

TeleGRAM

Great American Hotel Group Newsletter

Around the Block

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

*Linda Komornik - 23 years
Garrett Moylan - 1 year*

A Little Bit Wiser

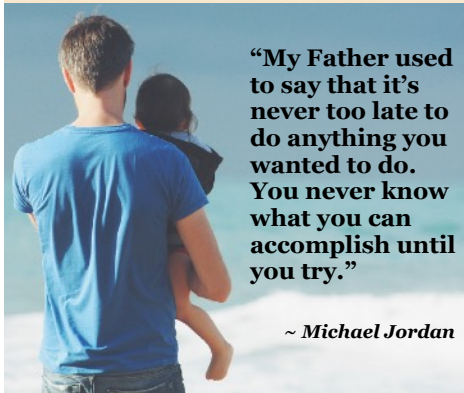
Wishing a "Happy Birthday" to our Great American Hotel Group office and property GMs:

*Jon Kozma - June 21
Rob Greene - June 23
Mercy Breitenbach - July 22
Sheela Patel - July 27*

Celebration Station

In case you want to celebrate, here is a list of National and "other" holidays: Donut Day (6/1), Best Friends Day (6/8), Father's Day (6/16), International Picnic Day (6/18), Camera Day (6/29), Independence Day (7/4), Cousin's Day (7/24), National Cheesecake Day (7/30). Remember salesmanship means being unique and standing out from the crowd. Some of these "days" will allow you to get your customer's attention in a positive and unique manner.

Food For Thought



You Never Know Where You Will Find Your Next Group

Every sales person will tell you that some of their best sales calls are a result of unusual circumstances. Courtyard and Fairfield/Queens Fresh Meadows Dual Property Director of Sales Joe Slane can relate.

One such story happened recently. Joe was sitting in the ER of a local hospital, waiting for test results. (They were good results.) While waiting, he decided to pay a quick visit to the HR department of the hospital to drop off a business card and introduce himself. Why? Because he was there, he had time, and he's a go-getter!

Fast forward a week - Joe gets a call from that same HR rep at the hospital where he was a patient and a booking of 20 rooms for 2 weeks at a \$189 rate for Visiting Nurses. Right place, at the right time, or lucky? Maybe a little of all three. While we certainly do not want any of our associates to ever jeopardize their health to make a sales call - this is the perfect example of a dedicated sales person thinking outside the box and utilizing his wait time proactively.

GRAM Corporate Director of Sales & Marketing Linda Komornik has always encouraged sales persons to keep their eyes open for unique prospecting opportunities. So when is your next appointment? Does your attorney, dermatologist, plumber, or veterinarian have business perfect for your property? All you need to do is ask. Just ask Joe.

3 Unconventional Sources of Group Leads Sitting in Plain Sight

Excerpt from an article written and published on grouptravel.org.

Many of us will go out looking for new business every week but we fail to realize that there is a lot of leads that are sitting in plain sight right.

Here are three sources of group leads that you should look into:

- Source #1: The credit card authorization binder
- Source #2: Tax exempt forms
- Source #3: Reservations agents

#1 - Every hotel has a credit card authorization binder. It's where we hold forms that allow us to charge a corporate card that will not be present at check-in. This form usually has the name, address, and telephone number of the travel coordinator at a corporation that sends its employees to hotels.

Call this person and find out how you can get more of their business. Ask about any trainings, meetings, or conferences they may be planning and see if you can be the host hotel. And if you can't be the host hotel, maybe you can be the overflow hotel for now. Finally, ask them if your hotel is the only one they use in your city. If not, find out what it would take to get all of their business.

#2 - Every city and state employee that stays at your hotel brings a tax exempt form that they turn in upon arrival at the hotel. Each morning, make it a point to go to the front desk, grab all the tax exempt forms from last night and call their room number to see if they could answer a question or two. If you don't feel comfortable bothering them, then have the front desk alert you when they are checking out.

Make it a point to find out how they decide which hotel to stay at, who arranges their travel and if they have any meetings or conferences coming up. While you may not hit gold every time, you won't believe how many more contacts you'll end up making in government and non-profit organizations. Finally, the last and absolutely most underutilized source of group leads are your reservation agents themselves.

#3 - Front desk agents are one of the most underutilized sources of group leads. You would not believe the amount of information people give them, some of which can be used to get more groups.

The credit card authorization binder, tax exempt forms, and our reservation agents are just three kinds that are very underutilized group lead sources at most hotels. Utilizing them will yield a number of prospects that will be happy to do business with you since they already utilize your hotel. All you have to do is call and ask.



Roomer Has It

GREAT AMERICAN HOTEL GROUP/SALES

The Entrepreneurship and Business Academy at Kempsville High School in Virginia Beach, VA recently invited Linda Komornik, Corporate Director of Sales & Marketing to serve as one of 6 judges of their annual Pitch Night - Table Presentation event. There were 15 teams competing for a \$500 cash prize.

These competitors were all sophomore students enrolled in an INCubatoredu course designed to provide authentic, rigorous, problem-based curriculum to acquire the necessary skills for the 21st Century.



Pitch Night is a high-octane event where student teams present their final business concept before a panel of industry experts in a competition for funding. The winner of Pitch Night is awarded startup funding and a chance to

compete for funding dollars at the National Student Pitch competition. A total of \$24K was awarded.

Mr. Bruce Thompson, the host of the annual event, is the CEO for Gold Key/PHR, a hotel, commercial and real estate company generating more than \$140 million annually and employing over 2,400 associates.

You Can Check Out Anytime You Want, but You May Never Leave...

Guess who's back to help GRAM on a project?

Jo Ann North, one of GRAM's original General Managers, has agreed to help the company on a temporary assignment in St. George, SC beginning May 28th. *This is fourth time we have pulled her from retirement!* A very short drive to her home, Jo Ann will oversee the Elite Inn renovation as it is converted to a Signature Inn.



Known for her ability to bring out the best in associates, keep finances in check, and drive customer service scores, Ms. North is sure to make a positive impact at the hotel.

Signature Inn is one of Red Lion Hotels newest brands. The brand goal is to bring back the golden age of travel. Decor features a retro-modern twist for an experience that is as unique as it is comfortable.

Dadisms.

Here are a few “Dadisms” to help us smile as we celebrate all the Dad’s in our lives past, present and future. Happy Father’s Day to all the Dad’s in our world!

- ♦ “Go ask your Mother.”
- ♦ “Everyone comes from a dysfunctional family.”
- ♦ “If you don’t want to be married to a poor man, don’t date one.”
- ♦ “Men are like buses. Wait on the corner, and another one will come along.”
- ♦ “Do what you love and don’t worry about the competition.”
- ♦ “Pay attention to how a man treats his mother. That’s how he’ll treat you.”
- ♦ “You can do anything a man/woman can do.”
- ♦ “Other people will judge you by the way you look. Remember that when you’re looking for a job.”
- ♦ “Life’s not fair. Deal with it.”
- ♦ “Be home by 11. Nothing good every happens after 11:00.”
- ♦ “The only way to have more money is to earn more or spend less.”
- ♦ “If you need someone else to make you happy, you’ll both end up miserable.”
- ♦ “Everything in moderation. Except love. Love with everything you’ve got.”
- ♦ “Never do something you don’t want to do to try and get a man/woman to love you. If they don’t already, this won’t get them there. If they already do, they wouldn’t be asking.”
- ♦ “Yes, you can be angry at someone and still love them.”
- ♦ “Always say Please and Thank-You. That way, you get more.”
- ♦ “The first rule of negotiation: What’s in it for the other guy?”
- ♦ “If you loan money to a friend, you’ll lose them both.”
- ♦ “Poor planning on your part does not constitute an emergency on everybody else’s.”
- ♦ “Learn to laugh at yourself. You’ll never run out of material.”
- ♦ “You will have fun whether you like it or not.”
- ♦ “Do you think I am made of money?”
- ♦ “I’ll think about it.”
- ♦ “I will turn this car around...”
- ♦ “Keep your eye on the ball.”
- ♦ “When I was your age....”



And the best Dadism of them all.....

- ♦ “Because I’m the Dad.”

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The Fairfield and Courtyard hotels located in Queens/Fresh Meadows NY celebrated Earth Hour 2019 by providing guests treats.

Looking Good for 100!

Hilton, the world's first global hotel company, celebrated its milestone 100th anniversary this past week. To mark the occasion, hundreds of hotels around the world are extending Hilton hospitality beyond their doors by taking "Random Acts of Hospitality" to their communities – from Chicago to Shanghai, Dublin to Dubai to **East Hartford** and everywhere in between.

The hospitality giant service initiative, called "Random Acts of Hospitality", encourages Team Members throughout Hilton locations around the world to conduct meaningful, simple gestures for others that extend Hilton's hospitality beyond the doors of its hotels and into local communities. The team at the Hampton Inn & Suites East Hartford hosted a party for associates and guests on this date.



Happy 100th Anniversary Celebration at the Hampton Inn & Suites East Hartford, CT

(Pictured from left to right)

1. Alfredo, Diana, Charlotte, Nicole, Griselda and Fran.
2. Hotel Guest.
3. Hotel Guest, Jasmine and Shantae.
4. Hotel Guest.
5. Hotel Guest.
6. Charlotte and Nicole.



Many a sales person has gone against procedure when trying to land a group. They have either taken too many group rooms on a given night and exceeded our group ceiling guidelines, given away too many comp rooms, rebates, or amenities/services to earn the business, or, perhaps, eliminated important contract phraseology because the customer objected. When this happens, it is often because the sales person “trusts” that their client won’t renege, abuse, or violate their trust. Or, maybe it is the result of the sales person not using solid sales skill and tools at their disposal. In either case - it is a no no.

It is our policy at Great American Hotel Group, that we always use solid selling skills and make good financial decisions for our hotels and owners. We must always follow our brand guidelines when it comes to sales strategy, negotiations, and contracts. Protecting our financial assets is paramount. If we over sell and under deliver, we leave the door wide open for disappointment.

I would like to specifically address contracts for groups. You must protect your hotel at all costs. If you purposefully strike language in group contracts that relates to Early Departure, Attrition and Cancellation Penalties, in hopes it will make the client more likely to sign, leaves you vulnerable for business losses. These policies are professionally written and included in contracts to protect the hotel from unnecessary losses. You’ve worked so hard to book the business, why would you leave yourself unprotected? Make sure you understand all the clauses and can explain them to your customer if necessary. Knowing why they are in our contracts is important.



Every brand has selling standardized contracts. If you need help or guidance on how to make sure that your group contract protects your hotel, then please send them to me to review.

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clause libraries and you need help or guidance on group contract protects your to me to review.

It is also important that every contract sent to a customer is in a non-changeable format. Type the contract in Word and save as a PDF before sending to the customer. Make sure that each page of the contract has the customer’s initials. Any hand changes in the contract must be initialed by both parties or the change is not valid. Never send a contract out to the customer with your signature! The customer should sign first and you counter-sign the contract. Send the customer a fully-executed contract after both parties have signed.

Contracts should be error and typo free, professional written, formatted properly and in a consistent typeface. This is the first impression the customer has of our hotel. If it is a mess visually, what should the customer expect when they arrive? Contracts are the culmination of your sales process and should represent the brand, the hotel and you! Put your best foot forward every time!

Happy Contracting!

Linda

More... Roomer Has It

HOMEWOOD SUITES GATEWAY HILLS

Students from the Plus Company participated in Mock interviews last week. These skills assist them in their search for employment in the Nashua area. We are pleased to sponsor this annual event



HAMPTON INN & SUITES EAST HARTFORD



Alfredo Torres and Else Dilas welcomed their second child on 5/23/19. Alfredo is a Houseman and Else is a Laundry Attendant. Baby Dylan is precious!

Each month, the hotel creates and

raffles off a themed basket to one lucky associate. This month, a Memorial Day Basket featured all sorts of things for grilling. The winner was Hope Newton!



FAIRFIELD & COURTYARD QUEENS/FRESH MEADOWS NY



Dual Brand managers AGM Alexa Silver and Director of Services Brian Stokes are working to streamline CPOR and payroll in the housekeeping, laundry and valet parking departments. The hotel is fast approaching their one year anniversary! Alexa's new monthly and annual turnover tool will be released as a company program very soon.

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

Metroinvestigative, as you all know, is the third party security company that conducts background/credit checks for us. Recently there seems to be some confusion on the required steps in this process, I thought I could lay it out once more.

After you have interviewed and checked the references of your most qualified candidate, a conditional offer of employment is made. At this point the candidate is provided the waivers for completion. The candidate is charged with the responsibility of getting the waiver and copies of required documents being sought, up to Metro, absolutely not you or when of your other managers.

We have always made it our practice, in the true spirit of hospitality, to allow our candidates the use of our copier/scanner/fax machine, whatever mode of transmittal works, to ensure the documents arrive safely at the Metro offices. The candidate handles their paperwork, sends it, and then takes it with them. You do not keep it, save it, file it.

Candidates are also permitted to take the waivers with them to complete elsewhere and submit to Metro. We usually ask that they accomplish this within three business days.

What we do not do, is handle the private and confidential information of the candidates. We don't want to have that level of personal information at our fingertips. As silly as this may sound, it truly is for your protection as well as the hotels, our owners and ultimately the candidate themselves.

Once the waivers are sent, you will need to wait to hear from me if the hire is a go or not.

Hire Well!

Two New Tools - Coming Soon!

Dual Property AGM in Queens, Alex Silver, has been working on a HR project, that we are just about ready to roll out! Alexa created a tool that each of the hotels will be using, to assist the manager in calculating their monthly and annual turnover.

GM in East Hartford, Mercy Breitenbach has also been working on a company HR project. Mercy created a tool that will also be used by our hotels to measure attendance.

Stay Tuned, both are coming soon!

hr corner

New Hot Line Phone Number guarantees total anonymity!

All complaints of harassment must be taken seriously and communicated to Suzanne Baele, Corporate Director of Human Resources at 603-828-4212.

GRAM has also launched a few new policies for associates. These new policies include Weapons and Violence in the Workplace and Conflicts of Interest. Please contact Suzanne for more information.