

INN CROWD  
SPRING/SUMMER 2020

# LBA HOSPITALITY



Courtyard Hilton Head Island, South Carolina



Hampton Inn & Suites / Home2 Suites  
Cape Canaveral Cruise Port, Florida



Home2 Suites Fort Worth Cultural District  
Fort Worth, Texas

## FOUR NEW PROPERTIES OPEN FOR BUSINESS

By Stephanie Butler, Director of Community Engagement

Despite massive disruptions to the hospitality industry this season, LBA opened four beautiful new hotels in recent months. We are proud to announce that the Home2 Suites Ft. Worth, TX, the Hampton Inn & Suites/Home2 Suites Cape Canaveral, FL, and the Courtyard Hilton Head, SC, are open for business.

Our teams faced many challenges during these openings, including minimal staffing, shortages and delays of supplies and equipment, and complications setting up technology resources. The general managers worked tirelessly alongside LBA Director of Openings Chris Clements to successfully open – all while wearing masks and practicing social distancing for the health and safety of everyone involved. “One of the big lessons learned opening hotels during the pandemic,” Clements said, “was how to make each minute count. With fewer employees, the amount of time you spend getting to know each other is multiplied- but so is the workload you are asking each person to handle. It is a delicate balance to keep people motivated and happy when they are tired. But with great property leadership, it all gets done.”

LBA recognizes and appreciates the dedication of the property leaders who successfully met the brand benchmarks to open as planned. They scaled back quickly in response to the pandemic, and have been agile in staffing up as travel increases.

Flip to Property Happenings to learn more about each of these stunning new properties.



Pictured above: Home2 Suites Fort Worth, TX hotel team



Pictured above: Hampton Inn & Suites / Home2 Suites Cape Canaveral, FL hotel team

↘ ↓ - A Special Thanks - ↙ ↓

A very special thank you to the property opening support team for their dedication and leadership!  
Chris Clements, LeighAnne Crawford, Joel Rodriguez, and Josh Murphree

# PROPERTY HAPPENINGS

## A SPECIAL TREAT FOR A SPECIAL GUEST

Demetrius Burnley, General Manager  
Home2 Suites Jacksonville, FL



I would like to highlight Clarence, our Lead Maintenance Tech. We have an extended-stay guest in house who has been going through several treatments at UF Hospitals in Jacksonville, FL. The Friday before Easter, our guest had a craving for some grilled pork chops. To make her day and weekend special, Clarence bought those pork chops, and went outside in the rain and

cooked them up for her.

Clarence isn't one to tell us he's doing something amazing for our guests, it's just in his heart to go above and beyond. However, I was able to catch him right before he came back to the hotel. We cannot forget the importance of providing the light of hospitality because it is the light that will get us through these hard times. Thank you, Clarence, for being the light.

## HOME2 SUITES FORT WORTH CULTURAL DISTRICT, TX OPENS

By Dana Moreau, Regional Director of Operations



This 162-room Home2 in the Fort Worth Cultural District is two miles from Dickies Arena and within walking distance to six world-class museums. The Amon Carter Museum, Museum of Science and History, Kimbell Art Museum, Modern Art Museum, National Cowgirl Museum, and the Cattle Raisers Museum present diverse and significant collections and exhibitions of works and artifacts from America and around the world.

We appreciate the hard work of our amazing team leaders: Matthew Stafford-General Manager, Eeve Marcus-Director of Sales, LaSandra Harper-Assistant General Manager, Edna Punzalan-Executive Housekeeper, and Bradford Stolike-Chief Engineer. We are pleased to have this exceptional team join our LBA family.

## LAUNCH AMERICA

By Dana Good, Area Director of Sales

On May 30, SpaceX and NASA launched two astronauts to the International Space Station from Cape Canaveral Air Force Station. These were the first astronauts to be launched into space from American soil since 2011! Hampton Inn & Suites, Home 2 Suites, and Homewood Suites in Cape Canaveral all hosted launch teams from SpaceX, NASA, and other high-profile government groups. They were in town to support this historic launch. It was an honor to be a part of such an epic moment in history here on the Space Coast. The next crewed launch is August 30, 2020.

#LAUNCHAMERICA



## DUAL PROPERTY OPENS: HAMPTON INN & SUITES / HOME2 SUITES CAPE CANAVERAL, FL

By JJ Tabone, Regional Director of Operations

This new all-suites dual property Hampton Inn & Suites and Home2 Suites is in a prime location for all types of travelers. For cruise travelers, we are just minutes away from the Port Canaveral cruise terminals. And for beachgoers, beautiful Cocoa Beach is less than five miles from our front door. Within walking distance, visitors can find Exploration Tower, the Carrick Institute for Graduate Studies, Craig Technologies Aerospace Solutions, and Florida Beer Company Brewery. And for aerospace professionals and enthusiasts, Boeing, Lockheed Martin, SpaceX, NASA, and Kennedy Space Center are all just a 20-minute drive away. Please join me in congratulating General Manager Tony Stagni, Director of Sales Dana Good, and their team on the successful opening of the Hampton Inn & Suites / Home2 Suites Cape Canaveral!



# PROPERTY HAPPENINGS

## WHITE HOUSE COMMENDATION By Gwynne Constantino, Director of Sales Residence Inn Dania Beach, FL

The team at Residence Inn in Dania, FL, was commended by the White House team for their excellent service when the White House staff visited in January. Well done!

THE WHITE HOUSE  
WASHINGTON

January 8, 2020

Ms. Gwynne Constantino  
Residence Inn Ft. Lauderdale Airport  
4801 Anglers Avenue  
Dania Beach, FL 33312

Dear Ms. Constantino

I wanted to reach out to thank you and the entire Residence Inn Ft. Lauderdale Airport team for all of your hard work in helping make the President's recent trip to Hollywood a success. We know that our hotel needs are oftentimes unconventional and can change last minute and we are so appreciative of your team's flexibility in accommodating our requests. The White House staff spoke very highly of your facility and your team's gracious hospitality.

It was a pleasure working with you and I hope that we have the opportunity to work together in the future.

Sincerely,



Bethany Pritchard  
Director  
White House Travel Office

## Thanks, Lowe's! By Cara Hedrick, Director of Sales Delta Hotels Ashland, KY



On Friday, June 19, the Delta Hotels Ashland Downtown was the recipient of a box of 500 N95 masks from our local Lowe's store in Ashland, Kentucky. The Delta team is thankful to be a part of a community that's working to keep our team and our guests safe.

Pictured from left: Lowe's representative, Cara Hedrick- Director of Sales, Warner Smith- Lead Engineer, Jackie Hymel- General Manager, Denise Underwood- Sales Manager, Danny Newcome- Maintenance, Lowe's representative.

Honoring those  
who bring *Light & Warmth*  
to a world in need.



#WEAREHILTON

## TIKI BAR OPEN IN CAROLINA BEACH Hampton Inn & Suites Carolina Beach Oceanfront, NC



Located along the Atlantic shores of Carolina Beach on Pleasure Island, North Carolina, the Hampton Inn & Suites Carolina Beach Oceanfront presents a contemporary coastal vibe in a welcoming environment for both leisure and business travelers.

Complimentary hot breakfast and Wi-Fi, this property offers guests a bit more, making it somewhat of a standout in the LBA Hospitality portfolio. For example, the hotel's oceanfront Tiki Bar gets rave reviews from guests, both for its delightful food and beverage options, and its location. The Tiki Bar offers a panoramic view of the pool and the Atlantic. It sits just steps from the Carolina Beach boardwalk, with plenty of seaside entertainment, dining, and shopping options.

Named one of the Top 10 Boardwalks in the US by Food & Wine magazine, the vintage boardwalk is open year-round. It hosts seasonal, one-of-a-kind festivals, and is a popular vantage point for summertime firework displays at Carolina Beach. Open daily from 11 a.m. to 9 p.m. seasonally; the Tiki Bar offers a menu of fan favorites such as jalapeño bites, chicken wings, cheeseburgers, and classic BLTs. Also, non-alcoholic smoothies, craft beer, wines, and hand-mixed cocktails. In addition to boardwalk access, guests can stroll to the beach or take in some world-class fishing from the nearby pier.

## ABOVE AND BEYOND Home2 Suites Katy, TX

Maria Hernandez, a breakfast and laundry attendant, provides outstanding service with a smile. We had a temporarily displaced family of five staying with us.



Maria realized that our grab n' go breakfast bags are challenging to manage when the mom comes down to pick up meals for the whole family. Maria made an easy-to-carry box for her each day. She also makes our guests smile with her creative towel folding. For a recent guest, Maria made a personalized pool towel every day for his son! Thank you, Maria, for going above and beyond!

# PROPERTY HAPPENINGS

## THANKS, SURIA

By Gwynne Constantino, Director of Sales  
Residence Inn Dania Beach, FL



When COVID 19 began to hit our community in mid-March, no one knew what to expect. We were scared, numb, sad, uncertain, and so much more. Suria Plante, General Manager at our property, has been a warrior from the start. Many days she works 12 hours straight, covering many positions, including the front desk and overseeing the housekeeping department, plus her daily responsibilities. She never once has complained, has been truly dedicated, and is working very hard. I wanted to let Suria know how much we appreciate her. I gave her a handwritten thank you note and a ribbon that says, "In Appreciation – You have touched me ~ I have grown." I have worked with Suria for eight years. She has been a great mentor and leader throughout that time. Thank you, Suria!

## COURTYARD HILTON HEAD ISLAND OPENS

By Glen Shanor, Regional Director of Operations

Hilton Head Island is famous for its incredible beaches and its world-class golf courses. It is voted one of the best vacation destinations in the world. Hilton Head is fewer than 5 miles wide and 12 miles long, but the island has almost 60 miles of bicycle trails. Given the popularity of the island as a vacation hot spot, the island has four oceanfront resorts and very few hotels. The arrival of a Courtyard hotel suddenly became the talk of the island, especially with the rooftop bar and swimming pool. The anticipation from the business and tourism community, as well as the locals, reached a fever pitch as the hotel aggressively moved to an early spring opening. We had a few weeks to get our 60+ associate team trained before the island became a buzz of spring breakers and the RBC Heritage Classic Golf Tournament. Then the pandemic hit, and the island became a ghost town. However, we still had a hotel to open.

As the island became deserted, the Marriott trainers arrived. They worked tirelessly to get our teams trained and received the approval to open. Unfortunately, all the island buzz did not convert to a packed hotel. Within a few days of opening, we had to eventually lay off most of our 60+ team members. Just like every other LBA hotel, our leaders became guest service representatives, housekeepers, and laundry attendants.

As restrictions lifted, business slowly returned to the island, and we were able to bring our team back. The leadership team is nothing short of remarkable, and they turned lemons into lemonade. Brandon Gerral-Food & Beverage and Natalia Wilkerson-Executive Housekeeping – thanks for having faith in us while you waited at home, and for doing such an outstanding job of getting right back to the task at hand. The leadership team is General Manager, LeighAnne Staden, Director of Sales, Sheryl Rodgers, Assistant General Manager, Ron Tamburri, and Lead Maintenance, Joe Titka.

### About this property:

Situated in the heart of Hilton Head Island and just a short walk to the beach, the 115-room hotel features the latest design for comfort and technology integration. Perched atop the new hotel is the High Tide Rooftop Bar, Coligny Beach's only rooftop bar and pool. This oasis features a resort-style swimming pool, full-service bar, and three cabanas, all offering panoramic views of Hilton Head Island and the Atlantic Ocean.



## PROTECTING OUR ASSOCIATES

By Elaine Myers, Regional Director of Operations

The Osher Lifelong Learning Institute at Auburn University and Woodland United Methodist Church, Pike Road, AL donated 30 cloth masks for our associates to use for personal protection. We appreciate the community for caring about hospitality employees as we continue to provide excellent service in difficult circumstances.



## GUEST EXPERIENCE

Hilton Garden Inn Dothan, AL

"I am grateful for the excellent hospitality and service Hilton Garden Inn Dothan provided family and friends during our bereavement visit celebrating my mother. Family and friends stayed at several hotels in Dothan. Your hotel was stellar among them. I am a veteran, realtor, and educator. I know what it means to serve, and I recognize exemplary marketing and service. I give my highest recommendation for the quality of service, hospitality, and kindness shown by all of your staff who served us so admirably. Your exceptional team is the reason I will return to Hilton Garden Inn Dothan for future reunions. Please thank your team for a job well done." – Jean

# 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.

## PAWING IT FORWARD

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



The team at Homewood Suites Montgomery is "pawing it forward." With money from the group, we purchased dog and cat food, along with the monthly donation of our old USA Today newspapers, to the Montgomery Humane Society Shelter.



Pictured above: Bernard McKenzie, Chief Maintenance Tech and Steven Tears, Director of the Shelter

## BLESSING BUCKETS

By Stephanie Butler, Director of Community Engagement

In March, deadly tornados tore a 100-mile path across Tennessee. Ten tornadoes touched down during the storm, including an EF3 that traveled across the city of Nashville. Many people who lost their homes in the storm found themselves staying at LBA's TownePlace Suites Nashville Airport (TNT). TNT partnered with a local church and an organization called God's Pit Crew out of Virginia to provide recovery and clean-up supplies to the storm survivors staying on property and in the community.



## C.A.R.E.-ING FOR FELLOW ASSOCIATES

By Amy Meshnick, Regional Dir. of Revenue Management

During the pandemic, layoffs hit our hotels hard. At Delta Hotels Ashland, KY, the associates set up a food pantry for their co-workers who were laid off and included furry members of the family as well. Many thanks to the hotel team for taking care of their fellow associates.

### 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)

## TRIBUTE TO KOBE

By Cara Hedrick, Director of Sales  
Delta Hotels Ashland, KY



During February, Delta Hotels Ashland Downtown Director of Sales Cara Hedrick spearheaded a project to collect basketballs for local community centers. The basketball drive, which was inspired by the passing of NBA legend Kobe Bryant, received 118 basketballs. We donated to organizations such as two local Boys & Girls Club locations, Playmates Child Development Center, Marcum Terrace Housing Project, AD Lewis Community Center, and Fairfield East Community Center.

Pictured above: Cara Hedrick, Delta Hotels Ashland Director of Sales

## TEXAS

By Taylor Thames Wheeler, Area Manager  
Wiregrass United Way

A few years ago, a gentleman that goes by the name Texas began receiving assistance from Dothan's Vaughn Blumberg Services. This Wiregrass United Way agency provides comprehensive services for individuals with intellectual disabilities/developmental delays. As a result of some challenging situations in his environment, Texas moved into one of Vaughn-Blumberg's Residential Group Homes. He attends Vaughn-Blumberg's Conti Center, where he receives training in daily living skills, social skills, self-direction skills, and vocational skills. Attending Vaughn-Blumberg has enabled him to become more social, independent, and productive. He enjoys assisting in the greenhouse each day at the Conti Center and earning a paycheck each pay period. Texas has also maintained jobs in the community as he is currently employed at Wendy's and attends the Conti Center after his work shift. His success has also enabled him to maintain his money, which increases his independence. He continues to thrive and enjoys sports, shopping, and many activities in the community.

Thanks to your donation to the Wiregrass United Way, people who may have a disability like Texas get the assistance and training they need to live their lives to the fullest!



# CORPORATE CORNER



## A Note from Beau

Just a few short months ago, we had just finished one of the best years in LBA's history and were poised for a repeat of that in 2020. Since March, our world is in disarray. The global pandemic brought economic activity to a halt. It caused us to have to make staff reductions and operate many properties with just a skeleton crew. Several members of our LBA family have seen the harsh reality of the virus and been infected themselves or have had loved ones infected.

Through all of this uncertainty, the LBA family has remained steady. Our hotel teams have worked tirelessly to take care of other essential workers that traveled during the lockdown. Now they are taking care of guests who have returned for business and leisure travel.

We recognize the civil concern in our communities. LBA has taken an introspective look at what we can do to promote more racial diversity and inclusion. I have listened to several of our Black associates to understand the unique challenges confronting them both personally and professionally. LBA will be implementing programs that address those concerns. I am always available to discuss any new ideas.

I thank you all for the sacrifices that you have made. Please stay safe and let us continue to spread the light and warmth of hospitality into our world that desperately needs it at this time!



## MEET MIKHELE TRICE, HUMAN RESOURCES ADMINISTRATIVE ASSISTANT

I was born in Lawton, OK, but I was raised in Dothan and graduated from Northview High School. Currently, I am pursuing a degree in Human Services from Troy University. Before joining the LBA team, I worked for Coleman Worldwide Moving as a Relocation Coordinator for ExxonMobil & Coca-Cola. My work history also includes several years of retail

management and customer service experience. My initial entry into LBA was love at first sight. To this date, my feelings have not diminished, only grown. The culture and environment of LBA are the best that I have ever experienced. Everyone that I have met has been incredible. Mr. Larry greeting me by name every morning solidifies my belief that I'm a part of a group of people that are like family and that this is where I'm supposed to be. I am new to the hospitality industry, but I have learned so much in my short time here. The welcoming atmosphere and professional support that I continue to receive at LBA is second to none. That has ignited my desire to grow and develop a long-term career in the hospitality arena.

When not at work, I enjoy movies, tv, reading, and spending time with my family, friends, and my four-legged BFF- Ande. I consider it a blessing and an invaluable opportunity to be a part of the LBA family.

## 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 SHENANDOAH, TX

Jenny Johnson, General Manager  
- hired as Director of Sales and Marketing, Home2 Suites Katy, TX

### HILTON GARDEN INN MONTGOMERY, AL

Veronica Culver, Director of Sales  
- hired as Room Attendant at Residence Inn Columbus, GA

### HOME2 SUITES FAYETTEVILLE, NC

Rheanda Saylor, Guest Service Manager  
- hired as Guest Service Representative

### HOMWOOD SUITES MONTGOMERY, AL

Tanisha Self, Assistant General Manager  
- hired as Guest Service Representative

*Congratulations*

## 2020 HOTEL MANAGEMENT SURVEY

The 2020 Hotel Management Survey ranking of Third Party Management Companies was published earlier this year. I am thrilled to report LBA Hospitality came in ranked at number 24 this year. The number of rooms calculates rankings. The growth that LBA has experienced is a direct result of you and your teams' commitment to being the best every day!

2020 rank	2019 rank	Company name Website	Contact name Contact email	Guestrooms third-party managed in the U.S. as of Dec. 31, 2019	Properties third-party managed in the U.S. as of Dec. 31, 2019	Total revenue for third-party properties in the U.S. for 2019	Guestrooms third-party managed in the U.S. as of Dec. 31, 2018	Properties third-party managed in the U.S. as of Dec. 31, 2018
23	23	Marshall Hotels & Resorts www.marshallhotels.com	Scott McMahon smcmahon@marshallhotels.com	8,202	60	\$276,568,312	7,721	55
24	-	LBA Hospitality www.lbahospitality.com	Beau Berton bberton@lbaproperties.com	7,727	73	NA	7,234	67



# AWARDS

## TOP TOURISM SERVICE AWARD

By Tina Wilson, General Manager  
Home2 Suites Jacksonville, NC



In February, Onslow County Tourism gave Rebeka Hoover a Service Reward for her dedication to the visitors of Onslow County. She will have the opportunity to go on to earn the Service Reward of the year.

Rebeka is our Rooms Inspector and has been with us for over three years. She is always putting others first, both guests and her fellow associates. During

Hurricane Florence last year, we had a family who lost their home staying with us for an extended period. During their stay, Rebeka developed a strong bond with this family, especially their older dog. Unfortunately, during their stay, they had to put their dog down. Rebeka was heartbroken and suggested an excellent idea of making the family a sympathy basket and included a framed picture of their beloved pet.

While Rebeka was taking fantastic care of these guests and others, she was fighting her own battle after the hurricane. Her home was destroyed beyond repair. She and her family stayed at the hotel for a few weeks. While Rebeka was staying on property, we lost the majority of our front desk team. Me and one other associate who could work the front desk remained on staff. Rebeka stepped in to save the day when she said, "show me night audit, and I will do it." That's just what she did until we were able to be fully staffed again.

Rebeka has a positive attitude and loves a challenge. She takes on huddles like a champ and knows how to get the team engaged and part of the morning discussions. Rebeka is always willing to share her own experiences with the team. She speaks up when there is an issue, even when it's uncomfortable. Rebeka leads by example in creating authentic OPOG moments and encourages other team members to do the same. Not only is she caring and giving, but incredibly humble when it comes to being recognized amongst her team members for a job well done. Here at Home2 Suites Jacksonville, NC, Rebeka encourages us all to be better people, both inside and outside of the hotel. We are so lucky to have this rock star on our team.

## GUEST EXPERIENCE

Homewood Suites Montgomery, AL

"My family and friends stayed at your beautiful hotel in January, when my son got married. They had such great things to say about their time there. The staff went above and beyond to take good care of them. You are doing such an excellent job, and I highly recommend your hotel to anyone that is coming to Montgomery. Keep up the superb work!" - Janie

## TONY STAGNI & TEAM RECEIVE ANOTHER CONNIE AWARD

By Christine Moorehead, Regional Director of Sales

In February, LBA claimed many awards at the Hilton All Suites Conference. A huge congratulations to Tony Stagni, Dana Good, and the entire team at Homewood Suites Cape Canaveral, FL (OCF) for winning the Connie Pride Award of Excellence! OCF also received the Apple Flow Award.



*Pictured above: LBA Hilton hotel team leaders at the annual Hilton All Suites Conference*

## HOSPITALITY LEADER OF THE YEAR

By Glen Shanor, Regional Director of Operations



It is with great pleasure that I get to share with everyone the news of a remarkable recognition awarded to Stephen Bales, General Manager of the Courtyard in Johnson City.

Congratulations, Stephen, on being recognized by the Northeast Tennessee Tourism Association as the 2020 Pinnacle Winner for hospitality leader of the year!

The Pinnacle Awards program pays tribute Northeast Tennessee's peak performers in the tourism industry and covers nine Northeast Tennessee counties.

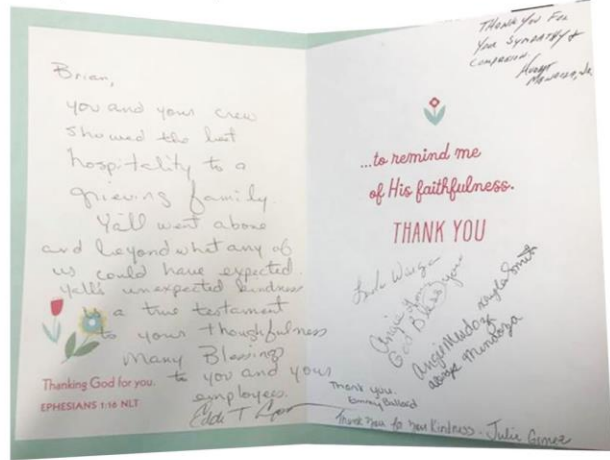
## GUEST EXPERIENCE

Delta Hotels Ashland, KY

"I want to recognize an employee from the hotel named Mary Beth. She checked in three weary travelers fresh off the road from a funeral in Kansas City, MO. She was a welcoming, friendly face with a smile and a great attitude. Mary Beth was professional, knowledgeable about the hotel, its amenities, and the surrounding area. She is a super asset to your hotel and a great ambassador for your brand. Great hotel, clean, comfy well-appointed rooms, instant hot water, and clean sheets. Thanks so much for a great stay, and I will now be looking for Delta Hotels everywhere I travel." - Jane

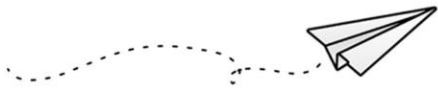
# GUEST EXPERIENCES

## Courtyard Fort Worth, TX



## Hilton Garden Inn / Home2 Suites Birmingham, AL

"I'd like to commend the outstanding courtesy and professionalism bestowed upon me by three members of your staff. Daphanee Dean, Sales Manager, Lauren Rothell, Accounting Assistant, and Mike Tatham, Chief Engineer, are three employees I'd like to applaud. Even with the threat of COVID-19, we went ahead with the training taking place at your hotel. While planning the event, I spoke to Mike and Lauren many times, and the two of them always made me feel like I was their most important customer. Even more impressive, I later found out that Mike is a Chief Engineer, and Lauren is in the accounting department. Daphanee never failed to return a phone call or an email. She kept me abreast of the local mandates regarding COVID. Our event went off without a hitch. I am genuinely grateful for these three employees." – DC

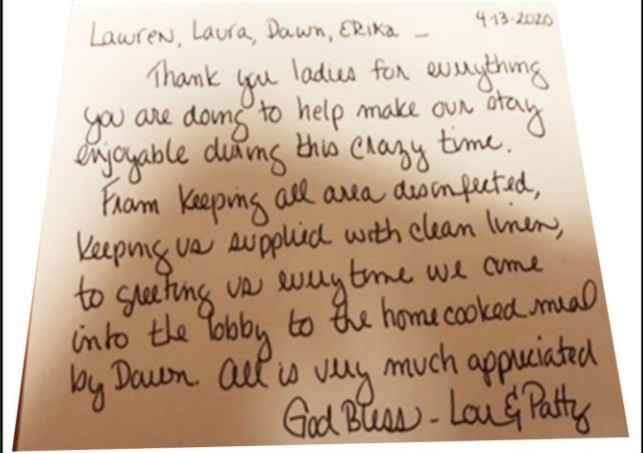


## Home2 Suites Katy, TX

"I am writing to you to tell you how pleased I am with your staff at Home2 Suites in Katy. Our Texas A&M Engineering Extension Service team has been deployed to the Houston area to support the PPE efforts in Harris County. We are lucky enough to have your hotel nearby. Being a part of a state task force, we never know what to expect or when to expect it. The employees at your hotel have made extra effort to accommodate our needs. They have not only been flexible with my team's reservations and requests, they always have a smile and ask what else can we do to support your team. In these most difficult times, and especially in my position as an accountability officer, that attitude is invaluable." – John



## Courtyard Shanandoah, TX





# 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

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

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