

WOW!...is All We Can Say!

Everyone has tough and tiring jobs. Every one works hard to please our guests so they will choose our hotel when they travel again. We are grateful for the extraordinary efforts you put forth on a daily basis. If we are lucky, we hear back from satisfied guests by a letter of commendation or thanks. Often times, the greatest "affirmation" is the fact they actually DO return. More occupancy is what we all want to see happen... except at the Memphis Grizzlies House.

The only guests ever staying at the Memphis Grizzlies House are very ill children and their families. When we run "100% occupancy," which we do most nights, it means there are more and more sick children. The "guests" at the Memphis Grizzlies House are dealing with unbelievable challenges...many who are blessed with healthy children and grandchildren, will never fully grasp. As you can imagine, it takes a special, dedicated kind of person to work in that environment on a daily basis. Even in the midst of all the challenges these families face, there are

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Letter from Jim O'Brien



Hello Everyone and Happy New Year! It is hard to believe 2008 is over and 2009 is here! We survived a very hard and turbulent 2008 and are hopeful of exciting changes to come this year.

With a new president in office, we are looking for the economy to make a comeback, financing to open up, and companies to begin traveling again. In times of slow occupancy, it is ever important to take exemplary care of each guest entering our hotels. We need their repeat business and we will only secure

it by giving better service than anyone else in town. Giving the kind of service to bring them back is up to YOU. Remember the very basics...a warm welcome when a guest enters the building, a genuine smile and pleasant tone when speaking to them, calling them by name if you recall or know it, and showing a sincere concern for their comfort and enjoyment.

Our new Holiday Inn and Suites at Wolfchase Galleria in Memphis is well on its way to completion. We have hired a general manager, Chris Rosa. Chris is relocating from the Atlanta area and brings a lot of solid hotel experience to our newest facility. Also, joining Chris as the director of sales is Sybil Sides. Sybil is the longest tenured employee of Wilson Hotel Management Company, Inc. and has served the company in many locations and positions. Sybil will still have some regional responsibilities but will concentrate the majority of her time on this new venture.

While the economy was not what we would have liked to see, there were several positive aspects to 2008. The Wolfchase Holiday Inn and Suites project made great strides; the new Holiday Inn Express and Suites slated for Jackson, Tennessee hit the drawing board; the EIGHTH Outstanding inspection for the Hampton Inn and Suites at Colonial TownPark in Lake Mary, Florida – as well as being named a 2008 Circle of Excellence Award winner; and, the continued generosity of our friends in the restaurant industry providing dinner for the children and families at the Memphis Grizzlies House at St. Jude Children's Research Hospital.

Congratulations to our Employees of the Year and thank you for your outstanding commitment to our guests! We appreciate all you do!

By the next issue of Spotlight we should have the Holiday Inn and Suites Wolfchase very close to opening and plans started on the Holiday Inn Express and Suites underway! Exciting opportunities on the horizon for us and we could not do it without YOU!



Holiday Inn Jackson I-40 Hosts Santa Claus!



What an amazing day for the kids in Jackson, Tennessee! After gathering at our Holiday Inn, they watched Santa Claus arrive atop an enormous fire truck and climb down the ladder to greet them. After many hugs and excited "hellos" they sat down to a great pancake breakfast along side the Jolly Ole Soul himself!

This is the largest annual fund-raiser the Holiday Inn Jackson, Tennessee hosts to raise money for Give Kids the World. This year's "Breakfast with Santa" netted over \$1,000 and helped the hotel exceed their yearly goal. What a GREAT fund-raising idea!



Spotlight

Another Year of "Dinners at the House" Comes to a Close

We hosted SIX events at the Memphis Grizzlies House in the last quarter of 2008. In October



we began the month with a great "cookout" with the food supplied by US Foodservice and the "labor" provided by WHMC. We treat the families to a cookout each year but this year it stormed so badly we had to have our friends at The Half Shell cook our grilled items and bring to the House; however, the rain and storms did not put a damper on the festivities! The children and families thoroughly enjoyed the grilled burgers, hot dogs, veggie burgers, slaw, potato salad, chips and ice cream sundaes served in the "rain-free" dining room while watching movies and exercising their artistic talents creating a craft to keep.



Pellum from accounting and **Lee Bradley** from mail services hawked a spider ring toss game while WHMC's **Jerry Jacocks** and former KW employee and friend, **Jason Warren**, "hit the links" with the children in a Halloween golf game. **Carrie Burke** from the executive area and her daughter, **Megan**, had the kids tossing ghost, pumpkin, bat, and witch bean bags through a large wooden pumpkin's eyes, nose, and mouth! A crowd favorite is always accounting's **Teresa Cline** and her husband, **Brad's** "grab a ghost" game. At every

game and activity the children received toys and candy. On top of all of the fun and festivities, the family also enjoyed a great dinner of mini corn dogs, chicken tenders, meatloaf, corn on the cob, macaroni and cheese, and cole slaw. The dinner was graciously prepared by The Half Shell and served to the families by **Andi Miller** from the real estate department, her husband, **Glenn**, and **Guy Purdy**, brother-in-law of **Pat Tanner** from the insurance group. Pat and her sister, **Mary Purdy** prepared drinks for the families, while **Jo Smith**, **Jim O'Brien** and **Sybil Sides** worked all the areas taking great care of our families! It was an amazing dinner and we are so grateful to the Kemmons Wilson Family Foundation for their ongoing generosity in funding this carnival each year! Oh...you should have seen some of the costumes worn by our employees and staff...what creativity!

The end of October, the Wilson Family Foundation sponsored the annual Halloween Carnival for over 230 participants! The



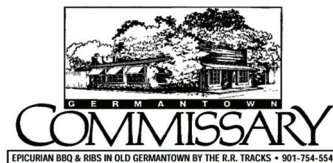
children had their photo made with a beautiful genie (**MIS Director's wife, Zofia Schmidt**) and a really cute witch (**Lee Morris**, granddaughter of Kemmons Wilson, Sr. and daughter of Carol and Dr. Bill West), then they picked a spooky frame to have it mounted in to take home. The Frankenstein, Halloween Cat, and Witch frames were assembled by Kemmons Wilson Insurance Group's **Paula Bice**, her husband, **Chris**, and his mother. Great photos were taken and printed by **Bob Schmidt**, MIS Director and **Johnnie Blue**, MIS Network Administrator. All the little "trick or treat"ers were greeted by **Lauren Young**, daughter of Spence Wilson and Director of the Wilson Family Foundation, who gave them trick or treat bags, name tags, and orange and black beads. To begin the Carnival, the children had tattoos applied to their faces or hands by Kemmons Wilson Real Estate Venture's **Donna Cotham**, Kemmons Wilson Insurance Group's **Lashan Taylor**, and WHMC's Jo Smith's daughter, **Shelley**. There was an array of activities for the children and families to enjoy! Nachos were served by Kemmons Wilson Insurance Group's **Patsy Clark** and **Stephanie Unruh**, while **Blake Biggs** and **Chris Chatfield**, from the insurance division as well, served cookies and Dippin Dots!

The treats did not stop there! **Alana Crawley** and **Jackie Behles** from the tax department popped fresh popcorn for the kids and gave them their choice of drink pouches to go with it. On top of all the "carnival vendors," there were also games galore for the children to play. **Ryan**



Early November brought Backyard Burgers and their grilling team to the House to cook some great burgers, hot dogs, and chicken breasts. The weather actually cooperated this time and we served a great dinner of all the mouth-watering grilled items plus baked beans, potato salad, chips, and cookies. We had a big crowd (smelling the grilling outdoors just draws them in to enjoy) and the families were in awe of the wonderful meal. We appreciate Backyard Burgers willingness to provide dinner each year!

You read in each Spotlight what wonderful pork bar-b-que the Germantown Commissary cooks for our families several times each year but they don't stop with bar-b-que! Just for our families, our wonderful



friends at Germantown Commissary cook and serve a very special, traditional Thanksgiving dinner. And, boy, do they know how to cook a mouth-watering southern Thanksgiving dinner! They start with a great roasted turkey, then

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add terrific cornbread dressing (stuffing in the north), green beans, mashed potatoes, gravy, hot rolls, and of course, cranberry sauce. Sugaree's Bakery out of New Albany, Mississippi, donated some of the most delicious cakes you can imagine! Everything from Coconut cake and Chocolate cake to Lemon, Caramel, and Rainbow cakes! The children especially enjoy the Rainbow cake because each of the five layers are a different flavor and very bright and colorful! This traditional Thanksgiving meal and dessert overwhelms the families

each year. Some of them do not even realize it is Thanksgiving because they are so wrapped up with their child's illness and treatments. It is hard to describe the feeling when a tired, worried Mom and Dad come up to us and say "thank you, it's the only Thanksgiving dinner our family will have." Thank YOU, Germantown Commissary and Sugaree's Bakery for making a HUGE difference in this holiday for many grateful families! We could NOT do it without you!

The first Tuesday in December, Gus' Famous Fried Chicken brought the absolute BEST fried chicken in the world to the House for dinner! They also cooked chicken tenders, fried turkey, green beans, baked beans, macaroni and cheese, potato salad, slaw, and brought cookies and ice cream for dessert. It was a very special evening. Our families love the chicken and can't seem to gobble it up quick enough! We appreciate owners Wendy and Matt McCrory for coming out and providing this wonderful dinner... especially since Wendy is due to have their first child in TWO WEEKS! Now, that's a devoted



dinner donor! Thanks so much, Wendy and Matt!!



The East End Grill's annual Christmas Party at the Memphis Grizzlies House was the BEST ever! Christian Georgi, Pam Oswalt, and all of our friends at East End Grill made the night a festive celebration for the children and their families. The children decorated ornaments to take home and place on their own Christmas tree; had fun decorating Christmas cookies to have with their ice cream for dessert; received wonderful gifts; enjoyed a great dinner; and had their pictures taken with Santa Claus, then framed to take home. Over 200 people enjoyed the wonderful dinner and evening. Hats off, as usual, for a superb job by East End Grill!

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Spence Wilson at 2008 Asia Pacific Leadership Conference

Spence Wilson, President of Kemmons Wilson, Inc., and his wife, Becky, traveled to Shenzhen, China in November to attend the Holiday Inn Asia Pacific Leadership Conference. Spence spoke to the group of franchise owners about the new Holiday Inn re-launch plans InterContinental Hotels Group has implemented, as well as the new partnership between Holiday Inns and our own Orange Lake Resort in Kissimmee, Florida.



The result of this new partnership is the development of Holiday Inn Club Vacations and

introduces the Holiday Inn brand to the success we have in the timeshare industry. In the plans for this new partnership is the construction of a flagship Holiday Inn Resort hotel on the site of Orange Lake Resort in Kissimmee. The marketing and rental of timeshare villas will have the

availability to be made through Holiday Inn's extensive reservation system and distribution channels. Holiday Inn Club Vacations will allow members to exchange timeshare weeks for hotel nights at over 4,000 properties in IHG's portfolio.

Give Kids the World Update

Congratulations to the Holiday Inn in Jackson, Tennessee; the Hampton Inn and Suites at Colonial TownPark in Lake Mary, Florida; and the Hampton Inn and Suites at UCF in Orlando, Florida! Each of these hotels EXCEEDED their 2008 fund-raising goals for Give Kids the World!!! Fantastic job, everyone!

Even with the slow economy, people have been very



generous in supporting organizations like Give Kids the World. Thank you so much for being willing to work hard, give your time and energy and make the goals set for your hotel. You have had some great fund-raising ideas and successes and you should be proud.

2009 will bring new opportunities to find creative ways to raise money so these terminally-ill children can have their dream come true but we know you are up to the challenge and will not let these families down. Thank you so much!

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WHMC Celebrates Extraordinary Employees

Jeremy Anderson, maintenance worker at the Memphis Grizzlies



House, was chosen as Employee of the Year for 2008. Jeremy has worked at the House since August of 2007 and has performed in a consistently exemplary manner. He has learned almost every position at the House, filling in wherever needed. He brings a calm, quiet peace on hectic days

and a friendly smile every day! He is a very special asset to the Memphis Grizzlies House. Congratulations, Jeremy!

One of the longest tenured employees at the Holiday Inn Jackson,



Tennessee and a wonderful cook, Marilyn Hopper, is deservedly awarded Employee of the Year. Marilyn joined the Holiday Inn in August of 1995 and has been a constant presence in the kitchen. Marilyn cooks up breakfast for hungry and hurried guests, giving them warm and

wonderful "southern" options to start their day. She is always smiling and friendly, going out of her way to take care of our customers. Hats off to you, Marilyn!

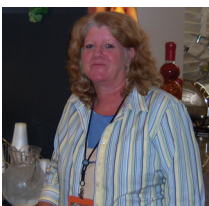
The Hampton Inn and Suites at Colonial TownPark in Lake Mary,



Florida is proud to announce Shawnta Wright as Employee of the Year. Shawnta began work at the hotel in March of 2007 as a room attendant. She quickly moved into the laundry area and became a valued employee - spotting and treating stains, thus reducing the amount of

discarded linen. In August of 2008, Shawnta was promoted to assistant housekeeper and soon took the housekeeping department to a new level of cleanliness. In the absence of an executive housekeeper, Shawnta filled in and helped the hotel achieve its' 8th Outstanding inspection with a 100% score in cleanliness! Her track record speaks for itself as we join the hotel in congratulating Shawnta on a job well done!

Charlene began work at the Hampton Inn and Suites at UCF in



Orlando in February 2007 as breakfast host. She has received many letters from guests commending her performance. The children especially love Charlene and her sweet smiling face. She will pitch in wherever needed and makes a concerted effort to watch the breakfast bar costs

while providing an exemplary breakfast. Charlene's friendliness and hard work makes her the ideal choice for Employee of the Year. Great job, Charlene!

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those who write to thank the employees. We wanted to share an extremely touching letter from one of the families visiting the Memphis Grizzlies House, affirming what these employees do really does make a difference and also to commend each of the Memphis Grizzlies House employees on their special hearts for this place.

"My family and I are so grateful to everyone – each of you, who works at Memphis Grizzlies [House] – the front desk staff, maintenance, housekeeping, management, laundry, and volunteers, for the wonderful care you take of our children and us! Please keep everyone here! Don't let anyone leave us! All of you adopted our family in 2005 and it is so wonderful to see our "family" each time we return.

You all do different jobs. All of them are the most important. Why? Because God gives each of us various gifts. Each of your gifts are like presents that make our hearts smile. Each kind word, hug, prayer, special service or request, the compassion, humor, and a smiling face or shared tears – each of these gifts are priceless.

Stand tall before God and know that each one of you has literally helped to change, for the better, the life or lives of children and parents, grandparents, and other relatives or friends.

Thank you for helping my son, daughter, mother (now living in heaven), daddy, and other family members and for being there for me all of these years.

Never forget that you make a difference, you are important, you each have a God-given talent in reaching out to someone and each of you are special blessings to my family and me."

Welcome New Family Members!

Korthisa Branch and **Charity Phillips** joined the wonderful staff at the Memphis Grizzlies House.

Crystal Baker returned to the Holiday Inn in Jackson, Tennessee.

The Hampton Inn and Suites at Colonial TownPark in Lake Mary, Florida welcomed **Stephanie Joyce** and **Maria Acosta** to their staff.

As mentioned earlier in the newsletter, **Chris Rosa** joined us as the general manager of the new but not-yet-opened Holiday Inn and Suites at Wolfchase Galleria in Memphis, Tennessee.

Welcome, all!!!



Spotlight

...is a publication of Wilson Hotel Management Co., Inc. Send article ideas & contributions to: Vickie Bradley, Director of Human Resources, 8700 Trail Lake Dr. West, Ste. 300, Memphis, TN 38125, 901-346-8800 • FAX 901-396-8544, vbradley@kwilson.com, www.wilsonhotels.com.