



SHILO STAR



April, 2011

Attention to Detail . . . It's What Brings Guests Back!

I am taking a moment to express my appreciation for the fine accommodations the Shilo Inn has afforded my daughter and me in what has turned out to be a far-too-brief visit to the **Astoria/Warrenton** area. Consider it a feather in your cap that you impressed my daughter, a graduate of Johnson & Wales and one who is in the hospitality industry.

I would like to compliment your staff for the most friendly and professional service they provided us during our stay. At check-in, Guy made two road weary travelers feel as if they were members of his own family and Chastity never failed to charm us with her smile and grace as she took care of our many requests for the things that, in our casual process, we forgot to consider when we embarked on our little cross-continent wander-about!

Some specific comments: pool/sauna/gym area is immaculately maintained; guest laundry is not just a convenience, it is actually quite a bargain; breakfast is great; overall cleanliness and neatness is first class.

In closing, when we arrived in Astoria, after 380 miles on the road, we stopped at one of your competitors located along the water on the other side of the bridge. My initial contact with the desk clerk was rather cold. A very short drive across the bay, it was all smiles. A great deal, for sure, and that's not even taking into consideration the \$100 we saved! Thanks for all! Patrick Groleau, Waterville, Maine.

Attention to Detail . . . We've heard the cliché so often, we sometimes forget what it really means. It is paying attention to the smallest detail that turns every guest's stay into a magical experience. Attaining occupancy goals requires approaching each and every task as though it were the most important one. The very largest project comprises numerous small components—seemingly insignificant details that combine to create an unforgettable experience.

Our lives are measured in years, but we live each year in months, weeks, days, minutes and seconds. And, every small choice we make creates ripples—either positive or negative.

The key to quality in all aspects of our lives is performing the little tasks correctly every time so that our actions produce a quality result.

In the hospitality industry, it is this attention to the little things—those details—that creates and builds long-term customer loyalty. Performing routine or repetitious tasks with care and adding that little "extra" whenever possible is what it takes in today's economy to rise above the competition.

These letters and comments from grateful guests demonstrate how Shilo employees paid attention to the smallest of details.



Thank you all for a wonderful function earlier this week [Shilo Suites Hotel-**Portland Airport**]. I was very pleased—the food and service were excellent and I had great feedback from our guests. The young man—Matt Savaria [L]—who served us was outstanding.

Did a terrific job and was very kind and friendly. He is a true asset to your hotel. Thank you all very much!

Jackie Day
Business Development Manager
Northwest Cruise Line, Miami FL

You all did a great job this morning at our Rotary Club breakfast! [Shilo Suites **Restaurant-Killeen**] The food was delicious, especially the potatoes and bacon. Thank you for going above and beyond by adding the tortillas, cheese and salsa. I heard several positive comments from other members about the quality of the food. William, last night, at our social event, your name was consistently brought up. You are a real "go-getter" as one member put it. Thank you **all** again for the great job with breakfast this morning. And, as always, Virginia does an exceptional job in making sure the food is refreshed and spot on in presentation. I look forward to our breakfast meetings. Sincerely, Sherry Hoffpauir, KXXV-TV, Killeen, Texas

[**Shilo Suites-Seaside Oceanfront**] "We pulled both throws from both queen beds to use, as we were cold. (We had left the slider open.) The next day, when we returned to our room, there was an additional blanket waiting. Wonderful. Thank you! Robert Morse, Renton WA



Who's Doing What at Shilo Inns . . .



Mandy George, Director of Sales for **Casper and Helena** Shilo Inns, finds time after-hours to perform in a Stage III production, "The Foreigner," by Larry Shue and directed by Suzanne Konicek. Left, Mandy is shown as Betty, the innkeeper of a fishing lodge in Southern Georgia. The play ran for three weeks.



The first annual Ladies' Nite Out was hosted by Shilo **Suites-Nampa** for the Idaho Business Women's Network and Shilo employees. Nampa Suites staff invited IBWN ladies to join Shilo employees for a networking afternoon and evening of pampering—facials, pedicures, make-overs, manicures and breakfast. A great time was had by all.

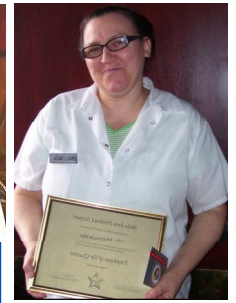
"Come on, hurry, we're going to be late for the Sunday service!" yells dad as he heads for the front door. Mom meets him at the door with the coats of their three children. "What's up?" he asks. "This time," says mom, "You get the children into their coats and I'll go out and honk the horn!"



Thank you, Judy Lee, Executive Head Housekeeper and Employee of the Quarter at Shilo Inn **Suites-Nampa**. "Judy cares for everyone she meets and is a great example for all of us," says GM Cindy Sullivan.



Congrats to Michelle Wilcox, front desk supervisor at **Nampa Shilo Inn** on her Employee of the Quarter honors. "Michelle always goes above and beyond when serving our guests," says GM Darci Mills.



Alla Mironichenko is Employee of the Quarter at Shilo Inn Suites Hotel-**Portland Airport**. Alla is popular with guests and co-workers (she brings in treats for the staff.) Alla has been married for 25 years and has seven children. She looks forward to celebrating her first year of U.S. citizenship in June.

Welcome New Shilo General Managers
Kevin Coelsch, Bend
Gary Sorrels, Beaverton
Angela Larson, Idaho Falls
Nikki Hogan, Ocean Shores
Bobbi Sherrell, Mammoth Lakes



Bobbi Sherrell, the new GM at Shilo Inn Suites-**Mammoth Lakes**, is happy to be back in a four-season environment after spending 15 years in Las Vegas mega hotels. Bobbi enjoys her three grown children—two sons and a daughter who is getting married soon. Welcome, Bobbi!

One of Mr. and Mrs. Hemstreet's favorite charities is the Make-a-Wish-Foundation. Cooper, Age 5, is a recent recipient of a donation. His wish is to "be a construction worker." "On behalf of the Make-A-Wish Foundation and the courageous kids we serve, thank you for your support of our recent radiothon. We surpassed our goals in raising funds to help grant local wishes for kids with life-threatening illnesses, Carynne."



Guy Knight, Hospitality Agent at Shilo Inn Suites Hotel-**Warrenton**, was the recipient of a sweet little flower and star drawing from a small guest that he befriended. Great job, Guy. Remember, children will be paying guests someday real soon and will surely remember acts of kindness!



"**M**y husband and I had to travel to Nampa to work with contractors to repair our home after damage from careless tenants. We looked for a clean, quiet place to rest after 12 hours of working on the house and were fortunate to have booked into this hotel [Shilo Inn-**Nampa Suites**]. The room was scrupulous (a delight after leaving our house each day covered in paint and debris), and exceptionally quiet. We were very pleased with our stay and would not only recommend, it but would stay there again when we return to sell the house. Thank you for offering such a wonderful property. Julie Allen, Mukilteo, WA."

Welcome New Shilo Sales Staff

Shirley Jaglowksi, Salt Lake City
James Maiers, Pomona/Diamond Bar
Ramona Dyer, The Dalles
Jacquelyn Marca, Salmon Creek/Rose Garden
Carla Worthington, Bend
Brenna Johnson, Tacoma/Ocean Shores
Lilly Milanovic, Richland
Patt Furlow, Coeur d'Alene
Phyllis Winder, Klamath Falls
Emma Katigbak, Portland Airport Suites





Gracious Shilo Service, Special Guests & Kudos

Shilo Inn-**Nampa**'s housekeeping staff enjoyed smiles and kudos from a guest who raved about the spotless room and their courtesy in returning at a later time to clean her room, permitting her to sleep in.

"The personnel [Shilo Inn Suites Hotel & **Restaurant-Killeen**] was always helpful. Our waitress, Claire, was most efficient and so friendly. We thoroughly enjoyed our visit. Lynn Flickson, Buffalo Grove, IL."

"Thank you for the reservation [Shilo Inn Suites-**Oakhurst**], although you know we were unable to reach the hotel because the roads and Yosemite Park were closed. We will be sure to go to your hotel when we visit Yosemite and will also make sure to recommend you to our friends and family. And, I'll place a 5-star service rating in the TripAdvisor! Erwin Chion."

"I want to send kudos to your front desk employee, Grant. He did such a wonderful job confirming our reservation [Shilo Inn Suites Hotel-**Salt Lake City**] and checking in our family of 12! He was courteous and calm with several things at a time happening at the desk, and also kudos to your driver who appears to really help Grant out when needed. I will provide some positive reviews on some travel sites! Deb Welch, Boise, Idaho."

"It was so nice getting acquainted with Shilo Inn [**Eugene**], unfortunately, at a difficult time. You guys are awesome and fine. I think the greater good came out of this. Please pass on our sincere thankfulness for someone's generosity. I pray God will bless them ten-fold.

Jeri James and family."

[An anonymous donor paid for rooms and restaurant charges at Shilo for a family of six when a fierce wind storm sent a tree crashing through the roof of their home.]



"I have been staying at this inn [Shilo Inn Suites Hotel-**Killeen**] since mid-2010. I would like to tell you how wonderful and courteous one front desk girl is—Ivana Blizzard. She always has a smile and is always helpful with any problems. Thank you very much. Karl Harig, Cloudcroft, N.M."

David Harney writes, "Staff was awesome. Jennifer was my best friend here. [**Nampa Shilo Inn**] She treated me with much respect."

"The customer service for my school group was fantastic, as usual. Every year, I choose Shilo Inn in **Twin Falls** for our group reservations. Darlene is wonderful to work with and has worked with my group and assisting in our special requests. Thanks to all the friendly staff. David Ross, Teton high School Advisor, Driggs, Idaho."

"I would definitely recommend Shilo Inn [**Salt Lake City**]. It was clean and people were friendly and the staff was willing to answer questions and meet our needs. Great place. Appreciated the shuttle and breakfast. Ellie Sweet, Davenport, IA."

"We stayed at the **Richland** Shilo Inn. Very nice, friendly staff, clean room, clean hotel, really good breakfast. We will definitely stay again! Hayes Family, Bremerton, WA."

My wife and I just had to express our appreciation for the excellent stay we enjoyed at your **Killeen** Shilo Inn. The staff were so helpful, pointing out jogging trails and places to go. The friendly personnel seemed to be throughout the hotel—housekeeping, front desk, restaurant, etc. We never write letters of this kind, but the comfortable, homey atmosphere was such a welcome change from the cold corporate ambiance we normally experience in most hotels we felt compelled to convey our pleasure. We will tell our friends and seek out Shilo hotels for future travel plans.

Dr. Tim and Danielle Nicholson Kress.

"This was my first time visiting Ft. Hood. My husband, Mark, had a four-day pass and I found your hotel on line. Everything from the room to the restaurant [Shilo Suites-**Killeen**] was great. I would recommend your hotel to anyone visiting Ft. Hood. A special thanks to the staff of the Mark Restaurant & Lounge. Food and service were excellent. Our bartender, Chris Reid, [L] is an exceptional personality and in service, he was beyond excellent. Also, manager, William Browning, [R] is very good at keeping everyone happy—customers and staff. Thank you again for making our stay a great experience! Bonnie and Mark Facticeau."



I had just finished a 100-mile run from Kennewick to Prosser and back—the Badger Mountain Challenge 100—and had severely strained some muscles in my hip. I was carried in by friends to the front desk of the Shilo Inn in **Richland**, and within five minutes, I was set up in a room to lie down and recover. The front desk staff was incredibly accommodating and I was amazed that I was able to move into a room at 8:30 a.m. The staff was able to periodically send someone over to my room with bags of ice so that I could take care of my injuries. In short, this was the best experience I have ever had in a hotel—everyone was caring and helpful and were instrumental in helping me recover. Thank you!!!! Nicholas Davis, Seattle, Washington. [The Badger Mountain challenge 100-Mile Endurance Run is held in March and benefits the Friends of Badger Mountain, helping to maintain trails on the Preserve.]

Submit your property information, photos and news to SHILO STAR Editor, Linda Burt at JLBurt1075@charter.net

The Golden Rule of Living

If you open it, close it;
If you turn it on, turn it off;
If you unlock it, lock it up;
If you break it, admit it;
If you can't fix it, call someone who can;
If you borrow it, return it.;
If you value it, take care of it;
If you make a mess, clean it up;
If you move it, put it back;
If it belongs to someone else and you want to use it, get permission;
If you don't know how to operate it, leave it alone;
If it's none of your business, don't ask;
If it "ain't broke", don't fix it;
If it will brighten someone else's day, say it;
If it will tarnish someone's reputation, don't say it!

Jim Daly, President of Focus on the Family.

The "Extra Mile" That Guests Love

Dear Shilo Corporate Guest Services:

I wish to express my thanks for the exceptional service I received from Justin Haight and Esther Carr while I was staying at the Shilo Inn in **Mammoth Lakes**. Both of them went far and above the call to help me after my skiing accident. I was feeling so vulnerable, upset and anxious about my injury, as the ER doctor diagnosed a knee injury that would require surgery and months of rehab.

Esther brought me a wheelchair and allowed me to orient myself in the lobby. She was attentive to my needs; minutes later, she escorted me to my room where she took down items that were too high for me to reach and lowered clothes to arm's length. She showed me how to order from my hotel room telephone, reassuring me that the delivery person would bring food to my room. Justin picked up my prescription which I had in hand in less than 30 minutes.

Justin worked with hotels.com on my rate, got my luggage to my car and rolled me out to my car. I felt truly cared for so far from home.

Because of these exceptional employees, I was comforted, at ease and reassured. I am TRULY grateful for employees who understand the meaning of service. Despite the strained circumstances, I cannot thank you enough for your help.

Sincerest thanks, Karen Mitchell. Fallbrook, California.

"Must Stay—WOW!"

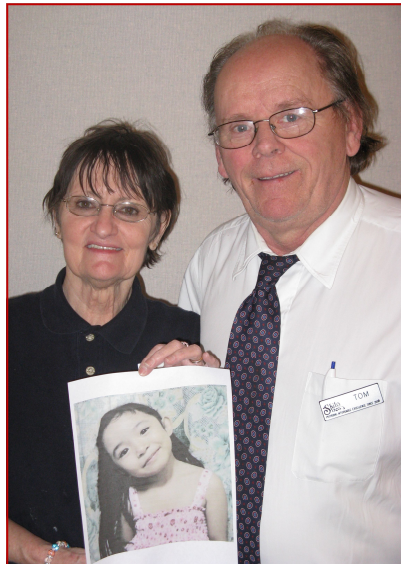
We stayed at the Shilo Inn in **Ocean Shores**. My husband and I have stayed at the ocean at least 100 times over the last 33 years during our marriage. This is the first time at the Shilo Inn.

What a difference a hotel makes. This **was** different. From the moment we arrived, Renee greeted us with a friendly and sweet personality. Since I am handicapped, I was nervous about accommodations. Renee took the time to show us everything and explained away our concerns. Accommodations were superb—3 TV's, 3 phones, and the beds were out of this world. In fact, we would still be lounging if we could!

Dining room restaurant was managed to perfection by Ellen. The food was incredible and the server catered to our every need.

Our time was memorable and forever special because of the staff. We have a new group of friends at the ocean. The staff were so friendly and made our trip not just fun, but memorable. Thank you again for going out of your way to make our trip so special. You can be sure that when we recount our trip to friends, you and your amazing attention to detail will be part of our story."

Doug and Cindy Lott



Tom Carlson, front desk, and his wife, Paula, housekeeping, [Shilo Inn Suites-Coeur d'Alene] are Shilo Inn employees who have set a sterling standard for the Spirit of Sharing. Left, they hold the photo of their honorary five-year-old granddaughter, Lana, who wears the dress they sent her. She is the youngest member of a large Filipino family living in a one-room squatters' hut. The Carlson's provide "care" packages—vitamins, clothes, etc.—on a regular basis.

"Dear Shilo Staff:

Thank you for our 5th Annual Waffle Breakfast at your inn. We always feel so welcome and you make us feel important! Hope this will continue for a long, long, time.
The **Twin Falls**
Chamber of Commerce
Ambassadors."

Gary Ryan Blair, President of The Goals Guy, notes, "You will be continuously challenged by larger problems that could have been prevented if you had paid closer attention to smaller details at the beginning."

