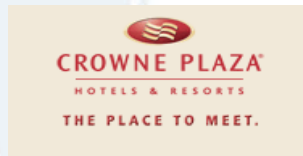




**LOVE HOTEL  
MANAGEMENT COMPANY**

Managing today with the future in mind

# LOVE HOTEL MANAGEMENT COMPANY





## Love Hotel Management Company Strategy

Love Hotel Management Company's (LHMC) success is based on aligning itself with a chosen group of preferred strategic partners, who work closely with the world's most highly respected hospitality brands, with the desire to be recognized as a top performer within each of these brands.


LHMC seeks out partners who share its passion and commitment to excellence as well as a desire for aggressive long-term growth and profitability.





## Management Support Services

Love Hotel Management Company understands owners concerns and knows what needs to be achieved when properties are in challenging markets fighting for share. LHMC takes pride in understanding the situation and achieving the necessary goals.

- 1) LHMC will provide the necessary guidance and leadership to operate the property, including, but not limited to franchise relations, market drivers identification and penetration, service delivery, cost management and others, as necessary.
  - 2) LHMC will work with franchisor, owner and individuals to negotiate the best terms for the property.
  - 3) LHMC can and will be on site within a day of receiving the management agreement. And further, implement a step by step plan that provides the least amount of disruption to the day to day operations of the property.
- 



## Management Advantage

LHMC has certain advantages over other management companies. Its benefits lie in the flexibility and piece of mind it gives to its Owners...As Owners themselves.

Some notable advantages:


**No long term Agreements** – Allowing Ownership comfort that they have the final say.

**Competitive Management fees** – Negotiated management fees that won't strangle Ownership.

**Access to franchisor's Reservation System** – Access to franchisor's reservation system and reporting services no matter who manages the property.

**Dedicated Team** – Not one of many, but a highly specialized team who manages the property as if it was their own.

**Reporting Capabilities** – Daily, Monthly and Annual Reports including Budgeting, Forecasting and Capital Planning to name just a few.





## Receivership Advantage


LHMC has the background, experience and sponsorship to provide support for filing and administering receivership under both State and Federal laws. Whether its client's are judgment creditors, lien creditors or other stakeholders, LHMC can provide in-house litigation support services that are part of the legal effort to file or intervene in the receivership, prosecute the receivership, administer and operate the receivership, and/or exit from receivership through a court ordered sale or liquidation.

### **LHMC understands receivership.**

It takes a dedicated team of professionals who understand both the legal and business aspects of receivership to take over, manage and dispose of assets as the court may direct. LHMC can also identify the imminent danger of loss, damage, or miscarriage of justice, which can aid in the preparation and maintenance of a receivership. And, because LHMC can act as both manager and receiver, additional costs and fees can and will be saved.

### **LHMC has the financial strength and experience to act as a receiver.**

Whether it is to provide the requisite bonds required by the court in connection with its appointment as a receiver or negotiate with the franchisor regarding legal matters involving branding and other franchisor-franchisee relations, LHMC can and will preserve, protect and maximize the value of the underlining property.



# Hotel Experience

We have a wealth of experience, which includes the following hotels:



**Crowne Plaza**  
*St. Louis, MO*



**Quality Inn**  
*Richmond, VA*  
Receiver



**Crowne Plaza**  
*Toledo, OH*



**Omphoy Resort,**  
*Palm Beach FL*



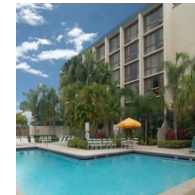
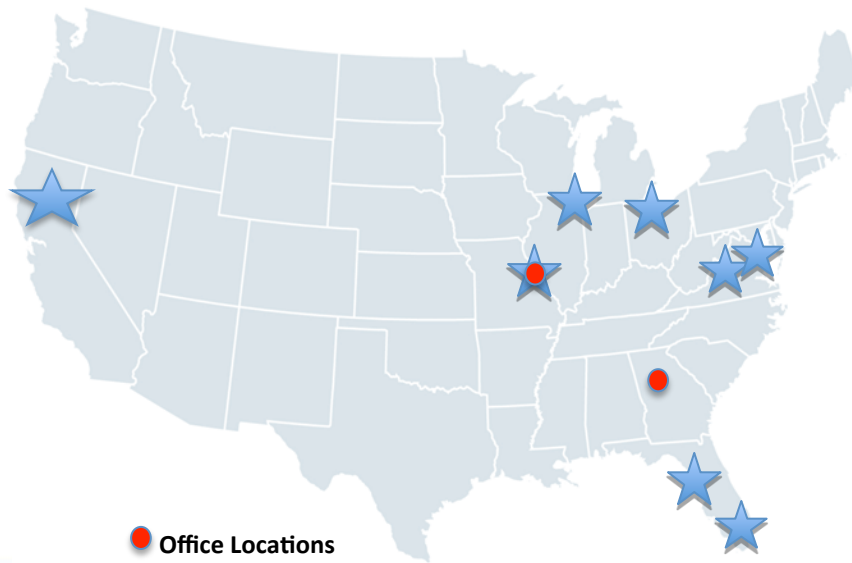
**Heritage Resort**  
*Sonoma, CA*



**Wyndham**  
*Chicago, IL*



**Wingate Inn**  
*Virginia Beach, VA*  
Receiver Manager



**Comfort Inn**  
*West Palm Beach, FL*



**Hyatt Place**  
*Tampa, FL*  
(under development)

# Hospitality Services

## **Operations**

Overall Management Assessment  
Pre Takeover Analysis  
Franchisor Negotiations  
Prompt Reporting  
Capital Management  
Accounting Services  
Hands On Management

## **Revenue Management**

Brand, Channel and Property Efforts  
Maximizing income  
Revenue Review meetings  
Maximizing Revenue outlets

## **Sales & Marketing**

Brand Maximization  
Revenue Management  
Direct Sales Strategy  
Sales and Marketing Training  
Tools and Systems for effective tracking  
Monthly Sales Reporting

## **Financial Reporting**

Profit/Loss & Balance Statements  
Accurate Forecasting  
Capital Plan Implementation  
Monthly Account Reconciliation  
Audit Management  
Tax Management






# Hospitality Management

## Our Focus:

LHMC's focus goes far beyond the daily and monthly financials, strategically benchmarking its performance against the top industry performers to gauge its results.

LHMC's focus is to be a market leader not only in operational and service performance, but in the various other segments of its industry such as sales and marketing, food & beverage, purchasing, wages and compensation and a variety of other areas valuable to its overall success.

LHMC prides itself in its ability to analyze, and implement preventive maintenance and capital renovation programs to retain the asset value for ownership.






## Revenue Management

Love Hotel Management Company recognizes the need for forward thinking sales and revenue management in its industry.

While each property and marketplace is unique, LHMC's strength lies in key personnel who understand the challenges of brand, channel and property strategic efforts to maximize both rate and occupancy.

Its revenue team will conduct whole picture revenue review meetings, utilizing not only strategic room rate planning for maximizing income, but also focusing on achieving its full potential in the various revenue outlets such as F&B, valet and other potential sources.

One of its many strengths lies in ensuring strength in its Regional Directors of Revenue Management. It is important to ensure LHMC maintains a mastery of both the brand and the internet opportunities, maximizing them to the full potential of its properties.



# Operations

Love Hotel Management Inc. will assemble a results driven qualified property level team, focused on financial performance, superior guest services, asset preservation and value ownership.

In addition, it can take the lead in or assist in the following:

- Pre Takeover Analysis
- Franchisor Negotiations
- Takeover Plan
- Prompt Reporting
- Capital Management
- Accounting Services
- Takeover Process
- Property Management
- Provide hands-on, highly competent and professional management
- Deliver superior financial performance and enhance asset value
- Associate selection and development
- Create a work environment/experience in which the associates succeed
- Love Hotel Management Company works with a revenue-enhanced focus on franchisee or independently owned properties

# Sales & Marketing

LHMC's services include:

- Brand Maximization
- Revenue Management
- Direct Sales Strategy
- Guide to Development and Implementation of Marketing Plan
- Assist Group Advertising and Marketing via ongoing Sales and Marketing Training at Regular Group Sales meetings
- Ensure Tools and Systems for Effective Tracking and Implementation of Programs
- Review and Approve Specific Marketing Strategies, Programs, and Print Collateral (Brochures, Flyers, etc.)
- Review of Monthly Sales Reports
- Assist in Recruiting, Interviewing, Developing, and Hiring of Sales Staff




## Food & Beverage Management

Love Hotel Management looks at each opportunity to maximize the bottom line through strategic outlet planning and management.

LHMC looks at all aspects of the operation from purchasing, planning, catering, ala carte menu design and sales strategies with its focus on maximizing revenues while driving profit margins.

LHMC provides both back and front of house training and assessments to maximize the potential of its on-site team.



## Financial Reporting

Keeping an eye on the bottom line now and looking forward is key to LHMC's success and the success of its clients. LHMC recognizes the need for proactive fiscal planning and management to achieve success through.....

- Profit/Loss Statement and Balance Sheet
- Accurate Forecasting
- Monthly Account Reconciliation
- Bank Reconciliation Statement of Cash Flows Analytical Analysis
- Capital Plan implementation and fiscal management
- Tax management
- Audit management



## LHMC's Leadership

### **Laurence A. Schiffer**


Mr. Schiffer is Co-CEO and a principal owner of Love Savings Holding Company. He is also Chairman of Heartland Bank, past Chairman of Love Funding and Chairman and CEO of Hallmark Holdings, a joint venture development company with the Rothschild Group, an international investment firm. Over the past three decades Mr. Schiffer has actively directed the development, ownership, acquisition, and management of commercial real estate properties including institutional quality office, hotel, retail, industrial, apartment, and senior housing properties for both the company's own account and for its affiliates and domestic and foreign partners.

### **Joseph Ruggeri**

Joseph Ruggeri is President of Love Hotel Management Company, a part of Love Savings Holding Company, bringing with him over 30 years of experience in hospitality sales, operations and project management. He has served in a number of positions including hotel operations and sales for up-scale hotels as well as stand-alone restaurant operations and can look back onto a long, rich family tradition in hospitality. Prior to joining Love Hotel Management Joseph Ruggeri was a General Manager with Interstate Hotels & Resorts, a Regional VP of Operations for LHM, Inc and served as the VP of Operations for 2790 Crossroads Hospitality out of California. Joseph has served as Presidents of both the St. Louis and Missouri State Hotel Association and currently sits as a Commissioner on the St. Louis Convention and Visitors Board. He also currently serves as the Legislative Chairperson for the St. Louis Hotel Association.

### **Peter M. Schiffer**

Peter Schiffer is the Senior Vice President of Business Development and brings over 25 years of experience in real estate development and operations. Mr. Schiffer has served in numerous positions including hotel operations, asset management, finance, sales and food & beverage for such companies as Ritz Carlton, Marriott, Choice and InterContinental hotels. He enjoys an impressive track record of property operations, finance, development and construction of new properties. Prior to joining Love Hotel Management Company, Mr. Schiffer was the Vice President of Love Funding Corporation exclusively lending to the hospitality industry. Presently, Mr. Schiffer is responsible for developing hospitality facilities across the country. His duties include land acquisition, zoning, financing and other related management and development activities.



## LHMC's Leadership - continued

### **Gloria Clement**

Gloria Clement is the Senior Vice President of Finance for Love Real Estate Company, the parent of Love Hotel Management Company. She has 34 years of experience with Love Real Estate Company in financial services, including accounting, audit and income tax, payroll and benefits, and risk management. Her experience spans a multi-state environment, a breadth of ownership forms, and a wide variety of real estate investments. Her career includes managing the accounting, tax, personnel and insurance issues with acquisitions, disposals, management takeovers, and development projects.

### **Joe Kenkel**

Joe Kenkel is the Vice President of Construction and has been involved in the maintenance, repair, construction and renovation of commercial buildings for over 30 years. His qualifications as a licensed electrician, a fully EPA certified HVAC technician, and experience providing expert testimony concerning high rise plumbing systems allow him to bring a wealth of knowledge and experience to his present position at the Love Companies. He has served as the Corporate Director of Engineering for a national hotel management company monitoring and supervising the repair, maintenance, and renovations of up to 13 hotels consisting of over 1500 guest rooms. He has served as the owner's representative for a Love Company affiliate, Heartland Bank, monitoring the ground up construction of 3 full service banks in the St. Louis Metropolitan area. He has also shown the ability to complete the toughest projects, with the tightest budgets and timelines, on time and within budget.

### **Chris DeCosty**

Chris DeCosty is the Director of Revenue for Love Hotel Management Company. He presently oversees the revenue management and sales focus for the newly acquired hotels within the Love Hotel Management Company portfolio. Mr. DeCosty has been involved in the sales and revenues of the hotel industry, both at the property and regional level, for the past 14 years. Chris has been a part of several successful teams, including his current hotel (Crowne Plaza St. Louis Downtown), in which the team won the 2009 Turning Point Award from the brand. Other teams that Mr. DeCosty has been involved with include awards for the Highest RevPar growth in the Midwest Region, the IHG Newcomer Hotel Award, and The Torchbearer Award. Chris was the recipient of the Crowne Plaza "Best of the Best" Director of Revenue award, along with the St. Louis Hotel Associations "Revenue Director of the Year" award.






## LHMC's Leadership - continued

### **Kathy Meyer**

Kathy Meyer is the Vice President of Human Resources for the Love Companies, providing more than 26 years of experience in the Human Resources leadership role. Kathy has historical experience at multi-property, regional and task force levels, including strategic recruitment, succession planning, field auditing, property acquisitions, benefit administration, FMLA, AAP, team building, union negotiations and contract management. Prior to Kathy joining the Love Companies she held the position of Human Resources Director for Millennium Hotels and Resorts, Starwood Hotels and Resorts and Brookdale Living Communities. Kathy has served as the coordinating Director for multi-state policy and procedure development and served as task force Human Resources Director - overseeing the onboarding of newly acquired HR talent. She is a certified service culture train the trainer, a Six Sigma Green Belt, and a member of SHRM and the St. Louis HHRA.

### **Darrin Rakers**

Darrin Rakers is Corporate Controller for Love Hotel Management Company. He has over 20 years of accounting experience within the Hospitality and Construction industry. Mr. Rakers is responsible for leading the take-over team on acquiring new properties as well as the hiring and training of property level Controllers, implementation of corporate policies and procedures and oversight of cash management at all of the properties. Mr. Rakers has worked for such brands as Holiday Inn, Radisson, Adam's Mark Hotel, and Crowne Plaza and has worked in various positions in hotel accounting including; Accounts Payable, Accounts Receivable, Credit Manager, Payroll, Income Auditor, Food and Beverage Cost Controller, General Cashier, and Controller. Prior to joining Love Hotel Management Company, Mr. Rakers served as a Corporate Controller for 7 years in the construction industry. Darrin Rakers is a graduate of the Sanford Brown College in Missouri with a degree in Accounting/Business Management.



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