

GUNG HO!

A publication for the associates and friends of The Generation Companies

Spring, 2005

gung ho (gung' ho')
adj. Slang motto of certain U.S. marine forces in Asia during World War II, from Chinese (Mandarin) *gonghe*, to work together (short for *gongyhezuoshe*, *gong*, work + *he*, together). Dedicated and enthusiastic!

Success Story: Recent Awards Event Rewards Greatness

How does a company keep great people? The answer was easy to see at the recent Generation awards gala in Atlanta: reward greatness. In its seventh year, the Generation awards banquet celebrated the outstanding achievements of associates in 14 categories. Keynote speaker Suburban Extended Stay CEO and President Kevin Lewis commended Generation as a company on the grow, and expressed appreciation for having Generation as part of the SES team. Thirty-five associates from Generation properties in Florida, Virginia, Kentucky, Tennessee, and North Carolina as well as the Corporate Service Center applauded the stellar efforts of honorees.



In its seventh year, Generation's awards banquet honored associates for outstanding achievement in 14 categories.

While celebrating the efforts of associates isn't new to Generation, implementing an official program to acknowledge and reward great performances on a regular basis is. Implemented in January 2005, the Rewarding Greatness program charts each hotel team's journey to excellence in four categories: Great Reservation Sales Service, Great Housekeeping Efficiency, Great Minimized Controllable Expenses, and Great Revenue Increases. With a clear plan for each category, and measurable milestones, the goal is simple: develop strong leaders and make each property great in every way. "It's all about doing what we do every day, and doing it great," says Rewarding Greatness Good-to-Great Coach for the Candlewood brand, Kevin Famiglietta. "We consider what we do on a daily basis, good. We want to exceed that and move to greatness and do it better than anybody else. There's great freedom in being a part of this, openly discussing opinions about procedures and how to improve them, and, most important of all, putting ideas into action."



Held in Atlanta during Suburban Extended Stay's franchisee conference, the awards gala featured SES president and CEO Kevin Lewis as the keynote speaker (middle), pictured here with Generation President Mark Daley (left) and Generation VP of Operations Ron Jacobsen (right).

Though it's been just a few months, the program is working. Properties are improving key quality scores and efficiency in all four categories. And while bonuses and pretty plaques are nice (OK, very nice), the satisfaction one gets in being on the cutting edge of excellence is much greater, says Rick Stroud, who represents the Suburban Extended Stay Rewarding Greatness brand team. "It's an honor to work for a company that rewards greatness," Stroud explains. "We all desire to be part of a winning team and I believe Generation's approach to rewarding greatness is another step in our overall goal to become a great company. I enjoy being a part of that."



The awards event drew 35 Generation associates for an evening of honors and fellowship.

Can I Quote You On That?

"Working for The Generation Companies is great. I love our team!" –Sales Director of the Year Laura Conway, Candlewood Suites/Lake Mary



Celebrate Our People and Properties



CSC's Kristin Asher; Jason Liesegang, Operating Partner of Candlewood Suites /Richmond; Cyndi Robinson, General Manager of Suburban Extended Stay/Destin; and Generation President Mark Daley celebrate the achievements of the Housekeepers of the Year: Maria DeBarrios of Candlewood Suites/Richmond and Sherri Babel of Suburban Extended Stay/Destin

"I feel very happy, proud and secure."
 —Housekeeper of the Year Maria DeBarrios,
 Candlewood Suites/Richmond



Candlewood Suites/Richmond took three awards this year, including Property of the Year, and Assistant Manager of the Year for Eben Quartey. Operating Partner Jason Liesegang, Mark Daley and Ron Jacobsen congratulate Eben for his good work.

"It feels great because with this Property of the Year award everyone at the property is recognized for a job well done. I like working for a company that rewards greatness and is not satisfied with the status quo. It pushes you to do more and strive for greater results."

—Jason Liesegang, Operating Partner of
 Candlewood Suites /Richmond

"I am very proud to be acknowledged and rewarded; that makes me want to go the extra mile to make Generation

the company to beat in the nation. I am very happy to be working for a company that recognizes GREATNESS; to me that shows how valuable the employees are to the company. In a nutshell, a great company shares its greatness and that is what is happening here. Thank you and God bless." —Assistant General Manager of the Year Eben Quartey, Candlewood Suites/Richmond



Candlewood Suites/Lake Mary was honored with three awards: Generation President Mark Daley congratulates Laura Conway, Sales Director of the Year; Deana Locke, Guest Service Representative of the Year; and Rolf Holte, General Manager and winner of the Overcomers Award.

"I love working at Candlewood. It's nice to have a job where you look forward to Mondays and love the team you work with." —Guest Service Representative of the Year Deana Locke, Candlewood Suites/Lake Mary

"It was great being recognized as DOS of the year. Having the opportunity to share awards with Rolf and Deana was even more special. We have a great GM and lots of hard working support people that make it a pleasure to come to work each day." —Sales Director of the Year Laura Conway, Candlewood Suites/Lake Mary

"I am so proud of the dedication that each individual employee shows the hotel. Everyone takes personal ownership in their work to ensure that the hotel operates at peak level. What a great environment to be in!" —Rolf Holte, General Manager, Candlewood Suites/Lake Mary and winner of the Overcomers Award



Generation Vice President of Operations, Ron Jacobsen, presents Michael "Mick" Barazza of Suburban Extended Stay/Fayetteville with his award for Maintenance Engineer of the Year.

"It was a great honor to have received such an award among my friends, peers and fellow leaders. I have grown to be very comfortable with a company that takes notice of those within that make the extra effort to give their property that added touch, and the daily fulfillment one gets from taking pride in what they do. I am happy to be a leaf (member) of a branch (property), on a huge tree (Generation) that is always growing." —Maintenance Engineer of the Year Michael "Mick" Barazza, Suburban Extended Stay/Fayetteville



Mark Daley and Ron Jacobsen were pleased to present Mark McCullough, Director of Sales for Candlewood Suites/Yorktown and Suburban Extended Stay/Hampton with the Rookie of the Year award.

"I am truly honored to have received the Rookie of the Year award as I have tremendous respect and admiration for the persons who make up this great organization and who have recognized



Celebrate Our People and Properties

me. I believe that Generation is a place where the level of professionalism and achievement are set high for a reason, to challenge ourselves to be the best we can at what we do. Personal achievement is a wonderful thing; however, expressed in teamwork and with a sense of purpose, it makes the rewards even greater.” —Mark McCullough



Kudos and the award for Corporate Service Center Associate of the Year for Rick Stroud of the Operations Department, pictured here with Mark Daley and Ron Jacobsen.

“I was honored to receive the Corporate Service Center Associate of the Year. It was especially meaningful because so many people within the company voted for me. That meant a lot.” —Corporate Service Center Associate of the Year Rick Stroud, Operations Department



Kevin Famiglietta, recent General Manager of Candlewood Suites/Durham-RTP and the property's new GM Frank Dees share the Squeakiest Clean Award.

“It is an amazing feeling to work for an organization that truly rewards Greatness when it is earned. They walk

the walk when it comes to setting Greatness goals and rewarding those that achieve it in specific areas of operations.” —Kevin Famiglietta, former General Manager of Candlewood Suites/Durham-RTP and current Candlewood Brand Coordinator at the CSC; winner, Squeakiest Clean Hotel



Jimmy Davis, Operating Partner of the Suburban Extended Stay/Jeffersonstown, took a bow for the Most Improved Property of the Year.

“Working for a company that rewards greatness and just knowing that someone cares about how well your property does, it makes you think about how you can improve each and every day.” —Jimmy Davis, Operating Partner of the Suburban Extended Stay/Jeffersonstown, Most Improved Property of the Year.



Tara White of the Days Inn/Goldsboro was awarded The Most Gung Ho Team Member of the Year.

“Not only did I enjoy myself at the awards dinner, but while I was looking around the room, I realized just how much of an honor it was to win this award. I was truly surrounded by greatness. To be singled out and chosen as the Most Gung Ho Team Member makes me realize that hard work does get

recognized. It is a privilege to work for a company that goes to such lengths to recognize their team's efforts. Not only is it reassuring to know that your hard work will be noticed, but it inspires you to aim for greatness.” —Most Gung Ho Team Member Tara White, Days Inn/Goldsboro



Rachid Alaoui of Suburban Extended Stay/Orlando was honored as General Manager of the Year.

“The Generation Companies has a culture that talented people find very attractive. We share a sense of community and collegiality that, in my experience, few other companies can claim. We prize intelligence and innovation. Our folks are motivated by high achievement; here you really are working with the best and the brightest people. What's more, we work alongside people from a variety of backgrounds, ethnicities, beliefs and orientations, which makes me very proud. Imagine working for a company that gives you respect, recognizes your achievements and supports your efforts to succeed, Imagine working for a company that helps you grow, that challenges you at work but allows for the fact that work is only one aspect of your life. That's The Generation Companies. Just to be in the same room with so many talented GMs was a great honor. To have won the General Manager of the Year award is a dream come true.” —General Manager of the Year Rachid Alaoui, Suburban Extended Stay/Orlando



Our Core Values

OUR CORE VALUES...the Building Blocks of Personal and Organizational Character.

- #1 Honor Each Other and Clients In Every Situation.
...Respect
- #2 Encourage Each Other To Produce Meaningful and Lasting Results.
...Growth
- #3 Seek Out Instruction And Learn From Mistakes.
...Learning
- #4 Seek To Prosper In All Areas of Life.
...Balance
- #5 Be Responsible For Yourself and Your Teammates.
...Accountability
- #6 Be Extremely Dedicated To Delivering Exceptional Customer Experiences.
...Service
- #7 Embrace Joy and Humor as Essential Elements of Teamwork and Resilience.
...Fun
- #8 Value Listening and Strive For Honesty, Clarity and Effectiveness In Communicating.
...Communication
- #9 Promise Only That Which Can Be Delivered and Then Deliver More Than Promised.
...Excellence
- #10 Determine to Maximize The Gifts, Talents and Resources Entrusted To Us All.
...Stewardship
- #11 Approach Work With A Bias For Speed, Action and Enthusiasm.
...Urgency
- #12 Promote Thinking "Outside The Box" and Embrace Innovation.
...Creativity
- #13 Internalize A Commitment To Be Part Of An Eternal Plan.
...Faith
- #14 Demonstrate True Character By Doing What Is Right Regardless Of The Consequences.
...Integrity (moral courage to consistently apply all of the other values)

Advice from the Pros: Award-Winners Reveal Secrets to Success

"A rookie stands out by expressing energy, enthusiasm and professionalism. Connecting with people on a personal and professional level is the secret to success." —*Rookie of the Year Mark McCullough, Director of Sales for Candlewood Suites/Yorktown and Suburban Extended Stay/Hampton.*

"Great housekeeping is all about a good attitude." —*Housekeeper of the Year Maria DeBarrios, Candlewood Suites/Richmond*

"When I feel overwhelmed, I make lists to keep up with what I've done, and what needs to be done. That way I don't forget things. And it's important to have good listening skills, and to be patient with all guests and employees." —*Guest Service Representative of the Year Deana Locke, Candlewood Suites/Lake Mary*

"To me, a great engineer is one that pays attention to detail, takes pride in the final product of their work, listens to and gets along with staff members, and caters to guests' needs." —*Maintenance Engineer of the Year Michael "Mick" Barazza, Suburban Extended Stay/Fayetteville*

"My advice to other DOSs is to just be persistent; never give up on leads and maintain strong relationships with your clients. I follow up with clients whose business I may not get for a year and let them know how much we value (or would value) their business. I think about a quote from a past supervisor "When you quit fighting for what is right,

it is time to give up." Keep fighting for your share of the pie (market) and more! Keep fighting to make your hotel the best!" —*Sales Director of the Year Laura Conway, Candlewood Suites/Lake Mary*

"In my opinion there are four essential ingredients in the recipe for success: choose a career you love, give it your best, recognize opportunities, and be a team player." —*General Manager of the Year Rachid Alaoui, Suburban Extended Stay/Orlando*

"A wise person once told me to hire better managers than I ever was and to hire smarter people than I ever will be and then give them the support they need to do their job and you will seldom ever go wrong. That has been my philosophy in hiring managers and I believe a key element to any success that I may have achieved." —*Corporate Service Center Associate of the Year Rick Stroud, Operations Department*

"Teamwork, Teamwork, Teamwork. The only way to win in this business is if you're hitting on all cylinders, and that can only be accomplished through teamwork." —*Jason Liesegang, Operating Partner of Candlewood Suites /Richmond*

"Enjoy the good corporate support. One of The Generation Companies' strengths is its ability to quickly identify and reward Greatness. Receiving personal phone calls and e-mails from the corporate office is a breath of fresh air in a

world where too often employees are looked at as a liability rather than an asset." —*Overcomers Award-winner Rolf Holte, General Manager, Candlewood Suites/Lake Mary*

"The secret to our success is TEAMWORK, and I am glad to be a part of it. The real deal here is about we/us not I/me." —*Assistant General Manager of the Year Eben Quartey, Candlewood Suites/Richmond*

"Having the right people around you, having the right people in the right places and each one of them knowing their roles will take you a long way in improving your property. This does not happen over night." —*Jimmy Davis, Operating Partner of the Suburban Extended Stay/Jeffersontown, Most Improved Property of the Year.*

Generation has more than 2800 rooms and \$150 million in real estate assets under management, and employs over 350 associates at 23 properties.



This year's award-winners exemplify Generation's commitment to becoming great!