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CWB Insider

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Royalty Has Arrived in Dublin, Ohio

The Clarion Hotel in Dublin, Ohio has undergone yet another change: the 217-room hotel has become the Crowne Plaza Dublin.

Acquired in 2004, the Crowne is a full-service hotel consisting of a restaurant, lounge, and 13,000 square feet of meeting space including a conference center.

The new name coincides with the completion of a majority of a \$4 million renovation project to the hotel. Renovations to the guestrooms, interior and exterior, roof and signage were just a few of the projects done to upgrade the eleven-acre property.

Recently, Crowne Plaza Sleep Advantage bedding was added to all the guest rooms, as was new furniture, clock radios, high speed internet access, and cordless phones.

The ballroom and meeting facilities received a face-lift as well. New four-panel doors, carpeting, and wall sconces were installed in the Grand Dublin Ballroom on par with Crowne Plaza standards. The meeting rooms now have new carpet, crown molding, artwork and drapes. In addition, a complimentary Business Center was built for guest use.

Also on-site is the Dublin Metro Bar & Grill, a full-service restaurant and adjacent bar. Changes to the lounge such as new flat screen TV's, countertops and décor, in addition to a spacious outdoor patio were made to replace the outdated façade, giving the space an upscale, contemporary feel.

Business has been picking up steadily as the renovations are completed with the hope that the name change will continue these trends.

"We are expecting the Crowne Plaza name to contribute more rooms at a higher rate by having better name recognition with the corporate client and a better awards night program with many more members," said Gary Gruss, General Manager.

The Crowne Plaza is the only hotel in Dublin to offer customers Priority Club Rewards. The hotel loyalty program allows customers to earn free nights at any InterContinental Hotel. Gary is hoping the perks of the program draw more customers to the Crowne.

Future renovations to the newly-branded Crowne Plaza Dublin include a boardroom for meetings, wall-mounted thermostats in each guest room, additional lighting in commercial corridors and repainted stairwells. Remodeling to the banquet bathrooms is in the works as well.

From it's upgraded look to it's new features to its rebranded name, the Crowne Plaza is certain to become the crown jewel of Dublin.



Crowne Plaza Dublin

Two More Hotels Join CWB Family

Two new hotels have recently been added to the CWB management portfolio: the Baymont Inn & Suites and the Microtel Inn & Suites.

The Baymont, an 82-room mid-scale economy hotel, is located in Northwood, Ohio just five miles from downtown Toledo. A free expanded continental breakfast and wireless Internet are just some of the many amenities. Previously an Amerihost Inn, the recently re-branded hotel is managed on-site by Ron Otterson who has been with the property since May of 2006.

“We expect to see many more improvements in the next year and with CWB in

place here as the property management company, this transition will go very smooth,” said Ron.

Also located in Ohio, is the Microtel Inn & Suites. This 82-room limited service hotel is in Huron, located near the shores of Lake Erie and only five miles from Cedar Point Amusement Park. The Microtel features two whirlpool suites and an indoor pool and spa, with tanning and fitness packages available in the off-season. First time General Manager Andrea Baaske has worked at the property for the last seven years as a desk clerk.

Welcome Baymont and Microtel!



Baymont Inn, Northwood, Ohio

“Success is never final as the industry is always changing”
-Connie Burkett

We went your feedback!

Do you have a great story idea? Do you know about something exciting happening at your hotel? Do you have a thank you letter from an appreciative guest? Let us know! Please contact Jane Ziegler at (614) 793-2244 ext.10 or at jane.ziegler@cwbp.com to give us your suggestions!

Meet Connie Burkett

Another new addition to the CWB team is Connie Burkett, Corporate Director of Revenue and Operations. Connie comes to CWB with seventeen years in the hospitality industry, eleven of which were as General Manager with Marriott. Connie has experience with select service, full service and corporate housing properties.

As the Corporate Director of Revenue and Operations, Connie would like to see an overall impact on the property operations as the corporate office becomes more of a resource and ensures consistency among all of the properties.

When asked about her expectations for

the coming year, Connie said, “to visit all the properties and complete an initial property quality assurance audit.” She would also like to “have a significant impact on the ease of doing day to day business.”

Connie likes working in the hospitality industry because of the people and the ever-changing atmosphere.

“Success is never final as the industry is always changing,” believes Connie.

Thus far, Connie is enjoying her time with CWB as she learns about the company and properties. When she’s not working, Connie is active in her son’s sporting events. She also loves to shop and barbeque.

Hats Off to Holiday Inn Alpena!

A recent guest at the Holiday Inn in Alpena, Michigan called to give his compliments to the hotel and staff. He said his job requires much travel and frequent stays in various hotels, but his experience at the Holiday Inn has been the best he has ever received. He went on to say that every associate he encountered was wonderful

and management could not be any better. This guest was also highly impressed with CW’s Barbeque, the on-site restaurant. Cooking is one of his hobbies, therefore, he was delighted by the great food and service and highly recommends the Holiday Inn to anyone and everyone.

CWB Profiles: Dawn Lehr, One Step at a Time



The Quality Inn Gaylord is managed by Dawn Lehr

Ever since Dawn Lehr, general manager of Quality Inn in Gaylord, Michigan, joined CWB in December 2004, she has been taking steps one at a time to improving the property.

The Quality Inn has done very well so far this year and these past months, Dawn has been working to get her staff on the same page. Her main goal is to continue her success with the hotel and to increase revenue.

“It’s gratifying to see numbers go up and watch the big picture come together,” Dawn said. “That has been very rewarding for me.”

Though she has 20 years experience behind her, this is Dawn’s first time serving in the general manager role. Most of her prior experience was spent in food and beverage service, but no matter her title, Dawn says the best part are the challenges presented to her and how everything turns into a learning experience.

“I learn something new everyday,” Dawn said. “I

take a problem solving situation, look at it from all angles and logistically work it out. As general manager, my main objective is to keep people as happy as possible without losing my focus.”

Dawn believes the main reason for joining this industry is the people. The people are what keep her motivated.

“I really like the variety of clientele in the hotel business,” Dawn said. “Most people are happy that work in this industry; it’s just a happy business to be in.”

With her free time, Dawn enjoys kayaking, canoeing and photography, which she considers her specialty. She has quite a flair for the arts and is very much into arts and crafts such as ceramics, paper art and designing flower arrangements, to name a few.

To anyone considering joining the hotel industry Dawn offers these wise words of wisdom. “You have to be flexible with hours and be willing to be available at all times,” Dawn said. “The job is never ending so you need to make it a priority, and it should be your key focus. Most importantly though, remember to be logical, be frugal and be kind.”

“My main objective is to keep people as happy as possible without losing my focus”

-Dawn Lehr

CWB has taken over management of two apartment complexes in Toledo, Ohio: Arlington South Apartments and Longwood Apartments. Heather Warren, who manages Cedars Apartments, will oversee these properties as well.

You Can Find Me at the (Country) Club

CWB is proud to announce that we are officially in the country club business!

In August, we took over management of the Marion Country Club in Marion, Ohio. The club has an 18-hole private golf course, pro shop, tennis courts and a heated outdoor pool.

Built for Warren G. Harding, the 29th president of the United States and resident of Marion, the club has a rich history stretching back 84 years. Jim Young is the general manager and David Faust is the food and beverage director.

Although this is our first time managing a country club, it is not our first time in the Marion area. CWB currently manages the Marion Holiday Inn Express Hotel & Suites.

“We have been a part of the Marion community for many years now, and it’s a real honor to have the opportunity to work with these dedicated members to make the Marion Country Club a place we can all be proud of,” Philip Kinnison said.

Marion Country Club





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Founded in 1990, CWB owns and manages properties throughout Ohio and Michigan and is qualified to operate a variety of brand name hotels including Crowne Plaza, Holiday Inn, Holiday Inn Express, Hampton Inn, Best Western and the full range of Choice Hotel Products. Currently, CWB owns and operates 11 hotels, manages four hotels, three apartment complexes, and one country club for third parties, and is regularly recommended by franchisors as the management company of choice for those investment groups seeking a management company.

We're the Friendly Ones!

Cooking With Kirby



Pecan Fudge Brownies

Here's a great recipe to take to your next cookout!

Ingredients:

- 1 pound butter (cut into small pieces)
- 4 ounces semi-sweet chocolate, small diced
- 2 cups sugar
- 4 eggs (slightly beaten)

- 1 cup all purpose flour
- 1 teaspoon vanilla
- ½ teaspoon salt
- 1 ¾ cup chopped pecans (or English walnuts)

Directions: Slowly melt chocolate and butter in double boiler. Cream eggs and sugar in electric mixer at medium speed until pale in color and fluffy. Then add vanilla, salt and chocolate mixture. Blend well. Gradually add flour until well incorporated. Add chopped nuts and blend briefly. Pour in wax paper lined and greased 13 x 9 inch pan. Bake at 350 degrees for 30 minutes. Cool, cut and serve. May be iced if preferred.

Check back next issue for another great recipe from Chef Kirby!