

# GUNG HO!

A publication for the associates and friends of The Generation Companies

Fall 2008

**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 *gongyehesuoshe*, *gong*, work + *he*, together). Dedicated and enthusiastic!

## ***We're Growing! Generation Adds Four New Hotels!***

This spring Generation added three new properties and will open a fourth in October, bringing the total number of hotels up to 24, and the team up to 297 associates. The Staybridge Suites-Jacksonville, Florida is a 120-suite upscale extended-stay hotel and the first Staybridge Suites in Jacksonville. "Jacksonville loves the warmth and upscale feel that this suites hotel brings to the market," said GM Rolf Holte.

Generation recently acquired the 81-room upscale extended-stay property Staybridge Suites hotel in Round Rock (north Austin), Texas, and is completing a \$1 million renovation of guest rooms and common areas. GM Steve Cotton was pleased to join the Generation team. "I inherited a great staff which makes this transition very easy for me," he said. "We're in the people business. Generation's strong philosophy of taking care of its associates and valuing not only their work but also their good ideas has impact down the road because those associates will then deliver that same excellent value to guests."

Generation opened the Candlewood Suites-Miramar Beach/Destin, a 75-suite mid-price extended-stay hotel, in time for the busy spring break season. According to GM David Smith, the grand opening and summer season were a big success. "The hard work and dedication of the team at Destin has paid off and the guests agree: we've propelled ourselves to one of the top Candlewoods within the brand in the area of guest satisfaction. Our team does it with all smiles. I am so proud of them!"

Generation is opening the 200th Candlewood Suites in Rocky Mount NC! This hotel features the new prototype design, offering a comfortable residential feel and look, new exterior design and paint scheme, expanded lobby for more guest interaction, and environmentally-friendly amenities.

"We are delighted to bring such quality extended-stay products and brands to these diverse areas," Generation President Mark Daley commented. "Generation's award-winning service culture is sure to delight guests."



***The Candlewood Suites Miramar/Destin FL***



***The Candlewood Suites Rocky Mount NC***

## ***Stop the Bus Adds More Positions—and More Opportunity for Success***

Stop the Bus, Generation's proprietary performance management tool, was expanded to include several new positions to this evaluation program over the summer. Now, assistant managers, directors of sales and assistant managers of sales and operations will be evaluated on a semi-annual basis in January and July, along with line level team members. Each position is measured on how well they perform in a number of Rewarding Greatness categories including guest services satisfaction and revenue. Team members are ranked twice a year, and are eligible for a pay increase once a year based on the ranking.

"We look forward to receiving feedback from you about how effective these modules are for everyone involved in the performance discussion process," said VP of Operations Ron Jacobsen. "As our friend Jason Harris likes to say, 'One Team, One Goal!'"

### **Can I Quote You On That?**

"I thank God daily for giving me the chance to do the thing I love the most: Make my guests happy, my team happy, and my owner happy! Thank you, Generation!"

—Paula Lizotte~Kipp, GM,  
Candlewood Suites Yorktown



**GENERATION**

### **Generation Employee Referral Bonus Pays Off Big: Great Staff Means Great Rewards**

Paula Lizotte-Kipp and Kelly Clark are celebrating. Kelly recently joined the Generation team as GM of Candlewood Suites Hopewell—and Paula, GM of the Candlewood Suites Yorktown, made \$500 on the deal. It's all a part of Generation's Team Member Referral Bonus program, which rewards team members for outstanding new hires they recommend.

"The main reason I referred Kelly Clark to Generation was because of her extraordinary background in hotel management," Lizotte-Kipp commented. "I have known her for five years and knew that she would be the right fit for this company."

Clark joined the Generation team in March. "I was looking for a company that had strong values when it came to employees and customers," she stated. "After completing my training, I inherited one of the best teams in the company. The Hopewell team's knowledge of the business as well as their devotion to the customer makes my job easy."

Team members interested in recommending Great candidates for open positions are invited to forward resumes to the Vice-President of Operations. Bonuses, awarded after 90 days of employment in good standing, range from \$250.00 for assistant managers to \$500 for general managers. For more information, contact Teressa Holman at the CSC, 919-313-7237, [tholman@generationcompanies.com](mailto:tholman@generationcompanies.com).

When satisfied team members encourage respected friends to join the company, it's a win-win situation. "Everyone from the president of the company to managers to corporate office staff have welcomed me with open arms and helped me in every way possible," Clark enthused. "All of this makes me feel of value and that's why I'm here." Lizotte-Kipp believes that making people feel valued is what Generation is all about. "The quote that stays with me is 'Family first'," she concluded. "And that is what makes this company so unique!"

### **Celebrate Our People & Properties! Welcome Aboard!**



*Paula Lizotte-Kipp, GM, Candlewood Suites Yorktown* has been in the hotel business since 1980, starting at an Econo Lodge in Williamsburg VA and working in a variety of venues, from small independents to large corporations. She entered the extended-stay realm in Albany NY at a Residence Inn, enjoying the concept of really getting to know guests. An extended-stay venture with her father in Newport News lasted 12 years until Hurricane Floyd destroyed their property. She believes she now works for the best company ever, Generation!



*Micki Evans, Property Support Manager, CSC*, joined Generation in May 2008. Prior to joining the Generation team, her experience included more than 10 years in Operation Management with Marriott International. She has the management knowledge of four Marriott brands and a strong background in operations with a focus on extended-stay brands. She studied hospitality management at Wake Technical Community College in Raleigh, North Carolina.



*Kelly Clark* joined the Generation team as GM of the Candlewood Suites Petersburg/Hopewell in March. She started in the industry in 1981 as a Days Inn desk clerk, working up to GM through her 21 years with the company. After a stint with Marriott's Fairfield Inn, she moved to Richmond and began her extended-stay career with Homestead Hotels. She joined Generation because of its strong values in regards to employees as well as guests.



*Massachusetts native William Welch, Area Corporate Sales Manager for Mainstay Suites Charlotte, NC and Port St. Lucie, FL*, has worked in very diverse hotel markets, including limited/focused and full-service hotels as well as luxury boutique and 5-star business travel hotel tiers in North American and Asia Pacific markets. His extended-stay experience included the oversight of two Homewood Suites by Hilton in NC and Florida. He brings enormous expertise in representing multiple hotel brand portfolios on a national level, and working in multiple cities cross-selling each brand to share shift and maximize share of corporate business.



*David Smith, GM, Candlewood Suites-Miramar Beach/Destin* grew up in Port Aransas, TX. A US Army veteran, Texas A&M graduate and marathon-runner, he's worked in the hotel business for 10 years. Married with one son, he joined Generation in January 2008 and opened the Destin property in March. He's very excited about working with such a great company, especially his fellow team members, who have completely dedicated themselves to the success of the Destin property since it opened—a dedication that shows in everything they do.



## Welcome to all the new team members at our properties since January 2008.

**Candlewood Suites Augusta, GA:** Johnethic Coleman and Sabrina Shoultz, Guest Services.

**Candlewood Suites Sterling, VA:** Jelis Portillo, Housekeeping; and Marlon Aviles, Nicolas Lopez Jimenez, Maria Violeta Cena, and Kimberly Sablan, Guest Services.

**Candlewood Suites Lake Mary, FL:** Louis Larose, Housekeeping.

**Candlewood Suites Crabtree-Raleigh, NC:** Laticia Barden and Pia Williams, Front Desk; Catina Burnette, Wendys Hernandez and Jennifer Monroy, Housekeeping; Danyell Smith, Guest Services.

**Candlewood Suites Destin, FL:** (Housekeeping) Stephen Epperson, Wanda Baker, Tippawan Panyadee, Siriporn Popai, Chaikul Tocharoenirattisai, Katrina Hart, Lacey Hernandez, Charlena Crandall, Victoria Lockwood, Shanda Brinson and Renee Mitchell; (Front Desk) Francis Coleman, Benjamin Hein, Christine Chaloupka, and Greg Fisher; (Maintenance) Walter Guidry; (Guest Services) Malia McHugh and Rachel Ward.

**Candlewood Suites Fairfax, VA:** Mohamed Mohamed and Luis Rangel, Housekeeping.

**Candlewood Suites Newport News/Yorktown, VA:** (Guest Services) Alice Barnes and Ranata Mokuau; (Management) Marc Massey and Cassie Chinn; (Housekeeping) Louise Craft.

**Candlewood Suites Herndon, VA:** Carolyn Aristimuno, Front Desk.

**Candlewood Suites Hopewell, VA:** Eric Jackson, Front Desk.

**Staybridge Memphis, TN:** (Room Attendant) Carmen Canales, Dunia Flores, Telma Martinez; (Front Desk) Demetria Hampton, Jackie Davis, Ashley Wilson and Ever Madrid; (Houseman) Manuel Morena and Ronald Harmon; (Front Office Manager) Chalandra Armour.

**Staybridge Round Rock, TX:** (Housekeeping) Maria Cerda Sanchez, Gloria Sanchez and Ubaldo Rojano; (Sales) Vanessa Romero and Stephanie Roy; (Kitchen) Daisy Balderas.

**Staybridge Jacksonville, FL:** (Management) Edgar Sharpe; (Kitchen) Mike Ciccone, Kristina Cora and Maria McKaig; (Front Desk) Ashley Faulconer, Carly Scharman, Beverly Wright, Billy Frazier; (Executive Housekeeping) Gwen Hyman; (Maintenance) Juan Rodriguez; (Laundry) Michael Smith and Dashamir Rushti; (Housekeeping) Sharon Hayward.

**Suburban Extended-Stay Richmond VA:** (Maintenance) Tyrone Reddick; (Housekeeping) Patricia Gilliard; (Front Desk) Frederick Vollmer.

**Suburban Extended-Stay Jacksonville, FL:** Barbara Green, Laundry; Kenyatta Snowden, Front Desk.

**Suburban Extended-Stay Greensboro:** (Housekeeping) Tiesha Marshall and Laura Sanchez; (Guest Services) Kevin Andrews.

**Suburban Extended-Stay Hampton, VA:** (Guest Services) Brandon Wilson and Carlos Serrano.

**Suburban Extended-Stay Wilmington NC:** (Laundry) William Masters; (Guest Services) Christopher Smith; (Housekeeping) Latonya Haywood, Amanda Cosby, Hollie Kelly, Colette Henry, Maria Newman; (Maintenance) Andrew Malinowycz.

**Suburban Extended-Stay Sterling, VA:** (Guest Services) Carolina Araujo, Reggy Manandhar, Nun Othman Yousef, and Ernest Ansah; (Housekeeping) Maria Lopez and Osama Elasad.

**Mainstay Suites Charlotte, NC:** (Driver) Zeljko Djukic; (Housekeeping) Greta Jenkins and Ana Hernandez; (Front Desk) Analina Sloan, Erlinda Catano and Lanisha Odom; (Maintenance) Willie Booker.

**Mainstay Suites Port St. Lucie, FL:** Shyanne Helms, Front Desk.

### Congratulations!

Michael Cook, CSC Accountant, and wife Dawn for the adoption of their son Isaac in May. Isaac was born June 8, 2007.

### Great Job!

Two Generation hotels were nominated for the coveted Inn of the Year award for Choice Hotels. Kudos to Suburban Extended-Stay Hampton VA and Suburban Extended-Stay Wilmington NC for the hard work that earned them this nomination. Only 3 hotels out of the 65 Suburbans in the Choice chain were nominated.



After three months and nearly \$300,000, Candlewood Suites Herndon has completed its renovations. The new look includes hallway and room carpet, new chairs, recliners and sofas and new flat screen TVs in all the guest rooms.

Gently-used furnishings were donated to a church group in Herndon and another organization in Africa.

## Employee Profile: Carolyn Breedlove, Housekeeper

There's nothing better to a traveler than to relax into a sparkling clean guest room after the end of a long day. While outstanding service and amenities are important, the bottom line to the guest is the hotel room. In honor of Housekeeper Appreciation Week during the month of September, the Employee Profile celebrates one of the behind-the-scenes people who makes the core of our business positively shine.

Carolyn Breedlove has been a housekeeper with Suburban Extended-Stay Fayetteville for six years. On an average day, Carolyn arrives at 9 in the morning to clean rooms. Working on a team of four, each team gets one of three floors and prepares 12 to 13 rooms a day. She strips and makes beds, vacuums, cleans bathrooms and dusts—all at a speedy 30 minutes per room. Carolyn enjoys her job; it's good exercise, good work, and good to be a part of a team. "We help one another out," she explains. "If someone needs help in another department, we do it, whether it's helping at the front desk, taking out trash in the

common areas, or whatever." Carolyn enjoys the people she works with, and takes pride in the role she plays in Generation's core business. "It's a good company to work for with good benefits. I like it here."



**Favorite way to relax on a day off:** Sitting in my favorite chair watching TV.

**Your inspiration:** My parents; my mama has been there for me.

**Dream vacation:** Las Vegas.

**Qualities you most admire:** Honesty and a sense of humor.

**Favorite hobby:** Reading horror novels.

**Favorite dessert:** Strawberries.

## Advice From the Pros: Recruiting and Retaining Great Housekeepers

- We try to get the current employees to recommend their friends and invite them to help interview the employees that we are going to hire. We also ask current housekeepers to help the new employees by training them and working with them when they first start. – *Peter Hutchins, GM, Candlewood Suites Herndon*

- We use our current housekeepers as recruiters within their network (church, friends, family, etc.). We have never hired a housekeeper from an ad in the papers. It is important that they get along with those they work so closely with and if there is a fun, cohesive work atmosphere they are more likely to stay longer. We also let our housekeeping team interview new candidates and let them make decisions on who will be the best fit. – *Jason Liesegang, GM, Candlewood Suites Richmond*

- I believe that to retain housekeepers, you must remind them that what they do matters. Praise them in meetings, praise them face to face. Take the time to sit down with them and find out

about their day off or their families. And most importantly, make the workplace fun so that coming to work is a privilege instead of a hassle. To recruit a good housekeeper, you must keep an eye out for someone who is passionate about customer service: housekeepers that keep the guest in the forefront of their minds are housekeepers that will exceed your expectations. – *Shira Sattin, AMSO, Suburban Extended-Stay Fayetteville*

- I have three approaches: First, I always have business cards with me that have a stamp on the back that says 'we are looking for great people like you, call for a job' that I hand out wherever I see an excellent display of customer service in stores and restaurants. Next, I use word of mouth in the community; if I have openings, I ask the staff to tell their friends and family. And, when I'm doing the call-around, I'll tell the person on the other end of the phone that we have openings in certain departments. Hotel people usually know hotel people. – *Laila Dinias, GM, Candlewood Suites Sterling*

## Chaplain Focus: Juanita Nunez

*This book of the law shall not depart out of thy mouth, but thou shalt meditate therein day and night, that thou mayest observe to do according to all that is written therein; for then though shalt make thy ways prosperous, and then though shalt have good success.* Joshua 1:8 is Orlando FL Chaplain Juanita Nunez's favorite Bible verse—and a set of principles she follows every day of her life and in her work with the Candlewood Suites Lake Mary, FL. "The Bible principles are so important to me because we all have to deal with issues, problems, emergencies, etc. and you never know when you're going to need to be ready to face something," she comments. "If you have faith in the word of God day and night, when those situations come up, you already have in you the wisdom of God and those principles that will help you deal with those problems better. I need to have these principles alive in me so I can help people have peace of mind when things happen."

Nunez believes that the chaplaincy program is a good company benefit, with long-ranging impact. "Employees are a company's greatest asset," she concludes. "If they are taken care of, it's a win-win situation. But, we go beyond the workplace. We serve not only employees but also their

families—their parents, children, and spouses. With this kind of support, employees will feel better and the company will do better."

In addition to offering the services of Marketplace Chaplains, Generation, through a partner relationship with SCI, provides the Employee Assistance Program, a confidential service available to Generation employees and their families 24 hours a day, 365 days a year. Services include professional counseling for stress, anxiety, depression, alcohol and drug abuse, and relationship issues such as marriage, divorce, and parenting/family; crisis intervention; violence and threats; and other emotionally troubling challenges. To learn more about your EAP, to access these services, or speak with the chaplain serving your property, call 800-653-7281.



Generation has more than 2700 rooms and \$200 million in real estate assets under management, and employs 297 associates at 24 properties.



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