

What makes HVS/American Hospitality Management Company unique in the hotel management industry?

1. We are an employee-focused company that strongly manages employee retention, training, and motivation. This is accomplished through some core programs that make the employees well prepared for job success, motivated to achieve quality and profitability, and provide an opportunity for career growth.

We know that what creates and maintains the most stable and motivated quality staff is not just pay and benefits but the

sense of family they have at work and the quality of their immediate supervisors. It is each employee's immediate supervisor that makes the critical difference in any employee's productivity and stability. Our management staff trains, enables and nurtures line level supervisors to be great with their staff. We ensure they have the tools they need to ensure that our culture is a part of every hotel operation. In addition, our strategy includes:

☑ *Cash incentives for nearly all positions based on meeting quality and profit goals.*

☑ *A broad-based WOW Committee made up of representatives of line and supervisory staff as well as multiple departments. The committee's mission is to create a WOW experience for our guests, our staff and our community. This element of our culture, along with the other things we do, will create a WOW experience for our clients.*

☑ *An appreciation program that budgets \$15 per month, per employee to be spent on an activity that is geared toward staff morale and team building. Past activities have included tickets to a circus, bowling nights, gift certificates and team luncheons.*

☑ *Quarterly chair massages for our room cleaners to acknowledge their difficult assignment each day and the physical challenges they face.*

☑ *Extensive formal training using the Educational Institute's Curriculum and Distance learning programs sponsored by major universities. This training leads to position certification.*

☑ A design curriculum that maps career growth for all positions.

These employee-focused elements of each hotel's culture result in better trained employees, who in turn lead to higher efficiency and profitability, happier employees that stay and reduce turnover and employees that grow and reduce recruitment needs in the future.

2. We are a hands-on, operations FIRST, management company. This allows personal contact

and relationship between our hotels and our principals. The focus of the entire company from our president throughout the management team is what makes each

client's hotel the best it can be, and provides the greatest return on our owners' investments. This personal relationship also allows clients to have immediate and easy access to the key players on our team who can and will respond to their needs.

3. We implement leading edge technology for training, marketing, operations, and in every part of our company to leverage our managers' time. This allows supervisory staff to lead, inspect, train and think – the things they need to do in order to create change and move each hotel towards its full potential.

☑ Management and employees receive and report the key information related to their business.

☑ Our clients have access to the data that is important to them.

4. We implement Sales & Marketing programs that work! Utilizing extensive market research and data, we successfully identify each hotel's market position and targeted customers. We then use "out of the box" creativity to drive room nights into the hotel. The entire process is planned, and managed by using a comprehensive, detailed, and proven Business Plan.

HVS/AHMC trains all sales staff extensively, with an emphasis on how to find new business. Each sales manager is required to be certified as a CHSE (Certified Hotel Sales Executive) and must complete extensive requirements in leading the revenue strategy at each hotel. Strict reporting and productivity means that our sales people are held accountable.



OUR BUSINESS VALUES

- ✚ Compliance with all laws, regulations and ordinances relating to the operation of the hotel and its real estate. This includes extreme care not to hire those not authorized to work in the U.S. and strict adherence to software licensing rules by using special tracking software.
- ✚ Ethical Management is required by having a written policy, providing an “Ethics Checklist” which is cross referenced to many of our Policies and Procedures, and by teaching through example by the support office staff “always doing the right thing”.
- ✚ No Hidden Fees or Commissions are taken by the management company, and it says so in our contract.



ACCOUNTING & REPORTING VALUES

- ✚ Disciplined & Detailed Accounting using the latest edition of the American Hotel & Lodging Association's Uniform System of Accounts and GAAP using M3 (www.HotelAccounting.com) web based accounting system on a highly centralized basis where appropriate.
- ✚ Timely and Accurate Daily Reporting to the support office from individual hotels.
- ✚ Timely and Accurate Monthly Reporting to clients in a format suitable for their needs.
- ✚ Detailed financial statements with meaningful statistics quickly available to the operations staff so timely adjustments to operations can be made to improve operating margins. (POR – PAR – PG)

HUMAN RESOURCE VALUES

- ✚ Human Resource Goals that clearly set forth how we want to treat employees.
- ✚ Each hotel's WOW Committee works towards continuously improving the guest experience, planning employee events and looking for ways for their hotel to be a better place to work. It also oversees the hotel's involvement in the community by using America's Promise as the framework. The WOW Committee has a budget of \$15 per month per employee for employee activities.
- ✚ All employees are certified by the AH&LA's Educational Institute (EI), including line level staff, supervisors and managers plus security and certified trainers. Extensive use of the EI's CourseLine for training is available to all employees that want to get additional training including Distance Learning.
- ✚ Credit & criminal checks of all prospective employees so we know more about whom we are hiring and have a safer environment for our guests and employees.
- ✚ A Detailed Orientation Program is implemented at all hotels to provide the new staff with a clear framework and understanding of the company and their hotel. This includes On-line Anti-Harassment Training is required of all employees and is available in English and Spanish