

THE PARAGON

News of Performance Excellence from Ashford and Remington

Dallas, Texas

Fall 2010

Food Bank Publication Features Remington and Ashford Participation

In August, Remington was featured in *Around the Table Magazine*, a publication of the North Texas Food Bank. Following is a quote from the story:

“Ashford Hospitality Trust and Remington Hotels truly stand out as a creative and passionate corporate partner in the fight against hunger. In fact, the companies are working with the Food Bank to share their innovative best practices for successful food drives with other corporations who want to become involved like they have. We are endlessly grateful for the steadfast support of the employees of Ashford Hospitality Trust and Remington Hotels as we work to fight hunger in our community.” Sr. Vice President **Amy McDaniel** responded that in return Ashford and Remington benefit because the participation “enriches the lives of all our associates by building camaraderie,

teamwork and spirit in our office.”

The recognition of the Company as a model corporate partner for philanthropic collaboration was no surprise to the Associates of Remington and Ashford that participate in the annual Food Drive and Community Service Day. The selected photos, a few among many happy snapshots, clearly commemorate the joy that participation in the annual event brings to those who join in the effort.



Outstanding Remington and Ashford Associates

Announced Quarterly

Second Quarter Associates of the Quarter

The second quarter outstanding Company associates were announced at a gathering on July 29, 2010. The honor is awarded based on nominations and subsequent office-wide voting by all those who work in the Dallas Parkway corporate office.

Andrea Welch, Executive Assistant to the President, was selected from the Ashford team. Although her official title indicates her role is to support the Ashford President, Andrea is consistently recognized as an asset to the entire team. Having little down time, in her 2 ½ years with the Company she has become known for volunteering for many projects that are not in her job description. The fact that she takes time to find out how she can help others with work at the same time she inquires about their families and friends earns her kudos as being **engaged** both professionally and personally with associates throughout the organization.

Andrea's willingness to take on extra work positively affects Ashford's cost of capital, ultimately resulting in increased **profitability** for AHT stockholders. However, her range of

skills also allows her to introduce **innovation** in her work. A key example noted on one ballot was her idea to create a database file of all 101 hotels' coordinates while working on the marketing effort to secure leases for rooftop antennas.



Andrea Welch

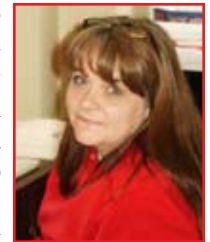
Abiding by the highest code of **ethics**, Andrea does error free work, getting the job done on time and "with a smile".

Andrea noted that, "Being selected as Associate of the Quarter couldn't have come at a more perfect time. I received the \$300 cash award on Thursday and used it to pay for Lasik surgery on Friday. It's a great feeling to be recognized by your co-workers!"

Terri Gross, Director of Design Services for Remington, was selected from the team that supports the hotels. For fifteen years, Terri has "accomplished impossible tasks, doing the work of four or five people." Getting projects done on

time is a trait that is highly regarded in Terri's work. Even better, in the stressful times of racing toward a deadline, Terri remains upbeat.

Even though she is known as a dependable and tireless worker, again and again the comments about her **innovative** approach to design continue to surface. Coupled with the fact that she consistently brings the project in under budget, she is noted as both **innovative** AND **profitable** in her work. Also setting Terri apart from other creative types is the fact that she is willing to listen to design ideas from others.



Terri Gross

Her "whatever it takes" attitude reflects the **tenacity** with which Terri approaches each hotel project. As a world class juggler of multiple moving pieces consistent with design projects, Terri deserves this recognition for the steady hand with which she directs the design effort for Remington.

Third Quarter Associates of the Quarter

Lugene Friedholm, Senior Contract Administrator, was selected as Associate of the Quarter from Remington, partially for her positive attitude in daily trying to get "caught up" in a job where that finally-finished status will simply never happen. She is passionate about her role in moving contracts through the system, diligently reviewing clauses with a fine tooth comb while at the same time fielding phone calls from General Managers and DVP's



Lugene Friedholm

requesting updates on the status of agreements for their properties. Her ability to prioritize her work load is key to Company **profitability** as is her **tenacity** in getting the final signatures on contracts.

As expected, Lugene's work has impact on **profitability** in other avenues; she has been instrumental in reducing costs for properties by recommending their moves to less expensive vendors when possible and by getting them out of costly auto-renewing agreements in a timely manner. Her **innovation** surfaces repeatedly in her search for creative solutions for a full range of concerns, maintaining at all times an **ethical** approach to her work as she upholds the high standards of Remington.

Wayne Childers, Senior Financial Analyst for Ashford, is known for bringing extra energy to the office, inspiring pride in those who work by his side. When the attribute of **ethical** is applied to Wayne, it becomes two-fold: one side is his notable work ethic that drives him to always be one step ahead of the curve. The second is his integrity, a trait that has earned him the nickname "Honest Wayne".

Even while Wayne is taking on extra tasks himself, he never hesitates to become **engaged** in supporting others. One example found on a ballot was the time he reached out to help with analysis work on the RevPAR Index. His co-workers note that the way he includes his colleagues on his many projects inspires them to perform to their peak abilities.



Wayne Childers

As the positive traits rolled across the ballots – consistent, high quality, results-oriented, good decisions, hard working, **tenacious** – it became crystal clear that Wayne is a deserving recipient of the Third Quarter Associate of the Quarter award from Ashford.

RECOGNITION WORTH REPEATING

Trish Brewer Receives SGMP Recognition

Trish DiPietri Brewer, CMP, Senior Sales Manager at the Historic Inns of Annapolis, was co-chair this summer of a gathering of the National Capital Chapter of the Society of Government Meeting Professionals held throughout the Washington DC area. The SGMP membership knows how to have a festive time which they proved once again despite the sweltering July heat they encountered in the nation's capital. Arriving from as far away as Texas and Florida, the attendees took full advantage of the range of events, including several that were hosted in downtown Annapolis.

On Saturday morning of the long weekend, guests gathered in the Duke of Gloucester Ballroom at the Maryland Inn for a full breakfast in preparation for a challenging morning



Trish Brewer, CMP, holding the SGMP award.

scavenger hunt designed to highlight the features of Annapolis. There were excellent comments made about the hotel itself, but the extra surprise was the announcement that Trish was awarded the SGMP National Capital Chapter September Supplier of the Month, a tribute not only for her role in the summer event but also for the ongoing excellence she brings to her profession. To quote the SGMP newsletter, "Whether it was reaching out to local vendors and fellow suppliers to get them involved as co-sponsors, proofing the registration and promotional information, or participating in late-night conference calls to iron out the program of events, Trish was willing to do whatever it took to ensure that the event was a success."

Marriott Recognizes Residence Inn Lake Buena Vista

Maria Martinez, General Manager at the Residence Inn by Marriott, Lake Buena Vista, proudly announced the hotel's recognition with the Spirit to Serve Award. Sent through the Office of Mr. Marriott on July 20, 2010, the award specifically commended the hotel staff on "the outstanding and noteworthy customer service being rendered." It continued, "These associates truly exemplify our Spirit to Serve and should be held in high esteem."

Discussing the efforts of her team, Maria pointed out that Orlando is a destination for people who are seeking an unforgettable memory and that her staff is "phenomenal" at going



out of their way to personalize each experience. She believes that it is this approach that sets the Residence Inn apart from their competitors, keeping guests returning year after year.

INNKEEPER EXTRAORDINAIRE AT THE HISTORIC INNS OF ANNAPOLIS

The September issue of *The Concierge* announced to its readership what Remington Associates already know: that **Peg Bednarsky** has been an icon at the Historic Inns of Annapolis for more than four decades. Known simply as Miss Peg, the loyal innkeeper has become in many ways the very spirit of Annapolis. Working in the hotel, which originally opened in 1727, for the past forty years, she has worked for the Inns and dedicated her life to serving locals, visitors and legislators.



Innkeeper Peg Bednarsky at her post.

Her manner with visitors is delightful to see. Her love and knowledge for Annapolis shines through in every conversation; in addition to being informative, her motherly manner makes guests feel as if they are a part of her family. She also provides a "home-away-from-home" for those who stay at the Inns during the legislative session, having served legislators, lobbyists, and reporters during the terms of six governors. It is Miss Peg's personal touch that makes a visit to the Historic Inns so memorable for citizens and politicians alike.

SANTA FE GM EARNS STATEWIDE RECOGNITION

In the photo, **Michael Newbrand**, General Manager of the Hilton Santa Fe Historic Plaza, is shown with his son **Cade** at his recent graduation from Amberton University with a Master of Business Administration. If you think that earning an MBA while managing a busy hotel like the Hilton is a challenge, consider that Michael is also serving a one year term as President of the Santa Fe Lodgers Association, a three-year elected term on the State of New Mexico Lodgers Association, and a three-year elected term on the New Mexico State Board for Association of Commerce and Industry, the statewide, legislative advocate of business interests in New Mexico.



Michael Newbrand in graduation garb with son Cade.

Major Events Drive Sales in Remington Hotels

Nevada Desert a Welcome Home Away from Home



Royal Saudi Air Force F-15 fighter planes

It is more than the Nevada desert that makes the Royal Saudi Air Force feel at home during their six week summer stay at the Embassy Suites Las Vegas. The staff at the hotel has gotten rave reviews from both the United States Air Force and the Royal Saudi Air Force for a special brand of friendliness that makes the military feel right at home.

The value of the Saudi booking is \$2.8 million per visit, a business opportunity that is bid upon by the hotel every two years. **Terry Azevedo**, CMP, Director of Sales and Marketing, reports that the hotel associates enjoy observing the Red and Green Flag Exercises as much as the airmen enjoy the hotel.



Pictured are **LT. Col. Prince Turki**, second from the right on the front row, with his soldiers.

Glamour and Giving Partner at the Hilton St. Petersburg Bayfront

In July 2010, the Hilton St. Petersburg Bayfront was honored to host the Miss Florida 2010 Pageant. In addition to the glamour associated with the traditional beauty pageant, the hotel ensured that there was a spirit of sharing included in the activities that accompanied the event. Five year old **Bailey Walker** from Vero Beach, Florida, was a special guest of the pageant and the hotel. Bailey, who is receiving treatment for leukemia at All Children's Hospital in St Petersburg, stayed with her mom as a guest of the Hilton right in the midst of all the contestants. For the little girl, brushing shoulders for a week with the beautiful young women and their families was an

experience to take her mind far away from the hospital treatment she is enduring.

In the photo with her mother on the left are **Bailey** and Miss Florida 2009 **Rachael Todd**.



Louisville Courtyard Celebrates Street Rod Nationals

Over 10,000 vintage cars converged on Louisville, Kentucky, for the three-day 41st Annual Street Rod Nationals, August 5 – 8, 2010. The city-wide event includes a Builder's Showcase, Vintage Auto Part Swap Meet, and Exhibitor's Show as well as displays of all the members' cars.

Speaking of his desire to get the staff of the Courtyard by Marriott Louisville Airport into the spirit of the event, General Manager **Tommy Smith** said, "We host our own car contest for our guests, encouraging all of our staff to show appreciation to the guests who choose to stay at the hotel. Both guests and associates alike enjoy the extras we provide



during the weekend, including the Thursday cookout and the welcome gifts, in addition to the contest. With so many guests returning year after year, it resembles a family reunion."

"Creating guest satisfaction and repeat business is our goal," said Director of Sales **Angie Kretzer**. The effort is obviously working as

almost eighty people requested reservations for next August before they left the hotel this summer.

Pictured is General Manager **Tommy Smith** awarding the prize for the "Hottest Rod on the Lot" to **Jimmy Hervatin** in front of his creation, Emerald Tide.

Major Events Drive Sales in Remington Hotels

Hilton Fort Worth to be ESPN Super Bowl Home

Richard Ross, Director of Sales of the Historic Hilton Fort Worth, announced that the hotel has been selected as one of the official host hotels for the 2011 Super Bowl to be held in the new Dallas Cowboys Stadium. Specifically, the hotel will welcome ESPN that will be broadcasting directly from Sundance Square in Fort Worth.

The booking was originally spearheaded by the Fort Worth CVB, who was in direct competition with Dallas where the Super Bowl Media Center will be located. When it was disclosed that ESPN had chosen Fort Worth, the CVB stepped aside to let hotels present their own hotels in competition for the plum piece of business. Through proactive communication with the two key decision makers, the Hilton Fort Worth was one of the first three hotels contracted by ESPN. Richard commented that the business was won through the hotel's ability to use all their resources to close the business, including engaging stakeholders like Hilton Worldwide Sales to support the effort.



In the photo, left to right, front row: **Richard Ross, Jamie Bowman, Wendy Bonds, Marianne Chartrand, Amber Cornelius and Mary Ukpong.** Back row: **Ray Yosefiyar, Linda Brown-Turner, Teri Hensley and Steve Wilson.**

Hilton Houston NASA Capitalizes on Proximity to Ballpark

Gary Griggs, Director of Sales and Marketing at the Hilton Houston NASA Clear Lake Hotel, capitalized on their proximity to the Big League Dreams Baseball Park in several ways, all resulting in new revenue for the hotel.

Even though the hotel is only ten minutes from the ballpark, the Hilton was not among the four preferred host hotel properties on the recommended list. The first success SMERF Sales Manager **Maylis Vachette** and Gary achieved was to convince the General Manager of the park **Scott Samuels** and his Sales Director **Brandy Gates** that they needed to add a fifth hotel to the preferred list to include a full service hotel.

That accomplishment led to the next big win. When the Houston CVB was awarded the 2011 Senior Olympics Summer Games, Big League Dreams Park was voted as the venue for all softball games. Maylis quickly jumped on this opportunity, attending a meeting in Houston even though she was on vacation. The hotel's status as a ballpark host property allowed them to bid on the Olympic tournament. Although it took six nerve-racking weeks to achieve, the contract for June 2011 was finally signed resulting in a commitment of over \$100,000 for the hotel next summer.



In the photo at the Big League Dreams Baseball Park are **Maylis Vachette and Gary Griggs.**

Companywide Associates Give Back to their Communities

Making Beachcombing Meaningful

Jeremy Zuber, Guest Services Manager at One Ocean Resort Hotel and Spa, won the inaugural The Players Mother's Day 5K run to support breast cancer research. It was a notable day for One Ocean because in addition to Jeremy's success, the hotel was one of the main race sponsors providing fresh fruit, muffins and granola bars for runners following the race.

The magnificent route followed on Sunday, May 9, 2010, took runners along the beautiful Atlantic beach coastline; Jeremy himself did not do too much sightseeing in his 16 minute and 40 second sprint to the finish line. 100% of the net proceeds will go towards the breast cancer research done at Mayo Clinic and additional care that is provided through the Donna Foundation, an organization dedicated to aiding women who need financial help funding their fight against the disease.



Hilton Santa Fe Supports Fundraising for Education



In the photo from left are General Manager **Michael Newbrand**, Archbishop **Michael Sheehan**, Archbishop of the Santa Fe Archdiocese, and Director of Catering **Hugh Thomas** at the Annual Mardi Gras fundraiser for Santo Nino.

For several years, the Hilton Santa Fe Historic Plaza has worked closely with Santo Nino Regional Catholic School in providing the perfect environment for raising funds to help support this newest addition to the educational community in Santa Fe. Through the leadership of hotel General Manager **Michael Newbrand** as the 2010 Chairman of the dinner, the event raised over \$75,000, an amount that exceeded the previous highest total raised by more than \$20,000. This money goes to provide educational opportunities for underprivileged children throughout New Mexico.

MCDONALD'S DAY AIDS DISASTER RELIEF

David Burri, Director of Sales & Marketing at the Embassy Suites Walnut Creek, recognized the sales and operations teams for their participation in McDonald's Day. The famed company with the Golden Arches is well known for their support of a variety of charities. On this particular day the hotel Associates enjoyed a tasty McCoffee and made donations to support Disaster Relief Efforts around the world. In addition to helping those in need, the sales team networked with the travel and meeting planners from McDonald's, a company that continues to be a key account having produced over 250 room nights year-to-date.



Left to right in the photo: **Aleksandra Settlemyer, Shahid Ali, Judy Phillips, Myrna Dumale and David Burri.**

Companywide Associates Give Back to their Communities

Sheraton Mission Valley Shares with Charity on the Border

Items that are commonplace in a hotel's daily operations are often treasures to those in need. The team at the Sheraton Hotel Mission Valley, San Diego, saw an opportunity to make a big difference for ten different charities for the Saint Charles Caritas sponsored Charity on the Border.

On August 28, 2010, boys from Boy Scout Troop 211, workers from Casa de Cuna and nuns from Santa Teresita, La Esperanza Clinic and Adoratrices del Santisimo made kits out of the materials and equipment provided by the hotel. Sheraton General Manager **John Whippen** and Operations Manager **Yolanda Hanna** organized the donation of pillow cases, pillows, bed sheets, comforters and blankets. Additionally, **Fr. Jaime Chiarez** came across the border from Tijuana, Mexico, to pick up 33 ottomans, kits of bed linens and coffee makers. The ten charities that benefited from the generosity of the hotel included an orphanage, two homes for girls, a clinic in the dump site, a home for the elderly, a women's resource center and several others.



The photos show the lively teams making kits for the needy as well as Sheraton GM **John Whippen** and Operations Manager **Yolanda Hanna** who organized the donations.

Earning the Invaluable Gold Coin

The Gold Coin program is designed to encourage associate-to-associate recognition using the Guiding Principles as the focal point for earning nomination. A series of Gold Coins has been created which bear the inscription of each of the Guiding Principles: Ethical, Profitable, Tenacious, Innovative and Engaging. The winners receive the coin as well as a redeemable gift card in appreciation of job performance reflective of the Company's highest ideals.

Notable Nominees from the Third Quarter are:



Allison Garner

ENGAGING

Allison Garner, Remington Fixed Asset A/P Coordinator, was awarded an Engaging Gold Coin by her supervisor, **Kim Lavigne**.

ETHICAL

Angie Trospen, Ashford Lead Staff Accountant, was awarded an Ethical Gold Coin by **Pia Ackerman**, Ashford SVP of Tax.



Angie Trospen

INNOVATIVE

Bryant Petrek, Ashford Database Administrator, was awarded an Innovative Gold Coin by **Chad Scudder**, Ashford Corporate Accounting Manager.



Bryant Petrek

PROFITABLE

Cheryl Watrous, Remington Senior Purchasing Agent, was awarded a Profitable Gold Coin by her supervisor, **Marla Davis**, VP of Design and Procurement.



Cheryl Watrous

TENACIOUS

Kay Jeffers, Senior A/P Coordinator in Remington Fixed Asset Accounting, was awarded a Tenacious Gold Coin in cross-company recognition by **Angela Downing**, Staff Accountant for Ashford.

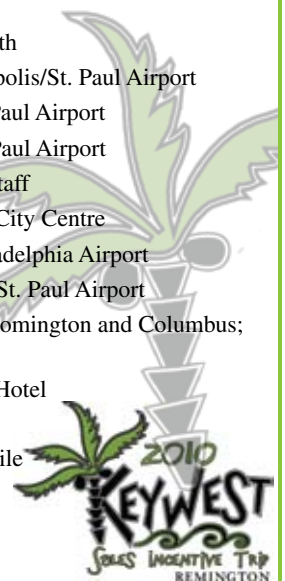


Kay Jeffers

KEY WEST WINNERS ANNOUNCED

The list of sales superstars that will be celebrating a year of success in Key West on the annual incentive trip has been announced. The following sales professionals will travel to Key West November 4 – 8, 2010, with a companion of choice as the guests of Remington to say "thank you" for a year of superb performance:

- Wendy Bonds**, Hilton Fort Worth
- Marianne Chartrand**, Hilton Fort Worth
- Brian Faistenhammer**, Hilton Minneapolis/St. Paul Airport
- Tammy King**, Hilton Minneapolis/St. Paul Airport
- Bryan Kuffel**, Hilton Minneapolis/St. Paul Airport
- Jake Rodriguez**, Embassy Suites Flagstaff
- Wendy Servies**, Sheraton Indianapolis City Centre
- Paul Williamson**, Embassy Suites Philadelphia Airport
- Shawn Anderson**, Hilton Minneapolis/St. Paul Airport
- Erica Gerken**, Marriott Courtyards Bloomington and Columbus; Hampton Inn Terre Haute
- Dave Jenkins**, Hilton Atlanta/Marietta Hotel and Conference Center
- J.W. Engblom**, Homewood Suites Mobile
- Deb Sanders**, Hilton St. Petersburg
- Annabel Tiberi**, Hilton Santa Fe
- Chad Welch**, Embassy Suites Syracuse
- Mitch Divens**, Sheraton Indianapolis City Centre
- Courtney Alleman**, Embassy Suites Philadelphia Airport



Evan Studer Assumes Remington EVP Role

In June 15, 2010, President **Mark Sharkey** announced the addition of **Evan Studer** to the Remington team as Executive Vice President of Operations. After fourteen years with Sunstone Hospitality Management, most recently as EVP of Operations, Evan was finally fully accountable for a \$650 million portfolio of over sixty hotels. Prior to joining Sunstone, Evan served as a Regional Director with Vista Host Hotels, and early in his career as a General Manager with Winegardner and Hammonds.



Evan Studer

Key to inviting Evan to join Remington was his strong background in all operations disciplines, including Sales and Marketing. His leadership helped hotels win multiple awards over the years, distinguishing him with both property owners and brands in all economic environments.

Evan, a graduate of Eastern Kentucky University, moved to Dallas from his home in Southern California with his wife, **Judee**.

Remington Welcomes Fairchild as New Sheraton DVP

On September 7, 2010, **Bruce Fairchild** joined the Remington team as a Divisional Vice President of Operations overseeing a portfolio of hotels that includes the Sheraton brand, Key West hotels and the Columbus DoubleTree Suites. Bruce has a resume that includes successful tenures with several notable management companies. His most recent assignment was Regional Director/General Manager of the 700-room Kahler Grand Hotel in Rochester, Minnesota.

That role included the supervision of seven additional hotels for a total of 2,200 rooms and two commercial laundry facilities producing in excess of 45,000 pounds of laundry per year.

Bruce has had direct experience with a variety of brands throughout his career in both full-service and select-service hotels. What appealed to Bruce in particular about Remington was the focus on the Five Drivers; as he noted, "If you are going to be successful long term in this business, you really have to consistently

achieve all five."

Bruce and his wife **Sharon** completed their relocation from Rochester, Minnesota, to Dallas in mid-October. Both look forward to life in the vibrant city not only because of what Dallas has to offer, but also because they have a son and two grandsons living in nearby Rockwall.



Bruce Fairchild

Chuck Goldberg Moves from Minneapolis to Key West

After three successful years as General Manager at the Hilton Minneapolis/St. Paul Airport, **Chuck Goldberg** has been promoted to Vice President/General Manager of the Remington properties in Key West. Chuck officially began his new assignment on August 31, focusing his primary efforts on the Crowne Plaza La Concha while providing day-to-day assistance with the Southernmost House and the Inn at Key West. According to Chuck, working with three destination hotels is exciting, particularly "the opportunity to work with and represent Remington to three separate ownership groups, building synergies amongst the properties that will exceed all of the owners' combined expectations."

Chuck will first focus on working with the La Concha associates to regain their top destination ranking in Key West as well as within

the Crowne Plaza brand. The commitment and enthusiasm of the staff will be supported by Chuck as together they work to exceed their guest service goals.

So far as the move to Florida goes, Chuck is still in transition, noting that any transition is hard, but the unique personality of Key West will require an adjustment to more than new housing.

When making the announcement, **Evan Studer** also paid special recognition to **Pat Duncan** for her excellent temporary oversight of Key West La Concha and Southernmost House during the two month interim period.



Chuck Goldberg

HSMAI Foundation Benefits from Brad Nelson's Expertise

HSMAI Foundation has recognized the expertise of Remington Brand Revenue Manager **Brad Nelson**. The organization included Brad's development of a case study component in their June publication: "The Evolving Dynamics of Revenue Management: A comprehensive revenue optimization road map for hotel owners, operators and practitioners."

Expedia Ranks Remington Hotels at the Top

In May, One Ocean Resort Hotel & Spa, Historic Inns of Annapolis and The Inn at Key West were chosen as Expedia Insider's Select Hotels making them among Expedia's top ranked properties.