

# American Hospitality Management, Inc.



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# News Release

Michelle Beukema becomes majority owner  
of American Hospitality Management

*AHM now one of largest majority female-owned hotel management companies*

CHEBOYGAN, Mich. July 15, 2024— Michelle Beukema has become the majority owner of Cheboygan Michigan-based American Hospitality Management (AHM). Beukema acquired the shares of AHM CEO and Co-Founder Don Schappacher, who will retain ownership in individual AHM managed hotels.



Beukema has 67% ownership in the company and joins other partners Chris Norman (Vice President), Chris Godfrey (Senior Vice President), Kari Kortz (Chief Financial Officer), and Lurry Lacour (Vice President). With the change in ownership, AHM is now one of the largest female-owned companies in the hotel management industry.

Beukema is a practicing licensed registered nurse (RN) and second-generation entrepreneur. She has accrued deep experience in all aspects of hotel development, operations, and ownership through her experience working within and on the restaurants and hotels owned and operated by Suburban Inns, her husband Peter's family business. When Peter launched Zeeland, Michigan-based 6PM Hospitality Partners in 2021, she contributed to strategy for the business and operations of new properties..

With her majority partnership in AHM the Beukemas now directly engaged in development, management and/or ownership of 37 hotel properties.



Schappacher started his career as an accountant but became enticed by the hotel industry. He managed or developed northern Michigan hotels in Mackinaw City, Sault Ste Marie and St. Ignace. After taking on more projects for himself and private investors, he formed American Hospitality Management. For 25 years he has used his accounting and hospitality knowledge and skills to successfully manage numerous properties across the country. Today AHM manages 23 hotels in 11 states including 7 in Michigan.

"I am pleased to join the AHM leadership team and have enormous respect for the legacy of excellence that Don has built," Michelle Beukema said. "AHM is approved by Marriot as a 3rd party management partner, which is an enormous honor in our industry. It speaks to AHM's commitment to delivering exceptional guest experiences and market-leading results. I look forward to working with the AHM team to honor and build upon Don's lifetime of industry-leading work."

AHM corporate headquarters will remain in Cheboygan, Michigan, with offices in Indiana and Florida. Michelle Beukema will work from a new west Michigan office.

#### About American Hospitality Management

AHM is a nationwide, award-winning, hospitality management group servicing limited and full-service hotels, extended stay, and resort properties. With headquarters in Cheboygan, Michigan, they have properties in 11 states, including Arizona, Colorado, Indiana, Illinois, Kentucky, Louisiana, Michigan, Minnesota, Ohio, Oklahoma and Texas. Learn more at <https://www.ahm-hotels.com>

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Reporters may contact Michelle Beukema for comment at  
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# Marriott

## 2023 Award Winners

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### *Platinum Circle*

Courtyard by Marriott Petoskey at Victories Square | Michigan

### *Gold Circle*

Fairfield Inn & Suites Alexandria | Minnesota

### *Silver Circle*

Fairfield by Marriott Cincinnati Uptown/University Area | Ohio

### *Silver Circle*

Courtyard by Marriott East Lansing Okemos | Michigan



Congratulations to the American Hospitality Management, Inc. hotels that received awards from Marriott!

“While adapting to all the great new technology applications that come into our industry, it is delightfully gratifying to see our teams always able to focus on service and people pleasing in all their efforts to provide high level hospitality to our guests. The outstanding creativity, teamwork, and dedication to guest satisfaction by our hotel leaders and teams continues to amaze us and our guests.”

Don Schappacher  
President & CEO/Co-Founder  
American Hospitality Management, Inc.

# Bonvoy Enrollment

## AHM finishes 4th for the FMC

American Hospitality Management, Inc. finished in 4<sup>th</sup> place for the FMC (Franchise Management Company) Enrollment Top Performer for Bonvoy Enrollments! From not even being on the list, to moving into 10<sup>th</sup> place, quickly moving into 7<sup>th</sup> place, and then finishing in 4<sup>th</sup> place is an incredible accomplishment.

Marriott has had a laser focus on Bonvoy enrollments for 2024. AHM, in turn, has also been focused on Bonvoy enrollments at each property. We have been meeting on TEAMS, as a group, every 3-4 weeks to talk about best practices, acknowledge our top hotels, and motivate our Marriott properties to reach their goals.

This is a huge accomplishment and the recognition from Marriott is a big deal for AHM.

CONGRATULATIONS to each team for their focus, dedication and determination to make this happen!

### Franchise Management Company

Huntington Hotel Group

Driftwood Hospitality Management

Tharaldson Hospitality Management

AHM - American Hospitality Management, Inc.

PM Hotel Group

Plamondon Hospitality Partners

Ascent Hospitality, Inc.

CUSA Management

Crescent Hotels & Resorts

Kinseth Hospitality Companies

*"It's a very big deal within Marriott for AHM to be on this list. This is the sort of Marriott list all management companies want to be on."*

**John Lapeire**

**Vice President**

**Franchise Operations at Marriott**





*Booth Picture: Krystal & Moji ready to sign-up festival attendees in Marriott Bonvoy rewards program.*

# Northern Kentucky Pride Parade

A couple of the team members at the Fairfield Cincinnati Uptown volunteered at the Northern Kentucky Pride Parade and Festival on June 2, 2024.

The staff was working the Marriott booth educating and enrolling attendees in the Marriott Bonvoy rewards program.



*Booth In Action Picture: Sharing information about Marriott Bonvoy with festival attendees.*



# In The News



Holiday Inn Express New Buffalo General Manager, Melody Horn celebrated her 17-year anniversary! Congratulations Melody and thank you for all you do!



Anna Plogman, the Director of Sales at the Fairfield Cincinnati Uptown, tied the knot with Kevin Buckley on June 1, 2024, in Maryville, TN. Congratulations to the happy couple!



The Courtyard by Marriott Houston staff attended the LIV Golf Tournament June 7-9. The team had hosted the LIV Caddies, Escalante Golf, owners of the golf course at the Houston Golf Club, and Sportfive, the media and entertainment company, for the tour.



The Courtyard by Marriott New Albany team had the honor of celebrating the 10-year work anniversary of their Bistro Attendant Debbie Holobaugh. "Debbie is an integral part of our Bistro team, and we are so lucky to have her," said GM Kelley Foster.









# Team Exceeds Guests Expectations

A letter the Holiday Inn Express New Buffalo team received from a recent guest

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Good afternoon, Melody,

I would like to thank you and your staff for going above and beyond in making our recent stay most enjoyable.

We requested an early check in and adjoining or two rooms being close to each other. I know that you receive these and many other requests and try as hard as you can to accommodate. There are many times, no matter how hard you try, you cannot make it happen. HOWEVER, your staff was not only able to give us an early check in but also adjoining rooms! We really appreciated this along with your friendly and smiling staff as well.

By welcoming us this way and having our requests met, our stay started wonderfully and only got better.

It's not often I say it, but this was by far our most enjoyable hotel stay in a very long time. Thank you again and we hope to visit you in the future.





# Cincinnati Pride Parade

The Fairfield Cincinnati Uptown team volunteered at the pride parade

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The Fairfield Cincinnati Uptown team walked in the Cincinnati Pride parade with the Marriott Worldwide Business Council Southwest Ohio/Northern Kentucky on June 22, 2024.

The team showed their support of the LGBTQIA+ community as they showcased Love Travels by Marriott. Eleven team members from the hotel volunteered!





# AHM Founding Day

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We asked all the hotels to participate in a volunteer day/project for the month of May in honor of AHM's founding day of May 5th.

“We were thrilled to celebrate AHM's Founding Day of 5/5! What better way to participate than investing in the lives of the future! We chose The First Day Shoe Fund organization because of their commitment to fostering community spirit by investing in our youth. Each child who asks is given a new pair of shoes to start the new year off on the right foot. We were elated to partner with an organization that is dedicated to promoting and building the self-esteem and pride of our future. We look forward to our continued partnership through volunteering again this fall.”

Joy Underwood  
GM/Regional Director of Operations  
Staybridge Suites Kalamazoo

The photos below and on the next page are from the volunteer hours several of AHM's hotels were able to take part in.



Staybridge Suites Kalamazoo GM, Joy Underwood, and DOS, Tiffany Kuhtic volunteered at the First Day Shoe Fund. This is a wonderful organization that makes sure the kids in the community have new shoes to wear to school.



Tiffany and Joy from the Staybridge Suites Kalamazoo were able to sort shoes by sizes, brands, and styles. They were also able to help with a small amount of clean up around the property.





Holiday Inn Express Acme General Manager, Connie Johnson spent her AHM May founding volunteer day donating blood at the Traverse City Seventh Day Adventist Church blood drive.



The Fairfield Cincinnati Uptown (CVGMT) team volunteered at the Cincinnati Walks for Children at the Great American Ball Park.



CVGMT— The team worked the walk registration area and distributing t-shirts to all registered walkers. Participation in this event and the money raised helps the researchers at the Children's Hospital.



The Courtyard by Marriott New Albany team volunteered at The Garden for All. They harvested and washed spinach, leaf lettuce, scallions, kale, and turnips. At the end of the day The Garden for All was able to donate 159 lbs. of produce.



Team members from the Courtyard by Marriott Petoskey at Victories Square volunteered at the Little Traverse Bay Humane Society!



GM, Lisa Reyes and AGM, Daniel Gonzales of the TownePlace Suites by Marriott Goodyear volunteered packing boxes for St. Mary's food bank for drive through food distribution!



# Taste of New Albany

Courtyard by Marriott New Albany team volunteers at annual event



The New Albany Chamber of Commerce presents the Taste of New Albany, an annual event featuring food, fun, friends and entertainment on Sunday, July 28, 2024. This event showcases area restaurants, caterers, and specialty food vendors.

In addition to sampling signature menu items, guests enjoy beer, wine, specialty cocktails and live music by SWAGG! Optional table

decorating contest with prizes awarded to the top 3 most creatively decorated guest tables is also a fun activity.

Pictured are the volunteers who worked at the bar the Courtyard New Albany sponsors each year. This is the hotels leadership team (minus one).



# Team Effort

A letter from a guest at the Fairfield Inn & Suites Alexandria highlights multiple team members

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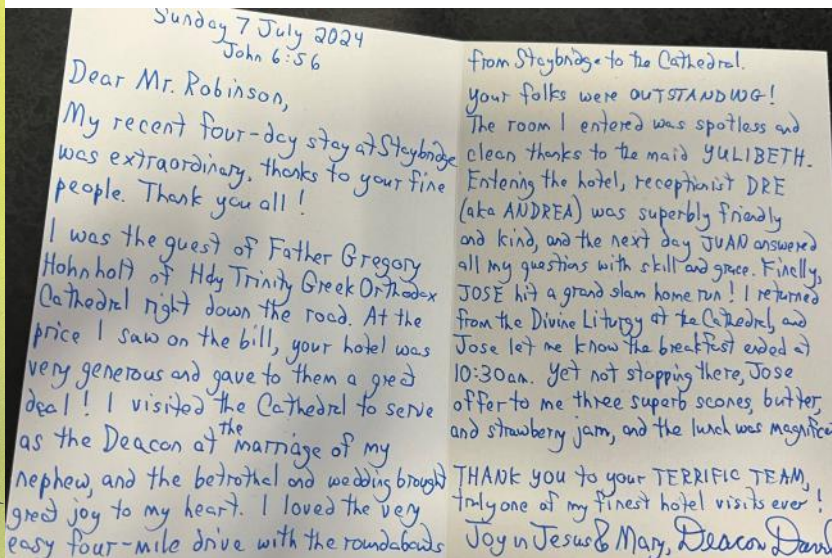
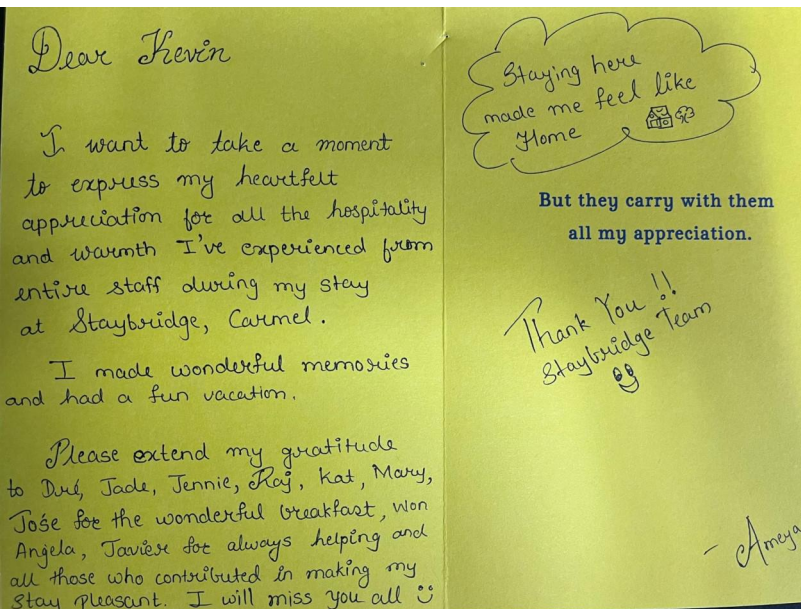
First impressions are very important and lobby was very clean, and the Darian greeted me. Darian was cheerful and ready to check me in, she is very impressive. All the front desk personnel were very professional, they are Phil, Rae, Brandon, Darian, Hailey, Marisaca, Michaela and John. Months ago Victoria had Darian set up my reservations for eleven rooms. Terrie and Jessica had breakfast and hot coffee all ready for us. They do a wonderful job! You can tell that there is good housekeeping when the rooms are clean. They are Kathy, Colette, Raul, Jonathan, Andrea, Emily, Natoya and Oliva. Always need maintenance done; Jeff and Raul oversee the overall building to make sure everything is in working order. They do an excellent job. Victoria the General Manager is the one that makes sure EVERYTHING clicks well at Fairfield. She does a great job. Anytime we called for extra towels or whatever the staff was right there to assist. Thank you! See you in November.....

NICE JOB EVERYONE,  
FOR ONE OF OUR MOST LOYAL GUESTS!



# Guest Letters

The Staybridge Suites Carmel received two heart felt cards from recent guests



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