



LEGACY INSIDER

JULY 2017, VOL. 4, ISSUE 7

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SALUTE TO THE LEGACY TEAM

A LETTER FROM CEO DAVID MARVIN

Labor Day on the first Monday in September is considered the unofficial end of summer in the United States. This national holiday caps off the summer by honoring the contributions that workers have made to the strength, prosperity and well-being of our great country. And so I would like to use this summer issue of "Legacy Insider" to salute the Legacy team. You continue to meet the challenge!

On the hospitality front, the high volume of people that we serve over the summer makes it more difficult to maintain our high standards of service. Family reunions, travelers requiring extra help, children under foot, hot weather.....these all come with the season and take their toll on our operations. I recognize and appreciate the extra effort that is needed to make all of our summer customers and guests feel at home. Your effort is rewarded by the memorable experiences that we help create. Summer family vacations can be cherished memories for many years to come.

On the project front, I don't recall Legacy's team ever being busier. Our design and construction team has been multi-tasking major renovations projects in partnership with their operational counterparts at our DoubleTree Hotel Downtown, Embassy Suites Centennial Olympic Park, and Hilton Garden Inn Downtown. These professionals are also adding a brewery to STATS and building two new Max's Pizzerias. Sustained reinvestment in our assets and brands demonstrates our commitment to continual improvement and makes us stronger. This result takes a lot more than money, however. Capital projects at Legacy's scale and complexity require tremendous skill, organization and dedication by our design and construction team members. I am grateful for their sustained effort through this busy time.

Notwithstanding all the work activity at Legacy Ventures, I hope that you are finding time for some of the simple pleasures that summer has to offer. Look for its special opportunities to enjoy family, friends and the outdoors. In short order, summer will end. Children will be headed back to school. At the Marvin household, we will be scrambling to get Max and the Twins ready for this annual rite of passage that is shared by many Legacy families.

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

- Cinnamon Shore
- City View
- Der Biergarten
- Game-X
- Glenn's Kitchen
- Legacy Catering and Events
- Legacy Test Kitchen
- Max's Coal Oven Pizzeria
- STATS
- SkyLounge at Glenn Hotel
- Twin Smokers BBQ
- Ventanas

 Please follow the Legacy Ventures Hospitality page on LinkedIn.

<https://www.linkedin.com/company/legacy-ventures-hospitality>



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SPOTLIGHT: HABITAT FOR HUMANITY



"HOME COOKING & SOUTHERN HOSPITALITY HOUSE" WITH ATLANTA HABITAT FOR HUMANITY



Habitat for Humanity
Dedication Group



Habitat for Humanity
Hammer Dedication



On March 18, the Legacy Ventures team embarked on their second year of participating in a build day for the annual "Home Cooking & Southern Hospitality House" with Atlanta Habitat for Humanity. Each year, members of Atlanta's hospitality industry come together to build a home with an Atlanta Habitat homebuyer family. Between our hotels, restaurants and corporate office, Team Legacy has contributed \$24,000 over the last two years. This year over 40 volunteers came together on the first day of the build to help construct and install the interior and exterior walls and the porch.



Legacy Ventures
Habitat for Humanity team



Volunteers hold the first exterior
wall in place.

Interior walls were built
in the warehouse and
installed onsite.



Everyone pitches in to
support the wall panels.

The onsite team sheaths
the exterior walls.



Safety first! Team leaders
ensure the first wall is raised
properly.

TEAM MEMBER APPRECIATION

In June, Legacy Ventures Hotels celebrated its amazing team members through various appreciation activities at each property, recognizing their hard work and dedication to each other and to our guests. Festivities included such fun events as: ice cream socials, pizza parties, snow cones, a carnival themed lunch, potlucks, manicures, games, awards, prizes and more!



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BLUEPRINT SPOTLIGHT WHAT WE STAND FOR

These are the words of our team members. Through interactive meetings with over 100 people across all assets, team members used these words to reflect the spirit of Legacy.

WHAT WE STAND FOR



Fully understanding and accommodating clients' needs has always been my number one priority to ensure successful events and group business takes place at the hotel. Finding creative ways to say "yes" to special requests gives us the edge and wow factor turning our guests into repeat customers! ERIN VALENTIN, DIRECTOR OF SALES, DOUBLETREE - ATLANTA NORTHLAKE



Accommodating in my position means taking the extra steps required to make certain that each new hire feels welcome at our hotel. And when assisting with hotel guests, I do my very best to ensure that they have everything they need to have a perfect and enjoyable stay at our facility. DIANA MAYNEZ, ACCOUNTING/HR and FRONT DESK, EMBASSY SUITES - CHATTANOOGA

ACCOMMODATING ac·com·mo·dat·ing /ə'kāmə,dāding

always saying "Yes" and putting the needs of guests first



To me, accommodating means to be selfless in your approach to making each guest feel special. Nothing should seem impossible when it comes to our guests. They should feel welcomed and like part of the family upon entering and leaving our establishments. OLIVIA CLOUGH, SERVER, LEGACY CATERING AND EVENTS



Always willing to stay longer to give the best snow cone possible. SETH CLARK, SNOW CONE WIZARD, CINNAMON SHORE

AWARDS, RECOGNITION AND CELEBRATION

TRIPADVISOR AWARDS

SUPERIOR SERVICE

Recognized for Superior Service as reflected by consistently great reviews earned on TripAdvisor.com,

Embassy Suites - Chattanooga, Hilton Garden Inn - Atlanta Downtown, Embassy Suites - Centennial Park, Glenn Hotel, SkyLounge at Glenn Hotel, Glenn's Kitchen, Twin Smokers BBQ, Der Biergarten, and Max's Coal

Oven Pizzeria received 2017 Certificates of Excellence from TripAdvisor.



GREATER CHATTANOOGA HOSPITALITY ASSOCIATION

LODGING EMPLOYEE OF THE YEAR

Charlotte Appleberry, Housekeeping Inspector – Embassy Suites - Chattanooga, was awarded Lodging Employee of the Year by the Greater Chattanooga Hospitality Association for her outstanding service. Congrats, Charlotte!



RETIREMENT

RECESS IN SESSION

Thank you for your years of service and commitment to the Legacy Ventures community and our guests!

Debra Warren, Embassy Suites - Chattanooga, with Legacy Ventures for 3 years

Azolina Cooper, DoubleTree - Atlanta Northlake, with Legacy Ventures for 5 years

Mary Woods, Hilton Garden Inn - Atlanta Downtown, with Legacy Ventures for 7 years

Grady Trice, Embassy Suites - Centennial Park, with Legacy Ventures for 10 years



SERVICE STORIES

EMBASSY SUITES - CENTENNIAL PARK – Cleanest hotel I have ever stayed at. Very comfortable room. Service was above and beyond. Staff were all very friendly. Even received a handwritten note from housekeeping staff - very nice touch.

TWIN SMOKERS BBQ – We had a waiter named Josh. He explained the menu in great detail and was a wonderful help in picking out our lunch. We were visiting from NYC and he welcomed us to Atlanta! I would highly recommend Twin Smokers and hope that you are lucky enough to get Josh as your waiter! We'll be back!

DOUBLETREE - ATLANTA DOWNTOWN – Lindsay at the Front Desk went above and beyond to find a room for me to make a Skype presentation to a Joint Legislative Committee hearing in Illinois. HUGE thanks to her for making it all go off without a hitch! Thanks a million!

LEGACY TEST KITCHEN – I can't say enough about how much we enjoyed working with Christina and LTK! We had our ceremony, cocktail hour and sit down dinner at Legacy Test Kitchen on March 31, 2017 and everything was simply perfect! Christina and the entire staff were tremendous and went above and beyond throughout the entire process. LTK helped us create and make our vision into reality. The space is beautiful and allowed for us to move seamlessly from beginning of the event to end. The food is so delicious and beautifully presented. No one had to wait for anything. The staff even offered to pull tables back and they put on some dance music for us after dinner when folks spontaneously started getting up and dancing! They're organized and ready for anything! Very responsive from start to finish! We already want to create an excuse to have another event here!

VENTANAS – On Friday June 7, Ventanas was preparing to host a 150 person wedding. The decorator did not realize the overall amount of items she needed to setup, in the amount of time she was allowed. Once the LVR team learned that the wedding would not go off in time, they jumped to action. Eleven managers from the LVR office dropped what they were doing to assist with setting up, from cutting flowers, to setting reception furniture and gluing letters on table stanchions. Within 1 hour and 45 minutes, the LVR team had the ceremony and reception prepared and ready to start right on time - now that's TEAMWORK!

LEGACY VENTURES WELCOMES NEW MANAGERS, APRIL - JULY 2017

NEW HIRES

Ashley Hollis, Director of Sales – Embassy Suites - Chattanooga
Kimberly Jordan, Senior Convention Services & Sales Coordinator – DoubleTree - Atlanta Downtown
George Stocks, Chief Engineer – DoubleTree - Atlanta Downtown
Akash Gaur, Director of Design & Construction – Legacy Ventures
Peter Carpenter, Design & Construction Field Representative – Legacy Ventures
Phil Davis, Manager – Max's Coal Oven Pizzeria
John Harvey, Manager – Twin Smokers BBQ
Austin Edwards, Brewmaster – STATS Brewpub
Mary-Taylor Marsteller, Sales Manager – Restaurant Row
Colonia Madison, Sales Coordinator – Ventanas

Ciara Johnson, Catering Sales Manager – Hilton Garden Inn - Atlanta Downtown
Chris Gunn, General Manager – Glenn's Kitchen and SkyLounge at Glenn Hotel

PROMOTIONS AND MOVES

Kendell Thomas, Assistant Executive Housekeeper – Hilton Garden Inn - Atlanta Downtown
Theodore Lucas, Night Manager – DoubleTree - Atlanta Downtown
Jake Chupp, Manager – Game-X
Tim Gates, Assistant General Manager – STATS
Rob Maczuga, General Manager – STATS
Keeshia Washington, General Manager – Game-X
Erin Valentin, Director of Sales – DoubleTree - Atlanta Northlake



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GREAT GUEST EXPERIENCE: ALIGNING EXPECTATIONS

SARA FERNALD
Legacy Ventures'
Executive Coach

In previous articles, I have written about how everyone lives by a different 'rule book'. In the hospitality world this can cover similarities - or differences - in expectations of the venue itself through to the many interactions between a guest and team members. To provide a great guest experience, team members need to juggle three different sets of expectations [rules]: 1) your own, 2) Legacy Ventures', and 3) the guest's.

Start with Yourself: When you choose to spend your hard-earned money and time off in a hospitality venue, what are the things that create your judgement of a 'great', 'good' or 'bad' experience? Think about your expectations for the timeliness and friendliness of service, the look and feel of the venue, and how problems are addressed. What makes a 'Wow!' experience to you? What makes you post a negative review?

Legacy Ventures: The *Legacy Blueprint* is your go-to document for Legacy's step by step guidance on how to create great guest experiences. The *Legacy Blueprint* was created "Through interactive meetings with over 100 people across all assets and team members to reflect the spirit of Legacy."

The Guest: Now this is where things can get complicated. When a guest walks in, you have no idea what their unique [quirky?] expectations are. You don't know the kind of day they have had. This is where you need to live by the *Legacy Blueprint* and step into the 'guest's shoes'. Most importantly, do not let the pressures of your day or your personal standards about how they (as a guest) should act interfere with meeting their unique expectation of a great guest experience.

Call to Action: 1) Write down the top 10 things that make a great, or not so great, guest experience for you. 2) Read the *Legacy Blueprint* again, highlight sections that you want to improve upon, 3) Ask other team members about their best 'rules' to provide a great guest experience, and 4) Practice and adapt - every day!

COMMUNITY PROJECTS AND OUTREACH

CHATTANOOGA FOOD BANK

EMBASSY SUITES - CHATTANOOGA

The Embassy Suites - Chattanooga Make A Difference Committee loves to volunteer at the Chattanooga Area Food Bank. Each time they go, they have a great time putting together supplies of food for those in need. The team also promotes regular donations to the Food Bank, so that when they visit they never go empty handed.



TEACHER APPRECIATION WEEK DOUBLETREE - ATLANTA NORTHLAKE

The team at DoubleTree - Atlanta Northlake donated cookies to Midvale Elementary, for their PTA meeting on April 4th, and Brockett Elementary in support of their Teacher Appreciation Week.

AT HOME MEALS WITH OUR CHEFS



PERSIMMON AND POMEGRANATE SALAD WITH ROASTED PECANS

Courtesy of Chef Christopher Blobaum

Serves: 2-4

Ingredients:

½ cup Pecans

4 Celery Stalks, preferably the inner ribs with leaves

½ pound Baby Greens, assorted, washed and dried
1 Pomegranate, seeded

2 Fuyu Persimmons

1 Lemon

1 teaspoon Extra Virgin Olive Oil

Sea Salt

Fresh Ground Pepper

½ cup Feta, Goat Cheese or Blue Cheese

Method:

1. Toast Pecans in a 350 degree oven for 10 to 12 minutes or until fragrant and lightly browned, remove from heat and cool.
2. Wash, peel and slice celery ribs, with leaves, diagonally and place in a bowl.
3. Add nuts, greens, and pomegranate seeds.
4. Core, quarter, then slice persimmons and add them to the bowl.
5. Wash the lemon and zest it over the salad, then cut it in half and add juice to the bowl.
6. Drizzle olive oil over salad. Season with salt and fresh ground pepper. Toss salad and sprinkle the cheese over the top. Enjoy!

