

# GFManagement

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

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## **SPRINGHILL SUITES CHESAPEAKE SUFFOLK TAKES TWO TOP BRAND HONORS FOR 2011**

*GF Management Affiliate Oversees Dramatic Improvement  
in Guest Satisfaction*

Philadelphia, PA – SSVA Associates LLC, operating affiliate of Philadelphia-based GF Management, announces that the SpringHill Suites Chesapeake Suffolk earned two major brand awards for guest satisfaction performance in 2011: Overall Satisfaction Improvement and High Quality Breakfast Improvement. The awards were presented by Marriott International, Inc., parent company of the SpringHill Suites brand.

Initially appointed Receiver in November 2010, GF Management’s affiliate inherited a hotel that was ranked #271 out of 273 in Overall Guest Satisfaction. Through the implementation of proprietary operating systems and diligent hands-on oversight, Overall Guest Satisfaction improved throughout 2011, increasing over 16 percentage points and finishing the year with a ranking of #86 out of 286. This significant improvement in Overall Satisfaction was recognized by Marriott as the best in the brand. The hotel also bested all other SpringHill Suites hotels by achieving the most improved High Quality Breakfast satisfaction for 2011.

Ken Kochenour, CEO of GF Management, stated: “I am very proud of our team for earning this tremendous honor, but I am not surprised. This has been a pattern for GF Management for over 20 years as we have taken control of troubled hotel assets and improved their performance. I can’t overstate the importance of maintaining positive brand relationships, especially in distress situations, and these awards from Marriott reflect our focus on doing just that.”

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Callette Nielsen, vice president and global brand manager for SpringHill Suites stated: “The concept of the SpringHill Suites brand is to offer guests inspirational spaces to work, relax, unwind and sleep. High guest satisfaction scores are an indicator that a hotel manager is executing the brand’s vision and providing the guest with the experience we strive for. That the SpringHill Suites Chesapeake Suffolk has come such a long way in a short time is a testament to GF Management’s commitment to Marriott’s vision for the overall guest experience.”

The SpringHill Suites Chesapeake Suffolk, located at 2424 Gum Road in Chesapeake, Va., offers 93 suites, complimentary hot breakfast and access to Marriott’s award-winning frequent guest program Marriott Rewards. Through its affiliates, GF Management currently operates six Marriott hotels representing three different brands in five states, with several more in the pipeline.

### **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 more than 125 hospitality assets under management, including hotels, resorts, conference centers, catering facilities, condominiums and golf courses in 30 states, GF Management, through affiliates, specializes in third-party management, receiverships, asset management and advisory services for a variety of private, institutional and banking clients. Many of GF’s core hospitality assets within the property 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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