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CWB Insider

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CWB Portfolio Extends West to Iowa

CWB is now managing the Best Western Des Moines Airport Hotel located in Des Moines, Iowa. Management of the property has been in CWB's hands since the property was purchased by the Howard family in January of 2008. Prior to CWB's involvement, the property was in a slump with revenue, sales, operations, and catering. Since being hired to manage the hotel, CWB has gained significant improvement in all areas.

The Best Western Des Moines Airport is a full-service hotel. Each of the spacious guestrooms has free wireless internet access and local calls. A business center, indoor heated pool, hot tub, and weight lifting equipment are some of the additional amenities available.



One of the 140 guestrooms at the Best Western Des Moines Airport Hotel

The 140-room property is located adjacent to the Des Moines International Airport. A shuttle provides complimentary direct transportation to and from the airport for guests' traveling convenience.

Located on-site is a bar/lounge style restaurant that serves American food for lunch and dinner. A continental breakfast is available for hotel guests as well.



The Best Western Des Moines Airport Hotel

"The hotel is beautiful and one of the nicest Best Western hotels in the market," says General Manager Danyelle Hall.

Relocating from Dublin, Ohio to Des Moines, Danyelle brings a wealth of experience in operations and sales. She has a Bachelors Degree in Business Administration and has previously worked at several full-service InterContinental Hotels Group and Hilton properties.



General Manager Danyelle Hall standing in front of the hotel's shuttle van

Letters & Recognition

Job Well Done For Baymont Staff



The Baymont Inn & Suites of Northwood, Ohio

A recent guest at the Baymont Inn & Suites left a letter at the front desk expressing her gratitude of the staff during her recent stay at the property. Job well done Baymont team!

I didn't have any comment cards in my room, so I asked Wayne at the front desk how I could make some comments on my wonderful stay there and he gave me your card and suggested this. Melissa was the first I met and greeted me. Her smile, friendliness and very professional demeanor made me feel right at home. Wayne was so accommodating to even the smallest request, like sharpening my pencil for class. He stayed on top of our drinks in the meeting room and anything else we needed. Wonderful gentleman! Tammy was right on with filling up the breakfast area that was very busy, yet immediately switching her attention to the front desk and other customers. Housekeeping was fantastic! They do a great job!!

Thanks to everyone for each and every part you do there at Baymont Inn. Awesome team, terrific results, ultimately making your guests want to return!

“As you can see from our history with the Holiday Inn group, we have stayed at a lot of hotels, but this experience set the pace for all to follow”

Mark your calendars!
The 2008 CWB GM Conference will be held during the week of October 20. Location and further details TBA.

Marion Holiday Inn Express Sets Pace For All

Two complimentary letters were recently sent to InterContinental Hotels Group regarding the customer service and hospitality at the Holiday Inn Express in Marion, Ohio. Congratulations to the staff there for providing such consistent, wonderful service.

The first letter:

Several weeks ago, our Mother passed away in Texas. Her request was to be buried in her home town of Marion, Ohio. Christmas was within a few days, so naturally we were worried about hotel arrangements, etc.

We made reservations at the Holiday Inn Express in Marion, Ohio for the nights of December 23 through the 26. My wife and I could not of been more pleased with the kindness and generosity of the entire staff. Each and every one of the staff members, covering all the varying shifts, went out of their way to help us through this troubled time. They knew that we were not only here for a funeral, but away from home during the Christmas holiday. As you can see from our history with the Holiday Inn Group, we have stayed at a lot of hotels, but this experience set the pace for all to follow.

The staff at this Holiday Inn Express, through their actions, have shown our family that truly the strength of the nation doesn't lie in its Armies but in reality, it lies in the integrity of her people.

The second letter:

I have been staying at the Holiday Inn Express in Marion, Ohio off and on for almost a year, traveling for business. I had not stayed in one before. Thanks to the wonderful treatment I received by the staff in Marion, I am now a regular customer whether I am traveling for business or pleasure. The hotel is very nice and the people really made all the difference. They are so friendly, helpful, and just plain nice that I can not say enough good things about my experience with Holiday Inn Express.

Microtel Flourishes After Re-Opening



The Microtel's pool has been busy this season as occupancy has gone up

CWB made the decision last fall to operate the Microtel Inn & Suites in Huron, Ohio as a seasonal property. The hotel closed in mid-November 2007 and reopened on

April 1, 2008 in time for the busy tourist season for nearby Lake Erie and Cedar Point Amusement Park. Improvements to the property and increased marketing efforts were made during this time to ensure that people did not forget about the Microtel.

"After only a month and a half of ramp off, we have been going strong ever since," says CWB Cor-

porate Director of Revenue and Operations, Connie Burkett.

Burkett says that the property did better in June 2008 than any single month in all of 2007. This is because with the higher costs of gas prices this summer, family trips are being made closer to home. Cedar Point and the Microtel are benefiting greatly from this economic change.

A new General Manager, Tim Carpenter, will be starting at the property during the first week of August.

"The property did better in June 2008 than any single month in all of 2007"

Guest Service Manager Shines In Michigan

Krishna Pawlowski is the new Guest Service Manager at the Holiday Inn West Bay in Traverse City, Michigan.

A ten-year veteran of the hospitality industry, Krishna started off working at the Front Desk in the limited-service industry for the Marriott and Hilton brands and has since worked her way up from there, pursuing positions in as many departments as she could, from Opening Management Team to Sales.

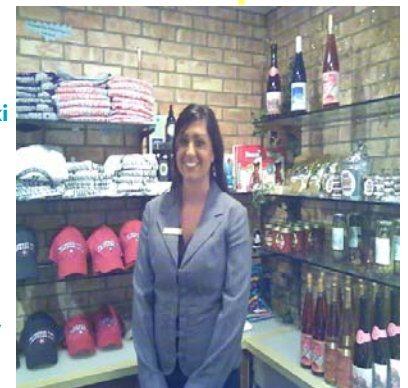
Krishna loves the hospitality field because, "it fits me. I'm a very outgoing person and love to bring a smile to a guest's face and make them feel that they are home when

staying at my hotel."

Since recently relocating to Traverse City, Krishna has spent her time outside of work exploring her new hometown with her family.

"I am excited to join the team at the Holiday Inn. I always love a challenge so I see wonderful things in store!" says Krishna.

Krishna Pawlowski poses in the gift shop at the Holiday Inn West Bay



Changes Abound at New Hometown Inn

CWB Property Management welcomes the Hometown Inn! The property, located in Indian River, Michigan, recently changed flags from a Holiday Inn Express to the Hometown Inn brand.

The hotel has recently received new Hometown Inn signage and billboards to reflect the switch. In addition to the name change, Amanda Pauley has been promoted to Acting General Manager. Amanda has been with the property for seven years, evolving as the property has, from housekeeping to her present title as GM.

"Right now I am hoping to improve the overall view of this property in the community and for the guests," said Amanda. She also noted that current changes being made to the property are the switching of the less-popular smoking rooms to non-smoking.

The fifty-room limited-service hotel is located in picturesque northern Michigan.



The new sign at the Hometown Inn in Indian River, MI



CWB Property Management

5775 Perimeter Drive
Suite 290
Dublin, Ohio 43017

Phone: 614-793-2244
Fax: 614-793-2328
E-mail: jane.ziegler@cwbp.com
Website: www.cwbp.com

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.

Editor: Jane Ziegler

Founded in 1990, CWB owns and manages properties throughout Ohio, Michigan, and Iowa 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 five 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.

Traverse City Holiday Inn Staffers Excel

The following letter was sent to InterContinental Hotels Group from a satisfied guest of the Holiday Inn West Bay in Traverse City, Michigan. Kudos to Michael and Jennifer for a job well done!

Everything and everyone at the hotel was up to even the Intercontinental Hotel standards. The staff could not have been more helpful or respectful. We would like to recognize Michael, a front desk person who helped us with everything from lost luggage, to providing simple driving directions to the most obscure places in the local area. Each morning we would have breakfast at the hotel, not something of usual merit. However, you have an employee who is hands-down the most personable, helpful, and consistently fine wait staff we have ever encountered. I was a travel industry corporate trainer for over a decade and a government protocol officer previously. If I would have only known Jennifer when I was training a myriad of customer service courses she would have

been the consummate example of doing it right, every time. I am sure they all know Jennifer at the Traverse City, Holiday Inn. Please forward my comments through your management chain until it reaches her supervisors. We would not consider staying at another hotel because we were that impressed with Jennifer.



Michael (left) and Jennifer of the Holiday Inn West Bay in Traverse City, Michigan

