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CWB Insider

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Baymont Celebrates Grand Opening

On May 15, 2007 the Baymont Inn and Suites in Northwood, Ohio celebrated its grand opening party complete with a ribbon-cutting ceremony by the Chamber of Commerce and a raffle.

The grand opening celebration was held in the meeting room which was decorated for the occasion. Delicious shrimp hor d'oeuvres, as well as trays of deli meat, cheese, and vegetables were available to munch on. Assorted chocolates and baked goods were offered for dessert. To drink, Java Sensations provided coffee and a bartender served beer and pop.

Drawings every fifteen minutes raffled off various prizes to those who were present to win. The grand prize, which went to the Mayor of Northwood, was a two night stay at the Holiday Inn West Bay in Traverse City, Michigan. Another prize was a two night stay at the Hampton Inn in Birch Run, Michigan.

Showrooms of each type of room that the Baymont offers were available for guests to view between raffle drawings.



The ribbon cutting ceremony

The Chamber of Commerce was on hand to perform the inaugural ribbon cutting ceremony with the property and CWB representatives.

The event saw a good turnout of people and was overall considered a success.

"We received several leads and bookings during the actual event." said Connie Burkett, CWB Director of Revenue and Operations, who planned and attended the event.

Holiday Inn Duo Takes First Prize

The Housekeeping staff pair of Rose Yachick and Connie Smith from the Holiday Inn West Bay recently won a Hotel Olympics competition in Traverse City, Michigan.

The two women, beat out teams from other Traverse City

hotels by tag teaming the bed making contest in 0:1.14 seconds! Rose also won first place in the obstacle course while carrying a tray of glasses.

Rose and Connie received a trophy as their prize. It presently sits in the housekeeping area at

the hotel. They also received a medal and cash prize of \$100.

The annual competition of all hoteliers in Traverse City was held this year at the Grand Traverse Resort & Spa.

Congrats ladies for your award-winning performance!

New GM at Holiday Inn Traverse City



**Deb Brown,
General Manager at Holiday
Inn West Bay**

Deborah Brown has recently taken over as General Manager at the Holiday Inn West Bay in Traverse City, Michigan.

Deb has worked in the hospitality industry for over fifteen years. She comes to the Holiday Inn West Bay from the Westin Great Southern in Columbus, Ohio, where she worked since 1996.

As the General Manager, Deb hopes to pull the Holiday Inn West Bay team together with a common vision. She'd like to bring the hotel and staff up to new levels of hospitality. She also hopes to exceed the

budget guidelines for 2007.

"Expect to hear the entire town buzzing about us here at Holiday Inn West Bay," said Deb.

Interacting with guests and team building are just two of Deb's favorite things about working in the hotel management industry. She also enjoys "bringing teams together and watching the contagious excitement of reaching for new levels in all arenas of hotel business."

Deb is enjoying her time thus far in Traverse City while

looking ahead to the future.

"I look forward to great progress with the team and giving good financial rewards to our owners. I also look forward to many years of service with CWB principals and staff for whom I have great admiration," said Deb.

Outside of the hotel, Deborah can be found outdoors participating in a variety of activities. She is an avid horseback rider, golfer and swimmer. She also enjoys reading and walking her Giant Schnauzer, Bentley.

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success"*

- Victoria Urmev

We want 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@cw bpm.com to give us your suggestions!

CW's Lounge opens in Fairborn

Best Western Wright Patterson is home to a new bar: CW's Lounge. The Fairborn, Ohio bar opened on April 27, 2007. Business has been picking up slowly as word of the establishment spreads and the staff becomes situated to running the facility.

Victoria Urmev, the General Manager of the property, oversees CW's Lounge. She has a staff of ample bartenders supporting her in all aspects of business. A Happy Hour with drink specials is offered Monday through Saturday from 4:30 to 7:30pm.

CW's Lounge features a wide variety of bottled beers in addition to domestic and import beer on tap. Customers can watch TV on one of the big screens or listen to music from the jukebox while having a cool drink. Electronic dart boards are also available for patrons to play while at the bar.

In addition to drinks, CW's Lounge offers customers a menu featuring numerous appetizers and sandwiches. Bartenders function dual roles fixing drinks and food for customers. A complimentary continental breakfast is also available at the hotel for guests each morning.

"We've found it to be an asset for guests using the hotel to be able to grab a quick bite to eat or drink without leaving the property," said Connie Burkett, CWB Corporate Director of Revenue and Operations.

"We hope to continue to build business and hope CW's Lounge continues to be a success," added Victoria.

With it's convenience, vast array of beverages, and entertainment options, CW's Lounge is sure to be a big hit at the Best Western Wright Patterson with guests and staff alike.

Letters & Recognition

Safari Club International Sings Praise for Alpena

The following letter was sent to CWB from the chapter President of the Safari Club International regarding the organization's recent fundraiser at the Holiday Inn Alpena. Way to go Alpena staff!

The Northeast Michigan Chapter SCI held its annual fundraiser March 9 and 10, 2007. Many of our members and outfitters stayed for the weekend or longer at the Holiday Inn of Alpena.

We would like to again commend your wonderful staff for their consistent and efficient service. Mark Muszynski was of immense help, as always. Mark helped us finalize our rooming list, made numerous modifications, jockeyed around rooms for us and was as patient as ever. Carol Lannoo who is absolutely terrific at her job at the front desk and helps to keep all our details straight, was always smiling and friendly. Melissa, Laurie and everyone else who manned the front desk was kind and instantly reactive to anything we needed. Diana worked hard to ensure our banquet was well-staffed and the food was plentiful and delicious. Each of your maintenance people were also very helpful. Your entire staff makes the job of those of us who plan our fundraiser so much easier. We can relax because we know your staff will see to everything we need.

Please congratulate your staff at the Holiday Inn Alpena for a job exceptionally well done.

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Exceptional Service Delights Marion Guest

A guest at the Holiday Inn Express Hotel & Suites in Marion, Ohio recently contacted Guest Relations at InterContinental Hotels Group to express her praise and gratitude for General Manager Bruce Jenkins and his staff. Congrats team for a job well done!

I was traveling on business to Bucyrus, Ohio and had a reservation at the hotel in Marion.. Our rental car broke down upon the completion of our business in Bucyrus and we had great difficulty with the rental car agency. We contacted the hotel to let them know we would be late checking in and the reason for our lateness. The hotel manager J. Bruce Jenkins met us at the door of the Holiday Inn Express and extended to us a much needed welcome. He had the staff contact rental car agencies in the area to see if they could reserve us a replacement car. He got us checked in very quickly and served us three cold beers from the manager's reception that was taking place. He went way out of his way to help us with our situation and with our stay at his hotel.

Knowing that we would not be able to get a replacement car in time for our business meeting the next morning Mr. Jenkins himself drove us from the hotel in Marion to our meeting at the bank in Bucyrus. I have never had a hotel manager take such good care of me and under the circumstances and with our difficulties it was so wonderful to have someone taking care of us with such hospitality.

I would be remiss if I didn't bring to your attention what I consider to be excellent customer service and a superior manager in Mr. Jenkins. I have already told at least 10 people about my experience in Marion, Ohio and have recommended the Holiday Inn Express to each one of them. If all of your hotel managers are like Mr. Jenkins, you are a very lucky organization.



Holiday Inn Express Hotel & Suites in Marion, Ohio



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We're the Friendly One's!

CWB Insider is a quarterly publication of CWB Property Management Inc., to provide information on their hotels and its activities.

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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.

More Letters & Recognition

The following letter was sent to Guest Relations at InterContinental Hotels Group in regards to a wonderful stay at the Holiday Inn Alpena!

We enjoyed our stay at this Holiday Inn very much. The staff was very friendly and helpful. The Holidome pool area was great, the water was nice and warm. The restaurant was very good, our three little boys ate very well - which is unusual for them, and the wait staff were all very friendly. Convenient location, at the start of very nice paved bike trails that took us all through the city and along the lake-shore.. If in Alpena again, we will definitely stay there!

(L) The Holidome



(R) Holiday Inn Alpena

