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Media Contact:  
Ashleigh Mason  
Business Development  
(215) 972-2257  
MasonA@GFHotels.com

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## **GF Management's Radisson Takes Home Top Honors**

*Brand recognized renovation drives outstanding service*

Philadelphia, PA - The Radisson Hotel Rochester Riverside is having an exceptional year, recognizing impressive renovations spearheading continued growth in market share. It is an



exciting time for the Radisson, as guests experience the updated product and outstanding service. Carlson Rezidor Hotel Group presented the Hotel with the Radisson Renovation Award for 2012 at the Full Service Brands Business Conference in February of this year. The renovations, total cost over \$4M, largely included all 460 guestrooms, meeting space, lobby, fitness equipment, as well as a high speed Internet

upgrade, energy efficient parking garage lighting and automated parking system. The mezzanine level lobby and Riverside Ballroom, pictured left and below, received extensive makeovers earning tremendous feedback from guests. The overall success of the renovation was echoed by the community wherein the Building Owners and Managers Association (BOMA) of Greater Rochester also awarded the Hotel the 2013 Renovation Award.

In addition, the impact of the renovation has increased overall employee engagement, by demonstrating a commitment to enhancing the guest experience. The engagement is evident as the Hotel recently announced receiving, for the second consecutive year, the TripAdvisor Certificate of Excellence, indicating that the Hotel is in the top performing 10% of businesses worldwide on the



site. "Our employees are truly proud to be working at our property and be part of our success," says Hotel General Manager Michael Marsch. So much so, that housekeeping supervisor Angel

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Vasquez has been recognized by the New York State Hospitality & Tourism Association (NYSH&TA) as the 2013 Outstanding Lodging Employee of the Year.



The award was presented at the Association’s 2013 Stars of the Industry Gala & Awards Banquet in April. Marsch comments: “Angel has proven a highly valuable asset to our hotel through his dedication, professionalism and level of enthusiasm, and is a pleasure to work with. His ability to communicate with the housekeeping team, as well as management, throughout each facet of the hotel has provided an extremely positive impact on our overall performance.” By demonstrating Radisson’s “Yes I Can!” service philosophy, Angel has earned the respect from managers and associates alike. Marsch continues, “He exhibits a keen attention to detail and high standards of service, a foundation for future leadership roles within the hotel and a promising career potential overall.”

The NYSH&TA 2013 Outstanding Lodging Employee of the Year honoring Angel Vasquez, complimenting the Radisson Renovation Award for 2012 bestowed by Carlson and the 2013 Renovation awarded by BOMA, is a testament to the dedication carried out by the leadership of GF Management (GF) and the entire hotel team to achieve great success in all areas. Stan Glander, Executive Vice President of Operations for GF, attests to the employees’ dedication: “Our employees possess a strong pride in the guest experience and are dedicated to providing quality service. At the end of the day, it’s the people who devote their time at work to delivering that level of service, who drive home the results that satisfy our guests. I am proud of the whole team at the Radisson Rochester Riverside and their immense accomplishments.”

The Radisson Hotel Rochester Riverside is owned and managed by SGP Associates LLC, an operating affiliate of GF Management, one of the nation’s leading hospitality management and development companies, based in Center City Philadelphia, PA.

[Click here to view the award video honoring Angel Vasquez](#)

### **About Radisson Hotel Rochester Riverside**

The Radisson Hotel Rochester Riverside features 460 deluxe guestrooms, complete with complimentary high speed wireless Internet. In addition, guests enjoy the full service on-site restaurant and lounge, the Legends Sports Bar & Grille. Other features include 30,000 square feet of meeting and event space, outdoor pool, 24-hour fitness center and business services. For more information, call (585) 546-6400 or visit online at [www.radisson.com/rochesterny\\_riverside](http://www.radisson.com/rochesterny_riverside).

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## **About GF Management**

GF Management is an award-winning, full-service hospitality ownership, management and advisory company founded in 1988 and based in Center City Philadelphia. With 120 hospitality assets under management, including hotels, resorts, conference centers, catering facilities, waterparks, casinos and golf courses in 32 states, GF Management specializes in third-party management, asset management and advisory services for a variety of individual, private, institutional and financial clients. Many of GF's core hospitality assets within the portfolio are owned by its principals and therein provide the strength and balance of ownership and management. The Company is currently seeking to expand its portfolio of full-service ownership and management assignments through long-term contracts and joint-venture investment opportunities.

For more information about GF Management call 215-972-2222 or visit [www.GFHotels.com](http://www.GFHotels.com).

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