

The Sales Inn-Sider

Special Edition

Remington 2010

There's Light at the End of the Funnel

No one knows better than the Remington sales professionals in the field that booking business over the last eighteen months has been challenging. The following stories prove that they have not missed a beat in their efforts to make the uphill climb to meeting their goals; however, they are all relieved to report that there is light and signs of life at the end of the sales funnel.

New Year's Eve Stirs Partygoers to Celebrate

The fact that they don't have a ballroom did not stop the **Hilton Suites of Auburn Hills, Michigan**, from offering a New Year's Eve package designed to sell out the hotel. Partnering with the Lafayette Grand Ballroom, their preferred banquet facility four miles down the road, the staff of the hotel put their creative heads together to design an evening that included overnight accommodations at the hotel with a gift amenity bag and transportation to the Lafayette Ballroom.

At the Lafayette, partygoers were treated to all the perks necessary for a successful New Year's Eve celebration: an open bar, live entertainment and dancing, a prime rib buffet and a midnight champagne toast. The event was advertised in traditional print publications as well as on the website and Twitter. Everyone who was anyone came; in the final countdown, guests had to be turned away according to proud General Manager **Colin Walsh**, who said his team was still delivering exemplary guest service at 2 a.m. on New Year's Day, 2010!



The **Embassy Suites Philadelphia Airport** also took advantage of New Year's Eve by hosting "An Evening with Nick Colionne", a national headliner jazz guitarist. The hotel took the risk of staging the ambitious event because of their relationship with ijazzglobal.com and its leader **Michael Tozzi**.

Michael, previously the program director at Philadelphia's WJZ smooth jazz station, not only secured the headliner, he also handled all the marketing of the event. The jazz theme prevailed throughout the entire evening from a jazz trio festival starting during dinner under the trees in the atrium to the jazz cabaret created in the hotel ballroom where the sounds of **Nick Colionne** rang in the New Year. The revenue results proved impressive as well: a 160% increase in occupancy over the same night in 2008 and 137.6% market penetration.

Perfect Weather for a Sales Blitz!

Divisional Vice President of Sales **Loretta Macke** began organizing a massive three-day blitz in December that even the wicked Indiana winter weather could not thwart. On January 12, 13 and 14, a team of six Remington sales professionals made sales calls in both Bloomington and Columbus, Indiana.

The advance work was extensive, including development of hotel promotions, e-mail blasts and phone calls to account contacts, organization of goodie bags and collateral, layout of geographical areas for pursuit, and planning of end-of-day receptions. Donning snow boots, teams of two went out each morning to capitalize on the advance homework that had been done on significant prospects that included universities, sports complexes, corporations, manufacturers and industrial parks. Any likely looking prospect that they passed along the way was also introduced to the benefits of the diverse group of hotels.



Event participants were Sheraton City Centre, Indianapolis, Sales Manager **Wendy Servies**; Residence Inn by Marriott, Evansville, DOS **Barbara Kays**; Sheraton City Centre, DOS **Judy Blattert**; Sheraton City Centre, Sales Manager **Kyle**

Widegren; Doubletree Guest Suites, Columbus, DOS **Robert Kapala**. Meanwhile down in Georgia, an uncharacteristically cold day in Atlanta did nothing to chill the spirits of the Hilton Atlanta Marietta Hotel and Conference Center sales and catering team that kicked off the First Quarter with a two-day sales blitz. Everyone on the team scheduled twenty outside sales appointments over the two days, all targeted at new business opportunities currently using hotels in the competitive set.



In the photo, left to right, are **Gordon Palm**, DOS; **Dottie Clark**, Sales Assistant; **Beth Taja**, Catering Sales Manager; **Jeremy Wright**, Sales Manager; **Jennifer Burris**, Sales Manager; **Brooke Coston**, Catering Sales Manager; **Dave Jenkins**, Sales Manager; **JoAnne Richards**, Catering Sales Manager; and **Jill Marra**, Catering Assistant.

Payoff Comes at Playoff Time

After months of pursuing Buffalo Wild Wings, **Karen Davis**, Sheraton Minneapolis West Senior Sales Manager, finally earned the BWW Midwest Regional Sales Meeting, a \$42,000 event that ensured a full house at the hotel. The meeting turned football as one of the key contacts is a huge Dallas Cowboys fan and the playoff game between the Vikings and the Cowboys was on the weekend of the meeting. The restaurant managers were play-acting when they dressed as referees, but to the delight of all, the real Vikings cheerleaders showed up at the meeting. Even more exciting to Director of Sales **Sue Ratliff** was the booking of the upcoming BWW Spring Meeting soon after departure because of the quality experience at the Sheraton.



In the photo, left to right, are Sheraton Sales Manager **Ryan Comstock**, BWW Regional VP **Mark Miller**, BWW VP of Franchise **Shane Cooley**, Sheraton Director of Catering **Mary Wright**, and BWW key meeting contact **Anjie Foster**.

Do Sales Contests Really Work?

If you ever wonder if sales contests work, consider this comment from **Robin Allison**, Sales Manager at the Crowne Plaza Beverly Hills. She finished 2nd in the 2009 "Double Up" need dates sales contest and was awarded \$1,000 from **Bret Arriola**, Senior Vice President of Sales and Marketing. Robin, who was working at the hotel when Remington bought it fourteen years ago, used the money to purchase a camera she is planning to use on the cruise she will take with the balance of the earnings. Immediately after hearing that she came in second, she began worrying about the start of the next contest because she is determined to come in 1st place next time. Guaranteed to challenge her are **Maylis Vachette**, Hilton Houston NASA/Clear Lake, who came in first and **Dave Jenkins**, Hilton Atlanta/Marietta Hotel and Conference Center, who placed third in the contest that generated \$1,189,270 during holiday need dates.



Hilton Fort Worth Adds Three Sales Professionals

Amber Feaster was promoted from the front desk to Sales Coordinator in October. A New Yorker, Amber graduated from SUNY College at Oneonta with a degree in early childhood education. All are confident that this degree, coupled with her organizational skills, will be a big help in coordinating the large, very busy team.

Amber Cornelius brought 4-star experience to the Hilton catering effort when she assumed the position of Social Catering Manager in August. Originally from Atlanta, Amber has held both sales and catering positions with the Westin Atlanta, Grand Hyatt in Atlanta and the Fairmont Hotel in Dallas. Her upscale creativity and calm demeanor will serve her well in



Newest Hilton sales team members from left: **Amber Feaster**, **Amber Cornelius** and **Wendy Bonds**.

this popular and demanding segment. **Wendy Bonds** joined the Hilton Fort Worth in December, filling the role of Business Travel Sales Manager. Her experience as the pre-opening Senior Corporate Sales Manager for the Hilton Garden Inn in Lewisville, Texas, honed her ability to prospect and build business from the ground up; the skills will support the Hilton's mission to search for new opportunities while continuing to appreciate current business. Overseeing the energetic trio is new Director of Sales and Marketing **Richard Ross**.

Strategies as Diverse as the Properties

Karen Neill, Director of Sales at the SpringHill Suites by Marriott BWI Airport, recently chaired a committee of area Directors of Sales surrounding the Baltimore/Washington International Airport. The group of hotels partnered with both the Baltimore and the Annapolis Convention and Visitors Bureaus to host a FAM tour of the area for meeting planners. Forty planners were feted by twelve hotels for a Maryland Gateway Getaway weekend that included an introduction to all that the charming area has to offer. In the photo, **Karen Neill**, right, enjoys getting acquainted with one of the meeting planners attending the getaway weekend.



The culinary team from the Hilton Houston NASA/Clear Lake placed first in Food Presentation in an Epicurean Event hosted by the city for over seven hundred attendees. The honor was impressive as there were over fifty participants in the annual event. **Rick Galyean**, Director of Food and Beverage, received an award for his work as Chairman of the Tourism Division of the Clear Lake Area Chamber of Commerce for 2009. In the photo, left to right are **Chad Landry**, Executive Chef; **Kourtenie Tyson**, Executive Sous Chef; **Margo Clements**, Social Catering Manager; and **Rick Galyean**, Director of Food & Beverage.

Sarah Palin selected Hilton Minneapolis/St. Paul Airport - Mall of America as her home-away-from-home for her Twin Cities book signing tour held at Mall of America in early December. Hundreds of Sarah Palin fans rose before dawn on Monday, December 7, for the chance to meet the conservative star. Die-hard supporters treated the event like another Black Friday, lining up outside in freezing weather before the mall doors opened at 5 a.m. to greet the former Alaska governor and 2008 Republican vice presidential nominee.



Seated on the far right, **Lucy Gomez**, Sales Manager at the Sheraton San Diego, entertained the contacts at the Sheraton Global Sales Office.

Despite 100% growth in inventory in their competitive set, the Hilton Fort Worth earned the title "Revpar Growth Champions". Under the leadership of Director of Catering **Steve Wilson**, left front, and Director of Sales and Marketing **Richard Ross**, the sales and catering team actually grew their RPI Index and exceeded their goal.



The fact that Starbucks no longer conducts service snapshots has not stopped the Starbucks team at the Hilton St. Petersburg from maintaining an intense focus on service. They hold the record for their division by scoring 100% on their service snapshots thirteen times in a row; in the photo from left are Manager **Kay Heath** and Supervisors **Genci Xhelaj** and **Amanda Grelock**, still committed to service that is as superior as the coffee.

Photographed with a prop representing their Point of Distinction are two new sales professionals at the Hilton Atlanta Marietta Hotel and Conference Center. **Jennifer Burris**, left, brings five years of experience to her role as Government/Association Sales Manager. She has previously worked at the Holiday Inn Atlanta Downtown and the Embassy Suites Atlanta Buckhead. **Brooke Coston**, right, has assumed the role of Corporate Catering Sales Manager. She has twelve years of experience in the food and beverage industry, most recently at Ruth's Chris Steak House at the Embassy Suites, Centennial Olympic Park.



THE MULTI-FACETED SALES EFFORT AT WALNUT CREEK

The sales effort at the Embassy Suites Walnut Creek, led by Director of Sales **David Burri**, is seeing success on many levels. Sales manager **Judy Phillips** received an invitation from Valero Corporation to attend a Safety



Forum for over 100 Valero employees, thus allowing the sales team to meet and greet the potential customers with their chef's famous chocolate chip cookies. This intimate access to the company put them many steps ahead of their competitors in pursuit of this coveted business.



Peggy Tolliver

Lost Business Reports paid off for **Peggy Tolliver** when she re-connected with the Alberta Open contact who was not even considering the Embassy Suites for 2010. A simple call and site tour procured three accounts for Peggy that should produce over

300 room nights in the coming year.

A call to an Office Management Company gained **David Burri** access to the Bishop Ranch Business Park database of 20,000 potential customers. Located twelve miles from the hotel, Bishop Ranch is home to various corporations and organizations that will now, with the complete support of the Office Manager, receive special promotions and offers from the Embassy Suites that will be included in the tenant newsletter as well as sent via e-mail from the hotel.



David Burri

Columbus Team Finally Complete

It's an entire new team at the helm of the sales effort at the Doubletree Guest Suites Downtown Columbus starting with new General Manager **Bob Gigliotti**.



Ellen Irish, Sales Manager that handles Tour and Travel, Government and Weddings for the hotel, recently saw two months of pursuit pay off in her booking of the Broadway show *Wicked*. Her tenacity resulted in over a month-long stay of 35 rooms – 1,925 room nights to be exact – for revenue total of \$111,650. Joining her

in November was **Gina Suever** who will focus on increasing preferred and extended stay business in 2010 as the Business Travel and Group Sales Manager.

Leading Gina, pictured at left, and Ellen, is the returning DOS **Robert Kapala**, making the sales team complete and cohesive. Robert returned in September of 2009 after a three year absence from the Columbus Doubletree. He will be a welcome addition to the sales effort: during his previous three years as a Sales Manager at the hotel from 2005 to 2008, Robert was a regular winner of the Remington incentive trip to Key West.



Properties Benefit from Area Sales Efforts

Three Area Sales Managers have been hired, each with the challenge to help promote several hotels based on brand or geographic affinity. **Erica Gerken** will focus on the Marriott Courtyard Bloomington and the Marriott Courtyard Columbus, Indiana. **P.J. Feirer** will represent the Hampton Inn Buford, the SpringHill Suites Buford and the Hampton Inn Lawrenceville, all in Georgia. **Crystal Jones** will have responsibility for the Fairfield Inn & Suites and the SpringHill Suites in Kennesaw, Georgia.

Remington Welcomes new DVP of Sales and Marketing

On April 14, Sr. Vice President of Sales and Marketing **Bret Arriola** announced the addition of **Garfield Campbell** as DVP of Sales and Marketing to the Remington sales effort. With thirteen years of experience with Starwood Hotels and Resorts, it is anticipated that Garfield will make an immediate and positive impact on Remington's Starwood portfolio.

Bret and Garfield had crossed paths through their work with Starwood, Bret on behalf of the Remington properties, and Garfield as Corporate Director of Sales for the franchise group of hotels. Garfield was impressed with Bret's candor – the



Garfield Campbell

way he communicated in a straight forward manner, with no ambiguity about expectations. Bret felt that Garfield's experience on the inside would help Remington better utilize the Starwood brand in the effort to reposition the Remington Sheraton Hotels to become leaders in their respective markets.



The Campbell family on vacation: **Garfield** stands behind **Maddison** on the left, Mom **Stephanie** seated, and **Gabrielle** on the right.

Garfield had an opportunity to observe the Remington culture in action at the recent GM/DOS Conference at the Sheraton Indianapolis City Centre Hotel. He was particularly impressed with the Company's focus on recognizing performance and what he perceived to be an appreciation of substance over form. As he begins his work with Divisional Vice President **Keith Wolling**, Garfield will focus on the stability of the sales teams, consistency in driving an aggressive sales effort and a charge to capture the business considered "low hanging fruit".

On a personal note, Garfield is the proud husband of wife Stephanie and father of two daughters Gabrielle and Maddison. Thirteen-year-old Gabby is a little concerned at having to move yet again and make another new set of friends while eleven-year-old sister Maddy is confident that the dance studios in Dallas will support the continued development of her status as family Diva. Garfield and his family will be moving to the Dallas/Fort Worth area from their current home in Atlanta during the upcoming summer break.

THE WINNERS IN KEY WEST



The traditional sunset cruise is a highlight of the incentive trip, the night all winners and guests gather to set sail in celebration of a successful year. Achieving high goals in a challenging year is stressful not only on the Remington sales professionals but also on those who support their efforts away from the work place. To emphasize the value the Company places on their behind-the-scenes support, the guests' travel is also included in the Key West award. It was a windblown and happy group that sailed on Saturday night.

THE WINNERS:

Stephanie Anderson with her husband **Dan** - Syracuse Embassy Suites
Tracy Bonds with her husband **Robert** - Indianapolis City Centre Sheraton
Mitch Divens with his wife **Carrie** - Indianapolis City Centre Sheraton
J.W. Engblom with his boyfriend **Jason Cummings** - Mobile Homewood Suites
Dave Jenkins with his girlfriend **Jessie Deck** - Hilton Atlanta/Marietta Hotel & Conference Center
Barbara Kays with her son **Colin McCarty** - Evansville Residence Inn
Brandi Lee with her husband **Joe** - Indianapolis City Centre Sheraton
Laura MacDonald with her mom **Joan MacDonald** - Bucks County Sheraton
Rick Netzel with his wife **Christy** - Lake Buena Vista Residence Inn
Li Ou with her husband **Xiaofeng He** - Lake Buena Vista Residence Inn
Deb Sanders with her daughter **Sarah** - St. Petersburg Hilton
Maylis Vachette with her friend **Karen Mignola** - Hilton Houston NASA/Clear Lake
Chad Welch with his wife **Ashley** - Syracuse Embassy Suites
Rene Wells with her husband **Ray** - Austin Embassy Suites

CORPORATE FANS:

Bret Arriola with his wife **Melinda** - Remington
Roger Aufieri - Remington
Homan Cull with his wife **Veronica** - Remington
Loretta Macke - Remington
Amy McDaniel - Remington
Jeff Patton - Remington
Mark Sharkey - Remington