

INN CROWD  
HAPPY NEW YEAR 2021

**LBA** HOSPITALITY

**2021**  
GOODBYE 2020!



Hampton Inn & Suites Saraland, AL



Residence Inn Brunswick, GA



Fairfield Inn & Suites Port Wentworth, GA



Courtyard Duluth, GA

### NEW YEAR – NEW HOTELS

LBA is growing in Alabama and across Georgia. On March 1st, LBA will take over management of the Hampton Inn & Suites Saraland, AL. This property is approximately two years old and is located just off I-65 in a fast-growing area on the north side of Mobile. The 101-room, 63,500-square-foot hotel is located adjacent to a medical office campus. The hotel features 900 square feet of meeting space which can accommodate up to 70 guests.

LBA will manage three brand new Georgia properties, all opening in early 2021. BPR Properties is developing a 112-room Residence Inn in Brunswick, one of Georgia's historic port cities. Scheduled to open in March, the Residence Inn is located directly off I-95 and is convenient to Golden Isles Regional Airport. Brunswick is a growing city, home to the Federal Law Enforcement Training Center, and only 15 miles from Jekyll and St. Simons Islands. General Manager Craig Barnett and Director of Sales Anja Kruger have already joined the LBA team and are preparing for a successful opening.

Also on the Georgia coast, Arya Hospitality is opening a 95-room Fairfield Inn & Suites in Port Wentworth. Located just off I-95, this property is minutes from historic downtown Savannah, Savannah/Hilton Head International Airport, Port of Savannah, and the Savannah/Port Wentworth Business District.

Southeastern is developing a Courtyard in downtown Duluth, northeast of Atlanta. The 100-room property, scheduled to open in late April, is located in the heart of Duluth's vibrant downtown area, next to the Festival Center and City Hall. Downtown Duluth is currently undergoing a significant transformation with numerous ongoing development projects already opened and more scheduled to open over the next few years. LBA welcomed Donna McHugh as the opening general manager in late December. Donna is excited about leading the team and hotel to a very successful opening.

LBA is proud to expand our portfolio with existing partners and to develop new strategic relationships. And LBA looks forward to growing with these partners as we navigate the upcoming recovery in the travel industry.

# 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.*

## MAKING STRIDES AGAINST BREAST CANCER

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



Francine Molette, general manager of Homewood Suites Montgomery, participated in the Making Strides Against Breast Cancer parade representing the property and LBA Hospitality. This was Francine's 6th year participating in the fundraiser. She raised over \$1,000 to present

to the organization's fight against breast cancer. We are very proud of her and appreciate her leadership and drive!

## DELTA HOTELS BY MARRIOTT ASHLAND DOWNTOWN IS PROUD TO RECEIVE THE LBA CARES AWARD



## WIREGRASS UNITED WAY FUNDRAISING CAMPAIGN

By Stephanie Butler, Director of Community Engagement

LBA Hospitality wrapped up a successful annual Wiregrass United Way fundraising campaign with a matching contribution and an award. Dothan City School Board Chairman Mike Schmitz donated \$5,000 to LBA's campaign to honor LBA meeting our fundraising goal. And LBA CARES presented an award to Residence Inn Dothan's associates and general manager, Pam Garrett, for having the highest participation rate out of LBA's four Dothan, AL, hotel properties.

Thanks to each corporate and hotel associates' participation, we were able to make our goal. LBA's total pledge to Wiregrass United Way for 2021 is \$34,911. LBA thanks you for your generosity.



Pictured from left: Paul Drake, Millie Davis, Sheriuka Holston, Tiffany Faison, Assistant General Manager, and Pam Garrett, General Manager



## SIP & SHOP FOR THE FOOD BANK

By Laura Dickey, General Manager  
Hilton Garden Inn Victoria, TX (GVX)



GVX Sales Coordinator Ginny Thomas organized a Sip & Shop CARES event. A special brunch menu was presented, along with bottomless mimosas or margaritas. At the same time, attendees shopped with vendors selling unique gift items. Vendor fees for the event raised \$1,325 for the Food Bank of the Golden Crescent, equivalent to 10,905 meals.

In a bet, General Manager Laura Dickey agreed to get pied by the hotel team that collected at least 50 cans of food. The house-keeping team collected 98 items, and the front desk team collected 58. The food & beverage team came up a little short with 49 items. Overall, GVX collected 366 pounds of food.

Pictured above from left: Gary Moses, Community Ambassador; Jessica Gumm, Food Bank Development Director; Ginny Thomas, Sales Coordinator; Meridith Byrd, Food Bank; and Laura Dickey, General 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)

## GUEST EXPERIENCE

### Courtyard Lakeland, FL

*"I am a Bonvoy Titanium customer. Recently, I had issues with a mix up on a promotion for a reduced point stay. I tried to use the reduced point stay promotion, but instead, a free night certificate was used. Repeated attempts with Bonvoy yielded no results. I was told things would be straightened out, but there was no real effort to solve my issue. Melony Moss was the one person who cared about the customer, stayed on top of this, and resolved the issue. I work in customer service and know how important it is to treat the customer right. She certainly did just that." - Larry*

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

CARING ASSOCIATES READY & EMPOWERED TO SERVE

## THE SEASON OF GIVING

By Stephanie Butler, Director of Community Engagement



The Hilton Garden Inn Macon, GA, management team sponsored a child from the Methodist Children's Home for Christmas. Royal, a 17-month-old boy, will have a great Christmas thanks to Jonathan Andre, Gil Valdez, Vanessa Jackson-Lloyd, and Angel Wynn.

## DELTA HOTELS ASHLAND CARES

The Delta Ashland held a silent auction, raising \$600 for the Ashland Fraternal Order of Police Lodge #3 annual Shop-with-a-Cop program. Pictured is Lead Maintenance Engineer Warney Smith presenting the donation to the organization.



## GUEST EXPERIENCES

Homewood Suites Chattanooga, TN

*"During our recent stay, my husband and I were in the process of unloading several boxes, suitcases, and personal bags and trying to get our Miniature Schnauzer unloaded. We were both getting frustrated when Theresa Bell came to our rescue and offered to carry several bags for us. We communicated our appreciation when she dropped them at our door. We still had more remaining in our vehicle than we could both carry, and Theresa again offered to carry things for us. My husband and I were truly amazed at how helpful and personable she was. I saw Theresa downstairs afterward and told her that she had been our guardian angel that day. Her reply was, "I just try to treat people the way I'd want to be treated." What an inspiring philosophy for all of us."* – Melanie



Home2 Suites Charleston, SC

*"How do I love this hotel? Let me count the ways! I checked in late on a weeknight. After a long drive, Adam, working the front desk, was wonderfully pleasant upon my arrival. During COVID, I have been very particular about hotels. Some hotels have not taken mask-wearing or sanitization seriously. No problem here- everyone wears a mask, and the room was clean and sanitized. Everything smelled fresh and clean, including the elevators. The Wi-Fi is excellent, allowing me to conduct virtual classes, seminars, etc. Jenelle, the Guest Services Manager, was kind enough to clean my room after housekeeping had already left for the day. Linda, the General Manager, keeps a close eye on the entire hotel inside and out and always has a kind word for guests. Amanda, the breakfast host, was very kind and made sure I had everything I wanted, and the boxed breakfast was terrific. I also appreciate Bill, the resident handyman, and Keisha, the Housekeeping Supervisor, for their outstanding service. I have continued to extend my stay in this hotel rather than return to snowy, cold NYC. If I could rent this hotel room seasonally, I would."* – Delta



Delta Hotels Ashland, KY

*"I have stayed at several hotels in my many years working with the state; however, no hotel has treated us how your staff treated us on this stay. Our niece was born at the nearby hospital and, even though we could not enter the hospital due to Covid 19, it was vital for us to be nearby. Our newborn niece was moved to NICU, and our stay unexpectedly turned from a few days into over a week. I cannot express how accommodating your staff was. Every team member I encountered went above and beyond, and I cannot tell you how helpful that is when you feel a little hopeless. I want to especially thank Amy Cross, Shelby Stovall, and MariBeth Bledsoe. Thank you for giving our family a very welcoming and comfortable stay during this stressful time."* – Twyla

Happy New Year 2021

WATCH US GROW

### Property Openings

Courtyard Duluth, GA (Opening Q2 2021)  
Residence Inn Brunswick, GA (Opening Q2 2021)  
Fairfield Inn & Suites Port Wentworth, GA (Opening Q2 2021)

### Takeovers

Hampton Inn & Suites Saraland, AL (Q2 2021)

# PROPERTY HAPPENINGS

## CONGRATS GRADS

By Chris Landry, Regional Director of Sales

Amber Slinin, Director of Sales at Hilton Garden Inn Lafayette, LA, and Jessica Hebert, Director of Sales at SpringHill Suites Lafayette, LA, are recent graduates from the Louisiana Tourism Leadership Academy (LTLA). For the last five years, LTLA has provided a unique continuing education and leadership training program for Louisiana's travel and tourism industry. LTLA offers students the opportunity to meet and learn from seasoned professionals, as well as up-and-coming professionals. Jessica and Amber played an integral role in the success of this year's class as they excelled in the projects assigned by the organization.



## GIVING BACK TO NURSES

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



The Residence Inn in Dania Beach has had some extraordinary guests over the last few months – traveling medical personnel assigned to the nearby Memorial Regional Hospital. The hotel team formed a special relationship with Nicole, a nurse who has been staying at the property since August. Nicole and Lola, Nicole's new puppy, are now like family to us. I put together a basket with all the items Nicole loves

to let her know that we appreciate her work to keep our community healthy. Nurses, doctors, and other medical staff have been through so much during the last year, and they truly deserve to be appreciated.

*Pictured above: Nicole, Lola, and Kevin Shillingford- Front Desk Associate*

## GUEST EXPERIENCE

Courtyard Trussville, AL

*"Last weekend your hotel hosted several members of my family and friends for my son's wedding. I cannot adequately express my appreciation for the service Anita Estelle provided to our wedding group. She endured with professionalism numerous room changes, departure date changes, early arrivals, late checkouts, cancellations, and many email and phone communications. With Anita's assistance and top-notch hospitality skills, our weekend stay ran smoothly. Congrats to you for having such an outstanding team member in your company." – Karen*

## A VERY MERRY CHRISTMAS

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

Homewood Suites in Montgomery (OMA) loves the Christmas season. We make sure to share holiday joy with everyone at our property. Each year, our lobby is festive, and we make sure that Santa stops by each guest room to leave a little treat for them when they open their doors on Christmas morning. A stocking filled with candy was hung on the door of each occupied room, letting them know that Santa did not forget them even though they were away from home at Christmas. This is the 5th year Santa has visited the guests at OMA.



OMA also hosted all associates to celebrate Christmas with a luncheon. At the event, associates volunteered to help those in need in our community during the holiday season. We assembled 50 toiletry bags for the Salvation Army to pass out at their shelter. The zip-lock bags included soap, a washcloth, a toothbrush, toothpaste, shampoo, conditioner, body lotion, and a razor.



*Pictured left: While on their property visit to OMA, LBA COO Farrah Adams, Regional Director of Operations Deb Matthews, with General Manager Francine Molette, took time to have their picture made with Santa.*



*The stockings were hung on the doors of the guest rooms on Christmas Eve.*



*Pictured from left: Mark Barnett, General Manager at Hilton Garden Inn Montgomery, AL; Francine Molette, General Manager at OMA; Tanisha Self, Assistant General Manager; and team members Linda Wilson, Hosea Bodiford, Velma Simpson, Cedric Sharp, Mara Manning, Bernard McKenzie, Regina Mosely, Demetrius Lucas, Doris Vickers, Chrystal Hooks, Charles Harrison and Cheryl Boyd.*

## GUEST EXPERIENCE

Hampton Inn & Suites Pensacola, FL

*"My wife and her sister stayed at your hotel while visiting their father. The room was spotless, and they were comfortable with how the staff addressed sanitation and distancing. They were pleased with the facility during these very crazy and stressful times." – Robert*

# PROPERTY HAPPENINGS

## RETIREMENT CELEBRATIONS

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



Homewood Suites Montgomery, AL (OMA) celebrated Thanksgiving with a luncheon, and also celebrated the retirement of two of our treasured associates. Ms. Peggy Edwards, Executive Housekeeper, has been on the job for over five years, leading a dedicated staff of suite-keepers. With the pandemic looming, Peggy decided to retire to spend more time at home with her family.



Ms. Barbara Bowie has been with OMA since the day the doors opened back in 2004. Ms. Barbara was a staple in the kitchen and a fixture at morning breakfast most every morning. Her "world-famous grits" made many guests happy and ready to face their day. Surveys from guests mentioned her grits often. With the Covid-19 virus still lingering, she decided it was time to retire and plans to spend more time gardening and tending to her many flowers.

We will miss them terribly, but we are happy they get to begin a new chapter in their lives. Enjoy retirement ladies!

## SHOUT OUT FROM THE INTERNATIONAL SPACE STATION

By Stephanie Butler, Director of Community Engagement

Space missions are complex operations requiring the work of many people. Hampton Inn & Suites, Home2 Suites, and Homewood Suites in Cape Canaveral, FL have all played a role in hosting launch teams, support personnel, and personal guests of NASA and SpaceX during major operations. Dana Good, Area Director of Sales in Cape Canaveral, has been instrumental in coordinating all properties and services to meet these guests' unique needs. At LBA, we know Dana's customer service is top-notch, but apparently, the word made it to space!

Dana received an exciting phone call in November. Mike Hopkins, NASA astronaut and US Space Force Colonel, called from the International Space Station (ISS), thanking Dana for all of the support, help, and excellent service provided for Crew Dragon Resilience's family and friends.

Resilience is a spacecraft manufactured by SpaceX and built under NASA's Commercial Crew Program. It launched on November 16 and docked on the ISS on November 17, 2020. Resilience delivered four additional members of ISS Expedition 64 to the three already there.

Thank you, Dana and the Cape Canaveral teams, for providing service that is out of this world!



*Pictured above : Colonel Michael S. Hopkins*

## GLOBAL CUSTOMER APPRECIATION WEEK (GCAW)

By Jessica Hebert, Director of Sales  
SpringHill Suites Lafayette, LA

Marriott celebrated #GCAW2020 in November. We thought this would be a fantastic way to get out of the slump of COVID-19 and show our guests our appreciation for them choosing to stay with us.

We celebrated each day with a goodie for our guests. We gave out fresh cookies on Monday, "Thanks a latte" Starbucks Frappuccino's on Tuesday, hosted Wine Down Wednesday, thanked our guests for "popping in and staying with us" with popcorn on Thursday, and local chips were given out on Friday since our guests are always "All that and a bag of chips".

It was a great way to engage with our guests, increase our scores, promote the hotel on social media, and have a little fun.



TownePlace Suites Panama City, FL general manager Jenny Sanchez celebrated her associates in October.



# CORPORATE CORNER

## 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

Tom Hadlow, Chief Engineer  
-hired as Lead Maintenance Tech.

### COURTYARD & RESIDENCE INN LAKELAND, FL

Melony Moss, Dual Property Operations Manager  
-hired as Guest Service Representative at Courtyard Lakeland, FL

### HAMPTON INN/HOME2 SUITES HUNTSVILLE, AL

Neal Obert, Dual General Manager  
-hired as Guest Service Manager at Hilton Garden Inn Huntsville, AL



## AMY MESHNICK PROMOTED TO VP OF REVENUE

Congratulations to Amy Meshnick, who has accepted the role of LBA's VP of Revenue Management. Amy's 18-year career with LBA began in 2002 when she joined LBA as a front desk associate at

the Courtyard in Pensacola, FL. She was promoted to General Manager of Fairfield Inn Dothan, AL in, 2004 and later moved to Huntsville, AL, as General Manager of the Fairfield Inn & Suites in Huntsville. While in various property-based roles, Amy helped distressed properties, worked task force assignments, and assisted in training other LBA associates. Amy has been in our revenue management department for the last 12 years. She represents LBA at the Smith Travel Research Hotel Data Conference and regularly networks with other revenue management disciplines to share best practices and bring new ideas to LBA.

Outside of work, Amy enjoys dinner and game nights with friends, reading, and cooking. She is the proud aunt of eight nieces and nephews and loves spending time with her family, whether in person or over FaceTime. Amy will continue to live in Charlotte, NC.

We look forward to Amy continuing her career success story with LBA to lead our revenue management department.

*Congratulations Amy!*

"Faith is taking the first step even when you don't see the whole staircase."

*Martin Luther King Jr.*  
- Martin Luther King Jr.



MLK Day  
January 18, 2021



## MEET ANDY HOEKENGA, HUMAN RESOURCES GENERALIST

I was born in Montgomery, AL, but my parents moved to Dothan when I was 2, so I consider Dothan my hometown and love it here. I graduated from Troy University's main campus in 2011 with a bachelor's degree in Business

Administration. Before joining LBA's HR Department in March 2020, I spent eight years in the transportation industry at Coleman Worldwide Moving's HR department. Being a multi-state employer and similarly sized, LBA was a natural fit for me from an HR standpoint. What I love about LBA are the environment and culture. After my first interview, I learned LBA checked all the boxes of what I was looking for to change jobs. I have enjoyed getting to know the managers and staff at our properties. I look forward to traveling and meeting more of them once the pandemic subsides. What has impressed me is LBA's commitment to giving back to the communities we serve. Locally, I'm on the board of directors for Dothan Tuesday Rotary, Alzheimer's Resource Center, and Wiregrass United Way. It is exciting to see how passionate Larry, Beau, and the rest of the leadership team are about contributing to and being involved with community organizations.

I have been married to my wife, Samantha, since 2014, and we have a son, Adam, who just turned 4. Santa also brought us an early Christmas surprise this year- we are expecting our 2nd child in August 2021. Samantha and I like to travel, especially to Disney World with Adam, and to try new food anywhere we go. My hobbies include cheering on the Troy Trojans, Alabama Crimson Tide, Las Vegas Raiders, and Atlanta Braves. I enjoy reading, cooking food on my grill or smoker (the rest of HR are my official taste testers), and playing guitar. I enjoy listening to music/going to concerts – mainly heavy metal – and I love all things Beatles and Metallica.



LOUISIANA  
TRAVEL  
ASSOCIATION

## CHRIS LANDRY APPOINTED TO LOUISIANA TRAVEL ASSOCIATION BOARD

Regional Director of Sales Chris Landry will serve on the Board of Directors for the Louisiana Travel Association (LTA). LTA is the Louisiana tourism industry's primary voice and a critical, one-stop resource for its members. LTA staff and board members work together to create opportunities for partnerships across the industry and help grow the next generation of leaders.



# AWARDS



## A Note from Beau...

Almost a year ago, the world got turned upside down. Reports of a virus on the other side of the globe quickly became a complete shutdown of the world's economy. No one could have anticipated what 2020 would bring. Despite incredible uncertainty and constantly shifting guidelines, each of you has faced each day with

excellence and continued to take care of our guests and of each other. Now, we see hope on the horizon. With the holidays passed, hotel bookings are starting to pick back up. The most vulnerable in our communities are receiving vaccines. People are ready to get out and travel. While it may take years to fully recover, I see a strong recovery for hospitality in the second half of this year. Over the next few months, LBA will be opening three new hotels and assuming management of a fourth. This would not be possible without the hard work and sacrifices of each LBA family member over the last year. Thanks for all that you have done and continue to do.

## 2020 SALES MANAGER OF THE YEAR

Congratulations to Jessica Mathis from Hampton Inn Burleson, TX! Jessica was recognized as 2020 Sales Manager of the Year by the Hotel Association of Tarrant County.



The four most important words in the English language are, "What do you think?" Listen to your people and learn.

J.W. Marriott, Jr.

*"The service was second to none. I've been to many hotels, but I never expected the staff to be so professional. If this hotel is available, I'll choose it as my first choice. Thanks again for your great and positive service."*

CATCH118 - TRIPADVISOR REVIEWER  
HAMPTON INN & SUITES GAINESVILLE, FL

## GUEST EXPERIENCES

### TownePlace Suites Panama City, FL

*"I was evacuated from Central America in March because of COVID. On the day I reserved a room, I received a call from Jenny Sanchez carefully explaining the limited services. When I checked in, Ms. Alicia was so nice and friendly that I knew I was "home." Over the next 90 days, I witnessed bonafide heroic efforts by all the staff. Not just making things comfortable but performing at the highest level of "Marriott Quality" that I have come to expect over the past twenty years. Thank you, Ms. Alicia, Ms. Regina, Ms. Aahn, Ms. Linda in housekeeping, Mr. Hector in maintenance, and especially the amazing Ms. Jenny! You made this isolated traveler feel like family." – Bil*



### Home2 Suites Orlando, FL

*"Thank you to Melissa Petiot! You and your team made it much easier for our HB partners, and the Amazon new hires feel safe and comfortable during these trying times." – Anon.*

Save the Date

**LBA HOSPITALITY**

**GM/DOS CONFERENCE**

APRIL 13 - 15, 2021  
RENAISSANCE MONTGOMERY HOTEL & SPA  
201 Tallapoosa Street, Montgomery, AL

# 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  
Amy Meshnick- 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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