

# EXTENDED STAY *Café*

HOMWOOD  
SUITES  
— Hilton —

volume 20. November 2009

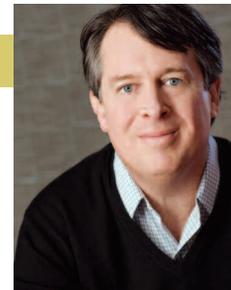
## TIP SALES OF THE MONTH Put Loyalty on Display



Team members at the Homewood Suites Atlanta I-85 Lawrenceville/Duluth, GA, know that few things create a sense of home for their extended stay guests better than the sight of familiar faces. And with just a few clicks of the shutter, this team is letting guests know that they're part of the family. Take a stroll around the property, and you'll see framed photos of guests and team members on display. When it's time for these guests to say good-bye, their photos are transferred to a place of honor in the hotel photo album.

What a great—and inexpensive way—to recognize your top guests, Atlanta I-85 Lawrenceville/Duluth! Not only are you strengthening customer relationships, but you're turning leads from past guests into future extended stay business.

## BILL'S BLOG: WHY I'M THANKFUL



The air is crisp, the leaves are falling and the focus is on relationships. When I think about why I'm thankful this fall, you all are near the top of my list. Your efforts to sell your hotel, create lasting customer relationships and share our brand personality—within your teams, to your guests and in your communities—are inspirational.

This month's newsletter is full of stories of creative selling through service. As you read about what your peers are doing, remember to personalize the stories. Ask your team specific questions such as:

- How can we recognize guests in a new way?
- What actions can we take to create energy in our team and build on each other's efforts to sell?
- Is there a local or regional organization we can partner with to increase awareness of both our brand and the cause?

When you answer these questions as a group, you're tapping into the vast sales and customer service experiences your team represents. What an amazing resource for driving sales this holiday season!

Thank you for sharing, thank you for serving and thank you for selling the value of Homewood Suites each and every day.

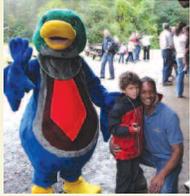
All the best,

Bill Duncan  
Global Head,  
Homewood Suites Brand Management

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# Giving Service and Receiving Sales

People want to do business with companies that are doing good—not just in their own industry, but in the community. The following hotels are gaining this reputation as they partner with top accounts and local charities to increase awareness and funding for causes they believe in.



Brian Straughter, vice president of Turf Hotels, and son, Ethan, join Lewis at the Saratoga Stroll.

**Service That's Personal** Epilepsy is a seizure disorder that affects both mental and physical functions. The purpose of the Epilepsy Foundation of Northeastern New York, which serves 22 counties, is to ensure that people with this condition are able to participate in all life experiences. In addition, the foundation is committed to preventing, controlling and curing epilepsy through services, education, advocacy and research.

As investors in communities the Epilepsy Foundation serves, the owners of the Homewood Suites Albany, NY, were ready to lend a hand—or, in this case, feet—when they heard about the foundation's first Saratoga Stroll for Epilepsy. On Sunday, Sept. 27, GM Robert Huber, Lewis the Duck and hotel team members joined 500 walkers at the Saratoga State Park for this 5K and post-stroll BBQ. This family event raised more than \$50,000 for the foundation and won free exposure for both the property and the brand.



High rollers Helen Burgie and Lewis.

**Service in Partnership** Children's Miracle Network is a nonprofit organization that raises funds for more than 170 children's hospitals. Since its founding in 1983, this organization has raised more than \$3.4 billion to help children.

Led by GM Matt Disherron and DOS Summer Conquest, the Homewood Suites Bentonville–Rogers, AR, partnered with one of their top accounts to host a charity event for this worthy cause. This casino-themed September night, called Crossmark for Kids, strengthened the bond between the hotel and their top account while raising money for the Arkansas Children's Hospital.



Julia Mattis, Maurice (Red Cross) and Joyce Rhine.

**Service Through Availability** The American Red Cross is our country's premier emergency response organization. Four million people give blood through the Red Cross, making it the largest supplier of blood and blood products in the United States.

When DOS Julia Mattis and Sales Manager Joyce Rhine of Homewood Suites Columbia, MD, learned that their regional Red Cross Blood Services organization needed a location to hold a blood drive, they were happy to serve. On Aug. 29, the American Red Cross held a blood drive at the property and was able to collect 23 productive pints of blood, which have the potential to save 69 hospital patients. What an impact! The senior account representative for the Red Cross sent the Columbia team a "Thank-You" letter that read, "It is only through the support of groups like yours that we are able to continue this life-saving endeavor. Please send my thanks to everyone who participated in the drive and let them know that they are silent hometown heroes."

*At times our own light goes out and is rekindled by a spark from another person. Each of us has cause to think with deep gratitude of those who have lighted the flame within us.*

— Albert Schweitzer, German-French theologian, musician, philosopher and physician

## A Homewood High Five



When Alisha Sumpter, sales manager at the Homewood Suites Chicago–Lincolnshire, IL, isn't making the sale, she's hitting the books, with lots of success. Alisha is pursuing an associate's degree in hospitality management from Harper College. Recently, her 3.8 grade point average earned her a spot in Kappa Beta Delta, a national honor society that recognizes scholarship and accomplishment among students of business programs who are pursuing associate degrees.

Congratulations, Alisha! Way to take your Homewood spirit to school with you!

## Are You Asking the Right Questions?

On any given day, you may find yourself making sales calls to multiple industries. While you can't be an expert in every field, it's important that your questions are targeted to your prospect's particular industry. For a cheat sheet on industry-specific questions that can help you uncover extended stay business, visit *OnQ > Homewood > Sales > Brand Sales Selling Tools > Extended Stay Focus Questions Guide*.

## Hilton Worldwide

On Sept. 25, Hilton Worldwide unveiled new logos and identity guidelines, details of which are featured on the *OnQ Insider* landing page. You'll begin to see these new logos right away in our brand's traditional ads as well as online and in direct marketing. We'll update other pieces, including in-room and sales collateral, on a replacement basis. To access the new identity guidelines, visit *OnQ Insider > Brands > Hilton Worldwide > Identity Guidelines*. Vendors and support sources without access to *OnQ* can find information at <http://www.hiltonworldwide.com/media/logosandfactsheets.htm>. Do you have further questions? Contact Cathy Hall at [cathy.hall@hilton.com](mailto:cathy.hall@hilton.com). Remember, use of the new Hilton Worldwide logos must be approved before publication via [graphics@hilton.com](mailto:graphics@hilton.com).



## International Housekeeping Week: Honoring *iamsales* Undercover Agents

At Homewood, *iamsales* represents the commitment of each team member, regardless of position, to make a vital impact on sales. Suitekeepers may be the least visible members of our hotels' teams, but their daily efforts to wow guests are among the most influential moves in our sales offensive. We recently had the occasion to celebrate these fantastic team members across the brand during September's International Housekeeping Week. The following are a few ways your Homewood Suites peers showed their appreciation.

### Creative Contests Homewood Suites Gainesville, FL

Have you ever watched a child at play? They are imaginative, energetic and untouched by self-consciousness. DOS Stacey Rollins and her fellow Gainesville team members brought this sort of unfettered creativity to their Housekeeping Week festivities through creative contests. One day's challenge was to make a gator out of playdough and other props. The feedback? Everyone on the team had a blast and felt revitalized by the week's events.

### Spa Day Homewood Suites @ The Waterfront, KS

During Housekeeping Week, each department at this Wichita Homewood took turns honoring their suite-keeping teammates. When it was the sales team's turn, they dimmed the lights and cued Enya to celebrate their second annual spa day for suite-keepers. With a few patio loungers and foot spa machines, the team transformed the meeting room into a getaway. To cap it all off, the sales team treated suite-keepers to hand and foot massages while serving them sparkling cider.

INTERNATIONAL  
housekeeping week  
2009 September 13-19



The @ The Waterfront sales team shows hands-on appreciation. L to R: Guadalupe Sarmiento, Cassie Pierce, Chrissy West, Turquoise Johnson, Natasha Smith and Betsy Pearson.

*As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.*

— John F. Kennedy, 35th President of the United States

### Need Tips?

Be sure to check *eNews* every week for tips that will jump-start your sales.

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**WHAT THEY'RE SAYING...** Does your team seal the deal with service? DOS Helen Green and Sales Coordinator Maryann Davis, from the Homewood Suites Oakland–Waterfront, CA, recently received a letter from a guest that chronicles how their entire hotel team won the admiration and promise of future business from a large government contracting company.



To Maryann Davis and the Homewood Suites Oakland–Waterfront,

I believe all in my team have expressed *profound gratitude* to Helen (Helen A. Green, DOS) and you (Maryann Davis, Sales Coordinator) for the *marvelous attention* paid throughout their whole stay. A few others that have stood out and have provided *service beyond what I could have expected* are Cindy Davis, Albert Caldwell, Hazel Johnson and Alma Galvan. Our teams travel around the United States and do some overseas travel as well, and in all those hotels we have visited, Homewood Suites stands *among the best*. Our accommodations were *excellent*, the level of service provided by your staff is being mentioned back at our headquarters as some of the *best encountered*. All who come out to Oakland will stay at your lodging.

Please extend my *gratitude* to your wonderful staff for all the assistance they provided along with the good food cooked by two *outstanding* ladies. I will be staying at your lodging at least once a month as I oversee this huge project. Our visitors had nothing but *raving comments* and will not stay anywhere else when visiting Oakland. They have also completed your forms, showing *appreciation* to those who took care of them. I apologize for not mentioning the housekeeping ladies, but we never saw them. That's a good thing.

*My hope is that our companies may form a partnership which will extend throughout the U.S.* My only issue is, they will be compared to you guys, and I hope they can live up to the standard you have set. Great team.

— Emilio

Even as she celebrates this feedback, DOS Helen Green is looking ahead. She already has plans to connect the National Sales team with this company and refer them to a sister Homewood in Phoenix, AZ. What does she have to say about her property's future with Emilio and his colleagues? "This company will definitely be seen on our Top 50 Accounts soon . . . GO OAKLAND!"



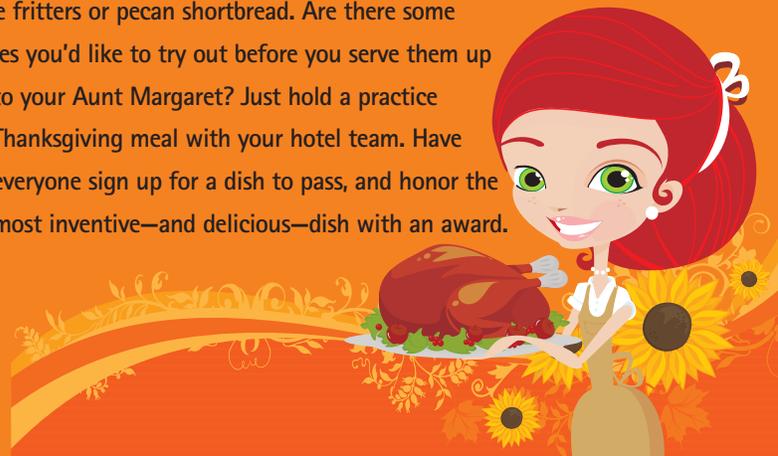
We would like to echo those sentiments and congratulate the entire Oakland–Waterfront team for selling with service!

*Appreciation can make a day, even change a life. Your willingness to put it into words is all that is necessary.*

— Margaret Cousins, American writer and editor

## Take a Break Tip

Roasted chestnut sausage dressing, deep-fried cranberry sauce fritters or pecan shortbread. Are there some recipes you'd like to try out before you serve them up to your Aunt Margaret? Just hold a practice Thanksgiving meal with your hotel team. Have everyone sign up for a dish to pass, and honor the most inventive—and delicious—dish with an award.



## Got a Sales Story?

Share it with us. Just contact Dana Long by email at [marketinglink@ymail.com](mailto:marketinglink@ymail.com), or by phone at 901.729.7378.

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