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Next edition: Feature on Residence Inn Kingston

Best of luck to the team on next month's opening.

Dare to provide the little extras

2010 is now half over and the economy is slowly turning the corner. The past 18 months have been a difficult time for all of us as we have continued to manage our assets for our owners and provide high levels of guest service. I want to personally thank each of you for your hard work and loyalty through these challenging times. It is our fundamental value of loyalty which enables Atlific Hotels to maintain long-term, mutually rewarding relationships in all aspects of our business.

Much has been accomplished and a never-ending flow of ideas is ready to be explored. Make those ideas a reality by tackling them one by one. When outside forces influence our priorities never lose sight of who we are and where we're going, individually, and as one company. Brick by brick I once built a house and, day by day we are building this company together.

What is a project without challenges, what is a vision without objectives and goals, and how can we achieve results without trial and error?

Creative initiative

Persist and unleash this amazing force called creativity. Bring your ideas forward.

You will read in this issue of terrific achievements by some of your peers that are examples of the "little extras." They gave the little extras for their guests and their team-mates. Ideas can be leveraged across different hotels, in different parts of the country and I invite you to do this as often as possible.

Most of our hotels are entering a busy season where energy will be the key to success. I encourage you to think about the little extras and remember my reference to all of us being in

sales. Do not underestimate the value of a 'Good morning!' or 'Please visit us again.' It's the little extras that make a difference and only you can make that difference!

I wish all of you a safe and enjoyable summer.



Robert Chartrand, C.A.
Executive Vice-President &
Chief Financial Officer

One company, one vision

At Atlific, we encourage our people's personal and professional growth by providing them a caring and fun work environment, within a dynamic, successful company, passionate about hotel management.



Great things can be accomplished when everyone within an organization is focused on a common goal. The success of great sports teams, great companies, great hotels begins with having a common vision of what can be achieved.

A mission statement is more than a collection of words; it is a statement which guides our everyday decisions and actions. In making our mission statement a reality, there will be successes, there will be challenges, it is a journey. Make Atlific Hotels' mission statement your focus.

Fort McMurray goes green

Keyano College alliance

The Fort McMurray group will be collaborating with local Keyano College on energy conservation, building technologies and design, waste management, recycling, and staff training needs in a local green transformation initiative, together with the Fort McMurray Hotel & Lodging Association.

A typical 150-room Canadian hotel can produce three tonnes of greenhouse gases each day. That's the same as driving 200 cars or heating and lighting 100 homes. A very worthwhile initiative ensuring the beauty and grandeur of Canada is maintained for generations to come.



Changing seasons, changing markets

With the summer season upon us, the market mix of Atlific Hotels changes too. We will host a higher proportion of leisure travelers as corporate travelers take a well earned vacation.

Both markets are important to our success. Hotel pools will be busier, rooms may be more lived in and guestroom hallways may be more active. It is important we provide all guests with the same level of professional service they have come to expect while staying at our hotels.

Le Westin Montréal celebrates in style

On May 18th, Le Westin Montréal celebrated its first anniversary! Throughout the day, employees of the hotel received the royal treatment and were invited to enjoy coffee breaks in the Presidential Suite. In the cafeteria, meals were served accompanied by music and surprises. Each employee celebrating their first year of service received a recognition certificate highlighting the occasion. Le Westin Montréal also shared this special moment with their guests by serving hors

d'œuvres, champagne and birthday cake in the lobby. What great pride comes from having such a wonderful team and being part of the Atlific Hotels family!

Walnut Beach Resort celebrates two years of hospitality

On the shores of Lake Osoyoos in the South Okanagan region of British Columbia, our team at the Walnut Beach Resort has provided service memories to our guests in "all seasons for all reasons" for the past two years. Well done!



Holiday Inn Vancouver Airport provides gold medal service

The Canadian Ladies Olympic Curling Team opted for more privacy during the 2010 Winter Olympics hosted in Vancouver. Instead of staying at the Olympic Village, the ladies decided to stay at the Holiday Inn Vancouver Airport where they received "gold medal service."

Gerry Peckman, Director, High Performance, Canadian Curling Association stated the hotel was "outstanding, ten out of ten" and appreciated the entire staff lining up in the lobby to cheer on the ladies as they departed to curl in the big game. Best of all, he said all of these nice things within earshot of Prime Minister Stephen Harper, actor Donald Sutherland and two members of the Canadian Ladies Hockey Team (wearing their gold medals).

Hotel Indigo Ottawa scores top marks



In February, InterContinental Hotels Group (IHG) conducted a quality evaluation which measured life safety standards and the cleanliness and condition of the hotel. Hotel Indigo Ottawa scored an incredible 98.7%. The secret to their success?

Kim Jones, Hotel General Manager explains, "One of our hotel's 4 Key Principles is a *Spotlessly Clean and Well Maintained Hotel!*" which clearly showed through. The room attendants follow the Hotel Indigo Brand Cleaning Program called I-Clean which is a 21-step process. "We do monthly inspections and the room attendants also do self-assessments. We really have an incredible team at Hotel Indigo. Our In.Bassadors truly care about their work and the hotel and it shows every day." Living proof that when hotel employees have a common goal, work together and share their creative ideas, truly amazing things can be achieved!

Anniversary celebrations

Holiday Inn Express & Suites Vaughan celebrates second anniversary

Holly, as she is affectionately known, recently celebrated her

second year of operation. The team enjoyed a "Happy second birthday, Holly" birthday cake and look forward to many more years of providing world-class service to their guests. Congratulations!



The Holiday Inn Express & Suites Vaughan team

Congratulations!

Our value of "Family" states "We will cultivate a familial atmosphere by celebrating our fellowship, our partner hotels and the communities in which we operate." Many of our hotels and their employees have demonstrated what this value looks like in their daily operations and we are extremely proud of their achievements.

Holiday Inn Winnipeg South was recently recognized with the first ever Manitoba Supported Employment Network (MSEN) Employer Success Award. This award is given for dedication and commitment to supported employment for people with disabilities. Over the years the team at the hotel has demonstrated their dedication to this cause by providing supported employment for a number of persons with disabilities in various positions at their hotel.

Sue Belzer – Director, Sales and Marketing for both Holiday Inns at the Vancouver Airport was recognized by the InterContinental Hotels Group as The Hotel Sales Partner of the Year. This award, voted on by the IHG Canada Sales team members, is presented to the individual who exemplifies what it means to understand their hotel's needs and leverage IHG sales to improve the department's success.

Missina Germain, Front Office Manager, Clearwater Suite Hotel, Fort McMurray, received a gold star for Outstanding Heart of the House in Accommodations. This award was implemented in 2004 by Fort McMurray Tourism to honor outstanding customer service in tourism, hospitality, retail and general service sectors. Congratulations, Missina!

Residence Inn London was nominated by the London Chamber of Commerce for the 2010 Business Achievement Award in the Environmental Leadership Award Category. Following their complete hotel renovation this spring, this nomination reflects Residence Inn London's commitment to maintaining a constant focus on thinking, operating and celebrating all that is green.

The Marriott Château Champlain recognized two of its shining stars earlier this year for their commitment to outstanding service delivery, hard work, positive attitude, reliability and teamwork. José Morais, Le Sénateur bartender for 34 years and Véronique Fortin, Chef de Parti for 14 years, were recognized for their extraordinary efforts. Each was awarded with a trip to Florida.



The end of an era

On April 30, 2010, our Courtyard by Marriott property in Montréal was sold. Up to the last day, the employees, under Paul Cochrane's management, stepped up to the plate with the intention to leave the property sparkling clean. Our hats off to everyone at the hotel who showed total support and

dedication. On the closing date, the buyer, McGill University, complimented Atlific Hotels, the hotel and its team for having been so professional in the transition. To all of the dedicated hotel employees, thank you and good luck from all of us at Atlific Hotels!

Checking in on our leaders

Getting personal with Robert Chartrand

Birth City: Huntingdon, Québec.

Zodiac Sign: Scorpio (with a Capricorn ascendant – for those who know what that means).

What I like to do when I'm not working: Photography, exercise (at least four or five times a week), taking two- or three-hour walks, downhill skiing, kayaking, bicycling and traveling.

Number of years with Atlific Hotels: 27 years this December.

My career path with Atlific Hotels: Began as an Asst. Comptroller with Auberge des Gouverneurs, promoted to Controller with Atlific Hotels in 1986, became Chief Financial Officer (CFO) in 1988 and Executive Vice President and CFO in 1990. My focus has been to work very hard with my team on buying and building hotels and

getting more management agreements – which led Atlific Hotels to be recognized as Hotel Management Company of the Year for 2009.

The best thing about working at Atlific Hotels: I am never alone. Every person in their own way can make a difference and contributes to the collective success of our company.

My outlook on life: After health, time is the most precious resource we have and too many people take it for granted. If you manage your time well, you will have more time for family, friends and those in need, and your life will become complete. Managing time can be a real issue when operating in a business that is open 24 hours a day, 365 days a year, but it should be a priority.



Your management team, from left to right: Christine Kennedy, Robert Chartrand, Bonnie Ng, Robert Leopky, Philippe Gadbois and Raymond St-Pierre

Stay with us. Save 70%!

Summer in Canada means barbeques, picnics and family vacations. Ours is a vast and wonderful country. Why not make Atlific part of your vacation and save 70%. The Atlific Employee Accommodation Rate, designed to convey our appreciation to you, is available to all employees – both full-time and regularly scheduled part-time – working at any

establishment managed by Atlific Hotels. Employees save 70% off of regular rates, based on availability. To make a reservation and for full terms and conditions go to www.atlific.com/employees.

What a great opportunity to experience all Atlific Hotels has to offer!



Our mission in action

Early in 2009, Atlific Hotels introduced a new mission statement as a guideline we use every day in making decisions about what we do and how we do it. Our mission states, "At Atlific Hotels, we encourage our people's personal and professional growth by providing them a caring and fun work environment, within a dynamic, successful company, passionate about hotel management."

For some companies, a mission statement is simply words posted on a wall for employees and perhaps customers or guests to look at. At Atlific Hotels we are committed to ensuring our mission guides our actions, our decision making and how we act toward each other every minute of every day.

Our business is about people, those individuals who work in our hotels and who are the

lifeblood of our success. Without people dedicated to the industry, to the delivery of exceptional service and passionate about the hotels they work for, our business would not exist. It is important that we encourage everyone's personal and professional growth in order to allow our people to realize their full potential and be the very best they can be.

One individual who is well on his way to achieving hospitality



greatness is **Scott Ryan, Food & Beverage Manager at the Holiday Inn Stephenville**. Scott recently earned his Certified Food & Beverage Executive designation through the Educational Institute of the American Hotel and Motel Association. Receiving his CFBE designation involved an intensive six-month home study program

and a written exam and reflects Scott's commitment to maintain the highest standards of competence as a hospitality professional.

During his time at the Holiday Inn Stephenville Scott has worked tirelessly in re-positioning the food and beverage department, improving profitability year over year, while redeveloping the product offering and enhancing service standards.

We know that Scott will be a great asset to Atlific Hotels for many years to come. Congratulations, Scott!

"As far as the guests are concerned, you are the company. This is not a burden but the core of your job. You hold in your hands the power to keep guests coming back."

Anonymous

The Atlific classroom is ready!

The finishing touches have been put on the Atlific classroom at the **Institut de tourisme et d'hôtellerie du Québec (ITHQ)**. With approximately 1,200 hospitality and tourism students using this dynamic learning environment, awareness of the Atlific Hotels brand will be heightened. Many of these

students will be looking for summer internship opportunities and what better place to provide practical experience than in one of our hotels. If you are interested in assisting in the development of these hospitality leaders of tomorrow, contact Mrs Roxanne Richard at ITHQ (514 282-5108, Toll-free: 1-800-361-5111 Ext. 4232).

The eyes of the world are on Deerhurst Resort

We wish everyone at Deerhurst Resort the very best as they host the G8 Summit at the end of June. We know that all your hard

work and planning will be appreciated by the world leaders who will call Deerhurst home during their visit.



Your input and feedback are welcome

Check-in is your newsletter, an opportunity to share interesting stories and milestones which occur in every one of our 42 properties. In order to make the content timely and relevant we need your input and feedback. If there are articles or stories you would like to see we'd love to hear from you. If you would like to make a contribution to future newsletters, please make your submissions by email to dgraziano@atlific.com. As we have limited space, some articles will appear in subsequent editions.



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