

Ledgestone Hospitality Holds Annual Conference



Ledgestone Hospitality, LLC General Managers, Regional Directors, Corporate Food and Beverage Director, and Corporate staff gathered in Iowa for training this month. Attendees participated in a variety of activities to build their leadership skills. Topics included: Budgeting, Accounting, Human Resources, Sales, and Service Training.

Speakers included a skilled insurance company representative that specializes in insuring hotels to address current risk management issues affecting the industry. The corporate accounting department unveiled Ledgestone's new proprietary accounting software with drill-down and advanced reporting capabilities. Reviewed was the ever evolving state of hospitality internet marketing and presented areas of opportunity allowing properties to gain an advantage over their competition. Internet marketing experts spoke about the current cost and rapidly growing market share of OTA's and the importance of a direct to consumer marketing strategy.

At the Awards Dinner, Stephanie Butler, General Manager of the Hampton Inn & Suites Chippewa Falls was named "2016 General Manager of the Year". Araceli Palma, General Manager of the Holiday Inn at Ocotillo was named "2016 Financial Performer of the Year".

Ledgestone Hospitality, LLC is an award winning hospitality management company currently managing 20 locations across the U.S. including TownePlace Suites by Marriott, Hampton Inn & Suites by Hilton, AmericInn, Holiday Inn, Country Inn & Suites, Wyndham, mountain resorts and conference centers, as well as luxury boutique hotels. Ledgestone Hospitality specializes in traditional hotel and resort management, new developments, rebranding and private label creation. Ledgestone has offices in Chanhassen, MN and Scottsdale, AZ.

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