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message from rui m. barros



Welcome to the first edition of our new and improved Happenings Newsletter. We hope you enjoy the new creative components and we look forward to receiving your feedback at howardjohnsonbrandcommunications@wyndhamworldwide.com.

Despite a challenging economy, this past year our brand accomplished some great things. We launched our new brand culture "Happiness!...It's what we do", which I'm pleased to report has begun to truly integrate within our brand. I encourage all of you to continue to leverage the tools and resources we are providing to help you and your staff carry out our vision of delivering experiences our guests will always remember.

Our brand culture, as well as other key initiatives, has helped our brand improve in two key guest satisfaction measurements: Medallia and J.D. Power. I'm pleased to announce that Howard Johnson had the second highest Medallia improvement across all Wyndham Hotel Group brands. And we improved our J.D. Power Ranking as well. We have tremendous momentum and need to remain focused as we enter another challenging year.

In 2010, Howard Johnson became the official hotel sponsor of the Harlem Globetrotters which has already received significant media and public relations exposure. Our new GO HAPPY! GO HOJO! marketing campaign received the HSMAI Adrian Platinum Award for best integrated marketing campaign. And our happyhojoworld.com was acknowledged by Hotels Interactive as "innovative." More on the Harlem Globetrotters inside.

Our Spring Area meetings are already in progress and we hope you will attend. There is so much to gain from attending - meeting and networking with your peers, INOC Director and brand leadership as well as specialized training. This spring we are focusing on Optimizing OTA's for Incremental Revenue Opportunities, Preventive Maintenance/Cleanliness and national and regional marketing opportunities, among other exciting topics. Please log on to MyPortal or call the operations support desk or your director of operations and support for additional information.

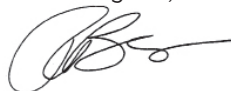
Last, but certainly not least, is our INOC Board of Directors. I want to personally thank each and every one of our members for their dedication and hard work throughout 2009. Our new board for 2010 has already fully engaged themselves in what promises to be an eventful year. We are excited to have them be an integral part of our team.

Our 2010 Wyndham Hotel Group Global Conference is just months away and promises to be an exciting event. Registration is now open via MyPortal, so please do so. The theme of the conference is "IMAGINE" and it will be an event like no other! You will have the opportunity to:

- Attend both brand and Wyndham Hotel Group general sessions for industry, company and brand updates.
- Strategize with our sponsors as well as Wyndham Hotel Group departments at the Global Village.
- Learn through in-depth breakout sessions.
- Network at an array of social functions.
- Be recognized for your achievements through your brand's awards programs.

Enjoy the newsletter and thanks to all of you for making Howard Johnson the great brand that it is today.

Warmest regards,



Rui M. Barros
Brand Senior Vice President

New Podcast Series Promotes a Culture of Service

When you and your staff take responsibility and handle your guests' needs as well as their problems, those guests know that you care and will reward you by returning to your hotel again and again. That is why it is so important that you create a culture of service at your hotel, and why Howard Johnson is pleased to introduce a new podcast series dedicated to helping you create this service culture. Responsibility not only means making your guests be happy at every interaction possible; it includes anticipating their problems and solving them quickly in order to retain them as a guest for the future.

In this podcast series, we will give you the tools of Empowerment and teach you how to give your staff the authority to solve problems quickly and effectively on your behalf. We will also teach you Problem Resolution techniques that include how to manage problems and offer satisfactory solutions, along with Service Recovery strategies that will help you to retain your guests as customers for life. Lastly, this podcast series will cover how to increase your hotel's credibility and regain a dissatisfied customer's confidence by responding to negative comments and customer complaints on Web sites like TripAdvisor.com.

According to research, 68% of customers do not return to a hotel because the staff had an attitude of indifference, and 90% of guests with unresolved complaints will never return to your hotel. In contrast, 95% of guests will return if they feel their complaint was resolved before they left.

Remember, having a culture of service at your hotel helps to drive market share and RevPAR performance. It also decreases employee turnover, improves marketing effectiveness and ROI, and increases guest wallet share®. And, it supports our brand's vision and mission of Happiness! It's what we do!

Stay tuned to the Communications section of MyPortal for announcements of new podcasts as they are posted every two weeks. For past podcasts, visit MyPortal under the Departments tab/Operations/Brand Operations.

In addition, make sure you have a copy of the brand culture certification CD-ROM so that every employee that works for your hotel can have an opportunity to learn more about the Howard Johnson vision and mission, and receive their brand culture certification. For more information, contact your director of operations and support.

Please send us your examples on how your property is living our brand culture and we may include it in our next series.

Your INOC members proudly represent you at quarterly board meetings. Please feel free to contact them to provide your feedback and suggestions.

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happiness sets us above the competition

Brittany Patel, owner of the 24-room Howard Johnson® Apopka, Florida, admits to having a “good run” since opening the property in 1991.

“Apopka is a small town and we were the only hotel around,” she says. “We were committed to treating the customer right and keeping the property in good condition. But in the back of our mind, we realized that the consumer didn’t have much of choice.”

That ended this past August, when a Holiday Inn and a Hampton Inn opened in the neighborhood. Suddenly, merely keeping the property in good condition was no longer sufficient to stay competitive.

“We continue to make property level improvements when necessary, but that’s not really enough.” Patel said. “The Holiday and the Hampton are brand new and in excellent shape, so we’re not distinguishing ourselves by simply keeping up. We had to figure out a way to compete for the same guests.”

Fortunately for Patel, Howard Johnson launched the Happiness service culture just in the nick of time.

“It has been about a year since we were introduced to the five core beliefs of the Happiness service culture,” she said. “We have always known that travelers are often tired and disconnected from their routine. Now, thanks to this service culture, we have been even more successful at providing our guests with a pleasant stay. It has been gratifying to see our employees unite behind this solid business approach. Customer service affects every part of our operation. It’s imperative that



**Debbie Darcangelo,
front desk associate
assisting a guest check in.**

we continue instilling happiness to create unique experiences for our guests.”

“In the service industry, we have an opportunity to make someone’s day a little brighter by being kind, passionate, prideful, and responsible, and by incorporating fun into our procedures,” said brand senior vice president Rui Barros. “This personal touch sets us apart from the competition. Brittany and her team are doing an exceptional job of bringing this warm personality to life at this property.”

As an example of this approach,

every Apopka guest is greeted with a neighborly smile, nod or a hello. Guests are also always thanked for their business with a personalized note. The front desk, meanwhile, is always equipped with newspapers, magazines, a local map, bottles of water and snacks.

Since instilling the brand’s happiness measures, the property has consistently improved in all Medallia’s drivers for customer service and occupancy has grown.

“Brittany has embraced the service culture to create happiness for our guests and has built a foundation of operational excellence,” said Sherry Kosack, the property’s director of operations and support. “Through dedication and diligence she’s able to compete with her new neighbors. She has made it her mission to exceed each customer’s expectations and that has certainly been a key to the property’s success. Her team’s efforts exemplify an outstanding spirit of hospitality.”

property honored for eco-friendly initiatives



The Howard Johnson® Ocala, Florida property was recently honored with the prestigious Florida Green Lodging Program designation. This celebrated honor is designed to recognize

“environmentally conscientious lodging facilities.” It measures a property’s water conservation, energy efficiency, waste reduction and clean air practices.

“We are delighted to be recognized for our longstanding commitment to environmental protection and for having several green practices in place,” owner Navroz Saju said. “Everyday, we go above and beyond in our efforts to conserve energy

and water, reduce waste and monitor noise. We are so proud to accept this designation as a premier environmentally-friendly property.”

Brand senior vice president Rui Barros commended Saju and his team for “their genuine commitment to environmental protection and their sustainable initiatives.” Barros praised Saju for utilizing:

- Stringent bottle, can, newspaper, and plastic recycling policies
- Recyclable cups, plates, tissues and paper
- Energy saving, long lasting, LED exterior and interior bulbs
- Showerheads and faucets with energy saving water extraction
- Green chemical in all housekeeping supplies
- Pressure flushed toilets and waterless urinals

...continued on page 4



harlem globetrotters & howard johnson a happy team!

With all of its euphoria, net-cutting and trophy-hoisting, March Madness was a magical time of year yet again.

If you have ever been to a fan-packed Harlem Globetrotters game, you would have probably noticed that the excitement is not confined to college basketball. There is no shortage of adrenaline at a Globetrotters game. The

excitement is electric, a high-voltage sensation of tingles and chills. With every roar of the crowd, it's as if the place could explode.

With this in mind, Howard Johnson® has become the official hotel of the Globetrotters. Now in their 84th year of touring the world, the Globetrotters high-flying show features some of the most extraordinary athletes and entertainment on the planet. Their games are known for their displays of athleticism, theater and comedy. They typically perform about 270 shows in more than 215 cities each year.

“We are thrilled to team up with the Globetrotters,” said brand senior vice president Rui Barros. “It’s a perfect match for us. They are the epitome of world-class family fun. They’re devoted to spreading happiness, fun and cheer.”

As Globetrotters teammate, Howard Johnson will receive the benefit of:

- TV billboards in more than 200 local markets when the team appears in town.
- Banner advertising at harlemglobetrotters.com, which generates more than 1,200,000 hits during the promotion period.
- Event day courtside banners, Jumbotron® video, in-game announcements.
- Print advertising in the official tour program.
- The HOJO logo on the official team tour bus.



...continued from page 4 property honored for eco-friendly initiatives

“Navroz has an outstanding reputation for preserving natural resources, minimizing chemicals and waste and improving air quality,” said Sherry Kosack, the property’s director of operations and support. “The green practices that he has in place are prompting many guests and employees to think about the patterns of their daily lives and how they impact the planet.”

“Going green not only improves and saves our natural resources, but also provides all properties with cost saving opportunities,” Barros added. “It also offers properties the opportunity to attract new customers and renew existing client relationships. Guests care about staying at a green property. Navroz does an excellent job making sure he educates and informs his guests about what he is doing to help the environment. He is a shining example of how this brand is emphasizing the importance of going green. I congratulate his entire team on this outstanding achievement.”



Howard Johnson and the Harlem Globetrotters have joined forces to present **The Give Happy Challenge**, which combines the thrill of competition with philanthropy to help shape a happier future. Contestants were asked to submit a video clip or an essay illustrating how they can spread happiness. Eight finalists will be featured on the thegivehappychallenge.com Web site in May and the winner will be announced on June 21, the first day of summer and typically the happiest day of the year.

Please visit the HOJO playbook on MyPortal (Departments/Marketing/Harlem Globetrotters) for ideas on how to promote this partnership at your property.



In 2009, with the support of your INOC board, we introduced new standards that were innovative and beneficial to all stakeholders (guests, franchisees and employees). As you implement these standards, throughout 2010 and 2011, we're confident that they will positively impact your guests and continue our momentum in JD Powers consumer satisfaction ratings. While our new standards are focused on enhancing the guest experience, they are also cost-effective. Here are a few highlights - all can be found in more detail on MyPortal.



Phil Harvey
Vice President, Operations

Virtual Hotel

The launch of Virtual Hotel, Howard Johnson's online guide to guest facing brand standards, makes it easier to understand each covered standard by illustrating their application, identifying suppliers who can support compliance and future plans for improvements. Please check it out by logging onto MyPortal under Tools/Virtual Hotel.

Green Standard

As a reminder, the Howard Johnson Green standard had an effective compliance date of January 1, 2010. Our focus is on three areas: lighting, linen and terry -re-use EarthSmart program and beverage cups. All the information is available here on MyPortal.

Enhanced Bathroom Amenities

The San Francisco Soap Company's Milk Therapy fragrance formula has been selected as the brand's amenity line. A complete line of required and optional products have been made available (i.e. lotion, larger soap). Focusing on simplicity and comfort, milk is the newest trend in body care and brings to mind thoughts of wholesomeness, and purity. While enhancing the guest experience, pricing has been reduced. Please be advised that the new amenities will automatically ship once the approved suppliers existing inventory of "old" products have been exhausted.

Bedding Program

Developed in close collaboration with your INOC board and operations committee, the new bedding standard program consists of four options available in a variety of colors. You should have already received fabric swatches to assist you in choosing the right option for your property. Our distribution partners are ready to take orders even though the compliance date is March, 2011. Log on to MyPortal under Operations for additional information.

Operations Support Desk

The OSD consists of a centralized two-tier team of hospitality professionals, the first level of support handles your questions and concerns related to Quality Assurance standards, MyPortal, brand initiatives and marketing resources, among other areas. The OSD's second tier of senior level support handles escalated and more complex issues that require additional research and follow up. The overall goal of the Operations Support Desk is to deliver a high level of first call resolution and an enhanced customer service experience. To contact the OSD, call (800) 421-4656. Canadian properties, please call (800)249-4656. To read more about the entire operations support team, [click here](#).

new wyndham rewards

dash for cash promotion: 5% fee waiver is back!



Through July 31, 2010, properties reaching 30 qualified enrollments in a calendar month will receive a credit on the 5% Wyndham Rewards fee for the stays associated with those first 30 enrollments. This means the first 30 enrollments per month are completely free. In addition to the free Wyndham Rewards 5% fee, we will award your property with \$1 per enrollment once your property reaches 30 enrollments in a month.

welcome

new howard johnson properties - Q4 2009

Please join us in welcoming the following properties to the Howard Johnson family:

Site Number	Property Location	Number of Rooms
01907	Hammonton NJ	95
02556	Billings MT	114
10887	Roanoke VA	120
15049	Battle Creek MI	116
24422	Shengyang CI	217
26695	Fredericksburg TX	53
30928	Edson AB	67
32026	Puerto Ordaz ED	60
32329	Ponderay ID	70
32619	Burnaby BC	42
33077	Lima OH	150
36049	Pigeon Forge TN	166
36246	Springfield MO	44
36351	Puerto Vallarta JA	202
36367	Nicholasville KY	40
36406	Kingston ON	68
36427	Clackamas OR	68
36591	Torrey UT	41
36991	Montreal QC	75
37331	Gallup NM	120

howard johnson's happenings

needs your ideas!

Throughout 2010, we would like to make this quarterly newsletter a venue to publicize and share property level best practices. If you have a best practice or a success story such as renovations, awards, or community involvement, please submit your ideas along with photos to:

howardjohnsonbrandcommunications@wyndhamworldwide.com

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