

Summer Newsletter

STEPSTONE
HOSPITALITY

A Few Words from our President & CEO Blair Wills

Wow, time flies, we are already halfway through 2023! As always, we appreciate everyone's efforts and hard work so far this year. It is because of you we have been able to continue to move forward and grow as an organization. In April of 2023 we transitioned the Hotel Silver Spring into the StepStone Family, converting the hotel from a DoubleTree to an independent. This brings our current portfolio count to 21 properties, over 4,500 rooms under management and over 1,000 StepStone team members. In addition we have a signed management contract in place for a full service hotel in the Philadelphia area scheduled to join the portfolio later in 2023 and two additional select service assets on track to join the portfolio over the coming months.



Our home office team has also continued to grow with the additions of Michael Broadhurst (Chief Operating Officer), Robert Ash (Vice President of Food & Beverage), Laura Dunham (Regional Director of Revenue Management) and Eric Debeukelaer (Regional Controller) to the StepStone Family. We know many of you have already met them but please join us in welcoming them to the team. They all bring a high level of passion, hospitality experience and knowledge to the team. We remain committed to providing each of you with the tools and resources to succeed. Please do not hesitate to reach out to any of us with any questions, concerns or ways we can assist. We are here for you!

While there are a lot of great things happening we need to remain focused as we look ahead to the rest of 2023. There are potential obstacles we face and we need to continue to evolve and improve. There are two directions in life, forward and reverse and we need to keep pushing forward. The key is to keep working together as a team and together we will win!

Thank you again for all of your hard work and look forward to seeing you soon!

The Sales and Marketing View



Salesperson Productivity Rollup YTD

Congratulations to our Top Selling Performers through 6/30/23!

The numbers below reflect the highest percentage of definite revenue versus the booking goal.

Group Room Revenue

Eddie Myers and Team, Homewood Suites Orlando Theme Parks
\$452,440 to a goal of \$180,500- 251% of goal

Banquet and Catering Revenue

Eddie Myers and Team, Homewood Suites Orlando Theme Parks
\$40,813 to a goal of \$6,558- 622% of goal

Business Travel Revenue

Michael Muench at the Holiday Inn Express and Suites Charlotte-Ballantyne
\$136,215 to a BT budget of \$76,246

CONGRATULATIONS!

**TOP
SELLING
PERFORMERS**



Heart Disease Complications

Every 37 seconds one person in the U.S. dies from heart disease, according to the Centers for Disease Control and Prevention (CDC).

Heart disease includes different conditions that can lead to serious and even fatal complications. If you have concerns about your heart health, talk to your doctor. If you have been diagnosed with heart disease, follow your doctor's treatment plan, including lifestyle changes, to lower your risk of developing these and other complications.



Your health depends on it.

Common Problems Associated with Heart Disease



HEART FAILURE

The heart can't pump enough blood to meet the body's needs.



ANEURYSM *

A bulge in the wall of your artery that can lead to life-threatening internal bleeding if it bursts.



STROKE (ISCHEMIC) *

Arteries that supply blood to the brain are narrowed or blocked. Without proper blood flow, brain tissue quickly begins to die.



SUDDEN CARDIAC ARREST *

Sudden, unexpected loss of heart function, breathing and consciousness, often caused by an irregular heart beat (arrhythmia).



HEART ATTACK *

A clot blocks an artery that provides blood and oxygen to the heart, resulting in damage to the heart muscle.



PERIPHERAL ARTERY DISEASE

Extremities — usually legs — don't get enough blood flow, causing various issues including leg pain when walking.

*** SEEK IMMEDIATE MEDICAL ATTENTION**

News From Our Family of Hotels

The team at Sheraton Suites Galleria Atlanta enjoyed their monthly gathering at their indoor pool space with music, property updates, great conversations, raffle prizes and food.



They also handed out roses to all of the ladies working. Peter and the F&B Team created a nice spread for lunch for the associates. Jenn in H&R put together a fun meeting and they celebrated their GSS/ Trip Advisor achievements in the last month while recognizing those that contributed the most! They also honored their Associate of the Quarter - Shatique, Night Audit, and our Manager of the Quarter, Emma, their AGM. Finally, they announced an internal promotion, Kerwin, to FD Supervisor. All and all, good way to wrap up the week and get ready for some busy groups!



The Broadmore Miami Beach would like to thank their housekeeping team for keeping the property clean during the hot summer months in Miami.



Both Yulima Leon and Pamela Fernandez are first time Managers at The Broadmore Miami Beach.

Both of these very talented ladies were promoted to their current roles due to hard work and dedication to StepStone and The Broadmore.



Attending 25th City of Bloomington Diamond Award, representing the Embassy Suites of Bloomington from left to right - Soyeon Kremer, AGM, Latrice Abram, FDS, Jason Lott, GM and Neasha, Austin FDS.

Latrice Abram, Front Desk Supervisor was the 2022 Diamond Award Winner.



Hotel Amarano, for the second year, has been voted Best Hotel By myBurbank. This year Harvey Bitler was also voted Best Bartender.



The Hotel Amarano has a new chiller!

Their management team including their associates have done an amazing job coordinating and organizing the project. We know how hard we work to maintain our hotel in good shape. Well done!



The Hotel Amarano's Quarterly Award winner was Alejandro Martinez Sanchez (Line Cook), he received a plaque and a \$250 bonus.

They also celebrated birthdays for October, November and December.

The plaque has been placed on display until the next quarter.



June 6-8, Stepstone Hospitality hosted the first Orlando Area Collection Sales Blitz (a total of 6 properties). Sales teams had a day of visiting local clients and another day of dialing for dollars. The entire collection was able to uncover 1.2M potential business. There were 3 winners closing the most revenues for their property. The Delta had 2 of the winners. Tinica Charles came in first, closing over \$100k and Katie Kramer closing just over \$20k.

The sales team also had an opportunity to close a potential piece of business that was uncovered during this time, by end of day Friday, for another chance of winning and that was our very own Katie Kramer bringing in an additional win for the Delta Hotels Orlando Celebration! The Orlando Collection all did an amazing job during this time and the Delta looks forward to another Stepstone Hospitality Orlando Collection Sales Blitz.



On June 1st the Delta Marriott Orlando Celebration honored their Associates with the monthly luncheon. Music, great food, a raffle for a 65" TV and gift cards, words from their leaders, Paul Wilson and Jeff Swirsky highlighted the day and announcement of their employees of the month for January, February, March and April. Paul Wilson, Managing Director delighted them with cooking Bananas Foster for dessert.



Guests and Associates were surprised when the thrilling Disney RV (EaRV) showed up at the Delta Marriott Orlando Celebration on June 15th. The morning was filled with games, prizes, Disney Music and special treats! It's great to be a Disney Good Neighbor Hotel!



The Hotel Indigo and Holiday Inn Austin celebrate their team members with an MVP award each month.

This year their winners are Alexandra Martinez (January 2023 winner), a front desk agent that goes above and beyond to deliver the best customer service. Cassandra Huerta (February 2023 winner), a prep/banquet cook that stepped up in February when Food and Beverage was short staffed. She helped with meals and set up! Jose Ramirez (March 2023 winner), Jose has been mention in multiple guest surveys for delivering a memorable experience for our guest making there hotel stay unforgettable. Finally their Manager of the 1st quarter, Joe Medina, who has given each group a remarkable experience with efficiency and top notch service.

We appreciate their team making a "Noticeable Difference".



For Mother's Day the Le Meridian Dallas by the Galleria's very own Executive Sous Chef, Trevor Perkins made a wonderful breakfast for all the working Moms.

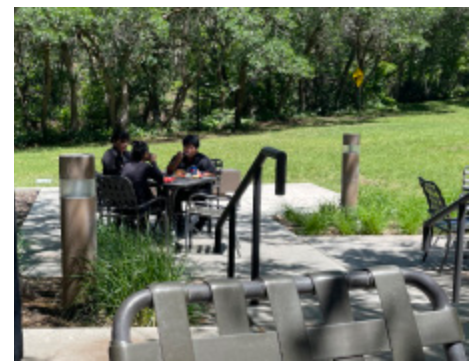
Each mom was given a rose to say thank you for all their hard work.



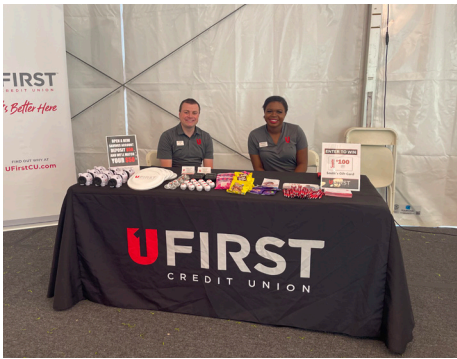
When you get the call that your laundry provider had a part failure what do you do? At the Embassy Suites Bloomington you roll up your sleeves and take over the local laundromat. A collaborative team effort to ensure their guests and associates have the tools they need to provide an exceptional experience.



The University Park Marriott Salt Lake City enjoyed a team member luncheon outside.



The University Park Marriott Salt Lake City celebrated their team for a week!



They also hosted their team members of the year and celebrated anniversaries.



The Hilton Garden Inn Lake Buena Vista and Homewood Suites by Hilton Lake Buena Vista took part in an adopt a school program hosted by sales, Rosen College career day, hosted by all managers for high schoolers with disabilities, which covered resume writing, dress code, making beds, and interviewing skills, and a Disney presentation of gifts for the team.



Led by F&B Director Kirsten Scott and Executive Chef Roberto Vasquez, the Sheraton and Le Meridien Charlotte team generated over \$1.8m in F&B in April! Banquets and Catering, led by Banquets Director Daniela Lopez and Executive Sous Chef Sam Cantu served over 18,000 covers!



The Sheraton and Le Meridien Charlotte Director of F&B Kirsten Scott and Executive Chef Roberto Vazquez attended this years National Restaurant Association Show in Chicago. Over 2,100 food service companies put their latest products and services on display. They returned even more inspired to continue innovating and elevating! Of course no spring trip to Chicago is complete without checking out a few of the many exciting rooftop venues. Pictured here, Kirsten and Chef enjoy the view from Cindy's Rooftop at the Chicago Athletic Association Hotel.



The Sheraton and Le Meridien Charlotte surprise their associates with the Goody Cart once a month! It's always a hit! They also invite the guests they encounter to partake. It's a good opportunity to connect and inquire about their stay, and they think it's great that they do this for our team.

Mercedes Cruz started with the Sheraton and Le Meridien Charlotte 23 years ago and she is still making their guests and staff happy on a daily basis.

She is very well liked and committed to her job. She loves to shop and spend time with her grandchildren.

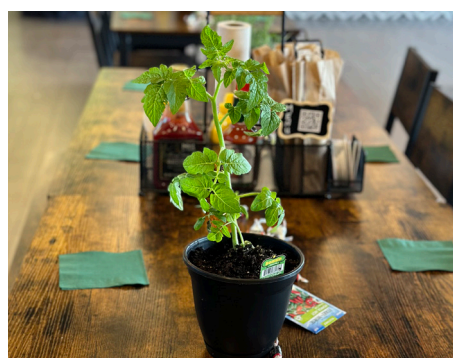
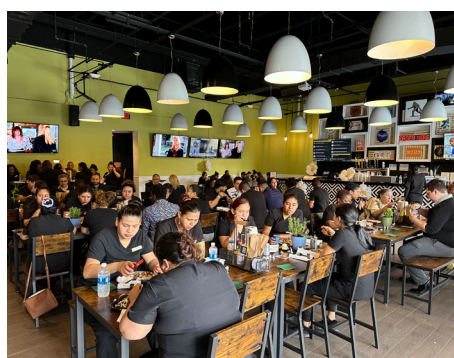
Mercedes is usually busy helping a guest in the lobby or taking care of our internal guests, with her warm smile.



Thank you to the Sheraton and Le Meridien Charlotte's Community Care Team and CAHA for volunteering at Charlotte's 2nd Harvest food bank! The team worked alongside Hilton Uptown, Westin, and Marriott Southpark to assist with boxing and packaging food through the main warehouse in Charlotte to distribute to 950 partner agencies in the Charlotte and surrounding areas.



The Sheraton and Le Meridien Charlotte hosted an employee rally to celebrate the growth of their associates and increasing their GSS scores!



Au Soleil is one of the three seasonal brand activations. By launching Au Soleil has allowed the Sheraton and Le Meridien Charlotte team to bring a touch of the European brand into their Charlotte community. They all paused to savor the moment, educated our associates on ways to connect with their guests by providing surprise and delights, handwritten post cards, sorbet, or a taste of champagne to savor the good life!



The Sheraton and Le Meridien Charlotte's sales team, led by Sesley Larson, Director of Sales, celebrated exceeding Q1 and Q2 goals by visiting Chef Alyssa's Kitchen for a fun cooking class outing. Their Chef is delighted he can count on the sales teams new culinary talents during large events!



The Sheraton and Le Meridien Charlotte's Community Care Committee joined fellow hoteliers in Frazier Park Clean Up Day! They gathered in the Children's Memorial Park which is dedicated to families that have lost little ones. Then they set off on the greenway, past the stadium, for a 2-mile clean up along the greenway and wooded areas. A fun fact - they learned that Charlotte/Mecklenburg has over 230 parks and the goal is to connect them all



The Sheraton and Le Meridien Charlotte are so proud of their entire team for all of their hard work and commitment in the execution of these incredible events. They love making memorable moments for all of their guests and attendees.



The Sheraton and Le Meridien Charlotte Craft City launch!



Jeff Dallas, our Chief Development Officer, hard at work on a golf course!

