

# CWB Insider

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## Giddy Up, Saddle Up and Ride!

By Jill Tomisaka

The 38th Annual All American Quarter Horse Congress was held at the Ohio Expo Center from October 3-25, 2004. People come from all over the world to participate in this event making it the World's Largest Single-Breed Horse Show. The show receives more than 16,000 horse show entries and houses more than 8,500 registered American Quarter Horses during its three-week schedule. The Congress attracts more than 650,000 people to the Columbus area, bringing more than \$110 million to the central Ohio economy. As expected a phenomenal amount of business is generated for the Holiday Inn Express Ohio Expo Center, located a half mile from the Ohio Expo Center.

"This is the biggest event of the year for our hotel, and we spend a majority of the year preparing for these three weeks," said Mike Kimerline, general manager of Holiday Inn Express. "We start receiving calls in March and usually sell out two months prior."

Historically, Holiday Inn Express has always done well during Congress, and this year is no exception. In fact, this year proved to be a real success for the hotel, running at full occupancy with sales of \$10 thousand more than last year.



"Since we already run 90+ percent occupancy during this show, it's very difficult to increase revenue by selling more rooms," said Doug Pollock, CWB's corporate director of sales and marketing. "Our only option is to get 10-15 percent more money from our repeat, long-term guests while still maintaining our reputation as the highest value hotel in the area. We do this by adding perceived value to the hotel through the fast, efficient and friendly service of our dedicated associates."

Guests typically consist of exhibitors, vendors and spectators. They are a nice crowd and not at all rowdy. They are easy to work with and are pretty low maintenance, not demanding or requiring much. Many are returning guests who have nothing but positive things to say about the hotel ranging from the cleanliness of the rooms to the friendliness of the staff.

"What is exceptional about this group is that they are willing to pay a high rate in exchange for personal, friendly and professional service," Mike said. "We enjoy accommodating them and do our best to ensure they receive a first class experience."

A lot of work goes into preparing for this event such as ordering food, cleaning rooms, taking care of any maintenance issues prior to guests' arrival and making sure they are fully staffed.

"Although this is the busiest time of year, it is fairly quiet during these weeks," Mike said. "By the time our guests return after a long day at Congress, all they want is food, a comfortable bed to sleep in and a warm smile that greets them the minute they walk in the door. It's our pleasure to provide that to them."

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

**Editor:**  
Jill Tomisaka

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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## Letters & Recognition

We received the following letter from a guest who held her daughter's wedding reception at the Ramada Inn in South Bend, Indiana.

*All of you at Ramada especially Melissa, Robin, Frank, Bobby and the front desk girls were the most wonderful and thoughtful group I've ever met while trying to plan such an important event. You folks went out of your way to meet our every want and need. We truly don't know how things could have turned out any better than they did. I so appreciated all of your efforts and for helping to make my daughter's dream come true. Many of our guests complimented us on the wonderful food and the beautiful facility. The ice sculpture was certainly a big hit as well. So again, many, many thanks to all. May I wish the very best to you and your family always!*

## Go Get Some Hardware!

*By Bill Wolfe*

Just about every franchise offers an award program where they recognize particular properties for achieving a standard of excellence in operations, performance and associate attitude and professionalism. Some examples include Quality Excellence, General Manager of the Year and Executive Housekeeper of the Year.

I believe it is important for our general managers to focus on competing for these prestigious awards. It helps our associates to know we are striving for excellence and striving to be the best. A good example is the Quality Inn in Traverse City, Michigan. For the third consecutive year, this hotel has been awarded the Gold Hospitality Award by Choice Hotels International, the highest honor given. Often these awards are denoted in directories and web sites which can only increase our value perception with guests.

I know each and every one of our properties is capable of achieving this high standard of excellence, and we stand behind you 100 percent. Now with that said, let's get out there and go get some hardware!

## And Here's...Cedars!

As some of you may or may not know, CWB does manage one apartment complex in Toledo, Ohio. Cedars Apartments, located near the University of Toledo, has been under our management since 2001. Brittanie Chapman is the property manager of Cedars and has been with us since February of this year.



## CWB Profiles - Meet Myra Williamson

### Many Faces, One Family of Hotels

Among other things human resources professionals can be described as a voice, a resource, an educator or even mediator. Luckily we can find all this and more in Myra Williamson, CWB's corporate director of human resources.

Our newest addition to the CWB team, Myra began working in October of this year. As corporate director of human resources, she will be responsible for all HR functions such as hiring, training, insurance and Workers Comp.



"I am looking forward to meeting and working with everyone, and I hope to have a great impact in helping the company move forward and establish ourselves as a unit," Myra said.

A primary focus for Myra is establishing consistency within the company and ensuring all hotels utilize the same processes for all HR related matters. She believes developing unity throughout an organization is a key factor to success.

"I think it is very important for us to be consistent in the way we manage our associates and make sure we operate as a unified group," Myra said. "That is definitely one of my goals for the upcoming year."

Other goals she hopes to accomplish are to make certain we are compliant with labor laws regulated by state and federal authorities and to provide herself as a resource for managers and associates alike.

Right now Myra is working at the Clarion Hotel - Dublin and is concentrating on establishing procedures with the intent to implement them at all of our properties. She is working on a 90-day performance review as well as quarterly and annual reviews for all associates and setting guidelines to ensure all managers are consistent in following the same practices.

With over 13 years experience serving in various fields including the hotel industry, Myra has a broad knowledge of HR practices. What she finds most rewarding is putting structure into place and knowing she helped organize a cohesive group. Given the many facets of HR, her favorite aspect is making sure everyone is treated fairly and equitably and having the opportunity to interact and build relationships with people.

"One of the things I like best about HR is that it provides an outlet to really get to know your colleagues and develop a personable relationship with them," Myra said.

In her spare time, Myra enjoys cooking, playing golf and spending time with her nieces and nephews. She just recently purchased a house in Westerville, Ohio with her father so a lot of her free time is spent working on the house.

We are excited to have her working with us and look forward to a bright and successful year. Welcome aboard Myra!

#### In the News

CWB Property Management was recently named one of the top 300 hotel companies of 2004 by *Hotel & Motel Management* news-magazine. We are ranked 179 compared to 2003's ranking of 182.

#### Promotions

**Cindy King**, former sales and marketing director of **Ramada Inn South Bend**, has recently been promoted to general manager of the hotel.

#### Congratulations

**Quality Inn Traverse City** received the 2003-2004 Gold Award at the Choice Hotels Convention in Chicago. This marks the third year in a row the hotel has received this award.





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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.



## Chef Kirby is Back and Better Than Ever!

In addition to being corporate chef of CWB, Chef Kirby is now the full-time corporate executive chef at the Clarion Hotel - Dublin. One of his favorites, this recipe usually sells for \$11 in stores, but now you can enjoy the same great taste for just under \$4. With the upcoming holiday season, it's perfect to prepare for parties and serve with crackers, stuffed in vegetables or even with fruit. This tasty treat is worth every bite and is sure to be a hit among guests!

### Boursin Cheese

#### Ingredients:

1 clove minced garlic  
16 ounce softened cream cheese  
1 cup butter  
1/4 teaspoon marjoram  
1/4 teaspoon white pepper  
1 teaspoon dried oregano  
1/4 teaspoon basil  
1/4 teaspoon dill  
1/4 teaspoon thyme

#### Directions:

Mix all ingredients together in a food processor.

