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CWB Insider

VOLUME 3, ISSUE 3

AUTUMN 2007

Managers Meeting Held at Crowne Plaza

On November 5, General Managers, Assistant General Managers, Human Resources Managers and Director of Sales from all of CWB's hotels converged in central Ohio for the 2007 Managers Meeting.

Hosted by the Crowne Plaza Dublin, the event began with cocktails and dinner in the impressive Dublin Metro Bar & Grill. A night of networking and good food, it provided the attendees an opportunity to meet and greet their fellow CWB associates.



Connie Burkett and GM Dick Martens

The next day's event, held in the Waterford meeting room, were spent listening to presentations on a variety of topics ranging from "CWB's Standards of Excellence" to worker's comp and accounting information. A highlight of the day was the energizing cheerleading skit by the sales team from the Crowne Plaza.

The day ended with an awards presentation. Awards were handed out to all attendee's with the Manager of the Year award going to Casey Marietta of the Hampton Inn Gaylord/Holiday Inn Express Indian River.

A special thanks goes out to all managers for attending, the Crowne Plaza for hosting the event, and everyone else involved in helping to achieve a very successful conference. See you next time!



Bill Wolfe and Casey Marietta, Manager of the Year



The Crowne Plaza Dublin Sales Team



Connie Burkett and GM John Clouthier



STAR Program to Start January 2008

By Connie Burkett

With the ever changing focus of what the guest wants, one thing has not changed: the "STAR" service we offer at all CWB properties.

In each associate handbook we discuss what "STAR" service is and now we have developed a new way to recognize our associates that exemplify this service. Each member of the corporate staff has a special "CWB" gold service pin that they can present to an associate when their actions prove deserving. Pins can also be awarded based on General Manager nomination. At the end of the year, the associates earning a pin will be considered for the "Associate of the Year" and placed into a drawing for fun and fabulous prizes.

We want these associates to stand out and have fellow associates learn from the service they provide by wearing this pin each day. We know that all our associates demonstrate each day this service and now we have a way to recognize those that consistently go above and beyond.

Criteria for STAR Service:

1. Anticipate Needs
2. Give Personal Attention
3. Show Appreciation
4. Go Beyond What is Expected
5. Offer Alternatives
6. Check Satisfaction

For more information about this program, please refer to the associate handbook.

We want your feedback!

Do you have a great story idea? Do you know about something exciting happening at your hotel? Do you have a thank you letter from an appreciative guest? Let us know! Please contact Jane Ziegler at (614) 793-2244 ext.10 or at jane.ziegler@cwbp.com to give us your suggestions!

Promotions & Additions

Two recent additions at the Holiday Inn West Bay in Traverse City, Michigan are Nancy Thompson and Kristin Fetter. Nancy, the Director of Food & Beverage, has worked in hotels/restaurants since the age of 17, with experience in restaurant-bar management and front and back of house management positions. "The food and beverage industry runs through my veins and I truly love working with people. I couldn't imagine not being surrounded by a fast paced, high demand business. I believe we are in one of the best businesses ever as we are able to bring fresh new exciting ideas to the table and watch them grow. I am passionate about bringing the guest nothing but the best in guest service. Every day brings something new in the hospitality world – something to embrace and love," says Nancy.

Kristin is the Holiday Inn West Bay's Banquet Manager. Her experience in banquets brings the hotel to a new level of guest satisfaction. "Watching the room come alive with the creativity that myself and the staff envision is very rewarding. Weddings are my favorite event to do. Knowing that we made the bride's most important day of her life more than she ever imagined is ultimately the best reward in this business," says Kristin.

Other new or promoted associates at CWB properties are: Kelly Maruskin, Director of Sales, Holiday Inn West Bay; Rose Yachik, Housekeeping Supervisor, Holiday Inn West Bay; Andrew Petit, Housekeeping Supervisor, Holiday Inn West Bay; John Clouthier, General Manager, Quality Inn Traverse City; Raymond Malinao, Assistant General Manager, Quality Inn Traverse City; Linda Emmons, Director of Sales, Crowne Plaza Dublin; Jennifer Dortmund, Guest Services Manager, Crowne Plaza Dublin; John Hudson, Maintenance Technician, Dayton Airport Hotel; Cassie Issac, Night Desk Supervisor, Dayton Airport Hotel; Julie Mitchell, Property Manager, Arlington South Apartments, Toledo, OH; Andrew Thompson, Property Manager, Cedars Apartments, Toledo, OH; Christal Seger, Property Manager, Longwood Park Apartments, Toledo, OH.

Letters & Recognition

Grateful Guest Thanks Crowne Plaza Staff

My family has come to Columbus on a trip involving great personal sadness. Very little had gone well. Our experience included a ten-hour stay in the emergency room that lasted until 3am Tuesday.

Then we found out that we would have to stay even longer than we expected. Fortunately, we pulled up to your door. Immediately upon our arrival, Cara at the front desk went to extraordinary lengths to make us welcome and comfortable. She was always helpful and cheerful, ensuring that we were aware of all the hotel's services and amenities. She got us directions to all the places we needed to go in Dublin, laughed with us, sympathized with our setbacks and generally helped every way she could. At a time of great personal tragedy, we could not have had a better host. For the rest of my life, Cara will be the yardstick by which I judge hotel employees.

I would like to commend her performance, attitude and graciousness. I hope that the Crowne Plaza will remunerate her in an appropriate way.

I would also like to mention Rage. While we did not have as much contact with him, he never failed to provide excellent customer service.

As customer service declines everywhere else, I shall always make the Crowne Plaza my first choice in hotels.

“Cara at the front desk went to extraordinary lengths to make us welcome and comfortable”

Baymont Guests Wowed by Awesome Service

I just wanted to write a note telling you how much we loved our stay at the hotel. The friendly staff and the cleanliness of the room was so awesome. We have had our time with hotels not being clean, and when we came to Baymont we were just blown away at even the smallest detail. Thank you so much for making our stay a positive and memorable one. We will definitely stay at Baymont on our future trips and most definitely tell our friends. Keep up the awesome work.

P.S. The lady that checked us in, Melissa, is so sweet. Every morning she greeted us with a smile and her sense of humor. We enjoyed talking to her. And what made her special is she wished us safe driving for that day. She is an awesome employee. I just felt some recognition was needed.

Kudos to the Management and Team at Holiday Inn West Bay

The manager went overboard. We had a beautiful clean room on the water. I am sure she must have upgraded our selection because it was above the grade our priority points allowed. Everyone was friendly and courteous and helpful. The service agent on the first floor fought us to deliver our luggage, both coming and going. It was appreciated. The front desk sent us up a welcome basket of goodies and bottled water. The furniture was decent, and the carpeting was new and clean.

The location of this hotel was wonderful. The beach was easily accessible, and included chairs for sunbathing. The restaurants were convenient on site, and many within walking distance. There is a park next door with parking, grills and picnic tables. The gift shop provided inexpensive bottles of local wine, jewelry, handpainted cards, and various items for children. We could not have been happier. Kudos to the management and team at Traverse City Holiday Inn.



**The Holiday Inn West Bay,
Traverse City, MI**



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We're the Friendly One's!

CWB Insider is a quarterly publication of CWB Property Management Inc. to provide information about their hotels and its activities.

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Founded in 1990, CWB owns and manages properties throughout Ohio and Michigan and is qualified to operate a variety of brand name hotels including Crowne Plaza, Holiday Inn, Holiday Inn Express, Hampton Inn, Best Western and the full range of Choice Hotel products. Currently, CWB owns and operates ten hotels, manages four hotels and three apartment complexes for third parties, and is regularly recommended by franchisors as the management company of choice for those investment groups seeking a management company.

Dayton Airport Wins “Most Unique Booth”



The Dayton Airport Hotel recently won the “Most Unique Booth” award at the Vandalia Expo in Vandalia, Ohio. The hotel was promoting their New Year’s Eve package which is themed “Wild Wild West”. The booth was decorated by Director of Sales Julie Lisle and set up and manned by Julie and Mike Koopman, Director of Catering and Convention Services. Chef Sammy Logkawit was on hand to carve roast beef for the guests. Along with the recognition, the hotel won a gift certificate to a local Italian restaurant.

Congrats Dayton Airport Hotel!!



**Happy Holidays from
CWB Corporate Office!!**

