



The MMI InnSpirer

The newsletter for the employees of MMI Hotel Group and MMI Dining Systems.

MMI Family,

It is a rainy day here in Jackson. We have had a lot of rainy days over the past few weeks – some of which have dumped excessive amounts of rainfall and ripped up homes, businesses and lives. It has been really sad to see the devastation that has swept across the Southeast this spring.

For life and for our business, this rain reminds me of the old line, “April showers bring May flowers.” Better things are to come. We can find comfort in knowing that the efforts each of our associates present to our guests and decision makers in our communities will yield a pay off. Nothing is guaranteed, but hard work betters any outcome.

Our company has seen a number of “breaks in the clouds” over the past few months. In focusing on MMI’s Big Rocks for 2011, I believe that our well-being, awareness, and financial performance have all improved. We rented nearly 10,000 more rooms in the first quarter of 2011 as compared to 2010. These guests elected to stay at an MMI-managed hotel because of the perceived value created from our revenue management strategies and were provided exceptional service by associates who understood the impact that their role has on the heart of a guest and bottom line of this business.

Great things are to come and I don’t know of a better family of associates to approach the future of this business with. Your commitment to our guests is truly appreciated. As we approach the summer season, let’s find ways to take our service to the next level. Push for new ideas to blossom!

Let’s Make 2011 Rock (and your flower bloom),

Micajah

Steele Promoted to Assistant General Manager

Chris Steele, the new Assistant General Manager at the **Hyatt Place Jacksonville Airport**, is the third generation Steele to work for the MMI Hotel Group. Chris' grandfather, John Steele, was the Dining Room Manager at the **King and Prince** in the 1980's. Chris' father, Chris Steele, Sr. also worked at the King and Prince during the 1980's in the Sales Department and later for a short time as General Manager of the Courtyard-Jacksonville Airport.

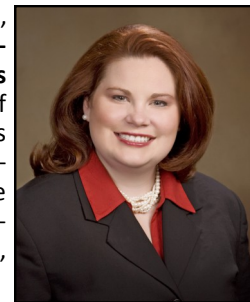
Chris, Jr. began his MMI employment also at the King and Prince in 2001, working in the Banquet Department as a Banquet Set-up person and a Banquet Server. Nine months later, he was promoted to Banquet Captain and left the company to move to Pennsylvania in 2004. He was Banquet Captain at the Yorktowne Hotel in York, PA and then took the position of Assistant Director of Banquets at the Hilton Harrisonburg & Towers.

In 2008, Chris moved to Jacksonville as the 2nd Assistant General Manager of the Hyatt Place and was part of the opening management team. He was promoted to the position of Assistant General Manager in April 2011.



Hamm Named 2011 Top 40 Under 40

Lindsay Hamm, Area Sales Director, was recently named **2011 Top 40 Under 40** by the **Mississippi Business Journal**. Top 40 Under 40 is one of Mississippi's most prestigious awards programs. The program seeks to identify and recognize individuals who have made significant contributions to Mississippi's overall economic progress, often working at their own local levels.



Recipients must be under the age of forty, have worked in Mississippi for at least two years and be nominated.

Congratulations to Lindsay on this great achievement!

Smith Joins MMI Dining Systems

MMI welcomes its newest family member, **Susan Smith**. Susan joined us on May 2nd as **Business Development Director** for Dining Systems. A native of Macon, Miss., and a graduate of Mississippi State University, Susan currently resides in Madison, Miss., with her husband, Deron, and 4-year old son, Zach.



Susan brings extensive catering sales and event planning experience and will be a great asset to the MMI team. She will focus on sales within the western territory currently served by MMI and will also work closely with Bill Caldwell, Business Development Director for the eastern territory.

Welcome Susan!

People are our most precious asset!

FIRST QUARTER 2011 AWARDS

We are excited to release the first quarter of MMI's new property recognition program. Historically, MMI has recognized hotels annually. The categories listed below celebrate your efforts and enter the winners into the pool from which annual awards will be chosen.

The following awards are based on the statistics pulled from **actual guest comment scores** provided during the **first quarter of 2011**. The hotels were compared against other hotels flying the same brand flag and then ranked within the MMI portfolio.

CUSTOMER SERVICE

- **Best Food & Beverage Department:** Hyatt Place - Jacksonville
Runner-up: Hilton Garden Inn
- **Most Improved Food & Beverage Department:** Cabot Lodge - Tallahassee
Runner-up: Cabot Lodge - Millsaps
- **Best Housekeeping Department:** Hyatt Place - Jacksonville
Runner-up: Cabot Lodge - Tallahassee
- **Best Front Desk:** Hyatt Place - Jacksonville
Runner-up: Cabot Lodge - Ridgeland
- **Most Improved Front Desk:** Cabot Lodge - Ridgeland
Runner-up: Hyatt Place - Jacksonville
- **Best Overall Guest Satisfaction:** Crowne Plaza
Runner-up: Hyatt Place - Jacksonville
- **Best Overall Guest Satisfaction:** Crowne Plaza
Runner-up: Hyatt Place - Jacksonville

FINANCIAL

- **Best Occupancy:** Hilton Garden Inn
Runner-up: Hyatt Place - Jacksonville
- **Best Occupancy versus Budget:** Cabot Lodge - Tallahassee
Runner-up: Hyatt Place - Jacksonville
- **Best year-over-year improvement in Occupancy:** Crowne Plaza
Runner-up: Cabot Lodge - Tallahassee
- **Best ADR versus Budget:** Hyatt Place - Germantown
Runner-up: King and Prince
- **Best year-over-year improvement to ADR:** Hyatt Place - Germantown
Runner-up: King and Prince
- **Best RevPAR versus Budget:** Cabot Lodge - Tallahassee
Runner-up: King and Prince
- **Best year-over-year improvement to RevPAR:** Cabot Lodge - Tallahassee
Runner-up: Crowne Plaza
- **Best Hotel Operating Profit versus Budget:** Cabot Lodge - Tallahassee
Runner-up: Hyatt Place - Jacksonville
- **Best year-over-year improvement to RevPAR:** Crowne Plaza
Runner-up: Hyatt Place - Germantown

Exceeded Flex/Flow Threshold of 60% Each Month:

- Holiday Inn-Baton Rouge
- Cabot Lodge - North
- Hyatt Place - Jacksonville

Choosing
the Best

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Hyatt Place Jacksonville Awards Day



Hilton Garden Inn's Annual Grow-a-Garden Day

Hilton Garden Inn Madison hosted its annual Grow-a-Garden Day on Monday, April 25th at Madison Avenue Lower Elementary. This year, the hotel sponsored Mrs. Holland's kindergarten class with this growing educational experience. The kindergarten class learned everything they needed to know to maintain their school garden—from how the flowers and vegetables grow to properly using gardening tools.



Miscellaneous



Mr. Ed Gloviak, president of L3 Communications, is a regular guest of the hotel. As a way of thanking the **Hilton Garden Inn** for its great customer service, he sent the hotel a flower arrangement.



King & Prince staff enjoying a cookout at the Hampton House.



Peggy Dearman keeps the **Sleep Inn** lobby atrium, including the decorative bird cage, looking beautiful.

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Tid-Bits

- **Hyatt Place Germantown** was chosen as the **Peoples Choice Hotel** for 2010 in the city of Germantown.
- After participating in the Hyatt Sales Blitz, choosing 50 hit accounts that were sent a variety of Hyatt collateral during the month, **Hyatt Place Germantown** has so far won over 10 of those 50 accounts from the competition.
- **Hyatt Place Germantown** has focused in on the theatrical performance market for the first quarter. The property has hosted several events related to this. Due to this involvement **Catherine Chamberlain**, DOS, has been offered a position on the Germantown Theatre Board of Directors for 2012.
- **Cabot Lodge Lake City** continues to hold their #2 out of 31 spot on Trip Advisor for the Lake City area.
- **Cabot Lodge Lake City** has three employees that have been nominated for an award at the upcoming Florida Suwannee River Valley Tourism Day.
- **Cabot Lodge Lake City** has been listed as one of the host hotels for several sports events this summer.
- **Cabot Lodge Tallahassee** won five new accounts in April.
- Lee Corso with ESPN was a special guest staying at **Cabot Lodge Tallahassee**.
- **Cabot Lodge Tallahassee's** Nicci Cerino has been ServSafe certified.
- After 27 years, **Dianne Mellion** of **Holiday Inn Baton Rouge South** has officially retired. She will spend more time with the grandkids and church outings. Best of luck, Dianne!
- **Holiday Inn Baton Rouge South's** **Henry Polk** just returned from enjoying his MMI 20-year cruise.
- **Marcia Petty**, **Crowne Plaza Jacksonville Airport**, was a Southeast Region winner for the Crowne Plaza (system-wide) Backyard Blitz. Congratulations Marcia!
- **Hyatt Place JAX** was ranked #7 of 133 hotels in the Jacksonville area on Trip Advisor.
- **Hyatt Place JAX** landed a new contract with the UPS airline crews that began April 3rd.
- **The King and Prince** was a proud sponsor of the Rotary Club's Chili Cook Off in the Pier Village in March.
- **Katie Monfort**, Sales Assistant at **King and Prince**, participated in the College of Coastal Georgia's Major Mixer to talk with students who are majoring in hospitality.
- **Chris Baker** resigned as Food & Beverage Director of the **King & Prince** to relocate to Chattanooga to be closer to family. Chris had been with K&P for 11 years.
- **King & Prince** participated in the American Heart Assoc. National Start Walking Day on April 6th. They also sponsored Relay for Life Kick-Off Concert featuring Fat Daddy.
- **Sleep Inn** added 6 new accounts for the month. Way to go!

Employee of the Month (April)

- **HP Gtown:** Alisha Bates, Housekeeping, 7 months
- **CL Tallahassee:** Greg Smiley, Maintenance, 5 years
- **HI South:** Joycelyn Bessix, 33.5 years
- **K&P:** Robberton Shinnick, Front Desk, 3 years
- **K&P:** Isaias Barrera, F&B Server Asst., 1 year
- **Sleep Inn:** Toni Reed, Front Desk, 2.5 years

Oops, we inadvertently missed:

- **HP JAX:** Alan Bartchlett, Maintenance, 1 year (March)
- **K&P:** Tyler McCall, Food & Beverage, 5 months (Feb.)
- **K&P:** Margaret Webb, Housekeeping, 3 years (Feb.)

What the Guests Are Writing...

CL Lake City: "We found the hotel very clean and neat. It was very close and convenient to local retail and restaurant establishments and the staff went out of their way to make sure we enjoyed our stay." - Anonymous



CL Tallahassee: "We have been living in different hotels every day for 1.5 years; this is the best. Very friendly staff, perfect breakfast and very nice to have a clean room." - The Bringas from Norway




HP Jacksonville: "Whatever you all are doing keep doing it. This hotel is amazing and the service was outstanding." - J. Polite

HP Jacksonville: "I'm very pleased with your staff's professionalism and outstanding customer service." - G. Dizon

King & Prince: "What impressed us the most was the consistency and the fact that we did not pass ONE person on your staff who did not stop what they were doing, look up, smile, and greet us." Michael Pleninger, President, Newport Hospitality Group, Inc.

Sleep Inn: "We love this hotel; we stay here every year." - Women's group shopping at Dogwood Festival on Good Friday

MMI Hotel Group Social Links

-  **Facebook** www.facebook.com/mmihotelgroup
-  **Twitter** www.twitter.com/mmihg
-  **Blog** mmihotelgroup.blogspot.com

HAVE AN ISSUE?

Do you have a situation, event, or actions by individuals or groups that you believe carry a negative impact on the company or with employee well-being or are detrimental to morale, productivity or personal safety?

Let **EthicsPoint** know! It is anonymous and gets results!

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