

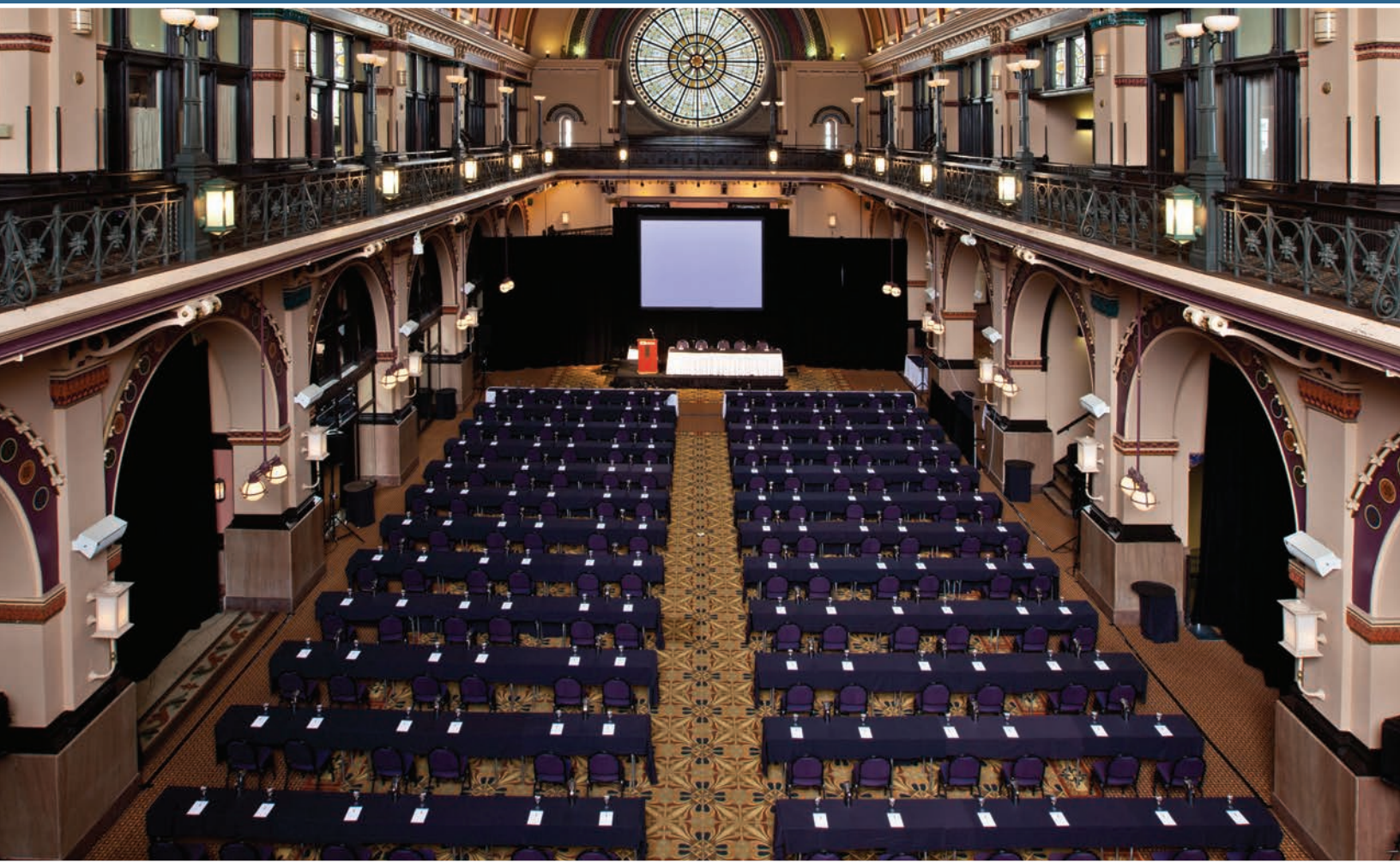


## GENERAL HOTELS CORPORATION

Delivering Comprehensive Hotel Management & Development For Over Fifty Years.







# ABOUT GHCHC



## Comprehensive Hotel Management, Development & Consulting

Headquartered in Indianapolis, IN, General Hotels Corporation was founded in 1962 by the late James E. Dora, Sr. who opened Holiday Inn Terre Haute, IN as the first of many Indiana Holiday Inn franchises and continued to develop and operate hotels under IHG, Hilton and Marriott brands. His hotels garnered numerous design and service excellence awards. Decades later, Mr. Dora, Sr.'s core values of integrity, respect, service excellence, civic leadership and gracious spirit of hospitality continue to serve as the organization's guiding principles. Today, General Hotels Corporation is one of the largest Midwest hotel management and development companies with a portfolio of nearly 50 properties representing over 5,000 guest rooms.



As a time tested hotel management and development company, 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, fitness centers, and unparalleled meeting and convention facilities. We operate under a broad range of franchises and management agreements including Best Western, Candlewood Suites, Comfort Inn, Courtyard by Marriott, Crowne Plaza, Fairfield Inn & Suites, Hampton Inn, Holiday Inn, Holiday Inn Express, Homewood Suites by Hilton, Staybridge Suites, SpringHill Suites by Marriott and Wingate by Wyndham.

## 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.

Operated by General Hotels Corporation - Indianapolis, IN





# MANAGEMENT

## Management Services

With over 50 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

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### 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
- Franchiser 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

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### 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

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### 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

# EXPERTISE



## **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 franchiser, 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

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### **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

# LEADERSHIP



## 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, 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, Executive Vice President and CFO**

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, Executive 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 industry 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, Executive 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 Business Development**

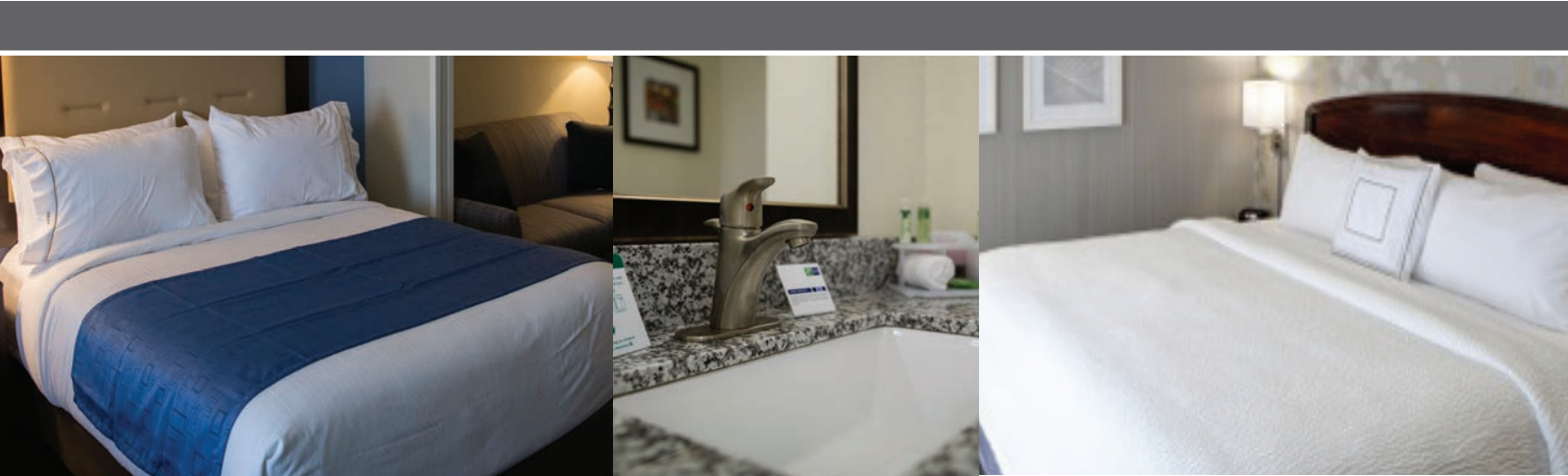
With over 20 years of hospitality industry experience, Mr. Hovis is responsible for securing new hotel management opportunities, acquiring existing assets, seeking management services and developing additional opportunities in the marketplace by working with hotel owners, REITS, lending institutions and developers.

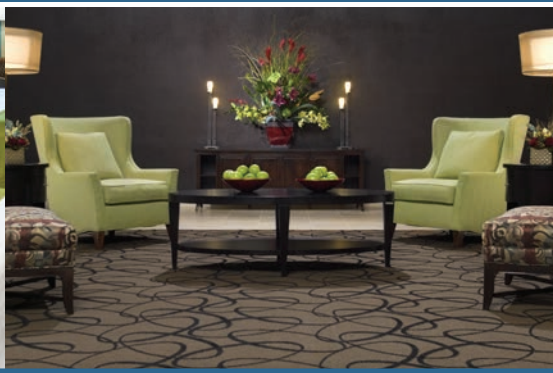
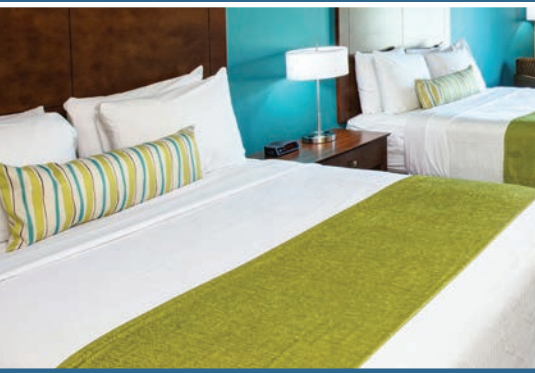
#### **Contact Information**

To learn more about General Hotels Corporation management services, please contact Greg Hovis, Director of Business Development at 317.556.1564 or by email at [ghovis@genhotels.com](mailto:ghovis@genhotels.com).



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