



HERE TO SERVE AND SUPPORT YOU

BRANDT
HOSPITALITY GROUP

BHG COMPANY NEWSLETTER | VOLUME 2 | JULY 2021

WELCOME TO BHG

Brandt Hospitality Group was built on the idea of "Driving Growth through Inspired Service."

We are growing our business, growing our people, and growing our relationships with guests, clients and franchise partners.

Better communication helps us drive that growth.

GROWING OUR BUSINESS

Brandt Hospitality Group prepares to close on the acquisition of two new hotels in the Southeast.

> Continued on Pages 3 & 4



GROWING OUR PEOPLE

Shifting our talent in Fargo to fill management needs and provide opportunities for growth.

> Continued on Page 4



INSPIRED SERVICE

Delivering on our service promise improves our presence online, brings in more new guests and keeps them coming back for more

> Continued on Page 5

GROWING OUR RELATIONSHIPS

Brandt Hospitality is leveraging our relationship with other parts of the Brandt Holdings organization and creating wins for all!

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BRANDT Holdings



JOHN DEERE

**NORTHSTAR
POWER LLC**



INSPIRED SERVICE TO ONE ANOTHER

We have always known that our team members are our number one asset, but never has it been more apparent than this past year. You all have stepped up in more ways than we can count, proving that you are more than your individual title, department, or hotel - we are all One Team Brandt. We have Guest Service Representatives jumping over to help Housekeeping as soon as their regular shifts end, Chief Engineers plating and serving food for banquets, multiple housekeepers taking the hotel shuttle to assist one of their sister properties, and numerous other examples of generous and inspiring teamwork. I could list countless examples like this, but I'd like to recognize a couple specific team members below.



Tienielle Schmidt
Director of HR

Rafael at the Residence Inn, Lincoln – *“He was our laundry/room attendant at opening – now promoted to Executive Housekeeper. He has been the glue, the brick, the spork, the all-around one to count on. Countless times he would stay well into the evening or come in on days off to help clean rooms, do laundry, train new housekeepers - whatever was needed. We would have not made it through opening and beyond without him.” - Chellen Cavalier, GM*

Liz Aguiar - Fairfield Inn & Suites, Sioux Falls – *“Liz joined our team as Executive Housekeeper at the start of the pandemic, and very quickly she was our only housekeeper, cleaning all the rooms by herself. No task was above her, and she did it all while maintaining an amazing attention to detail, cleanliness, and incredibly positive attitude - a true leader by example!” - Lynelle Jorgensen, GM*



Alexis Rheault - Holiday Inn, Fargo - *“She is our Assistant Guest Services Manager, but helping our new Guest Services Manager is just a small piece of what she does. She puts in room lists for groups, answers 3rd party comments, and ensures call offs are covered. She also checks in on busy housekeeping days and comes in before her shift or even on a day off to help get rooms cleaned on time. She has also helped during the pandemic in the lounge and has been seen covering for missing pool attendants. She recently was promoted to also supervise our security team. There just isn't much she won't do, and the whole time she will keep smiling.” - Deena Sutton, AGM*



Employee Referral Program

Our team members have risen to the challenge, no doubt, but we'd like to make your work lives a little bit easier (think less rooms to clean and more days off). This is where you come in! Can you think of any friends or family members who would enjoy a career in hospitality? If so, refer them to your manager and receive **\$100 after 30 days** and an **additional \$100 after 90 days!** There is no limit on the number of people you can refer. We have some team members who have referred 3 people - that's a total of \$600 added to their paycheck! Plus, what makes a job more fun than working alongside your friends?

Can't think of any close friends or family members? What about neighbors or friends of friends? Think of anyone from those who might be looking for their first job, to those who might just be looking for part time work in retirement. Send them your manager's way, and we will find a spot for them!

WELCOMING NEW TEAM MEMBERS

Welcome Judy Thomas!

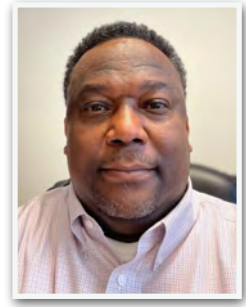
Director of Sales
Greensboro, NC
Springhill Suites



“ I am thrilled to be joining a company that has such positive and enthusiastic people. This opportunity to stay with a hotel I love and be supported by a fabulous team is the best of both of worlds for me. I am very grateful to be joining your company! ”

Welcome Darin Navy!

General Manager
Charlotte, NC
Fairfield Inn & Suites



“ With the purchase of my hotel, I have decided to remain with BHG because of the opportunities for growth, both in the portfolio as well as for me personally. I feel, from speaking with the BHG team, growth is hindered only by your performance. ”

GROWING OUR RELATIONSHIPS

Relationships Inside of Brandt:

Meet Sid Lien - Director of Strategic Alignment

Growing Our Business, Growing Our Relationships, and Inspired Service are perfect titles for the work Brandt Hospitality Group (BHG) performs every day. It is also great to see the synergies and shared vision with Brandt Holdings, BHG's parent company.

If we have not met, my name is Sid Lien, and I work in the Brandt Holdings office. I had the pleasure of working with many of the individuals on the BHG team in a prior role, so I jumped at the opportunity to join Brandt Holdings in 2019. Brandt Holdings is comprised of five divisions in the industries of Agriculture, Entertainment, Hospitality, Industrial, and Real Estate. These may sound very different, but I have found there are many commonalities when it comes to mission, customer service, and vendor relationships. Brandt Holdings strives to "...improve customers' lives with innovative services and solutions by surrounding ourselves with exceptional people and products." This sounds like a perfect fit with BHG's values.

My position is Director of Strategic Alignment, and I was asked to identify things we are doing that are the same or similar and then work with the suppliers representing each division to see how we can work together. Would you believe over 20 suppliers serve two or more divisions? These are great opportunities to work together and leverage our size to deliver lower costs and better service. One example is the relationship we have with Aramark. We had five agreements representing the needs of each division. Each had different start and end dates along with different cost structures. We asked Aramark if it were possible to align these to one agreement and if so, what impact this would have on them and us. They quickly shared this would benefit them in two ways. They would reduce their administrative time by only having one agreement to track, and they would be able to use one price list instead of five. They also shared they would pass along the cost savings to our divisions. In total this resulted in a \$50,000 annual savings. Wow!

This type of example allows Brandt Holdings and BHG to invest in new locations and becomes a tangible way to continue Growing Our Business. You likely know where I am going, but this results in more opportunities of Growing Our People, Growing Our Relationships, and more stories of Inspired Service!

I look forward to connecting soon and finding ways to continue Growing Together!



Sid Lien

GROWING OUR BUSINESS

BHG Development : **HERE WE GROW!**

As temperatures across the nation continue to soar, BHG's pace of adding new hotels to the portfolio continues to do the same. With the development team hard at work, the fruits of the team's labor are on the near horizon with two new hotel openings planned later this summer, including the addition of the Home 2 Suites by Hilton in East Hanover/Parsippany, NJ, and the AC by Marriott in Portland/Beaverton, OR.

Situated along busy Route 10, the 122-room Home 2 Suites in New Jersey is currently slated to open in late July and will bring much needed new hotel rooms to a dynamic market anchored by major corporate and pharmaceutical headquarters. This property is just 35 minutes from downtown New York City and will be BHG's first new build Hilton product, as well as our first hotel in the state of New Jersey.



As touched on in our previous newsletter, the AC Marriott Portland/Beaverton, OR, will soon be opening its doors as well. The 117-room upscale hotel is currently slated to open in August and is sure to be a success given its high-end offerings, contemporary design, and prime location. This will be one we can all be proud of!



Jared
Schillinger
VP of
Development

In other exiting growth-related news, BHG will soon be adding two new Marriott hotels to the portfolio with an expected closing in late July. These properties, the Springhill Suites Greensboro, NC, and the Fairfield Inn & Suites Charlotte, NC, are both newly built properties in fast growing & stable markets. We look forward to expanding our portfolio in the Southeast beyond our Atlanta Holiday Inn.

BHG will also break ground on three new projects in the next few months.

1. Grand Prairie, TX – Residence Inn
2. Central Park, CO – Fairfield Inn & Suites
3. Poughkeepsie, NY – Home 2 Suites

Stay tuned for future updates on these & more upcoming pipeline projects!



GROWING OUR PEOPLE

Our Commitment to Creating Opportunity

One of the principles Brandt Hospitality Group strives to live out is Growing Our People. While growing isn't always something that can be tangible in terms of a promotion or position change, opportunity for that type of growth arose from the exiting of a General Manager in the Fargo market. While Mary Kramvik will surely be missed in her role as General Manager of the Fargo Courtyard, the ancillary effects of her exiting her role were followed by opportunities for others within BHG.

In the Fargo market, we were positioned well and blessed with many talented individuals that were ready for the next step in their career in Hospitality. Timing, talent, and a willingness to hold true to that principle of Growing Our People came together and resulted in several promotions. It is important to note that these decisions were made not to just hold true to one of our principles, but also because they were the best candidates for the positions for which they had applied. Please congratulate those who were recognized for their abilities and taking on a new role and challenge:

Emily Nielsen, General Manager Fargo Courtyard

Nathan Musacchia-Tienter, General Manager Holiday Inn Express West Acres

Darren Sitz, Front Office Manager Holiday Inn Fargo

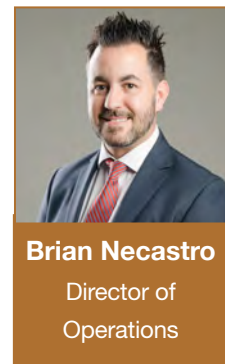
Alexis Hernandez-Lang, Operations Manager Fargo Courtyard

With these transitions, Brandt Hospitality Group was also able to bring back a team member that was reluctantly separated after the onset of COVID-19. Please welcome back **Erin Norby**, Sales Manager Radisson Blu Fargo.

Most of the opportunities were created by the upward momentum of our team members that were placed into new roles. As this began to play out, there was an understanding that one change had the potential to cascade and impact all five properties in the Fargo market. Each individual that was mentioned not only transitioned to a new role, but also to a new property leaving a void to fill as they transitioned.

I am proud that, despite the impending impact, we had the fortitude and confidence to hold true to Growing Our People. We did not allow the fear of all the movement prevent us from moving forward. A special thank you to all of the leaders involved in allowing these transitions to occur during a challenging time and not allowing an inconvenience for themselves be a reason to hold another team member back. That says a lot about your commitment and integrity to Growing Our People. Thank you!

Looking forward to a future of continued growth for the company and our people.



Brian Necastro
Director of
Operations

THE VIEW FROM FARGO



Inspired Service drives repeat business! The hotel operations teams are helping deliver on the promises of our sales teams, and that keeps groups and businesses coming back. With labor shortages across the portfolio, our people are stretched thin but never forget our “guest-first” focus. Holiday Inn Fargo coined the phrase, “Be the Spork.” We all have to do more than one job right now. Front office employees are chipping in to cover back-of-the-house, and back office employees are working all over the hotel. When events are in-house, it is all hands on deck. This culture continues to drive our guest scores while creating great online buzz.

Before most guests book a room, they do their research online. A positive reputation leads to our hotels being chosen for their needs. When your Inspired Service is seen by an online audience, it helps the sales team bring in new guests and keeps them coming back. People are not just buying hotel rooms; they are buying an experience. Here are just some of what guests are saying about their experiences.

““Wonderful hotel, very nice, clean and new! Very friendly check in, **Jayden** was stellar! I had to bug her several times for various things. She was ALWAYS working so hard. She was dealing with some difficult customers but always remained pleasant, kind and helpful.”

~ **Staybridge Suites Thornton**

“Front desk associate **Josh** went above and beyond to help us with a special request. He was exceptional!” ~ **Radisson Blu**

“While it’s a newer property which is nice, it’s the staff that really elevates this above most other Courtyards.”

~ **Courtyard Fargo**

“The Manager, **Stacee**, made sure that we were comfortable throughout our visit and empowered her staff to tend to all guests.”

~ **Element Beaverton**

“I almost never write a review on anything – a hotel, restaurant, etc. but the service our group received was so far beyond a typical experience that I felt compelled to write one...” ~ **Residence Inn Lincoln**

THANK YOU FOR CONTINUING TO SHOW YOUR VALUE THROUGH INSPIRED SERVICE!

BHG and the Path to Recovery

We are starting to see fewer masks, and people are clearly hitting the road again. Traveler confidence continues to rise as vaccinations increase and COVID-19 cases decline. While we are all excited about the return of guests, we are feeling the impact of labor shortages in our hotels, area restaurants, retail stores and even when trying to catch an Uber. Making predictions in a "COVID World" has been difficult, and probably should be reconsidered, but here we go. This is how we see the rest of this year playing out.

We will continue to see the strongest leisure demand ever through the rest of the summer, and we await the return of corporate business this Fall and Winter. Large office complexes are expected to once again invite workers back between September and December of this year. Every market and every company seems to be approaching their recovery plans differently, making accurate forecasts a challenge. The last pieces of the puzzle will be international travel and corporate group events.

During these shifts in business, we will do everything we can to encourage good people to again join our teams. Increases in staffing will help those feeling exhausted or even burned out. Hotels should be able to return to more normal operations, and BHG will continue to increase our focus on processes and culture.

Before the pandemic, our employee engagement scores showed Brandt Hospitality Group to be a very good hotel company with a commitment to becoming the best hotel company. Starting with all the great people we have, we are going to push forward on that path. Thank you all for everything that you have done this past year and everything you continue to do for BHG and each other!

- Steve



Ashley LaCourse

VP of Sales



Steve Martodam

President & COO

BHG DEVELOPMENT TEAM & RECENT PROMOTIONS



Superintendent **Tim Donofrio** bringing the East Hanover, NJ Home2 to the finish line!

Tim is a veteran construction superintendent directing his first build with BHG. Once this Home2 opens, he will be relocating to Dallas, TX, to build the Grand Prairie Residence Inn.

Celebrating BHG Promotions

- Keesha Liggons | Market Sales Manager | Sioux Falls
- Mike Butler | Operations Manager | Lincoln Residence Inn
- Nathan Tienter-Musacchia | GM | Fargo Holiday Inn Exp West Acres
- Emily Nielsen | GM | Fargo Courtyard
- Darren Sitz | Front Office Manger | Fargo Holiday Inn
- Isabell Grajeda | Guest Service Sup | Fargo Holiday Inn Exp I-94
- Chris Alber | Shift Lead | Hospitality Laundry Services
- Alexis Hernandez-Lang | Operations Manager | Fargo Courtyard
- Ethan Heden | Maintenance Tech | Fargo Holiday Inn Exp West Acres
- Shelis Haggins | Executive Housekeeper | Sioux Falls Home2
- Erick Ness | Assistant Chief Engineer | Fargo Radisson Blu
- Rafael Mercado | Executive Housekeeper | Lincoln Residence Inn
- Amanda West | Director of Market Sales | Beaverton
- Melissa Stroud | Operations Manager | Atlanta Holiday Inn
- Kristian Garcia | Director of Housekeeping | Atlanta Holiday Inn
- Ant Sutton | Pool Supervisor | Fargo Holiday Inn

Opening Summer 2022



Portland / Clackamas, OR
Residence Inn

BHG HOTELS SCHEDULED TO OPEN IN 2022

Boise, ID	-Fairfield Inn & Suites	Spring 2022
Portland/Clackamas, OR	- Residence Inn	Summer 2022
Denver/Central Park, CO	- Fairfield Inn & Suites	Summer 2022
Dallas/Grand Prairie, TX	- Residence Inn	Fall 2022
Poughkeepsie, NY	- Home2	Fall 2022

Dates are tentative and may change.

Opening Fall 2022



Dallas / Grand Prairie, TX
Residence Inn

* Renderings by Ally Bergman - BHG

NOW HIRING FOR THE FOLLOWING POSITIONS

Assistant General Manager	Courtyard	Fargo, ND
Guest Service Supervisor	Courtyard	Fargo, ND
Assistant Exec Housekeeper	Fairfield Inn & Suites	Sioux Falls, SD
Assistant General Manager	Holiday Inn & Suites	Atlanta, GA
Guest Service Supervisor	Holiday Inn & Suites	Atlanta, GA
Assistant Exec Housekeeper	Holiday Inn	Fargo, ND
Banquet Chef	Holiday Inn	Fargo, ND
Director of Culinary Experience	Holiday Inn	Fargo, ND
Chief Engineer	Staybridge Suites	Thornton, CO
Assistant Executive Housekeeper	Staybridge Suites	Thornton, CO
Executive Housekeeper	Staybridge Suites	Thornton, CO
Executive Housekeeper	Residence Inn	Lincoln, RI
Chief Engineer	Radisson Blu	Fargo, ND

Please apply online at www.brandthg.com/careers