

# TELEGRAM



## THE WOMEN OF GRAM

BY LINDA KOMORNIK, CORPORATE DIRECTOR OF SALES & MARKETING



*Girlhood (It's complicated)* Spanning a timeframe of more than 200 years and showcasing over 200 objects, this exhibition examines the ways American girls have spoken up, challenged expectations and been on the frontlines of change. *Girlhood (It's complicated)* commemorates the anniversary of woman suffrage by exploring the concept of girlhood in the United States, but also how girls changed history in five areas: politics, education, work, health, and fashion. (Smithsonian Institution, National Museum of American History)

While, in my humble opinion, all of the staff at Great American Hotel Group (male and female) are strong and confident, March is National Women's month and International Woman's Day is traditionally celebrated on March 8th, so I'd like to take the opportunity to talk about the strengths of our amazing GRAM women! (We will do a feature about our male counterparts another month... probably in November in congruence with International Men's Day!)

Traditionally, the perception of powerful women being "bossy" starts at a young age. When I was young, I believed the way to get others to like me was to be nice - that I shouldn't be confrontational or opinionated. Additionally, I was conditioned that it would be wrong to express anger, because that would make me look "crazy" or "wild." The brainwashing from society starts young. As adult, professional women often find, sometimes when they express or stand up for what they believe in, they are labeled "arrogant" (or worse). Men that act with the same authority are labeled "go getters" and women deemed as "over-bearing". Assertiveness in our business is an asset. But, assertive women are often mistaken for being "bossy."

In 2021, International Women's Day has themed their conference with the hashtag #ChooseToChallenge. This theme is designed to challenge all humans to challenge the perceptions of strong women as confident women - the same as their male counterparts.

"We have always had strong women in leadership roles," noted Dave Akridge, President of Great American Hotel Group. "Throughout the years, women have played huge roles in the success of our company. From JoAnn North, Hettie Coffield, Liz Smith, Mary Jo Holley, Teresa Maynard, Candy Grimbilas, and Mary Wagner (just to name a few), to today's team of strong women leaders, at both the helms and in supporting roles at our hotels, continue to lead teams of hospitality professionals daily. Each person gives credit and credence to our company's reputation as a management company," added Akridge.

"We pride ourselves as being one team of like-minded individuals that have one goal - to be the best every day. We thank all our professionals everyday - and we especially thank the women of GRAM during this month of celebration," said Akridge.

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# THE WOMEN OF GRAM: LEADING OUR TEAMS TO SUCCESS!



GABRIELLE SMITH  
CORPORATE CONTROLLER

"YOU CAN'T GO BACK AND CHANGE THE BEGINNING, BUT YOU CAN START WHERE YOU ARE AND CHANGE THE ENDING." ~ C.S. LEWIS.



LINDA KOMORNIK  
CORPORATE DIRECTOR OF  
SALES & MARKETING

"FOR BEAUTIFUL EYES, LOOK FOR THE GOOD IN OTHERS; FOR BEAUTIFUL LIPS, SPEAK ONLY WORDS OF KINDNESS; AND FOR POISE, WALK WITH THE KNOWLEDGE THAT YOU ARE NEVER ALONE." ~ AUDREY HEPBURN



SUZANNE BAELE  
CORPORATE DIRECTOR OF  
HUMAN RESOURCES

"MAY THE SUN BRING YOU NEW ENERGY BY DAY, MAY THE MOON SOFTLY RESTORE YOU BY NIGHT, MAY THE RAIN WASH AWAY YOUR WORRIES, MAY THE BREEZE BLOW NEW STRENGTH INTO YOUR BEING, MAY YOU WALK GENTLY THROUGH THE WORLD AND KNOW IT'S BEAUTY ALL THE DAYS OF YOUR LIFE." ~ APACHE BLESSING



TENNY DICARLO-HISCOCK  
STAFF ACCOUNTANT

"LAUGHTER IS THE BEST MEDICINE."  
- HENRI DE MONDEVILLE



LINDA SMOLA  
GENERAL MANAGER/INNKEEPER  
ATLANTIC HOUSE INN

"THERE IS NO LIMIT TO WHAT WE, AS WOMEN, CAN ACCOMPLISH." ~ MICHELLE OBAMA



ROSALIND MONTAGUE  
MANAGER  
GREEN SPRINGS HOTEL

"SUCCESS ISN'T ABOUT HOW MUCH MONEY YOU MAKE, IT'S ABOUT THE DIFFERENCES YOU MAKE IN PEOPLE'S LIVES." ~ MICHELLE OBAMA



SHERI KRESKY-FINNERTY  
GENERAL MANAGER  
SPRINGHILL SUITES QUAKERTOWN

"MANAGEMENT IS DOING THINGS RIGHT; LEADERSHIP IS DOING THE RIGHT THING." ~ PETER F. DRUCKER



KIM BATES  
GENERAL MANAGER  
CLARION INN SHEFFIELD

"IF YOU FEEL CONFIDENT IN YOURSELF YOU CAN ACHIEVE ANYTHING YOU SET YOUR MIND TO."  
~ KARLIE KLOSS



RANDI LOVEC  
GENERAL MANAGER  
MONTANA TRAIL HEAD INN

"WE CANNOT BECOME WHAT WE WANT, BY REMAINING WHAT WE ARE." ~ MAX DEPREE

## International Women's Day 2021 #ChooseToChallenge

A challenged world is an alert world. Individually, we're all responsible for our own thoughts and actions - all day, every day. We can all choose to challenge and call out gender bias and inequality. We can all choose to seek out and celebrate women's achievements. Collectively, we can all help create an inclusive world. From challenge comes change, so let's all choose to challenge.



FELECIA COLLIER  
GENERAL MANAGER  
BEST WESTERN PLUS BOLINGBROOK

"SHE IS CLOTHED IN STRENGTH AND DIGNITY AND SHE LAUGHS WITHOUT FEAR OF THE FUTURE." ~ PROVERBS 31:25



## LET'S CELEBRATE

### CELEBRATION STATION

In case you want to celebrate, here is a list of National and "other" holidays: 3/17 - St. Patrick's Day; 3/25 - International Waffle Day; 3/30 - Take a Walk in the Park Day; 4/7 - National Beer Day; 4/9 - Unicorn Day; 4/15 - World Art Day; 4/20 - Volunteer Recognition Day; 4/26 - National Pretzel Day; and 4/30 - Oatmeal Cookie Day.

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.

### A LITTLE BIT WISER

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

Linda Komornik - 3/1

Jeff Karl - 3/30

Jason Rickett - 3/30

Tenny DiCarlo - 4/18

### AROUND THE BLOCK

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

Tenny DiCarlo - 1 year



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## I AM HUMAN, I AM A RESOURCE

SUZANNE BAELE, CORPORATE DIRECTOR OF HUMAN RESOURCES

Leaders are often confused on when to discipline and enforce rules and when to allow emotions to rule the roost. We can never tell our direct reports what to feel or how to live their lives and it is a fine line that we need to walk as it relates to judging pandemic behavior. The following is an interesting opinion piece that touches on the psyche of the associate and may explain their actions.

At Great American Hotel Group, we encourage our GMs to always evaluate the temperature of the room when it comes to reacting to employee's fears and anxieties.

As always - when in doubt, call HR to discuss your approach on handling fear and anxiety.

### 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.

### LEADING A NEW MINDSET - FEAR AND ANXIETY

*An opinion piece written by Robyn Pratt, author of The Human Touch. Published in Hotels on March 10, 2021.*

"BUT WHY AREN'T THE TEAM MEMBERS WILLING TO COME TO WORK? WE ALL HAVE TO WORK TOGETHER – EVEN IF OTHERS ARE IN QUARANTINE!"

During these unprecedented times, we are having to not just deal with managing extremely low (or no) business demand, balancing low revenues and ongoing costs, but also a situation where team members are either contracting COVID-19 or being put into quarantine through contact tracing. And with this comes a situation where heads of department and hospitality leaders are having to manage increased levels of fear and anxiety within their teams, which requires a different set of leadership skills than they have been accustomed to call upon in the past.

Every human being is different in how they deal with the pandemic and all that it represents. No one is right or wrong – we are just different in how we deal with it on an emotional level. And what I have learned is that I must not assume that our way is the right way over others.

How do we know if someone has a vulnerable parent or child at home, or if they have a fear of illness that creates major anxiety for them? We do not and for that reason as leaders we must take the time to observe people and see how they are reacting within these circumstances and deal with each person as is most appropriate given their mindset and situation.

Continued on Page 6 .... I Am Human

# DOING THE RIGHT THING FOR CUSTOMERS

Our sales teams continue to run into roadblocks from corporate and group travelers. Companies are still evaluating the travel restrictions and trying to figure out when they can safely release their travelers back into the world. We are encouraged by recent updates from our brands and industry news from organizations such as the AH&LA, describing increasing trends and the promise that business is slowly on the upswing. With recent guidance from the CDC - we see that fully vaccinated persons who have completed their 14 day waiting period, may now gather safely with other vaccinated family members in their homes, without masks or social distancing. That is great news and gives us hope that as more people are vaccinated that this policy will migrate and include the corporate/group sectors. It is not the perfect answer, but it is a far cry from total isolation and the restricted travel requirements we have endured these past 12 months.

Right now, we are absolutely dependent on transient travelers and trickle down retail-tied discount segments for business. It is important that we start returning to the way we do business and returning to the way we take care of customers in order to earn future business. Today, there are so many choices and everyone is vying for the same customer! We must survive the battle by standing out - not melting into the sea of sameness.

While we will always follow the protocols from the CEC, state, and our brands, we also must get back into the hospitality mindset. This means that we must start bringing back staff and doing retraining, recruiting to fill in voids, and getting sales teams back on the road meeting with and searching for new business. We can no longer sit by and do nothing. We need time to gradually build our teams back to the appropriate levels. It is not a just switch we can flip and we are there.

Our hotels need to start looking like hotels again, and our staffs need to start providing hospitality services that guests expect. We am not suggesting burning payroll dollars away without being responsible for the financial hardships that our owners have wrestled with these past months, we are suggesting that we follow our competition as it relates to reintroducing our hotels back into the market and adding in services that we should be offering based on brand standards in order to make our hotels financially vibrant again. This critical step must be taken now so that by April 1 (or sooner) we are ready and waiting for business to return.

All brands relaxed standards and requirements during 2020 to help owners combat expenses. Programs were modified or suspended and furloughed associates were replaced with managers pulling line-level shifts, often for too many days/hours in a row, to save payroll and expenses. Now that it is nearly the second quarter 2021 - we must reevaluate how we are doing business and we must get our people back into their places.

Following brand standards is not only important, but required. If you are not following the guidelines of your brand you cannot expect business to return to "normal". The economy is slowly opening up and we cannot continue to operate our hotels from behind the excuse of "pandemic mandates". Nearly every state has now relaxed their gathering guidelines and while masks and social distancing are still very important - we must make better decisions where we continue to pull back, and where we must move forward.

Here are a few things ALL HOTELS must evaluate and follow:

- If your brand has mandated a gradual change of food & beverage standards back towards normal, especially breakfast - we must follow them. If you are still simply putting a breakfast bread and piece of fruit into a bag and calling it breakfast - you are in violation of most brand standards and your customers are not happy. Unhappy customers stay in other hotels. All brands have initiated breakfast requirements which are based on occupancy levels. If you are running more than 30% occupancy (and nearly ALL of our hotels are running beyond that), you should be serving a combination of both hot/cold items in your breakfast bags - no exceptions - that is the requirement. Some properties should (by now) also have a variation of a served hot breakfast available. Check your brand standards and comply immediately.
- If you are priced too high - you are chasing your customers to other hotels. If you are priced too low - you risk alienating customers and causing them to ask why. We need to be competitively priced so that we are on equal footing to win every piece of business in our market. Our comp set hotels are watching every move we make and when we modify our rates they do too. This can not be a race to the bottom of the ADR barrel - this is the ability to price ourselves to be competitive and to give customers a chance to choose the hotel they want. Overpricing a hotel to try to drive revenues will only do the polar opposite.... lose that business to more competitively priced hotels. You must have your finger on the pricing pulse every day - sometimes multiple times a day. It's like the ole the saying, "know when to hold 'em, know when to fold 'em." Do your research and know when to push forward and when to pull back. Resting on our heels is counterproductive.

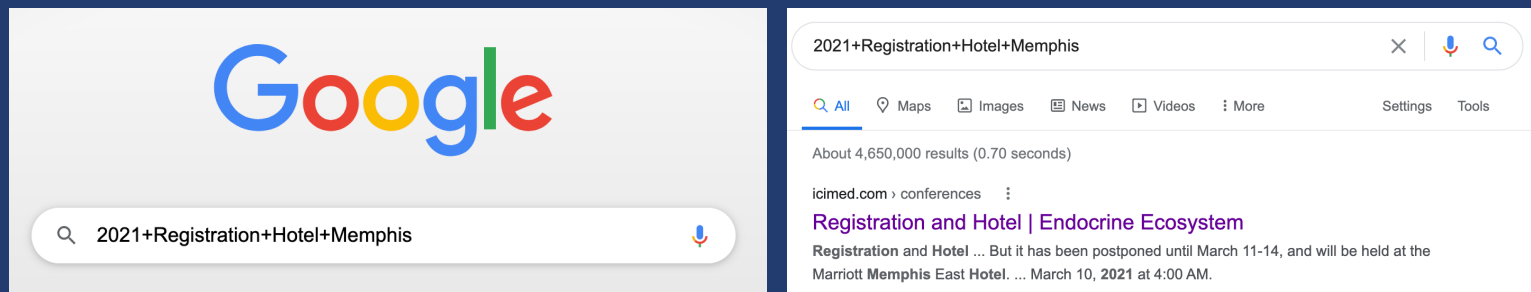
# SELLING THE SIZZLE

LINDA KOMORNIK, CORPORATE DIRECTOR OF SALES & MARKETING

A prospecting mindset is essential to your sales success. Mindset, combined with the effective use of external resources is the key. But, how do we develop a list to prospect from? Where should we look for business?

One idea would be to sit with your staff and ask each person to identify two ideas on where to look for business. When everyone contributes, the process becomes a team strategy. Everyone on your staff will have ideas on where to look for business! Some examples on where to find new business are: Trade Journals, Hospitals, Colleges & Universities, Local Community Centers, Professional Organizations, Chambers of Commerce & Convention and Visitors Bureaus, New Buildings & Companies Moving to the Area, Hotel Vendors, Reader Boards, Newspapers, Search Engines, Local & National Organizations, Tour Companies, Bridal Salons/Jewelry Stores/Spas/Engagement Announcements, Synagogues/Mosques/Churches, Country Clubs, Competitive Hotels, Military Bases, Airports/Airlines, Government, Trade Shows, etc. Searching for new business on the Internet allows us to find out all types of information from announcements, changes, to new hires and new contracts. Use a variety of search terms like "new offices", "training" or "relocation".

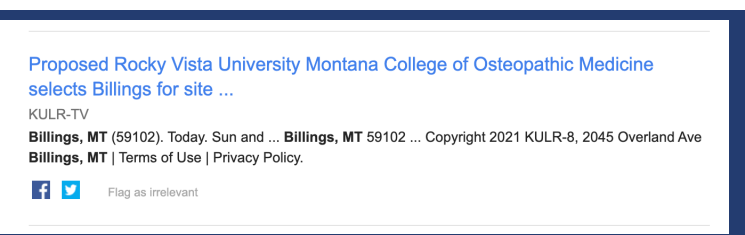
How about searching for meetings, conferences or events on the Internet? You'd be surprised what you can find. Try this in a Google search box for your city. The image below on left is an example of what to search for (use your city):



In .7 seconds, this search generated 4,650,000 results. Granted, you have to wade through these results to find good information, but there is gold out there! If you look at the above image on the right, the very first item that appeared was a "bonanza". You can see that the Endocrine Ecosystem has a conference scheduled from March 10, 2021 and if you click on the link you can discover that it will be held at the Marriott Memphis East. You can see the registration cost, the hotel room rate for the conference, a general idea of what type of space they need, and the schedule of events.

So why is this information important and how can use use it? First of all - you can see that this organization is now traveling again. Second, if you look into the company website, you can discover how often they host these types of events. Third, you undoubtedly will find out the name and email/phone number of the planner. Trace this information to call on the planner a week AFTER this event and discuss how you can be part of this company's future events! Wouldn't it be nice to start off a cold call conversation with some knowledge of the customer's program instead of calling the customer and asking, "Do you have any business for us?" Instead of a "Cold Call," you now can make a "Warm Call." It is amazing the information you can find just by using this simple Internet search technique.

Online news sources are also great places to look for business. Have you set up Google Alerts for your area (your hotel, your comp set hotels, local companies, etc.). [If not, check out a blog I did some time ago on the process.](#) So what is the value?



This is a result of a Google Alert I have set related to our hotel in Billings, MT. As you can see - there is an article link for a "Proposed" medical center. If you read this article, you will see where, when, and who is involved. This would be a great opportunity for a hotel salesperson to reach out and see what needs this group has for hotel accommodations.

Prospecting isn't hard. But it is time consuming and needs you to be dedicated to the search. With an abundance of information available to you, you need to have a system for gathering and organizing information. Keep a constant flow of information coming across your desk, be able to scan it quickly and recognize a lead when you see one. Always look for opportunities. Carve out time during each day/week to "look" for new business for your hotel.

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Continued from Page 5..... Selling the Sizzle

Google Alerts provide many clues to your prospect's probable business issues. But you have to look for these clues and it takes practice. Your knowledge of "big-picture" issues and trends in business, as it relates to the prospect's company, and how well you are prepared to address them will set you apart from the competition. Be knowledgeable of the prospects current business conditions, including: Organization's financial health (e.g. what divisions are in "growth mode" and which divisions are not), Changes in company (mergers, reductions, location changes), Industry trends (increase/decrease in travel and meeting expenditures), and Know the position your contact has in the company.

HERE'S A TIP: You might want to establish another email account (such as Google), OR establish email filters on your brand email account so publications, news articles, news alerts, and company information that you request to receive can be organized into one area, rather than clutter your email inbox.

There are a multitude of ways to prospect. These are just two "old school" methods from my experience. Consult your brand portal and take time to "learn" each month. Pick a topic in your training energizers or learning zone and sharpen your skills!

Happy Prospecting!



## ROOMER HAS IT

### HOMewood SUITES GERMANTOWN

Renovation has begun in Germantown at the Homewood Suites! The scope of work includes updating all furniture and fixtures in public areas, redefining some of the spaces and modifying layouts, as well as full renovation of all guest rooms!

The hotel has created an atmosphere highlighting the fact that construction has begun and GSR Damien is dressed for the occasion. We can't wait to show off their new look. Target date for completion is late May 2021.



Continued from Page 3 ..... I am Human

Another important insight that the pandemic has raised for me is how we tend to "judge" those who test positive. I have witnessed individuals being treated as though they have had the plague when they return to work and they have confided in me that returning to work and feeling the impact of how others were treating them was the most difficult part.

As leaders, it is important to monitor this aspect, as well and engage with newly returning team members to ensure their return is as positive as possible. Remember, they have already just gone through a frightening ordeal testing positive and have spent 14 days or more in quarantine. The last thing they need is to return to work and feel a somewhat hostile environment around them.

Remember one person may have a grave fear of spiders and the next has no concern at all, and we do not judge. This is the same situation - everyone is different. This past year has shown us how quickly things can change, where we have absolutely no control of the situation and the only thing we can do is accept it, deal with it and move forward. We see every day how paranoia and fear can drive people to become even more afraid and feed off others' fears through reading social media and watching constant news updates on the number of new cases and deaths daily.

Leadership has never been more important. Take the time to openly discuss the feelings of your team members about the pandemic in your regular meetings. Lead the way in welcoming people back and ensuring they feel comfortable and welcome on their return.

Walk the talk in observing COVID-19 safety and social distancing protocols. Conduct regular dialogue in your briefings and ensure these are being observed within your department for your employees and your guests.

Most of all, take the time to consider your leadership style on members of your team who at this time in the world are waking up each day with a sense of fear and anxiety that they have not experienced before. This does not make them wrong - it just means we need to consider their perspective when leading our teams to be the best they can be each day.

# OPERATIONAL SPEAKING

ROB GREENE, DIRECTOR OF OPERATIONS

*The following is an excerpt from the article "The Danger of Replacing Safety Policies with Pandemic Protocols" by Janet Wright, Director of Risk Management, Ryan Specialty Group, as published in Hotel Executive on February 28, 2021. Follow this [link](#) to read the full article.*

## PRE-COVID RISK EXPOSURES HAVEN'T GONE AWAY

While COVID-19 continues to steal the spotlight, the more "traditional" risk exposures for hotels remain. For example, slips, trips and falls are a frequent risk at hotels, as they are for many businesses. Though they are common, they still cause significant injuries and insurance claims. According to the National Safety Council's Injury Facts, falls are one of the three leading causes of preventable injury-related deaths, along with poisoning and motor vehicle incidents.

Fortunately, slip, trips and fall risk can be mitigated by some COVID-19 protocols, such as reinforced housekeeping measures. For example, hotel safety coordinators can tell staff to ensure that all disinfected areas are not only cleaned, but also dried, avoiding leaving any wet spots which could cause a slip or fall. In regular training sessions, safety managers can reiterate the hotel's safety practices and emphasize the value of both COVID-19 and other safety protocols.

Other pre-COVID risk exposures that kept hoteliers up at night included active shooter risks and human trafficking. While hotels may be experiencing lighter bookings and bare lobbies, these threats still remain. In fact, hotels have a greater risk exposure to active shootings or human trafficking than other establishments as their doors are always open to allow guests and visitors to enter and exit as they please.

It is difficult to forget the 2017 Las Vegas shooting where a gunman killed 60 people and left hundreds injured from a perch in his hotel room at the Mandalay Bay Hotel. Since then, hotels have been more vigilant to try to spot guests who may be carrying firearms and identify other dangers through hotel security. Just as training is critical to combat the spread of COVID-19 in a hotel, active shooter risks can be limited through extensive training measures. Ensuring staff members are aware of detailed evacuation instructions and information on how to identify suspicious individuals, in addition to ensuring staff is able to identify and respond to any potentially dangerous situations can help hotels prevent an active shooter situation.

Similarly, human trafficking has been a major threat that continues to require additional training of hotel staff. Over the years, hotels have been a frequent venue for human trafficking-related activities. In fact, in 2019, hotels and motels were the fourth largest site of sex trafficking according to the National Human Trafficking Hotline.

What should hoteliers be doing to mitigate these risks? Again, training is key. Hotel operators should train their staff to identify clear warning signs, as outlined here by The Department of Homeland Security, such as malnourished individuals, guests with no money or identification, guests only paying in cash and guests that refuse staff from entering the room but request housekeeping services.

## THE POWER OF SERVICE

Everyone loves to be recognized and customers are always flattered when you go the extra mile to provide service. Recently Derricka Lane, Director of Sales at the Homewood Suites in Germantown, TN shared a great sales "service story". Derricka noted that she, "had a guest who I literally talked with on the phone for about 45 minutes trying to convince her of why she should stay with us. She was considering Hampton Downtown and Hampton Germantown. After such a long talk, I convinced her she would not get a 'Derricka' at any of those properties and her and her family chose to stay with us. They are from Texas and traveling for one day to visit her mom, who they haven't seen since the start of Covid-19. They are literally traveling to wave at her mom and her children's grandma from the front porch. How sweet and awesome is that? It touched me and I just wanted to show them, they had chosen the right location."



Check out the in-room gift she left for them as a thank you for staying! Nothing says "great customer service" like going the extra mile to treat people like you wish to be treated! Great job Derricka!



Continued from Page 4 .... Doing the Right Thing

- QA - whether live or virtual, will restart for most brands in the second quarter. This does not mean that you do not provide required services or follow required standards just because no one is checking! If you fly a brand flag or have a brand name on your hotel, you have a responsibility to follow all standards. All hotels should immediately reintroduce those amenities and supplies back into rooms and guest spaces that were put on hiatus for pandemic protections, based on what your brand mandates. "QA Every Day" must be our mantra and we must provide all the services/amenities we are required to provide regardless if we think we can get away with not offering those requirements. This includes providing the type of breakfast and reopening hotel amenities that your state and local health department deem acceptable. If you are permitted to open your pool and/or fitness room, even if in modified capacities, then do so. If you are permitted to open your market, provide 24 hour coffee, and breakfast, then do so even if it is with modified offerings.
- Your hotel needs to fully represent your brand. This means that all furniture that has been removed to accommodate social distancing requirements should be returned to its rightful spot. If you must restrict seating, do it with tasteful, brand approved signage. The biggest risk of an empty lobby and closed amenities is that you look abandoned and institutional. We need to remember that we are hotels that provide services to guests in a safe and sanitary environment, with required protocols for masking and social distancing - not a war zone with signs everywhere and empty of all the things that make us a specific hotel brand. This is especially important if your competitive set hotels look more like they did pre-quarantine than your current hotel does. People shop with their eyes first.
- All brands still require that staff wear masks in the hotel. Please make sure that your teams are in proper uniform, are clean and professional, and are following our standards of hire. As managers, if you are required to wear professional attire - then do it. There is no such thing as "casual Friday" or "resort wear" in any of our portfolio hotels. Our culture demands that we walk-the-walk and talk-the-talk. These examples need to be set by our leadership.
- Leaders need to be visible and on the job. If managers are still working part-time hours or from home and your state (and/or business demand) warrants - then these managers need to return to full-time shifts - especially if they are responsible for sales. We can't sell or look for new business if our sales teams are not working.
- Positive attitudes need to return. If you act pitiful or whine about the challenges you are facing, your customers will similarly react. People are tired of hearing people complain about the pandemic. They want to get away from all things COVID. You are going through your own version of COVID-fatigue too. We need to rise to the challenge and need to be positive, upbeat, and provide the gracious hospitality our customers deserve.

Our job as your management company is to work with teams and ownership to operate your hotel. We realize that this email may feel a bit like pontificating from the ivory tower, but its intention is to kick us all in the behind and step up. Yes - we all have done a good job managing expenses for our owners during this last year, oftentimes taking on too much responsibility risking our own health, sanity and relationships. We know that all owners are appreciative and please know that we at GRAM are appreciative. We do not want to shock any P&L statements by simply changing current COVID operations SOPs to post-COVID operations overnight - but we must start somewhere and gradually build ourselves back into pre-COVID operations so that we can get to normalcy sooner rather than later. Those hotels who drag their feet will also need to get in line behind more proactive hotels who will take your business from you. Please plan now and let's get going.

Call any of us if we can help get this started.



IN PRESIDENT BIDEN'S ADDRESS TO THE NATION ON MARCH 11, HE OFFERED HOPE FOR OUR NATION BY SUGGESTING IF EVERYONE CONTINUES FOLLOWING THE COVID PROTOCOLS SUGGESTED BY THE CDC, AND THAT ALL OF US ARE VACCINATED WHEN CALLED, THAT FAMILIES AND FRIENDS COULD GATHER SAFELY AS EARLY AS JULY 4TH.

THIS IDEA OF "HOPE" WILL ONLY REINFORCE TO THE TRAVELING PUBLIC THAT OUR HOTELS ARE SAFE AND THAT THEY CAN BE BACK ON THE ROAD AGAIN!

PHOTO CREDIT: CANVA