

# CWB Insider

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## Pit-spittin', Pie-eatin', Cherry Kind of Time

By Jill Tomisaka

The scent of cherries fills the air, and everywhere you look its cherries galore. If there is any better time to be in Traverse City, the residents can't think of it. Known as the "Cherry Capital of the World," Traverse City is home to the National Cherry Festival, which always begins the first Saturday in July and lasts for eight days. Thousands of visitors come from all over the world to celebrate the harvest and, of course, eat cherries.

The mission of the Cherry Festival is to celebrate and promote cherries, tourism and community involvement and to enhance the economic, entertainment and cultural interests of the Grand Traverse region.

"The festival draws about half a million people to the area and is a great natural marketing tool for us," said Robert Gattin, general manager of the Holiday Inn West Bay. "It's also a wonderful family event."

A wide variety of events are scheduled for the festival such as parades, contests, competitive sporting events, air shows, arts and crafts fairs, golf tournaments and the royal pageant.



Kathy Kelly, general manager of Quality Inn Traverse City, describes the atmosphere as a constant whirlwind of activity from morning to night.



"It's a great time of year," Kathy said. "The guests are a great crowd. They are friendly and festive and are just excited to be here."

Many hotels including the Holiday Inn are sponsors of the Cherry Festival and host events at their properties. The Holiday Inn hosts a Very Cherry Luncheon highlighting the many uses of cherries in food preparation. They also host the Dock Dog jumping contest on the beach just below their patio. In this event world-class and amateur dogs compete to make the longest jump off a dock into the water.

"Everything was a huge success this year," Robert said. "We enjoy having the festival in Traverse City and especially enjoy being sponsors because it's a great opportunity for people to see our property and hopefully hit the reservation line."

Now all that's left to do is eat those cherries! Cherry-O!

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 and Michigan and is qualified to operate a variety of brand name hotels including Holiday Inn, Holiday Inn Express, Hampton Inn, Best Western and the full range of Choice Hotel Products. Currently, CWB owns and operates 11 hotels, manages two hotels and two apartment complexes 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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## Letters & Recognition

### Clarion Hotel Dublin

There was a great review written in The Columbus Dispatch newspaper about the Clarion's on-site restaurant, Dublin Metro Bar & Grill. They highly complimented the food, atmosphere and our very own Chef Kirby.

We also received a phone call from a member of the Order of the Holy Sepulchre who held their reunion at the Clarion. She said it was a great success and was very grateful to the staff for all they did.

### Holiday Inn Express Hotel & Suites Marion

At this year's Americas Investors & Leadership Conference, the Holiday Inn Express in Marion, Ohio received the 2005 Quality Excellence Award. This hotel is one of the outstanding properties chosen in the InterContinental Hotels Group system for maintaining high standards in product quality, hotel service and customer satisfaction. Congratulations to Bruce Jenkins and staff for all your hard work, dedication and commitment.

We also received this letter from a guest who stayed at the Holiday Inn Express.

*Looking back on almost 60 years of business and pleasure travel, I can recall no facility where I was treated better. Allen Mason, the maintenance man, greeted me when I walked in, as if welcoming me to his own home and happy to have me as a guest. Martha Wicke, the front desk clerk, opted to change our room to a different spot, as she thought it would be quieter - we of course agreed. At home I frequently take an early morning swim and asked Martha if I could use the pool before the official opening hour of 7:00 a.m. She kindly arranged it with your night man, Mike Ballenger, who was equally accommodating and proud of the facility. After we were comfortably in, I had the opportunity to engage Bruce Jenkins, the general manager, in conversation, and I think I found the reason for the excellent treatment. His staff reflected his warm, welcoming and accommodating nature, and I am sure his hiring practices sought out the same kind of people. This level of wonderful treatment was continued by Karla Lytle, the breakfast supervisor. She was very gracious in her welcome, and later came over to our table and engaged us in a warm, personal conversation. Alana Kilzer, the relief desk clerk, was also most helpful with an abundance of local and travel information to help make our stay more enjoyable and our trip easier. Over the years, I have been a loyal Hilton guest but have every intention of using the directory to see if the Holiday Inn Express treatment I received was the exception. Marion set a very high mark, but I hope future reservations expose me to people who are so genuinely pleased with their facilities.*

# CWB Profiles - Tony Frank

## Taking Care of Business

Running at 82% occupancy, Hampton Inn Birch Run has been having much success so we thought we would take a peek into Tony Frank's world and see how he does it.

"I consider myself a liberal manager," Tony said. "I don't micromanage my staff; I simply tell them my expectations and give them the freedom to do their job and then follow-up."

An eight-year veteran of CWB, Tony is no stranger to the hotel industry. His first experience was working the front desk at a Holidome in Sandusky, Ohio. From there, he continued working at various hotels until it led him to his first encounter with CWB and to where he is now as general manager of the Hampton Inn.

His latest and greatest triumph has been the turnaround in the leisure market which has always been a challenge for this property.

"The 'Make it Hampton' campaign really helped us by adding hot items to the breakfast bar and installing high-speed Internet access throughout the hotel," Tony said. "We have a lot of repeat business and some great accounts, but I think a vast majority is due to our front desk staff."

When asked about his next big accomplishment, Tony says his ultimate goal is to be number one on the star report with ADR and occupancy.

"Our occupancy and ADR have continued to grow with each year so I'm confident we can reach our goal," he said. "We are in a very competitive market, but overall we're doing very well and are holding our own."

His love of the industry and dedication finds him spending most of time at the hotel, but in his spare time, Tony enjoys relaxing at home and caring for his dog, Morgan, and her 10 puppies.

Even after four years in this position, Tony's favorite part of the job is seeing the hotel's progression.

"I love seeing how the property has developed and improved along the way both structurally and operationally," he said. "Just seeing the smile of satisfaction on a guest's face makes what we do all the more worthwhile."



### Hotel Happenings

During the Ohio State Fair this year, Governor Bob Taft and his family along with Senator George Voinovich and his family slept in two separate barns for one night. The **Holiday Inn Express Ohio Expo Center** in Columbus, Ohio and **Knights Inn** in Westerville, Ohio donated cots and blankets for their use.

### Red Carpet Welcome

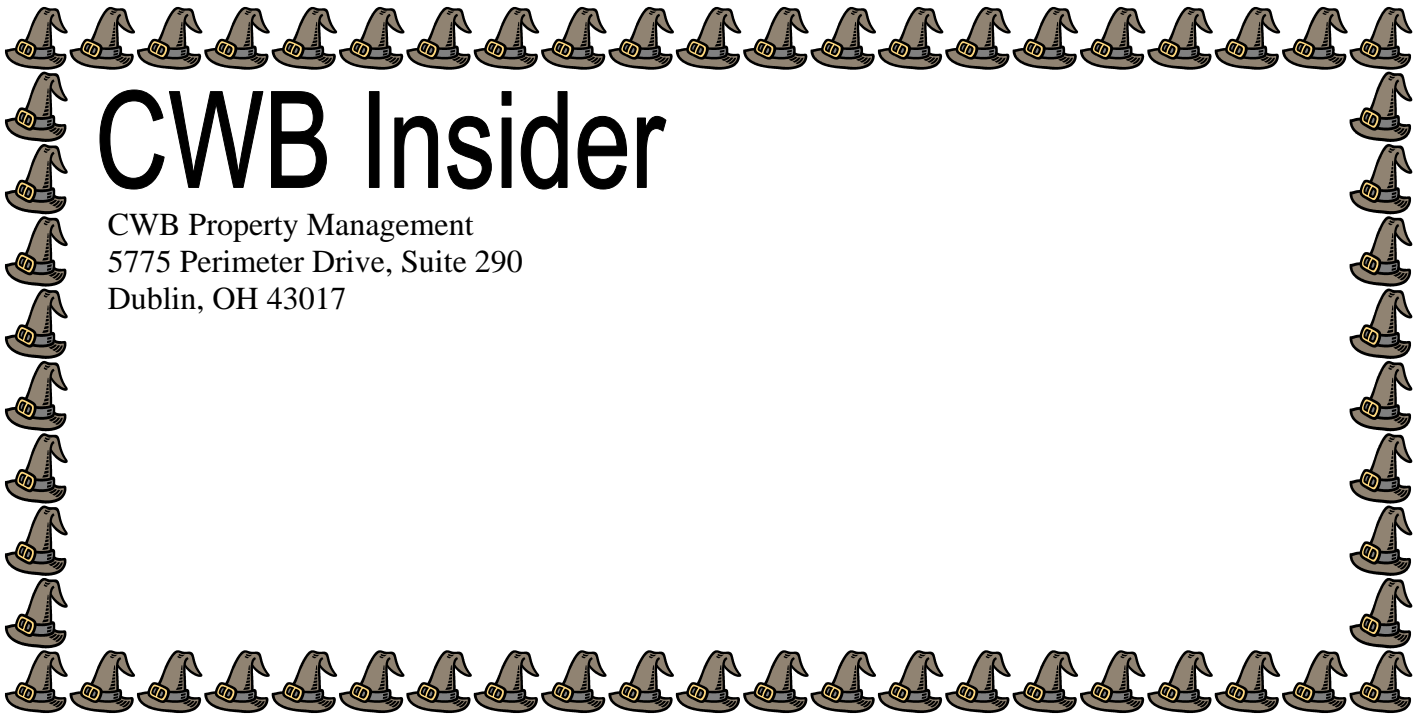
Join us in welcoming **Heather Warren** to the CWB team! She is the new property manager at **Cedars Apartments** in Toledo, Ohio.

CWB has recently re-taken over management of **Heathergreen Apartments** in Columbus, Ohio. **Sindia Medina** is the property manager. Welcome aboard!

### Congratulations

**Holiday Inn West Bay** in Traverse City, Michigan set a new record in room sales for the month of July. This is the best the hotel has done since joining the CWB family. Way to go team!





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## 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](mailto:jill.tomisaka@cwbp.com) and give us your suggestions.



## Cooking With Kirby

### GRILLED JUMBO SHRIMP, BRAISED BELGIAN ENDIVE, INFUSED TOMATO OIL (Serves four)

#### Ingredients:

- 20 jumbo shrimp
- 2 head Belgian endive
- 3/4 cup olive oil
- Salt
- Black pepper
- 1/4 cup tomato puree
- 1 teaspoon lemon juice
- 1 tablespoon basil, chopped
- Cayenne pepper
- 1/4 cup chives, cut 1/4 inch long
- 1/2 sweet red bell pepper, diced fine

#### Directions:

1. Pre-heat grill surface.
2. Blend 1/4 cup of olive oil in food processor with lemon juice, tomato puree, basil, garlic salt and cayenne pepper.
3. Peel shrimp and brush with olive oil. Season to taste with salt and black pepper.
4. Cut base of the endive off so that the leaves can be separated. Heat 1/4 cup olive oil in a sauté pan and quickly braise the endive until wilted slightly. Season to taste with salt and black pepper.
5. Grill shrimp until thoroughly cooked and serve over braised endive with infused tomato oil.
6. Garnish with chopped chives and diced sweet red bell pepper.

