know Santa had stopped by with a delivery. The kids were amazed! Delicious breakfast each morning in a clean eating area. Thank you!"* – Fred

## Thank You Veterans!

The Home2 Suites Orlando Airport celebrated Veteran's Day by showing their gratitude with thank you notes and treats to their local VFWs.



The Home2 Suites Orlando Airport celebrated their local fire department, Station 8, with home-cooked meals.

*Pictured: Neriz, Yanira, Michelle, and Cesia with Station 8 firefighters*

# CORPORATE CORNER

## FIRST B.E.S.T. CLASS OF THE DECADE!



During the week of January 13th, Jackie Hymel, Natalie Nunez, Jessica Morito, and Chris Gibson participated in our first GM B.E.S.T. class of

2020! These four GMs traveled to our corporate office in Dothan, AL. They spent time with each department and executive team members, learning our systems and processes to gain a better understanding of what the LBA way truly is. When not in class, they got the opportunity to mingle with our executive leaders while enjoying some of Dothan's most famous restaurants!

*Pictured from left: Jackie Hymel, Delta Hotels Ashland, KY; Natalie Nunez, Fairfield Inn & Suites Pasadena, TX; Jessica Morito, Bench General Manager; Chris Gibson, Courtyard Houston Heights, TX*

## 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:

**COURTYARD PANAMA CITY, FL**  
Maricel Woodal, Bistro Supervisor  
- hired as a *Bistro Attendant*

**COURTYARD TUSCALOOSA, AL**  
Ragan Williams, General Manager  
- hired as *Night Auditor at Courtyard Trussville, AL*

**HILTON GARDEN INN DOTHAN, AL**  
Krissie Morphis, Banquet & Events Coordinator  
- hired as *Guest Service Representative*

**HOME2 SUITES/HAMPTON INN & SUITES CAPE CANAVERAL, FL**  
Tony Stagni, General Manager  
- hired as *GM at Hampton Inn New Smyrna Beach, FL*

**RESIDENCE INN FAYETTEVILLE, NC**  
Marvin Aguado, Director of Sales  
- hired as *Guest Service Representative*

**RESIDENCE INN HATTIESBURG, MS**  
Tamike Dantzer, Assistant General Manager  
- hired as *Housekeeping Manager*

Talicia Dolison, Housekeeping Manager  
- hired as *Room Attendant*

Santrice Sansom, Lead Maintenance Technician  
- hired as *Room Attendant*

**TOWNEPLACE SUITES MIAMI, FL**  
Ingrid Cegarra, Sales Manager  
- hired as *Guest Service Representative*



## MEET ANGELA PETERSON, REGIONAL DIRECTOR OF REVENUE MANAGEMENT

Born in Germany, I started my life as a military child. My childhood residences included Florida, Alabama, California, Oregon, and Hawaii, to name a few. After high school, I married into the military and ended up living in Alaska, where my two children were born. We moved on to South Dakota, where my hospitality career began at the on-base lodging at Ellsworth AFB. I grasped it quickly and managed to work in every department in the three years I was there. From there, I joined Choice Hotels International in the Property Support division in Phoenix; however, I found that working in a "call center" really wasn't my passion. I moved to a front office manager position within the company and soon earned my first general manager position. Working for various hotel brands, I traveled all over the country including Salt Lake City, New York, Oklahoma, California, Mississippi, and Florida. Florida is where I started learning revenue management. I knew I was ready for my dream job of overseeing a handful of properties and helping them to optimize and make more money when a recruiter called. During the next five years, my portfolios ranged from 5-13 properties at any given time and included areas like San Diego, Sacramento, Birmingham, Erie, PA, Baltimore, and Washington DC. Then I learned I was becoming a grandmother, and I knew I wanted to move to St. Louis to be near my daughter and her baby. This change in my personal life brought me to LBA. It has been a great transition. Vice President of Revenue Management David Frencik and the revenue team have been so patient in teaching me the LBA side of hospitality. The revenue team of Amy, Audra, Brenda, Denise, Scott, and Kurt is impressive, diverse, and fun. Even though we don't share an office space, we talk daily – encouraging and supporting each other. It has been a natural fit, and I already feel like family. When I am not working, I enjoy being the "GrAngela" to my wonderful grandson. I love traveling the wilderness in my Jeep, antiquing for my next refurbishing project, binge-watching HGTV, and plan my future adventures with my boyfriend, Dave. This year I am turning 50. Dave and I will be celebrating in a gorgeous villa in Bali, Indonesia.

## CONGRATULATIONS TO LBA'S 3RD QUARTER AWARD WINNERS!

**General Manager**  
Rondell Brown- Courtyard Trussville, AL

**Director of Sales**  
Julia Moye- Courtyard Fort Worth, TX



## CHEERS TO A NEW YEAR

and another chance for us to get it right

OPRAH WINFREY



# AWARDS

## LBA WINS BIG

By Dana Moreau, Regional Director of Operations

On December 12th, two LBA properties won several awards at the Annual Hotel Association of Tarrant County Awards Banquet. Courtyard Fort Worth, TX (CFX) won Select Service Hotel of the Year 2019. Julia Moye of CFX won Sales Manager of the Year and Allied Member of the Year, earning the most points ever in the history of the award. Jon Waggoner of CFX won Chief Engineer of the Year. Brenda Herrera of Hampton Inn Burleson won Housekeeping Manager of the Year. Congratulations on the incredible accomplishments!



First picture from left: Team CFX- Liliam Torres, Housekeeping Manager; Julia Moye; Nancy Sorrels, Hotel Association Board Member; Brian Tarvin, General Manager; Patience Nkaimbi, Assistant General Manager; Jon Waggoner; Andrea Delamora, Sales Coordinator

Second picture: Brenda Herrera, Housekeeping Manager Hampton Inn Burleson, TX

## WINNER OF THE SHINING APPLE AWARD

By Glen Shanor, Regional Director of Operations



General Manager Steven Bales and his team at the Johnson City, TN Courtyard (CJT), were awarded the Q3 2019 Shining Apple Award by Apple Hospitality REIT, Inc. CJT finished the quarter with a perfect score. They surpassed their Q3 index growth, growing 7.5% YOY. They also exceeded their house profit budget with exceptional flow through. They excelled when it came to service. They finished the quarter +6.8 points over the brand benchmark while achieving a 4.50 average online review score. Lastly, they accurately forecasted all three months of the quarter within 5%. In conjunction with winning the Shining Apple Award, Steven will receive a check for \$250 for a dessert social or team lunch, as well as a marble apple. The award was presented to the team during a visit from Justin Knight, President, and CEO of Apple REIT.

Pictured from left: Landon Cloud, Maintenance Tech; Jeffrey Gray, Bistro Manager; Jill Garrett, DOS; Janet D'Angelo, Exec. Housekeeper; Steven Bales; Justin Knight; and Angel Wine-Dennis, AGM.

## HOMEWOOD SUITES MONTGOMERY IS A FINALIST FOR THE CHAMBER'S IMPACT AWARD

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



Homewood Suites in Montgomery, AL (OMA), was a finalist for the Montgomery Chamber of Commerce's 2019 Impact Awards. The Impact Award honors and recognizes businesses within the community who are making an impact in the following areas: talent development, economic development, community image, community engagement, and supporting military and service members. The service initiatives highlighted in OMA's award nomination were:

- Donated funds to these organizations: Joy to Life Foundation, Jelani Girls, Inc, American Cancer Society, and Bright Beginning Chapter #803
- Served meals at the Salvation Army
- Served on the Human Trafficking Task Force
- Donated supplies to nursing homes
- Partnered with the Wounded Warriors Project by reading to local Head Start classes

The winner in the award category was The Montgomery Zoo – that's some fierce competition to be up against! I could not be more proud of our team here at OMA. Thanks to all who voted for us. We will continue to do what we can to make a positive impact on our community and the people around us.

## DELTA ASHLAND WINS READER'S CHOICE AWARD

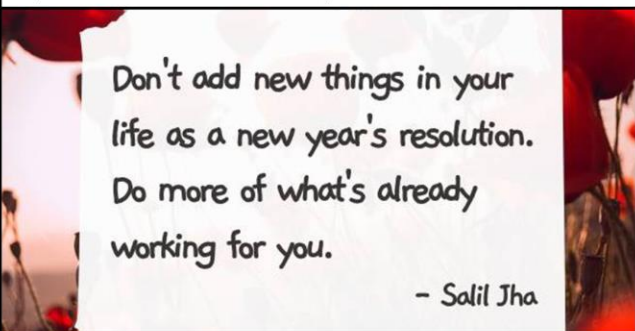
By Cara Hedrick, Director of Sales  
Delta Hotels Ashland, KY (DAK)

The Daily Independent's 2019  
Reader's Choice Award

BEST HOTEL  
Delta Marriott



Delta Hotels Ashland, KY, is proud to announce they have earned the 2019 Reader's Choice Award for Best Hotel from the Daily Independent newspaper. The associates at DAK are pleased to have already made a positive impact on the Ashland community.



# 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](http://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](mailto:stephanieb@lbaproperties.com).

*Stephanie Butler, Editor*

*April Rockwell, Designer*



**LBA** HOSPITALITY

2733 ROSS CLARK CIRCLE  
P.O. BOX 5566  
DOTHAN, AL 36302  
(334) 793-6855