

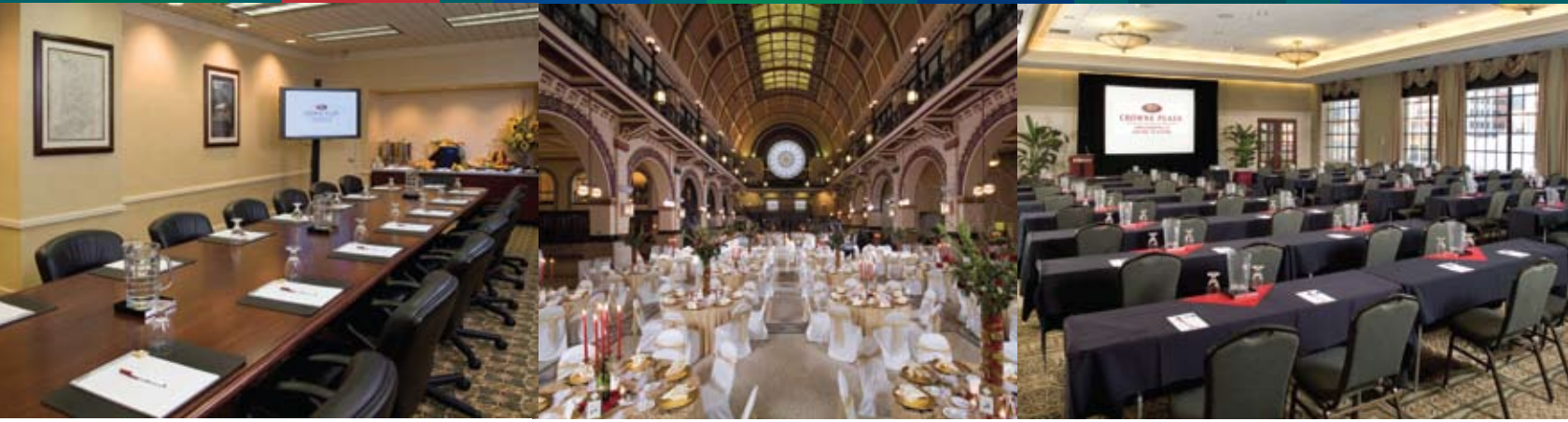


General Hotels Corporation

Delivering Comprehensive Hotel Management For Fifty Years.







Comprehensive Hotel Management

As a time tested hotel management company, General Hotels Corporation has earned a well-respected reputation throughout Indiana for operating full service, select service and extended stay properties. Our award-winning hotels are distinctive and independently recognized properties that offer a full host of modern amenities. We're focused on delivering comfortable guest experiences through friendly service, thoughtfully appointed rooms, full service restaurants and lounges, free high-speed Internet access, fitness centers, and unparalleled meeting and convention facilities. Perhaps you've stayed with us and know us better by the company we keep. We operate under a broad range of franchises including Crowne Plaza, Holiday Inn, Holiday Inn Express, Homewood Suites by Hilton, Hampton Inn, Courtyard by Marriott and SpringHill Suites by Marriott.

Our Mission

General Hotels Corporation is dedicated to the highest level of guest service delivered with warmth and friendliness to all guests and associates that come through our doors. While providing the highest level of guest service, we are committed to returning the highest possible profit to our owners and investors. Integrity and respect are the guiding principles in all of our actions.

 Locally operated by General Hotels Corporation





Management Services

With over 40 years of experience and a team of seasoned professionals, we provide a complete range of management services. Depth of experience, a prudent management style, sophisticated systems, proven strategies for enhancing asset value and optimizing investment returns and an overriding commitment to guest excellence enable us to provide significant operating results for owners and lenders.

Development

From site acquisitions to pre-development planning to construction to grand openings and renovations, General Hotels Corporation has been involved in numerous projects from the ground up. We understand the intricate details and offer a comprehensive range of services during each phase of development and renovation. Every detail is carefully planned and executed to minimize guest inconvenience.

- Market feasibility
- Site selection and acquisition
- Design management
- FF&E purchasing management, coordination and installation

Operations

General Hotels Corporation provides a hands on approach to daily property management to ensure that brand standards are met and financial goals are achieved. Hotels benefit from an extensive base of knowledge and broad range of skills by receiving critical support in the following key areas.

- Training
- Franchisor relations
- Property consulting
- Engineering
- Budgeting
- Guest service and quality
- Capital planning and implementation
- Monitor operating forecasts, payroll and expenses
- Establishment and audit of safety / security programs
- Purchasing leverage through strong national and local vendor relationships

Finance

Dependable finance and accounting oversight along with strong banking relationships allow General Hotels Corporation to provide owners with critical cost containment controls and a valuable range of project development resources.

- Centralized accounting systems and reporting
- Cash management
- Loan procurement and construction accounting services
- Budgeting and forecasting
- Information technology support services

Sales and Marketing

As a revenue driven organization, our success is the result of a three fold focus: maximization of revenue and profits, effective hiring and training of top level sales teams and proper positioning of hotels within their marketplace. This focus coupled with innovative, proactive sales and marketing efforts result in hotels that consistently outperform market share averages.

- Revenue management
- Sales strategy leadership
- Sales staff recruitment, training and motivation
- Sales and marketing plan expertise
- Monthly sales report reviews
- Advertising and public relations
- E-commerce management
- Highly qualified lead referral program

Human Resources

We believe our associates are our organization's greatest asset. By selectively recruiting the right associates matched to the right jobs, investing in competitive compensation, benefits, training, development and motivation programs, General Hotels Corporation is able to attract and retain the best possible talent.

- Payroll processing
- Benefits administration
- Insurance claims management
- Recruitment and employee retention



Distressed Asset Management and Receivership Services

Hotel properties in foreclosure, bankruptcy or receivership can be some of the more complex management situations. Finding the right team of asset management experts to guide owners and lenders is of utmost importance. Missteps can be costly and devalue a property's brand as well as an investor's capital. Recognizing that time is of the essence and within 24 hours of accepting an assignment, our staff can begin to assess the situation, make recommendations and take actions that can quickly affect the property's profitability.

Seizure / Securing of Assets

- Takeover team on-site within 24 hours of assignment
- Stabilize associates for efficient takeover / continued service
- Distribute notification of receivership status to franchisor, vendors, lessees and other interested parties
- Review physical condition of the property
- Take immediate possession of all real and personal assets
- Provide detailed FF&E inventory
- Conduct auditing and determination of financial assets and liabilities
- Work closely with the owner and or brokers to facilitate the property sale / closing

Consulting / Financial Analysis

- Determination of asset value
- Implement full service financial assessments
- Review of occupancy rates, operating costs and reserve accounts
- Review budget preparation, cash flow analysis, internal control, financial restructuring and inventory control
- Analyze branding, market position, competition and search for missed opportunities
- Review of capital improvements, upgrade requirements and project coordination

Management / Operations

- Identify life safety issues and provide repair recommendations
- Review contracts with affiliates
- Review termination rights
- Review pricing, implement cost-effective purchasing guidelines
- Introduce intensive yield and revenue management to maximize income
- Review customer account management, e-commerce production and strategies, rooms/catering market mix
- Review group room inventory guidelines
- Develop comprehensive sales and marketing plan
- Review and redirect sales actions steps
- Monitor, evaluate and quickly respond to industry trends and market demands
- Review franchise activities
- Determine training deficiencies / opportunity areas
- Prompt monthly receiver's report as directed by the court including revenue / profitability status

Contracting / Leases

- Review of insurance policies including coverage
- Contract and agreement assessment and negotiation
- Renegotiate agreements where necessary

Licenses / Franchises

- Review and renegotiate licenses, government permits, room tax payments, sales and other government taxes



Executive Leadership Team

General Hotels Corporation offers a seasoned team with a broad base of hospitality management experience. Our team's uncompromising commitment to quality guest service and sound operational management style has made General Hotels Corporation a recognized leader in hospitality management.

As a true owner and operator of our own properties, we invite individual owners, investment groups, lenders and capital partners to contact us to discuss hotel management opportunities. Learn more about how General Hotels Corporation's management philosophy and proven operating methods can help achieve optimal operational and financial results.



James E. Dora, Chairman of the Board

A Purdue University graduate, James E. Dora is the sole owner of General Hotels Corporation and is general partner and principal owner of several Holiday Inns, Crowne Plazas, Homewood Suites by Hilton, a Holiday Inn Express, a Courtyard by Marriott, a SpringHill Suites by Marriott and a Hampton Inn. The properties are managed by General Hotels Corporation. Prior to Mr. Dora's involvement with the InterContinental Hotels Group, he was involved in the development and opening of numerous other hotels as owner/developer. Mr. Dora's properties have been ranked in the top 25 Holiday Inn Hotels in the world and have garnered several additional awards for design and service excellence. Mr. Dora is actively involved in the Indianapolis community, serving on various business and civic boards.



James E. Dora, Jr., President and Chief Executive Officer

A graduate of Purdue University, Mr. Dora oversees the corporation's overall operation and is responsible for General Hotels Corporation's long-term strategic planning. Along with managing capital construction projects, Mr. Dora is actively involved in the InterContinental Hotels and Resorts International Association of Holiday Inn owner's organization and serves in numerous volunteer capacities within the greater Indianapolis community.



Richard A. Jett, Vice President of Finance and Administration

An Indiana University graduate with a B.S. in accounting, Mr. Jett is responsible for finance, accounting, human resources and information technology areas for General Hotels Corporation's properties. Mr. Jett joined General Hotels Corporation in 1998 and is an active member of the American Institute of Certified Public Accountants and the Indiana CPA Society.



Glenn Brooks, Vice President of Sales and Marketing

A Triton College graduate, Mr. Brooks directs the daily sales efforts of General Hotels Corporation properties. Mr. Brooks is responsible for directing revenue management programs, reservation call center operations, development and execution of marketing plans and the recruitment, training and supervision of the hotel sales teams. Mr. Brooks possesses over 30 years of hotel experience, having held numerous sales, marketing and operational positions with Westin Hotels & Resorts. He is an active member and past President of the Indiana Meeting Professional International Chapter.



Chuck Summers, Vice President of Operations

With over 20 years of hotel management experience, Mr. Summers possesses a BS from Springfield College. Mr. Summers is responsible for the daily property management of General Hotels Corporation hotels to include P&L / expense budget control, vendor relationships, facility maintenance, adherence to service standards and recruitment, training and direction of the hotel operation teams.



Greg Hovis, Director of Hotel Development

With over 20 years of hospitality industry experience, Mr. Hovis is responsible for securing new hotel management opportunities, acquiring existing hotels seeking hotel management services and developing additional opportunities in the marketplace.

Contact Information

To learn more about General Hotels Corporation management services, please contact Greg Hovis, Director of Hotel Development at 317.243.1064 or by email at ghovis@genhotels.com.





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