

LRM NEWS

Luxury Resort Management Newsletter

February 2018

Company Overview

Luxury Resort Management is a professional travel firm that is committed to providing world-class service through customized vacation experiences leaving each client with life-long memories. LRM was founded in 2011 in Ooltewah, Tennessee as a limited liability corporation. In 2018 LRM has made minor changes including our reduced number of employees. We now have half the team members, but we have learned how this was a better change for the firm as a whole. Each team member now has a tighter relationship and knows each other's strengths and weaknesses. We have found this to be very beneficial in growing our company. LRM has now expanded to three national resorts, two international resorts, and one cruise line.

We are structured in 3 departments: Human Resources, Sales and Marketing, and Accounting. Our firm is effectively managed by using the new one minute manager method. We start every week with a short meeting for each department to share the goals they plan to accomplish. Our Chief Executive Officer walks around frequently to motivate and praise members as they begin to reach their goals. Lastly, our CEO and board of directors use the one minute redirect to keep members steered towards the right track or to redirect them the right direction. As a redirect occurs we feel that it is important to do it appropriately and leave in mind that the team member knows they can do better. This method is very helpful in LRM's firm in order to motivate team members and prevent them from making mistakes. In addition, LRM's Human Resources department evaluates and awards an employee of the month to recognize outstanding team members.

Mission Statement

"As a professional Travel firm, Luxury Resort Management is committed to providing world-class service through our customized vacation experiences leaving each client with life-long memories. "

-LRM



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From Left: Caroline Clement CAO, Kolbey Ferguson CEO, Logan Kenney Marketing Specialist, Kee Walker COO, Hannah Sherrill CFO, and Haylee Duncan VP of Marketing

Regional Business Plan Competition

Luxury Resort Management competed in the Regional Business Plan Competition on November 10, 2017. LRM's business plan team consisted of four strong women from our firm: Chief Executive Officer, Chief Administrative Officer, Chief Operating Officer, and Vice President of Marketing. We presented LRM's oral business presentation hoping to excel to the next level. Although we did not place, we still received feedback on our presentation and our business plan for future experiences. This information helped our business grow as a whole and helped prepare us to sell at the Southern Regional Conference & Exhibition later in the month.

Southern Regional Conference & Exhibition

Next Luxury Resort Management attended the Southern Regional Conference & Exhibition on November 21, 2017. Six of LRM's team members came along to sell five of our luxurious vacation packages: Barracuda-Blue Lagoon for \$1,500, Atlanta for \$500, Vita-la-vu for \$3,000, Aspen Peak for \$1,000, and Eureka Escape for \$3,500. We came together and sold a total of 146 packages making \$240,000 and averaged \$1,643.84 per sale.

2017 Southern Regional Conference & Exhibition Recap

The 2017 Southern Regional Conference and Exhibition was held on November 20th through the 21st in Pigeon Forge, Tennessee, at the LeConte Event Center. With 1,617 total attendees there were seven states represented including Illinois, Michigan, Missouri, North Carolina, New York, South Carolina, and Tennessee. There were 72 schools and 92 firms that participated in one or more of the 13 competitions including the business plan competition.



From left: Haylee Duncan VP of Marketing, Caroline Clement CAO, Kee Walker COO, and Kolbey Ferguson CEO

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February's Employee of the Month



Carli Zeh
Web Designer

Congratulations to Luxury Resort Management's Carli Zeh for being February's employee of the month. Carli started working for Luxury Resort Management in August of 2017. Carli is currently the firm's web designer. She has had an outstanding year so far, and has entered our firm's website in the Web competition. Carli embodies what it means to be a hard worker, a team player, and is a role model of Luxury Resort Management's core values. When asked what her favorite memory was while working for LRM she said, "The interview process. I knew when I first walked in to the interview I wanted to work here. I loved the culture and the hospitality. It was serious but welcoming at the same time. I am not a very vocal person, but I enjoyed being interviewed and talking with all the employees!"



Make a Wish: LRM'S Charity of Choice

Make-a-Wish foundation is a non-profit organization that started with one child who was dying of leukemia at 7 years old. This little boy named Chris had a wish to be a police officer. A lot of people came together to grant his wish. Soon after his passing, his story got out making this the beginning of something wonderful for children.

Make-a-Wish granted 15,300 wishes in 2017 alone- on average, one every 34 minutes. "As every wish is granted, another child is diagnosed with a potentially qualifying condition. A child who needs a wish."

Luxury Resorts Management donates to Make-A-Wish because we believe in the fundamental importance of giving back to the community. Make-A-Wish is an organization that we hold dear to our hearts.

February's Featured Resort: Aspen



LUXURY
RESORT
MANAGEMENT

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All types of frozen adventures await in the beautifully frosted city of Aspen Colorado. From thrill seeking adventures to warm cozy nights there's a little bit of something for everyone to enjoy at their own leisure. Even in the summer months Aspen Colorado is the picture of adventure and relaxation, and here our clients will find new adventures to explore.

Peak

Winter experience

- ◇ Warm cozy cabins
- ◇ Spacious living environments
- ◇ Fun atmosphere
- ◇ Multiple fireplaces & suits
- ◇ Breathtaking views

Special Event

With the purchase of our Aspen Peak VIP location package (for \$50 more) our clients will choose between a meet and greet with Shaun White or Jenny Jones, professional snowboarders.

Meadow

Summer experience

- ◇ Luxurious cabins
- ◇ Spacious living environments
- ◇ Fun atmosphere
- ◇ Multiple pools & suits
- ◇ Breathtaking views

Special Event

With the purchase of our Aspen Meadow VIP location package (for \$50 more) our clients will choose between a meet and greet with Julien Absalon or Pauline Fernand, professional mountain bikers.

Contact Us

Give us a call for more information about our services and products

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