



CWB Insider

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Our Gaylord Hotels - Out the Door and On the Throttle

By Jill Tomisaka

Emerging as a preferred winter destination, Gaylord averages over 180 inches of snow making it home to the snowmobilers during the winter season. Over the past few years, snowmobiling has become an integral part of life in Gaylord taking precedent over skiing. With the season winding down and the figures coming in, it seems business was booming this year at our hotels.

“Snowmobiling has really grown and become a popular recreational sport,” said Tom Zamoycki, general manager of Best Western Alpine Lodge. “It has a tremendous impact on the Gaylord area especially for the lodging community. A phenomenal amount of business is generated from snowmobilers.”



SNOWMOBILERS TAKING A REST

Each of our hotels is directly connected to the trails allowing snowmobilers to ride from the door of the hotel to the trail. There are a myriad of trails that are all interconnected and provide uninterrupted travel in many directions.

Trails were in very good condition this year with the fresh snowfall, proving to be a very profitable season. Although the workweek was slow, the weekends were busy with crowds of people and the hum of snowmobiles around for miles.



HITTING THE TRAILS

“The weekends were very chaotic so it was important for our front desk staff to have a lot of energy and remain upbeat for our guests,” said Raija Claeys, general manager of Hampton Inn and Quality Inn Gaylord.

To accommodate our guests the hotels provided additional parking for trailers, and Best Western also rented out snowmobiles along with other equipment.

“We do our best to make their stay as enjoyable as possible by providing entertainment in the lounge and offering specials in our restaurant,” Tom said. “We also have the indoor pool and sauna where snowmobilers can go to relax and warm up after a long, cold day.”

Mostly coming from Ohio, Indiana and southern Michigan, the snowmobilers traveled in fairly large groups. With the exception of a few rowdy ones, they were a good, fun crowd who were easy to please.

“It’s a blessing to have the snowmobilers here,” Raija said. “It’s a very unpredictable season for us so we were fortunate to have them stay with us.”

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

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Founded in 1990, CWB owns and manages properties throughout Ohio, Indiana and Michigan and is qualified to operate a variety of brand name hotels including Holiday Inn, Holiday Inn Express, Ramada Inn, Hampton Inn, Best Western and the full range of Choice Hotel Products. Currently, CWB owns and operates 12 hotels, manages four hotels and one apartment complex for third parties, and is regularly recommended by franchisers as the management company of choice for those investment groups seeking a management company.

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In Memoriam

We regret to inform you that one of our employees, Katie Krug from the Hampton Inn Gaylord, was tragically killed in an automobile accident a few weeks ago. Our deepest sympathy goes to her family and friends in their time of need. In our next issue, we will feature a spot remembering Katie and her life.

Letters & Recognition

We received this letter from a guest who recently stayed at the Hampton Inn Birch Run.

During my visit to Frankenmuth, I had the opportunity to stay at the Hampton Inn. Upon my arrival, I was greeted and checked-in by Jeremy. He was very polite, made me feel very comfortable and had everything ready for me. The next morning Eloisa was setting up the continental breakfast buffet. She was friendly and greeted me with a smile despite the early hour. Then Kami, the morning front desk manager, continued with the friendly atmosphere. Her smile was contagious.

We visit the area a few times a year, but this was the first time we stayed at the Hampton Inn and will certainly not be the last. We will tell all our friends about this hotel and the three important service people everyone should meet.

Congratulations to the staff at Hampton Inn Birch Run for a job well done. Keep up the great work!

Best Western Fairborn Gets a New Look



Best Western Fairborn recently opened a gift shop in their hotel. They sell an assortment of country style gifts, perfect for any occasion or just to decorate the house with that added touch of home style warmth. In addition to the gift shop, they built a pond outside in the courtyard. It allows guests and associates to take a moment to sit outside and enjoy the scenery.

CWB Profiles - Raija Claeys' Balancing Act



Ever since joining CWB as an associate in 1999, Raija Claeys has quickly climbed the ladder of success being promoted to general manager of not just one but two hotels.

Over the past few months, Raija, general manager of Hampton Inn Gaylord, has also been serving as general manager of Quality Inn Gaylord. She alternates days between the two properties, and with the help and support of her staff, it has been a fairly smooth and easy transition.

“Things have just fallen into place,” Raija said. “In a situation like this, it’s important to have strong assistant general managers, and mine are trustworthy and dependable, as well as the rest of the staff.”

Right now she is still learning the system at the Quality, but despite any obstacles that may come her way, Raija is having a great time.

“I love it,” she said. “These two properties are incredibly different and can be challenging at times, but I’m always up for challenge.”

Even though this is Raija’s first experience working in the hospitality industry, she enjoys all aspects of her position from the guest interaction to accounting. What makes it even better is the camaraderie she shares with her co-workers.

“I love coming to work every day,” Raija said. “I work with such wonderful people, and they truly make it a joy to come here.”

Just like any general manager Raija’s main objective is to make her guests’ stay as enjoyable as possible so they return for another visit. Her strong work ethic along with a sense of reciprocity motivates this hard-worker to succeed.

“I have been treated very well ever since I joined the CWB team,” she said. “More than anything, I want each hotel to do well so I am pleased to operate at 100% and do my part to ensure success and increase revenue.”

When she is not working, Raija enjoys spending time with her husband, Frank, and their two boys, Tyson, 3, and Hayden, 10 months. She also likes to run and often spends her days off outdoors.

Hotel Happenings

We are happy to announce that the Holiday Inn Express Indian River had a feature spot on their local ABC television station for being a member of the Indian River Chamber of Commerce.

In the News

CWB Property Management was recently named one of the top 100 management companies of 2003 by *Hotel Business* newsmagazine. We were ranked 79 compared to 2002’s ranking of 91.

New Management

Because of CWB’s professional management skills, we have been asked to take over management of a hotel on behalf of a Columbus, Ohio based lender. We are now managing the Knights Inn in Westerville, Ohio. Debbie Oostra is currently acting as general manager for the hotel.



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In this issue:

- ◆ Our Gaylord Hotels - Out the Door and On the Throttle
- ◆ CWB Profiles
- ◆ Letters & Recognition
- ◆ Best Western Gets a New Look
- ◆ Cooking With Sammy

We want your feedback!

Do you have a great story idea? Do you know about something exciting happening at your hotel?

Let us know! Contact Jill Tomisaka at (614) 793-2244 ext. 10 or at jill.tomisaka@cwbp.com and give us your suggestions.



There's a New Chef in Town!

Meet Chef Sammy of Wilbur's Restaurant in the Dayton Airport Hotel. With all the low-carb craze these days, he has developed his own low carb menu to help lose those unwanted pounds. To all our Chef Kirby fans, don't worry, he will back next issue.



Chef Sammy's Low Carb Broccoli & Cheese Quiche Only 20 grams of carbs per serving!

Ingredients:

5 slices of low carb white bread
8 fresh eggs
1/2 lb. grated mozzarella cheese
1/2 lb. grated Swiss cheese
1 cup chopped cooked broccoli
1/2 cup diced ham
4 cups whole milk
1/2 cup chopped onions
Salt and pepper

Directions:

1. Line bottom of 12 x 12 baking dish with toasted bread.
2. Place cheese, broccoli, ham and onions on top of bread.
3. Whip eggs and milk together and pour into baking dish
4. Fold egg mixture with cheese, broccoli, ham and onions.
5. Sprinkle with salt and pepper.
6. Bake at 350° for 40 minutes.
7. Serve with sliced cantaloupe and honeydew.