From:	Guerra, Suzanne
To:	Saunders, Sharron
Subject:	FW: General ExecuStay Update
Date:	Tuesday, June 26, 2012 10:45:01 AM

From: Guerra, Suzanne
Sent: Friday, June 15, 2012 7:44 PM
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Subject: General ExecuStay Update

Hello Everyone,

This email is being sent to provide you with some information regarding our progress with the transition. While we still don't have the final detail and answers to all the questions you may have regarding your markets, Rob and I both feel it is important to let you know everyone is working diligently to provide those answers as quickly as possible. We understand it is tough to wait but hope this update will help make it a little easier.

In the first few weeks, associates from both brands worked feverishly to identify all of the processes, resources and systems, from each discipline, that need to be transferred to Oakwood. Additionally, a working franchise tool is being developed so when market visits are made we will be able to look at changing different data points in the model and project what that means for both of us.

As you know I spent last week in Los Angeles meeting with folks on many projects, but the bulk of the time was spent with the Sales and Marketing Leaders. We had a lot of great discussion and education from both sides. Five task forces have been developed, each with specific topics and goals, working to on the go-forward dual brand sales and marketing strategies and processes. We're expecting to announce the high-level plan the first week of July, conduct training during the second week, with a "Go Live" date of July 15.

Here are updates on some other items that are being transitioned or in development at this time:

- GDS/MARSHA conversion to Pegasus – training on this platform will take place next week.
- SFTP site being developed as the vehicle that will be used to send in all reporting, except Marriott Rewards which will keep the current process. Managed markets will be converting over to the franchise process.
- Fee billing – You can start celebrating, no longer will you be required to log into Peoplesoft to enter results, then go back into the system the next day to retrieve your invoice. The Reported Results report will remain the same, be submitted and you then receive an invoice. Formal process instructions will be distributed prior to next month's due date.
- Reimbursable Invoices – These invoices will also be delivered to you. No more logging in to pick up your invoice, and no more BDR processes! Just an email contact for any questions!
- E-channel Distribution – Email addresses have been confirmed and are being set up and being linked to each property, in each market.
- Data Transfer – Many people are working hard and fast to ensure all data from the managed OSCAR system is transferred into Oakwood's OTIS system by July 1st. This includes all updates that happen on a daily basis. It's a huge endeavor, but we're still optimistic this deadline will be met.
- Risk Management – All Insurance policy information is being transferred to Oakwood, you will need to update the certificate holder but I am trying to confirm if it can wait until the renewal.
- Franchise Model tool is in development and the first version was completed this week. Rob, Matt and Bill have recommended some changes that are being made right now. Our hopes are that the final tool is ready next week and market data can start to be entered.
- Market Visits – As soon as the franchise model is ready, I expect to begin contacting franchisees to set up meeting dates.
- The Marketing group continues their work on the promotions, including the recently rolled out Summer Hot City Deals promotion, as well as brand messaging and the new logo guidelines.

I'm often asked who is gone from ExecuStay and who is staying with the brand. Oakwood has hired almost 100 ExecuStay associates to ensure a smooth transition and preserve the strength and brand recognition that everyone has worked so hard to achieve. Many of the associates you are so familiar with will still be here supporting you and the brand. This includes Chris Trick, Sharron Saunders, Lisa Reich, Jenny Tygielski, Stacy Weindl, Eryn Weber, Lisa Stevens, Pat Hintze, Missy Gobrecht, Kelly Cockrell, Joan Mack, Young Hill, Kathleen Brennan…. and myself of course! More discussions continue to take place. Once we're finalized in this process, I hope to share a complete list with all of you.

I'm hearing that markets are booming and the busy season is in full swing. Please keep a positive outlook and doing what you do so well on a daily basis. If there is any confusion with sales, please let me know. If clients or vendors ask questions about the acquisition, let the teams know to convey that we'll be coming out with our dual brand message later this summer, after the transition, and we're working to develop the strategy that best meets all of our customer's needs.

In closing, we'd like to thank you and your teams for being positive and looking forward to the new opportunities this transaction will bring to our brand and all of you. I personally, would also like to thank everyone for responding so quickly to the requests for information I have been sending out. It's critical we begin with the most up to date data, email addresses and contact information. I

prefer to play it safe and confirm this with you each time while the different projects are being set up.

The marketing department will be sending official communications in the future, but in the meantime, we hope this helps you to feel more informed of the progress. Please let me know if you have any burning questions that I have not covered.

Have a great weekend and Happy Father's Day to all of the great Father's out there!

Suzanne & Rob

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