

TeleGRAM

Great American Hotel Group Newsletter

Around the Block

Wishing a "Happy Anniversary" to our Great American Hotel Group office and property GMs:

Adam Robitaille - 3 years
Mary Reese - 1 year
Karen Beranger - 2 years

A Little Bit Wiser

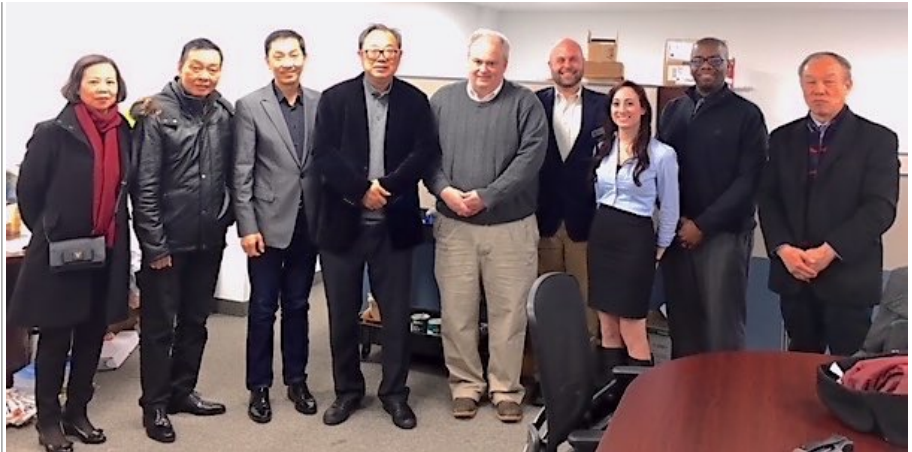
Wishing a "Happy Birthday" to our Great American Hotel Group office and property GMs:

Linda Komornik - March 1

Celebration Station

In case you want to celebrate, here is a list of National and "other" holidays: Easter (4/1), Patriot's Day (4/16), Earth Day (4/22), Administrative Professionals Day (4/25), Arbor Day (4/27), May Day (5/1), Star Wars Day (5/4), Cinco de Mayo (5/5), National Teacher's Day (5/8), VE Day (5/8), Mother's Day (5/13), Ramadan begins (5/16), Armed Forces Day (5/19), and Memorial Day (5/28).

A Laugh A Day



Pictured from left to right: Mrs. Zhonglin Liao, Mr. Zhonglin Liao - Chairman, Wenzhou China Division of the Chamber of Commerce/Italy, Mr. Shisheng Chen - Owner, Mr. Wang Chengyun - Advisor to All-China Federation of Returned Overseas Chinese & Zhejiang, Chairman and Dean of Wenzhou - Kean University Education Development Foundation and Overseas Chinese College, Mr. Dave Akridge - President/GRAM, Mr. Jon Kozma - General Manager, Ms. Alexa Silver - Assistant General Manager, Mr. Brian Stokes - Operations Manager, and Mr. Albert Lu - Owner

Let The Reign Begin In Queens

The long awaited opening of two Marriott products in Fresh Meadows/Queens, NY is drawing closer. The Courtyard and Fairfield Inn & Suites have begun their final push towards Opening Day, slated for May 2, 2018.

General Manager Jon Kozma and his team, along with GRAM Corporate Director of Human Resources Suzanne Baele and President Dave Akridge spent several days interviewing candidates for select positions. Housekeeping and Laundry services will be contracted out through a third party.

The first Job Fair was held at Queens College on Tuesday, March 13th, in association with a larger employment fair. The second Job Fair was conducted by the hotel company and held on March 14-16.

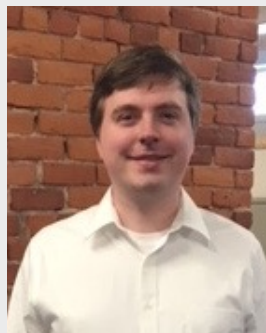
"We were overwhelmed by the response and the number of candidates who expressed interest in working at our two hotels," noted Mr. Kozma. "Based on the quality of applicants who completed applications and are now going through the second round of interviews, we are certain that our team will be an excellent reflection of the quality that is Marriott."

The final steps to opening are currently underway with the Marriott transition and training team arriving, the finishing touches being made to the interiors and sprucing up the landscaping and exterior.

A grand opening celebration is planned for early summer.

Home Office Happenings

Please join us as we congratulate Ben Gosbee on his promotion to Staff Accountant. Ben has been with GRAM almost a year now and we are pleased to be able to promote from within our ranks.



To fill the vacated position as Accounts Receivable/Pay Clerk, we are pleased to welcome Jeff Karl to GRAM. Jeff grew up in Pelham, NH. and currently lives in Dover, NH.

A graduate from RPI with a BS in Psychology, Jeff continued his education at UMass Lowell, where he took all the accounting and business classes required for a BS in Accounting, minus unrelated electives. "I am excited to be putting my education to use and have enjoyed my first month on the job" he noted.

Jeff expressed that he is 'extremely passionate' about the New England Patriots, with a wealth of useless knowledge about the team and the NFL; and considers himself a bit of a movie buff with too many favorites to list.

Recently, Corporate Director of Human Resources Suzanne Baele spent a week working in the Dover office.

It is not often that our remote based managers have the chance to work from the home office and experience the day-to-day operations from their perspective. Suzanne expressed that she was very grateful to Ben and Jeff for helping her to feel welcome and for making her trip enjoyable. "Thank you for your awesome hospitality!"

To add a bit of levity to a day of crunching numbers, she cornered Ben and Jeff for a fun selfie to celebrate!



I Am Human, I Am A Resource Suzanne Baele, Corporate Director of Human Resources

The industry has been keeping a very close eye on the topic of human trafficking. Our responsibility as hoteliers necessitates that we watch and train our associates to be observant. Most brands have required training on this topics and it is important that we stay up to date on the issues.

Traffickers often take advantage of the privacy and anonymity accessible through the hospitality industry. Hotels and motels can be especially attractive locations for all forms of trafficking; however, human trafficking also occurs at sporting events, theme parks, cruise ships, and many other areas in the tourism industry.

Here are the most common things we can watch for/train for at our hotels:

- Consistent visits from different men to a single guest room often times hourly
- Excessive number of people in one room for a long period of time, usually counted in days not hours; numerous friends or relatives of the assigned guest 'visiting' at unusual times
- Guest(s) checking in with little or no luggage at all
- Guest(s) using multiple cell phones, pagers
- Guest(s) using multiple credit cards
- Guest(s) whom avoid security personnel; avoid hotel cameras; act overly suspicious of hotel staff; decline housekeeping service
- Guest(s) whom act like they think they are being monitored or watched as demonstrated by looking all around them constantly, looking over their shoulders, abruptly changing direction
- Guest(s) not in possession of their own identification, are unable to verify what city they came from
- Excessive noise and or complaints about noise from the guest room
- Violent situations tied to the particular guest room
- Individuals that show signs of malnourishment, poor hygiene, fatigue, sleep deprivation, untreated illness, injuries, and/or unusual behavior
- Individuals dressed inappropriately for their age or have lower quality clothing compared to others in their party

For more information consult your brand website or other national sites such as:

<https://www.dhs.gov/blue-campaign/hospitalityindustry>



hr corner

All complaints of harassment must be taken seriously and communicated to Suzanne Baele, Corporate Director of Human Resources at 603-978-3201.

Property Happenings

SPRINGHILL SUITES QUAKERTOWN

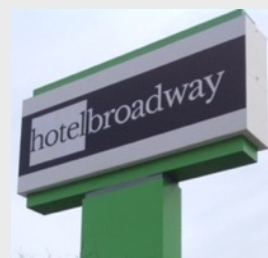


Our wonderful front desk staff really did an outstanding job with all the weather related events that kept up busy the last few weeks. One

local guest was so pleased with his experience that he sent the front desk staff a giant canister of popcorn!

HOTEL BROADWAY

The former Wyndham Garden Inn Rochester MN has a new name and new owner.

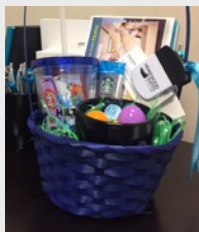


Christened the Hotel Broadway, GM Dan Hays is excited about getting this hotel back on the map in Rochester. "We love our new look and new logo and are

anxious to hear how our guests like the name," noted Dan.

HOMEWOOD SUITES GATEWAY HILLS

The Easter Bunny has been hard at work, delivering baskets to potential new clients in and around the Nashua, NH area! Sales Manager Tanya Preston is helping him hip-pity hop, hop, hop around town and won't stop until they're all HOME!



HAMPTON INN EAST HARTFORD



David Archuleta runner up from American Idol season 7 was our guest and

got to experience first hand Hamptonality as he rested here for his performance at Infinity Music Hall on March 1 2018. Pictured here with (left to right) Shantae, Charlotte, Hazel, Sophie, David Archuleta and Nicole.

Mama Mia - Mother's Day Trivia

1. How old was the youngest female to give birth?
a. 5 years 7 months b. 8 years 2 months c. 10 years 8 months
d. 11 years 5 months
2. How old was the oldest female to give birth?
a. 56 b. 65 c. 69 d. 72
3. What is the highest officially recorded number of children born to 1 mother?
a. 18 b. 29 c. 35 d. 51 e. 69
4. What is the highest number babies born to one woman at one time?
a. 7 b. 8 c. 9 d. 10
5. What is the most popular day of the week and month to give birth?
a. Monday/May b. Tuesday/August c. Thursday/September
d. Sunday/February
6. What is the percentage of mothers in the labor force with infant children?
a. 25% b. 40% c. 55% d. 72%
7. What flower symbolizes Mother's Day?
a. Red Rose b. Daisy c. Pink Tulip d. White Carnation
8. What was the first state to issue a proclamation celebrating mothers?
a. Massachusetts b. New York c. West Virginia d. California

Answers on Page 6

By The Numbers Gabrielle Smith, Corporate Controller

Excerpted from the article entitled *Buddy Punching*, February 3, 2018
Published on Accounting Tools ~ Accounting CPE Courses & Books

Buddy punching occurs when one employee asks another person to clock in or out for him. Doing so can result in the following: **Clocking in early**, so that the person is not penalized for showing up late to work. **Clocking out late**, so that the person can leave work before his shift ends. **Clocking out when the person is never there**, so that he is paid for taking the day off.

Some buddy punching may seem like a reasonable way to support a friend. For example, an employee has slept late, is on his way to work, and calls ahead to have someone clock him in so that the shift supervisor does not find out. Or, an employee has a sudden child care issue and needs to get to daycare at once without the boss knowing, and so asks someone to clock out on her behalf at quitting time.

No matter what the reason may be, buddy punching is fraudulent behavior, for it involves paying someone for work they did not perform. *This can be grounds for termination, both for the employee directly benefiting from the arrangement and the employee who engages in the clocking in or out activity.*

It is possible to completely prevent buddy punching by installing a biometric time clock. These devices rely on a fingerprint, retinal, or hand scanner to verify that the person clocking in is the right person. A biometric time clock is a preventive control, in that buddy punching cannot occur in the first place.

Industry News

HILTON JOINS MARRIOTT IN REVISING GROUP INTERMEDIARY COMMISSIONS

Letter from Danny Hughes, SVP and Commercial Director, Americas Hilton

"At Hilton, we recognize the important and integral role group intermediaries play in our meetings and events business, and we are proud to partner with a wide network of travel professionals to create meaningful experiences for our guests. At the same time, we also have to balance the needs of all parties, and we therefore continually review our sales and distribution strategies to ensure we are offering the best value for our customers, hotels and owners.

In light of growing group distribution costs and the complexity of intermediary services offered, Hilton has revised its base group sales commission rate to seven percent for bookings into participating hotels in the U.S. and Canada, effective October 1, 2018. All existing business booked before October 1, 2018, will be honored at the commission rate previously contracted.

This change, whilst easing operations costs associated with group revenue, will allow our owners, over time, to make further investment in products and offerings that enhance the guest experience.

As always, your Hilton Worldwide Sales representative will continue to be at your service and collaborate with you on innovative meeting and event solutions and experiences."

Marriott had previously announced its brand standard to reduce group intermediary compensation on January 24th. The following is Marriott's communication on their MGS platform:

"Marriott is introducing a more sustainable approach to group business, designed to enhance Marriott's group experience for our customers and reduce costs for our hotels.

As part of this new approach, Marriott will revise its brand standard for group intermediary compensation. Effective March 31, 2018, we will reduce commissions paid to group intermediaries from 10% to 7% for all managed and franchised properties in the U.S. and Canada, including group intermediaries globally for business sourced to hotels in the U.S. and Canada.

Marriott has agreements in place with a select number of preferred intermediary partners and customers, and the commission terms for those agreements vary. Marriott will also honor the commission terms of group contracts signed before March 31."

A Group Intermediary is an individual or organization that offers services to an end user from site selection to meetings and event planning to complete meetings management services.

Success and Your Personal Leadership

Article written by Anthony Iannarino and published on theSalesBlog.com on March 19, 2018

If you look to see the differences between people who are succeeding and those who are struggling, you will notice that those who are succeeding have a strong sense of personal leadership. Those who are more successful lead themselves.

Internal Focus of Control: Some people believe that the world is acting on them, that everything is outside of their control, providing them with excuses for not acting or absolving them of responsibility for not producing some result. Others, those with an internal focus of control, believe that they determine their own fate, that they are acting on the world. This is not to say that those who have this internal focus of control don't recognize that there are external factors to consider, it's that they take action and adjust their strategies.

Determine Their Own Work: No one ever has to tell someone with a strong sense of personal leadership what they need to do, when they need to do it, or that they need to work harder and do more. Those with a strong personal leadership do what needs to be done before anyone ever has to ask them to do it. They direct their own work, they manage their time, and they are mature enough to avoid the distractions that ensnare those who lack a sense of personal leadership and lack self-discipline.

High Personal Standards: Those with the ability to lead themselves also have high personal standards. They do good work because they are conscientious and believe their work matters. They produce results consistently without ever having to be asked to do more or do better, both the quality and quantity of their work being more than those who need to be told what to do.

Hold yourself accountable for results that are greater than anyone else would expect from you. Personal leadership provides a freedom denied to all those who need someone to manage them because they lack the ability to manage themselves.



Selling Swampland 101

Ever wonder why connecting with people is so easy for some people and so hard for others? While I think confidence is the number one reason why most salespeople are successful, I think that those blessed with 'silver tongues' have a distinct advantage. So what can be done to help a salesperson who finds that carrying their part of the conversation a bit more difficult? Let's explore tips on how to captivate your audience:

- When it comes to speaking, there is one universal rule.... start with authentic content. You must be believable and you must know your product. New associates need to start with the basics and learn everything about the hotel, it's amenities, it's positive attributes, and price positioning. And yes, you **MUST** learn and be able to speak and address solutions to the hotel's challenges!
- Just like Scouts.... you must be prepared! When it comes to speaking, there are 3 laws: Preparation, Preparation, and Preparation. The trick is to prepare so much that by the time you give your presentation it seems off the cuff. You must make your client feel as if what you present is effortless and natural. So, get in front of the mirror and practice talking. Give your 30-60-90 second elevator pitch to anyone who will listen: your spouse, neighbor, baby, dog/cat, or parrot. Use voice intonation and smile. Be calm, be organized, and be confident. Practice it out loud and often.
- Don't read lists of amenities off to potential customers (amenity puking). Instead, use an agenda or cheat sheet with bullet points to keep you on track. An agenda will keep you organized and provide a story arc.... beginning/introduction, meat of the call, and call to action.
- Engage your customer quickly. People just don't have time to sit and jaw for hours anymore. We have more on our to do lists than ever before, so make the most of your time. Read your customers body language to know when their eyes start to wander and when they wish they were doing something else. Make your customer feel like you are talking with them, not at them.
- Tell a story. Use testimonials in your conversation but don't "over do" the name dropping. Perhaps stating that a recent new company to the area found that 'our newly renovated property seemed more homelike than the hotel they had been recommending to their travelers and that comfort, coupled with the convenient location has made them happier to have to be on the road'. Integrate the positive attributes of your hotel that have been communicated to you in your sales pitches with examples of why others have chosen your hotel over the competition. Reread your brand culture and mission statements. Integrate the brand benefits and phraseology into your conversations.
- Enjoy selling. There is nothing more painful for a customer than to watch a salesperson trying to make a connection, and realizing that the salesperson doesn't want to be sitting in front of them. Even if sales appointments/cold calls aren't your favorite thing, you have to make sure the customer doesn't know it. Keep at it. Persistence builds confidence. Confidence breeds communication. Communication leads to connection!
- Be able to adapt. If you find that the sales call is slipping out of control, step back and regroup. Ask more questions to determine at what point you lost your listener. You need to engage with people and make sure you know what they are thinking in order to adapt your course.
- Be authentic. Walk the walk and talk the talk. Pretend you are having coffee with a close friend. Eye contact and body language are critical to a successful presentation. Be yourself and be real. No one likes a slick, snake-oil salesperson. And, no one really wants to buy swampland unless they are truly in the market for waterfront property.



Happy Presenting!

Linda

Mama Mia Mother's Day Trivia Answers

1. a - 5 years 7 months - . Lina Media
2. b - 65 years old - Satyabhama Mahapatra
3. e - 69 children, 67 survived infancy. A peasant woman from Shuya, Russia, in 27 confinements, gave birth to 16 pairs of twins, 7 sets of triplets and 4 sets of quadruplets.
4. b - 8. Nadya Suleman, better known as "Octomom," became world famous when she gave birth to eight babies in January 2009.
5. b - Tuesdays in August
6. c - 55%
7. d - White Carnation
8. c - West Virginia

Social Butterflies

GRAM recently opened a Twitter account. While we are newbie tweeters - we'd love you to follow us! @GreatAmerHG.

If you haven't already - "Like" us on Facebook too.

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A Walk In The Park

Did you know that GRAM also provides management services for office parks, golf courses, and restaurants?

A perfect example is The Lakeside Park. Commercial space is available for lease in Wakefield MA, just 12 miles north of Boston, along the shore of Lake Quannapowitt. The Park features office suites and spaces in a variety of sizes and layouts, perfectly suited for businesses in a variety of industries. Tenants enjoy many free amenities: use of community conference room, evening and weekend security patrol, abundant parking, maintenance and cleaning of public areas, and mail delivered directly to your suite. All offices can be customized to your taste and needs. There are FedEx and UPS drop boxes, savings bank, hotel with restaurant, and daycare provider on site, as well as many business-to-business conveniences such as attorneys, CPAs, medical professionals, exercise and fitness providers, and recruitment agencies.



The Hospitality Promise....

Walking the Walk, Talking the Talk

Oleg Vishnepolsky, Global CTO at DailyMail Online and Metro.Co.Uk | January 30, 2018
Excerpt from an article published on LinkedIn

A group of students was asked to list what they thought were the present "Seven Wonders of the World." Though there were some disagreements, the following received the most votes: 1. Egypt's Great Pyramids 2. Taj Mahal 3. Grand Canyon 4. Panama Canal 5. Empire State Building 6. St. Peter's Basilica 7. China's Great Wall

While gathering the votes, the teacher noted that one student had not finished her paper yet. So she asked the girl if she was having trouble with her list. The girl replied, "Yes, a little. I couldn't quite make up my mind because there are so many." The teacher said, "Well, tell us what you have, and maybe we can help." The girl hesitated, then read, "I think the 'Seven Wonders of the World' are: 1. To see 2. To hear 3. To touch 4. To taste 5. To feel 6. To laugh 7. And to love." The room was so quiet you could have heard a pin drop. The things we overlook as simple and ordinary and that we take for granted are truly wondrous!

This is a true story by Joy Garrison Wasson, an English teacher in Muncie, Indiana. She taught English for 30 years. She died in 2005, she was only 62.

Being positive is the real power. We all have it.

I believe in helping even when it is not expected.
I believe in sunshine even when it is darkest.
I believe in friendship even when I am alone.