

LEGACY INSIDER

JANUARY 2016, VOL. 2, ISSUE 2

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BLUEPRINT FOR SUCCESS

A LETTER FROM CEO DAVID MARVIN

In the hospitality marketplace in which our businesses compete, delivering exceptional customer service is our surest path to success. Nothing else factors so importantly in building guest loyalty. "People never forget how you made them feel," Maya Angelou said. Our team touches thousands of

customers every day and I am proud that many choose to become repeat guests due to our focus on service.

The importance of service and our culture of excellence called for the development of a booklet that we call Legacy Blueprint. It is an important document that speaks to our collective goals and beliefs about service. It was a group effort and drew upon every one of our teams. Many of you have strong beliefs about delivering exceptional guest service which we are now sharing with the entire Legacy family.

In the coming weeks you will be hearing more about Legacy Blueprint and receiving your own copy. It will help to indoctrinate new employees into our service culture. It will also serve to refresh all of our focus on service. I think of Legacy Blueprint as our manifesto and our roadmap to providing excellent customer service. I appreciate all that you do for our guests and ask you to join me in celebrating Legacy Ventures' Blueprint.

Keep up the great work.

David



Hotels

- Embassy Suites - Chattanooga
- Embassy Suites - Centennial Park
- Glenn Hotel
- DoubleTree - Atlanta Downtown
- DoubleTree - Atlanta Northlake
- Hilton Garden Inn - Atlanta Downtown

Restaurants, Catering & Event Spaces

- Article 14
- City View
- Der Biergarten
- Game-X
- Glenn's Kitchen
- Legacy Catering and Events
- Max's Coal Oven Pizzeria
- Stats
- Skylounge at the Glenn Hotel
- Twin Smokers BBQ
- Ventanas





The Embassy Suites by Hilton Atlanta at Centennial Olympic Park, the company's flagship hotel, is the first and largest hotel developed by Legacy with 321 suites and 16K square feet of meeting space. Although downtown Atlanta is thriving these days, when the hotel was originally conceived, this area of downtown was blighted, and many questioned the vision of our founder. David selected Embassy Suites, but the brand did not approve the location. Development started in 1997, and the hotel was developed as a DoubleTree Suites. However, a merger of the two companies allowed key leaders in Embassy to realize the value in this location. Plans were redesigned, but there are a few things that are reminiscent of the DoubleTree – one very evident is that the manager's reception bar is hosted out of a banquet coat closet.

Developed in only 15 months, Embassy was the first full service hotel built in downtown Atlanta in 15 years, opening in June 1999. Trendsetting as always, the hotel was then complexed with the CPW condo building, sharing the hotel's pool and fitness center with residents. While more common now, this was ahead of its time. The public space of the hotel pays homage to its surrounding area and attractions. The interior atrium was designed as an extension of Centennial Olympic park. The floor tiles resemble the bricks in the park, and park benches, lighting and landscaping create a serene park-like setting for guests. When the Georgia Aquarium opened in 2006, a \$150K art feature was installed, suspended from the atrium skylight. "Echo" is comprised of over 1350 individual cast metal sculptures of individual fish that coalesce into an epic leaping tarpon. The hotel is currently undergoing a full \$9M renovation that includes guest rooms, public areas, Ruth's Chris and Starbucks.



**WORKSTYLE
CORNER WITH
SARA
SARA FERNALD
Legacy Ventures'
Executive Coach**

Imagine that you have 100 units of energy to spend in a day. That is on a 'good' day, one that you woke up fueled by proper rest, exercise and nutrition; no underlying deficit from the days before.

Deficits from the days before? Knock off a corresponding percentage. Ok, now start your day.

How many units do you spend on correctable frustrations just getting out the door? How many units do you waste on worry? Inefficiencies? Churning with others about unresolved complaints? Beating yourself up over not 'having it together'?

How many units of energy do you have left to fuel the important challenges and inspirations of your day? How do you bump up your energy reserves? Do you provide your body and brain with healthy nourishment throughout your WHOLE day? Do you pause to take breaths? Drink water? Take a 'reset' walk? Listen to a favorite song or two? Connect with an energy-producing relationship? Take a mini creative break?

No day, no one, is perfect. Energy inefficiencies happen mostly due to a lack of clear attention to what is serving well you and what is not.

The Legacy Energy Challenge - Every day for the next month, take a pause to assess - are you 'Above the Line', 'At the Line' or 'Below the Line' with your energy management? Small corrections of 4% to 7% will create a greater 'fuel efficiency' that - in combination - will result in significant improvements in your quality of life and professional accomplishments. Keep the Challenge alive by talking with team members about tips and traps in energy fuel efficiency.



AT HOME MEALS WITH OUR CHEFS

CARAMEL APPLE BREAD PUDDING

Courtesy of Corporate Executive Chef Chris Blobaum

Ingredients:

4 Tbsp. Unsalted Butter	¼ Cup Fresh Local Cider
1 Cup Brown Sugar	3 Cups Milk
8 Ounces Brioche/ sliced	3 Eggs
2 Fuji Apples- peeled- cored and cut into ½ inch dice	1 Tsp. Vanilla Extract ¼ Tsp. Cinnamon
2 Tbsp. Golden Raisins	1 Cup Crème Fraîche

Butter a 2-quart casserole or soufflé dish and spread the brown sugar evenly over the bottom. Butter the bread generously, stack it, and cut it into 2-inch squares. Toss the bread with the apples and put them in the casserole on top of the sugar. Whisk the milk, eggs, and vanilla together and pour over the bread.

Preheat the oven to 350 degrees F. Bake the pudding 40 to 45 minutes in a pre-heated oven until a knife inserted in the center comes out clean. Baking times can vary with the depth of the baking dish. Serve warm with some of the caramel sauce from the pan and crème fraîche.





Happy Birthday Elizabeth and Matthew! It's official - the Twins are 1 year old and we couldn't be more proud. It has been a wonderful year filled with BBQ competitions, establishing the Twins BBQ footprint in Atlanta, and making new friends. The passion for tried-and-true BBQ grows across the U.S. and the Twins continue to amaze and gain fans and followers!

INTERNATIONAL INTERNS AT LV

WELCOME ALIM, MARC AND MARCELA!

Legacy Ventures – Hotels welcomed its first three international interns to Atlanta. You'll find Alim at the Hilton Garden Inn, Marcela at the Embassy Suites Centennial Park and Marc at the DoubleTree Atlanta Downtown working with the front desk teams helping to deliver exceptional guest service. They will add to the hotels' already diverse and dynamic leadership teams as they gain valuable professional and cultural experience in the US.



HOLIDAY MUSIC IN THE LOBBY

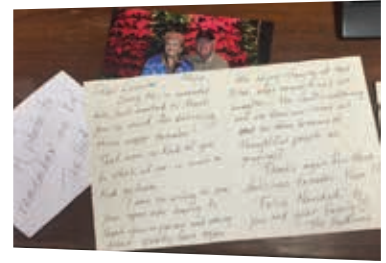
HILTON GARDEN INN ATLANTA DOWNTOWN

HGI hosted Centennial Academy's orchestra in the lobby to play holiday music. During their concert a large crowd gathered and listened to the holiday tunes. Legacy Ventures team members also stopped by from other venues, and even David Marvin stopped in with his family to enjoy the melody.

SERVICE STORIES

DOUBLETREE ATLANTA NORTHLAKE -

Lucilla in housekeeping received a gracious thank you note and photo for making and delivering warm tamales to Ms. Hudson. The guest said that she knows the DoubleTree is a great hotel to return to because of caring team members like Lucilla.



GLENN HOTEL - I stayed here one night while travelling and was going to watch the Falcons game. The hotel is perfectly located. It is very close to Olympic park, Georgia Dome and Philips Arena. The hotel is very well presented, the rooms are well decorated and contains all needed appliances and extra touches. The restaurant/ bar there serves great great food and drink with a great rooftop bar also. The staff there are some of the best I've come across. They do anything to help your stay be a good one. Must say a big thanks to Uriah as he made the stay even better with a room upgrade to a room with amazing city views. - JYtraveller87

EMBASSY SUITES CENTENNIAL OLYMPIC PARK - I've stayed at this hotel a number of times with my family for things in Atlanta; the location can't be beat, and the Embassy Suites always has a good floor plan for sleeping lots of kiddos. This trip in particular I had a great experience. I forgot lots of my clothes when leaving in a rush. I called late at night and got Director of Security, Daniel Davidson. Daniel personally walked to all the lost and found points in this large hotel and called me back within an hour after finding my clothes. He boxed them up and sent them to me while I was on the phone. Fantastic help here, and I really appreciate it! As a Hilton Diamond member, I stay in lots of hotels, Daniel made me a returning customer for this Embassy Suites without a doubt! - WClaunchjr

EMBASSY SUITES CHATTANOOGA - As coordinator for the Federation of Tax Administrators, Motor Fuel Tax Section I want to express my appreciation for the accommodations and courtesies during my annual conference. I would to specifically recognize Nick, Sam, Melissa, Lauren and Debra and Jamie. These employees went above and beyond the call of duty to ensure all of the 200 attendees needs and wishes were met. The property can be proud of the way these individuals represented your organization in a very professional manner with the added touch of personal service. They definitely added to the success of our meeting and to everyone's overall experience in the Chattanooga area. Thank you on behalf of the Federation of Tax Administrations - C.A. Robb

DER BIERGARTEN -

Superb! Love the atmosphere, and excellent, authentic cuisine. We will definitely return; my new favorite German restaurant! (And I'm particular, as I learned to cook German cuisine from my Grandmother; from Stuttgart, and Grandfather; a butcher from Frankfurt) - D. Hamacher



LEGACY VENTURES WELCOMES NEW MANAGERS

NEW HIRES OCTOBER - DECEMBER 2015

Imran Hussain, General Manager - Hilton Garden Inn Atlanta Downtown
 Sadé Bentley, SMERF Sales Manager - Embassy Suites Centennial Park
 Corey Greene-Lambotte, Complex Sales Coordinator - Downtown ATL Hotels
 Samuel Campbell, Food and Beverage Manager - Glenn Hotel
 Joanna Hodge, Food and Beverage Manager, - Glenn Hotel
 Leah Spain, Sales Manager - Game-X

INTERNAL PROMOTIONS OCTOBER - DECEMBER 2015

Tracey Tong, Front Office Manager - Hilton Garden Inn Atlanta Downtown
 Tiffany Stargill, Complex Controller - Doubletree Atlanta Northlake, Glenn Hotel
 Chelsea Rodgers, Accounting Manager - Glenn Hotel



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FESTIVAL OF TREES
EMBASSY SUITES CENTENNIAL OLYMPIC PARK

On December 17, The Embassy Suites Centennial Olympic Park hosted its first annual Atlanta Festival of Trees Gala Event. The event hosted close to 300 guests and was the culmination of a 6 week giving process. The event featured singers, dancers, and performers from local schools and performance facilities. Even Santa made an appearance. The event was a huge success and raised over \$30,000 for 18 non-profit Charitable Organizations, over \$3,000 of which was donated by the Legacy family.

COMMUNITY PROJECTS AND OUTREACH

HELPING CHILDREN IN THE COMMUNITY

DOUBLETREE ATLANTA NORTHLAKE

The Doubletree Atlanta Northlake assisted a local church to help children in the community. Chantanel Grayer, SMERF Sales manager, said "the children are assisted with homework, developmental needs and overall needs. The children are taken on outings, summer day camps and given toys during the holidays." The hotel had a toy drive and presented the organization with the donations for the holidays.



PROJECT ADOPT A FAMILY

HILTON GARDEN INN ATLANTA DOWNTOWN

This past year HGI adopted a family of three little girls from Centennial Academy. Together the staff was able to provide several gifts per child. Staff wrapped the gifts as a team and even had some team members help deliver them back to the school!



MAKING STRIDES AGAINST BREAST CANCER

EMBASSY SUITES CENTENNIAL OLYMPIC PARK

The Embassy Suites Centennial Olympic Park participated in the Making Strides Against Breast Cancer (MSABC) walk on October 25. MSABC is the largest network of breast cancer awareness events in the nation, uniting more than 300 communities to finish the fight. In



addition to participation in the walk, the team members of the hotel raised more than \$1000 for this cause. Twenty team members and family members participated in the American Cancer Society's Making Strides walk.



CLEAN UP

EMBASSY SUITES CHATTANOOGA

As a part of the Community Clean & Green effort, Paul, Chad, Joel and Barbara picked up trash off of a major section of Shallowford Road to beautify the local community.

JOIN THE HUNGER WALK

LEGACY VENTURES RESTAURANTS

The Hunger Walk/Run raises funds and awareness for hunger relief through a sponsored 5K event every spring. **Join the LV team this year, Sunday, March 16 at Turner Field.** The Hunger Walk/Run generates valuable funds for ACFB and other local nonprofit organizations that operate and support food pantries, community kitchens, shelters and other programs for people in need of food assistance. For more information about the walk and participating or how to donate please email szaloum@lvmgt.com.



GIVING BACK

DOUBLETREE ATLANTA DOWNTOWN

DoubleTree Atlanta Downtown's sales team volunteered with the Atlanta Community Food Bank to put together care packages for the less fortunate. ACFB procures more than 60 million pounds of food and groceries each year, distributing to more than 600 nonprofit partner agencies serving families in 29 metro Atlanta and north Georgia counties.

