

# PREFERRED ALLIANCE PARTNERS

2013



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AS OF OCTOBER 2012

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THE WALL STREET JOURNAL

THE WALL STREET JOURNAL.

NEWSPAPERS

*North America Only*

*The Wall Street Journal* provides a special rate of US\$0.23 per copy when you use the disclaimer language\* on key jackets. Delivery programs without the disclaimer language\* are available at US\$0.40 per copy.

\*Disclaimer language gives guests the option to receive a refund if they so choose.

Contact:

**Christy Sanders, The Wall Street Journal & WSJ.com**

christy.sanders@dowjones.com

+1 205 617 9034

USFI



OPERATIONAL ITEMS, BRAND CONSISTENCY SOLUTIONS, AND GOING GREEN INITIATIVES

*Available Globally*

For more than 27 years, USFI has provided operational items, print, inventory management, and distribution solutions for hotels and resorts globally.

- Solutions for Front Desk, Food & Beverage, Housekeeping and Sales & Marketing
- Brand consistency/uniformity solutions that increase guest satisfaction and improve guest wallet share spend
- Helping your property with green initiatives that are cost effective

Contact:

**Tim Van Cleave, Vice President of Sales, USFI,**

**Hospitality Division**

tvanceleave@usfi.com

+1 800 422 2898

USA TODAY



NEWSPAPERS & ADVERTISING

*North America and Cancun Only*

By providing delivery of USA TODAY, the most preferred travelers' newspaper to your guests, you are eligible through the Preferred Hotel Group Corporate program to receive a discounted rate of \$US0.30 per copy along with complimentary advertising in USA TODAY newspaper and USA TODAY.com. For more information please feel free to contact:

Contact:

**Pennie Landon, Director of Sales and Strategy**

plandon@usatoday.com

+1 703 854 5679

VFM LEONARDO



ONLINE VISUAL MERCHANDISING

*USA Only*

VFM Leonardo enables hotel marketers to deliver online multi-media driven shopping experiences across a global travel media network, reaching millions of in-market travel shoppers monthly. By visually merchandising online with VBrochure, hotels are better positioned to attract more guests and drive bookings through travel websites, social media, and mobile devices.

Contact:

**Darlene Rondeau, Vice President, Best Practices,**

**Online Merchandising**

+1 1 877 593 6634

preferred@vfmlleonardo.com

preferred.vfmlleonardo.com

SERTA® INTERNATIONAL



PROVIDER OF LUXURY MATTRESSES

*Available Globally*

Serta® is proud to be the manufacturer of the World's Best Mattress™. Their commitment to quality has made them a leader in the hospitality industry. We can work with your property directly or with your Design Firm. Take advantage of factory-direct Preferred Pricing on the exclusively designed “Preferred Hotel Sleepers.”

- Innovative technology prevents sagging and rolling
- Revenue-sharing guest purchase programs
- Sustainable/green materials

Contact:

<b>Carlos R. Canjura</b>	<b>Deanna Luzzo</b>
<a href="mailto:ccanjura@serta.com">ccanjura@serta.com</a>	<a href="mailto:dluzzo@sertanational.com">dluzzo@sertanational.com</a>
+1 847 747 0476	+ 312 399 7208

STANDARD TEXTILE



INNOVATIVE TEXTILE AND DECORATIVE PRODUCTS

*Available Globally*

Standard Textile Hospitality Division offers a complete line of textile products designed to increase guest satisfaction and lower operating costs. They are revolutionizing the hospitality industry with patented products that combine luxurious comfort with unsurpassed durability and superior cost management.

- Discounted Preferred Hotel Group national pricing
- Access to the new Todd-Avery Lenahan collection
- Room Ready For You® Laundered with Tide® linen ready to use right out of the box.

Contact:

North America	Europe/Middle East:
<b>Greg Eubanks, Group V.P.,</b>	<b>Francois Roblin,</b>
<b>Hospitality Sales &amp; Marketing</b>	<b>Regional Sales Manager, Hospitality</b>
<a href="mailto:geubanks@standardtextile.com">geubanks@standardtextile.com</a>	<a href="mailto:froblin@standardtextile.com">froblin@standardtextile.com</a>
+1 513 761 9255 x2532	+33 (04) 72 47 1717

SIXT



WORLDWIDE CAR HIRE SERVICE

*Available Globally*

Sixt is a worldwide car hire service with over 4,000 locations in over 100 countries.

Sixt joins the Employee Rate Program and offers Preferred Hotel Group members a preferred business rate. Receive a discount of up to 15% off the best available online rates when you book your Sixt rental car on the special business section online. Your business customer data will be instantly recognized after your customer login.

Contact:

**Nora Hennrichs, Manager Hotel Cooperations**  
[nora.hennrichs@sixt.com](mailto:nora.hennrichs@sixt.com)  
+49 (0) 89 74444 4104

SUITELINQ



INTEGRATED DIGITAL CONTENT,  
CONNECTIVITY, AND COMMERCE

*Available Globally*

SuiteLinq delivers an advanced and fully connected platform of guest-facing digital devices that give your properties a competitive edge. SuiteLinq integrates with your PMS, POS, CRM, and other applications to help you market to and move your guests into your spas, restaurants, shops, and more via television, desktop, laptop, mobile app, tablet, and digital signage. Create exceptional guest experiences that are highly personalized and profitable with SuiteLinq.

Contact:

**Yogi Rawal, Vice President,**  
**Channel Management**  
[yrawal@suitelinq.com](mailto:yrawal@suitelinq.com)  
+1 770 330 4599

WELCOME



INCREASED REVENUE OPPORTUNITIES,  
COST SAVINGS & IMPROVED GUEST EXPERIENCES

Preferred Hotel Group is delighted to present the Alliance Partner Program.

This program is designed to bring you the very best suppliers, products, and

services to enhance your property and guest experiences while saving you

money. Take a few minutes to read the summary description of each of

these quality companies and feel free to contact them for additional information

by visting [www.PreferredNet.net/buspart](http://www.PreferredNet.net/buspart).

CONTACTS

**Thom Nulty**

*Senior Vice President, Business Relations*

+ 1 949 719 3315

Newport Beach, California

[tnulty@preferredhotelgroup.com](mailto:tnulty@preferredhotelgroup.com)

**Trina Roberts**

*Manager, Global Partnerships*

+ 1 312 542 9234

Chicago, Illinois

[troberts@preferredhotelgroup.com](mailto:troberts@preferredhotelgroup.com)



## ACTIVE INTERNATIONAL



### CORPORATE TRADE PARTNER PROVIDING REVENUE GENERATING OPPORTUNITIES

*Available Globally*

The global leader in corporate trade, Active International places more than \$1 billion in sales annually for the world's leading hotels.

Active brings travelers and corporate meetings business from its more than 600 corporate clients. Take advantage of Active's revenue-generating opportunities. Simply purchase from a selection of capital expenditure items, such as:

- Televisions: Samsung brand TVs
- Media: Active media capabilities, direct response – TV, print, out-of-home, and digital

Contact:

**Jim Haggerty, VP, Operations**

[jhaggert@activeinternational.com](mailto:jhaggert@activeinternational.com)

+1 845 732 8665

## AMERICAN EXPRESS



### CREDIT CARD SERVICES

*Available Globally*

American Express® is a proud partner of Preferred Hotel Group. Together our two companies have launched successful programs such as Stay More and Preferred Golf™ that have grown our mutual luxury, leisure, and meetings and events business. Through participation in the award-winning Membership Rewards Program, American Express® is driving even more high-spending cardmembers to your hotels every day.

- Member hotels receive a transaction rate discount
- Member hotels can also benefit from a three-day payment plan

Please go to [www.PreferredHotelGroup.com/amex](http://www.PreferredHotelGroup.com/amex) for all the ways that our companies are working together.

## ADJUSTERS INTERNATIONAL



### INSURED PROPERTY CLAIMS

*North America Only*

Adjusters International represents the policyholder, assessing and documenting property losses and preparing and assisting in the settlement of property claims. As part of our partnership, they are pleased to offer a complimentary property coverage policy review.

Contact:

**Ann Marie Rowlands, Alliance & Event Manager**

[arowlands@adjustersinternational.com](mailto:arowlands@adjustersinternational.com)

+1 800 382 2468, ext. 2155

## COCA-COLA



### BEVERAGES

*USA Only*

Expand your beverage program and save with additional discounts on all of Coca-Cola's products, including low-calorie soft drinks, juices, sports drinks, energy drinks, water, and vitamin water beverages. Benefits include:

- Discount pricing on fountain syrup
- Fixed price ceilings on bottle and can beverages through 2016
- Free fountain equipment

Contact:

**Tammy Rockow, Senior Sales Executive**

[trockow@coca-cola.com](mailto:trockow@coca-cola.com)

+1 847 600 2321

## ODWALLA



### PREMIUM JUICES

*USA Only*

Odwalla has over 35 delicious beverage and nourishing food-bar varieties. Odwalla offers positive branding with premium, natural, earth-friendly products and ideas for your hotel, including breakfast, meeting breaks, café, pool, gym, spa, and golf. Benefits include:

- Special national discount pricing
- Guaranteed sales (no spoilage)
- Free use of merchandising equipment

Contact:

**Bob Atwood, National Account Development Manager**

**Odwalla Foods**

[ratwood@coca-cola.com](mailto:ratwood@coca-cola.com)

+1 847 600 2676

## ROOM 360°



### GUESTROOM & BATHROOM AMENITIES

*Available Globally*

Room360° by FOH® is comprised of several all-encompassing collections and is produced from a unique mix of materials including porcelain, resin, stone, bamboo, metal, glass, palm wood, coconut wood, faux leather, rubber wood, and stainless steel. Items in the collections consist of amenity trays, serving trays, desk amenity trays, towel trays, waste baskets, soap dishes, soap trays, soap dispensers, toothbrush holders, tissue box covers, coffee amenity trays, and a variety of other containers designed to eliminate amenity clutter while adding streamlined style.

- Savings from 5%-20%

Contact:

**John Kelly, National Sales Manager**

[johnk@foh.cc](mailto:johnk@foh.cc)

+1 305 219 6870

## PROTECT-A-BED



### LUXURY MATTRESS PROTECTION PRODUCTS

*Available Globally*

Protect-A-Bed offers hoteliers a complete line of protective bedding products. Protect-A-Bed products are soft, silky, and luxurious to the touch, while creating a dry, hygienic, and anti-allergy sleep zone.

Protect-A-Bed's Value Proposition

- PHG properties receive "preferred" discounted pricing on all Protect-A-Bed products
- Custom sizing is available for your property
- Extend the life of your mattress two to three years
- Minimize housekeeping labor, water, and chemical costs

Contact:

**Linda Bill, Director of Sales**

[linda.bill@protectabed.com](mailto:linda.bill@protectabed.com)

+1 415 939 4007

## RT – RUSSIA TODAY



### TELEVISION PROGRAMMING

*Available Globally*

Russia Today is a government-funded global multilingual television news network based in the Russian Federation that broadcasts 24-hour news, documentaries, talk shows, sports and cultural programs to 430 million people in over 100 countries. Russia Today offers to provide their service at no cost to Preferred Hotel Group member properties.

Contact:

**Dev Anand, Hotel Distribution**

[dev@impetus-marketing.com](mailto:dev@impetus-marketing.com)

+44 (0)20 8788 7293

MAJESTIC INTERNATIONAL



LUXURY BATHROBES & SLIPPERS

Available Globally

Specifically designed to meet the needs of luxury properties, Majestic International offers the finest bathrobe selection in the industry. With an array of classic designs, Majestic has a robe for any climate, from soft and supple waffle cotton to tailored microfiber and elegant Turkish terry velour collections.

- Special PHG Member discount
- Green/sustainable options
- In-house design capability for custom property-exclusive robes
- Stock robe modifications to add distinctive detailing

Contact:

William Mangold, VP, USA / Hospitality Division

wman276006@cox.net

+1 949 487 0023

MICROS eCommerce



INTERACTIVE MARKETING AND WEBSITE DESIGN

Available Globally

MICROS eCommerce is a digital marketing and e-commerce technology provider for the hospitality industry.

They focus on helping Preferred hotels grow your business by increasing direct-to-supplier Internet channels. They do this specifically through award-winning services that include:

- Website – UX & design and development
- Marketing – search marketing, search engine optimization (SEO), online media, Social, and email marketing

Contact:

Philip Pelzman, Director, Sales and Marketing Operations

ppelzman@micros.com

+1 301 841 4741

MICROS SYSTEMS, INC.



TECHNOLOGY CONSULTING

Available Globally

MICROS is the premier provider of enterprise-wide integrated information technologies for the hotel industry.

- The most flexible, comprehensive property-management solution available today
- Installed in over 20,000 locations in 80 countries
- Multi-language and multi-currency
- Highly scalable
- Feature and function rich
- Highly accurate guest information
- Dashboard screen – access all modules of OPERA from one screen
- One button check-in

Contact:

Beth Munsey, Director-Brand Development, Hotel Major Accounts

bmunsey@micros.com

+1 201 683 8440

NAVIS



RESERVATION SALES SYSTEM

Available Globally

The NAVIS Reservation Sales System helps resorts and hotels increase leisure revenue dramatically. Using innovative technologies and client-proven best practices, the NAVIS system increases conversion, optimizes your marketing, and captures more data about your reservations staff, callers, leads, and your business.

- Accurately measure the performance of your reservations staff
- Implement proven programs to increase conversion rates
- Accurately measure your online and offline marketing campaigns
- Reallocate your marketing spend to what works

Contact:

Margaret Cascio, Director of Sales

mrcascio@thenavisway.com

+1 800 257 4602

COFFEE BEAN & TEA LEAF®



PREMIUM COFFEE & TEAS

North America Only

Roasted To Perfection Since 1963, The Coffee Bean & Tea Leaf® has been offering premium coffees and teas nurtured from seed to cup. We are the largest and oldest family-run coffee and tea company in the country, with over 800 store locations across 22 countries. All products are purchased direct from origin countries and are Kosher Certified. The Coffee Bean & Tea Leaf® is a perfect fit for your hotel or resort.

- Restaurants and bars, in-room coffee service, banquets, lobby and room service
- Customized equipment programs and marketing materials
- Special “Preferred Member” pricing!

Contact us for a list of product offerings.

Contact:

Cherie Linnemeyer, National Account Executive

clinnemeyer@coffeebean.com

+1 562 688 4284

EVIAN



BOTTLED WATER

USA Only

Evian Natural Spring Water is the world’s leading brand of premium bottled water. Benefits include:

- Reduced pricing on the finest quality bottled water
- Abundant sizes and formats (glass and plastic)
- Commitment to “Best in Class Pricing”

Contact:

Paul M. Schwartz, Director of National Accounts - Evian

paul.schwartz@danone.com

+1 773 899 0861

DIGITAL ALCHEMY



E-MARKETING, CRM & MICRO MOBILE SOLUTIONS

Available Globally

Digital Alchemy brings increased revenue through development of powerful guest relationships and targeted e-marketing offers. These automated messages, wrapped in rich images, are delivered at optimal times and are available in formats optimized for email and for mobile devices. Additional micro mobile solutions with brand specific and expandable options are also available. All services are available at special pricing for Preferred Partners:

- Digital Alchemy Advantage CRM suite at up to 40% discount
- eBlast e-marketing campaigns with ROI guarantees
- Related CRM and eSurvey services at substantial discounts
- Micro mobile solutions with expandable options

Contact:

Susan Harman, Vice President of Sales & Marketing

sharman@data2gold.com

+1 817 204 0841

FRONT OF THE HOUSE, INC.



DINNERWARE/BANQUET/TABLETOP SOLUTIONS

Available Globally

FOH, Inc® designs and manufactures trendsetting dinnerware, buffetware, and serveware that is commercial grade and easy on your bottom line.

- Savings from 5%-20%
- 72-hour order turnaround
- Exceptional quality, durability, and value

Contact:

Kirk Thomas, Regional Sales Manager

kirk@foh.cc

+1 305 467 0037

GILCHRIST & SOAMES



TOILETRIES & AMENITIES

Available Globally

Gilchrist & Soames is a sophisticated purveyor of fine English toiletries, providing innovative and luxurious in-room, retail, spa, public area, and locker room solutions along with VIP gift options. Benefits include:

- Reduced pricing on unique, environmentally friendly retail and house collections ranging from classic to contemporary
- Creation of exclusively designed bespoke collections to enhance the positioning and unique sensibility of your individual hotel
- Impeccable customer service, flexible ordering options, same-day shipping, and no minimum orders.

Contact:  
**Tim Kersley, Sr. Vice President**  
tkersley@gilchristsoames.com  
+ 1 317 786 8286, ext. 434

HYPERDISK MARKETING



EMARKETING CONSULTING & STRATEGY SERVICES

Available Globally

HyperDisk Marketing is an international eMarketing agency that focuses on web marketing solutions, interactive development, and full-service consulting services. For nearly 20 years, HyperDisk has been creating compelling digital strategies that drive revenue, market share, and brand value. With clients from around the globe and in nearly every major U.S. market, HyperDisk has the ability to immediately impact your bottom line.

HyperDisk has strategic solutions that address website and mobile ecommerce, search engine marketing, social media, online campaigns, database marketing, and a full range of strategic consulting packages.

Contact:  
**Steven V. Seghers, MHS, President**  
seghers@hyperdisk.com  
+ 1 949 442 9850, ext. 15

HCAREERS



STAFFING & RECRUITMENT

Available Globally

HCareers, the leader in hospitality Internet recruitment, has more jobs and job seekers than any other industry job board. Discounts on HCareers services:

**Preferred Hotel Group Individual Job Postings Package**

- Single job postings at a rate of US\$340
- Premium job posting at a rate of US\$375

**5 Premium Job Postings Package**

- Rate of US\$1495

**10 Premium Job Postings Package**

- Rate of US\$2495

Contact:  
**Bryan Sauder, Product Manager**  
bryan.sauder@hcareers.com  
+1 360 312 7829

IDEAS



REVENUE OPTIMIZATION

Available Globally

IDEaS Revenue Solutions – a SAS Company, is the leading provider of pricing and revenue management software, services, and consulting. IDEaS enables global organizations such as hotel, travel, and transportation companies to understand, anticipate, and react to consumer behavior in order to optimize revenue and profits.

Headquartered in Minneapolis, IDEaS has technology, support, sales, and distribution offices in North and South America, the United Kingdom, Europe, Africa, the Middle East, Greater China, Australia, and Asia. Please visit [www.ideas.com](http://www.ideas.com) for more information.

Contact:  
**Jane Stampe, Managing Director, The Americas**  
jane.stampe@ideas.com  
+1 952 698 4308

KIWI COLLECTION



EXPOSURE, MARKETING, BRANDING, POSITIONING

Available Globally

Kiwi Collection is a trusted influencer of hotel bookings. Savvy travelers turn to Kiwi Collection for first-hand hotel reviews and ratings.

PHG member hotels have the opportunity to gain more exposure across the Kiwi Collection network of websites, including the Visa Luxury Hotel Collection, through an Enhanced Listing:

- 40% off the standard price for new 24-month contracts
- Prioritized online listings and call center attention, featured images and special packages, banner advertising, direct website links, SEO, and more.

Contact:  
**Carrie Harrison-Ell, Senior Vice President Hotel Programs**  
carrieh@kiwicollection.com  
+1 604 737 7397, ext. 225

LOGI-SERVE



EMPLOYEE ASSESSMENT AND DEVELOPMENT

Available Globally

Improve guest satisfaction ratings while increasing the quality of your workforce and reducing turnover and absenteeism. Logi-Serve is a global employee assessment and development technology firm that predicts service excellence and ability. With their unique “Visual Storyboarding” technology, Logi-Serve will help your hotel find the right person for each job.

With high employee turnover in the hotel industry, finding the right people and placing them in the right job is critical.

Your hotel can increase service quality and save money when you take advantage of this best-in-class solution and the special discounted rates provided to Preferred Hotel Group members.

Contact:  
**Eric Krohner, CEO**  
eric@logi-serve.com  
+ 1 800 698 0403

LAURENT-PERRIER



ELEGANT CHAMPAGNES

Available Globally

Founded in 1812, Laurent-Perrier is the largest family-owned Champagne house and has been creating elegant Champagnes for nearly two hundred years. It is one of the world’s foremost brands in Champagne.

Based in the heart of Champagne, in Tours-sur-Marne, France, their success is the result of respect for nature and wines, a passion for quality, and strong, lasting relationships among the people who drive the company. Laurent-Perrier exports to more than 120 countries and is available at luxury hotels, restaurants, and wine retailers throughout the world.

Contact:  
**David Hesketh, Managing Director**  
david.hesketh@laurent-perrier.co.uk  
+44 1628 475 404

LUXURY LINK AND FAMILYGETAWAY.COM



ONLINE TRAVEL RESOURCE

Available Globally

Drive revenues, protect your rates, and showcase your property to the largest audience of affluent travel buyers on the web. Luxury Link and FamilyGetaway.com provide PHG member hotels with:

- A customized marketing plan that utilizes Luxury Link and/or Family Getaway web platforms
- An exclusive 40% off already low annual rates for Luxury Link and 60% off for FamilyGetaway.com
- Premium placement of your property on the Luxury Link or FamilyGetaway.com websites

Contact:  
**Diane McDavitt, President, Luxury Link**  
preferredpartner@luxurylink.com  
+1 310 215 8060, ext. 116