

THE HOTEL EXPERTS

**STEPHEN STEARNS
PALM BEACH GARDENS, FL**

**SKIP STEARNS
STRATHAM, NH**

Recognizing the increasing number of attorneys in need of a hotel expert to guide them through hotel and hospitality industry standards and practices, career-long hotel executives Steve and Skip Stearns formed THE HOTEL EXPERTS (THE) in 2002.

The Stearns brothers have over 70 years of combined hotel management experience. Skip's responsibilities were primarily as a corporate officer while Steve's years were spent in senior management on hotel sites in daily operations. Their varied hotel training and professional experiences afford inquiring attorneys a broader knowledge base than the typical sole practitioner serving as a hotel expert, litigation consultant or expert witness.

Building on the advantages of offering more than one hotel expert to the specialized needs of each lawsuit, THE HOTEL EXPERTS practice has grown to include associates with highly specialized hotel and hospitality expertise in Boston, New Orleans, Phoenix, San Francisco and Tampa. In addition to the basics of day-to-day hotel operations, THE's associates offer professional restaurant ownership and experience, human resources, professional training, teaching and cultural diversity experience, standards development and inspection for compliance, corporate behavior, brand management and franchising knowledge. THE HOTEL EXPERTS works with attorneys to determine who is most knowledgeable and location appropriate to deliver effective support in each case.

THE HOTEL EXPERTS has been disclosed in over 100 cases covering 35 states, the District of Columbia, Puerto Rico and the

U.S. Virgin Islands. THE has appeared both for and against hotel properties, owners, operators, franchisors and individual litigants. THE HOTEL EXPERTS is skilled at research and developing recommendations for discovery and deposition questioning. As litigation consultants, THE can provide strategic direction. As testifying expert witnesses, THE associates deliver unbiased opinions and reports as well as impartial testimony at deposition and trial.

THE HOTEL EXPERTS maintains a library of North American hotel company operating standards manuals, university level textbooks used to train aspiring hotel, restaurant and hospitality executives and relevant industry articles published in the most visible hotel industry trade publications.

Hourly fees may be obtained by contacting Steve Stearns. THE HOTEL EXPERTS will not charge more than ten hours per calendar day when traveling for site inspections, deposition or trial. Retention of THE HOTEL EXPERTS is only effective upon receipt of retainer. Minimums, retainer amounts and other applicable terms are disclosed and agreed upon prior to retention.

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SUMMARY OF QUALIFICATIONS

- ◆ Over forty years of sales, marketing and hotel operations experience
- ◆ Twenty-two years as senior operating executive in full service hotels and resorts
- ◆ Thirty-six years experience training managers and line staff in hotel operations
- ◆ Drafts hotel operating standards and inspects for successful execution
- ◆ Continues to work with hotel, resort and casino companies, from economy class to luxury, toward consistent application of field operating standards

PROFESSIONAL EXPERIENCE

RICHEY INTERNATIONAL

CHEVY CHASE, MD

Senior Vice President

1991-Present

- Management responsibility for the largest worldwide provider of operational surveys for the hospitality industry. Richey International surveys hotels in over 90 countries on every continent.
- Conducts seminars, workshops and focus groups concerning operating standards and quality practices in hospitality
- Develops hotel, resort and casino hotel operating standards

THE HOTEL EXPERTS

PALM BEACH GARDENS, FL & STRATHAM, NH

Partner

1991-Present

- THE HOTEL EXPERTS (THE) provides strategic support and expert witness services to attorneys and their clients litigating claims related to hotels, resorts, motels, casinos, cruise lines, restaurants, racetracks and other entertainment venues. THE serves both plaintiffs and defendants who are hotel owners, operators, franchisors, franchisees and individual litigants by guiding attorneys through discovery and depositions, and by writing expert opinions and testifying at deposition and trial on hospitality industry practices and reasonable standards of care.

SHERATON HOTELS

PGA SHERATON RESORT

PALM BEACH GARDENS, FL

Vice President, Managing Director

1985-1990

- Complex resort comprising 336 rooms and 92 guest cottages, convention center, three restaurants, five golf courses, thirty tennis courts and a health spa
- Responsible for hiring, training and supervising over 500 employees

AMERICANA HOTELS, INC.

CHICAGO, IL

Vice President, Regional Director

1982-1985

- Vice President and Managing Director, Americana Canyon Hotel Racquet & Golf Resort, Palm Springs, California.
- Supervised Americana Snow King Resort, a 200-room facility, Jackson Hole, WY
- Supervised Quality Inn in Kansas City, MO with 500 rooms

AMERICANA CANYON HOTEL

PALM SPRINGS, CA

Vice President & General Manager

1976-1985

- 468-unit complex resort with convention center, two golf courses, large tennis complex and health spa grossing \$27 million annually
- Responsible for hiring, training and supervising 600 employees

DUNFEY HOTELS

HAMPTON, NH

SHERATON AIRPORT INN PHILADELPHIA, PA
General Manager 1974-1976

- 350-unit full-service airport hotel grossing over \$5 million annually
- Responsible for hiring, training and supervising 225 employees

CAPITAL CENTRE ARENA LANDOVER, MD
Marketing Director 1973-1974

- Marketing responsibility for a new arena which opened in December 1973. Supervised public relations, group and season ticket sales, community relations and all advertising for the NBA and NHL franchises owned by Capital Centre. Also responsible for promotion of various attractions such as Ice Capades, the circus, rodeo etc. Total operating budget over \$7.5 million.

SONESTA HOTELS (Formerly Hotels Corporation of America) BOSTON, MA
HOTEL SONESTA CAMBRIDGE, MA
General Manager 1970-1973

- 200-unit hotel grossing over \$3 million
- Responsible for hiring, training and supervising 155 employees

CHARTER HOUSE HOTEL BUFFALO, NY
General Manager 1969-1970

- 100-unit hotel grossing \$1.25 million annually
- Responsible for hiring, training and supervising 90 employees

HOTEL SONESTA HARTFORD, CT
Director of Marketing 1967-1969

- 300-unit hotel grossing \$4 million annually
- Responsible for the marketing department consisting of seven people, plus coordinating with outside public relations and advertising agencies

HOTEL SONESTA WASHINGTON, DC
Business Development Manager 1966-1967

- Responsible for promoting weekend business for this 350-unit hotel.

HOTEL KENMORE BOSTON, MA
Sales Representative 1965-1966

- Responsible for convention and banquet sales for this 400-unit hotel

CHARTER HOUSE HOTEL NEWTON, MA
Sales Manager 1964-1965

- Responsible for group sales of this 175-unit motel

TYROLIAN TOURS TYROL, AUSTRIA
Tour Director 1963-1964

- Tour Director for small group of Austrian hotels catering to English speaking guests

MILITARY SERVICE

U.S. ARMY CORPS OF ENGINEERS

Achieved Rank of Captain

1961-1963

EDUCATION

PURDUE UNIVERSITY

WEST LAFAYETTE, IN

B. S., Political Science

1961

ASSOCIATIONS

- Chairman of the Board, Palm Beach County Hotel and Motel Association
- Board of Directors, Florida Hotel and Motel Association
- Executive Committee of the Palm Beach County Visitors and Convention Bureau
- Instructor in Hotel Management Courses, Palm Beach Community College

Skip Stearns

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SUMMARY OF QUALIFICATIONS

- ◆ Over thirty years of sales, marketing and hotel operations experience
- ◆ Twenty-seven years of management experience
- ◆ Franchise leadership including sales and contracting
- ◆ Drafted operating standards and trained managers for their execution
- ◆ Inspected for and supervised standards compliance

PROFESSIONAL EXPERIENCE

THE HOTEL EXPERTS

STRATHAM, NH & PALM BEACH GARDENS, FL

Partner

2002-Present

- THE HOTEL EXPERTS (THE) provides strategic support and expert witness services to attorneys and their clients litigating claims related to hotels, resorts, motels, casinos, cruise lines, restaurants, racetracks and other entertainment venues. THE serves both plaintiffs and defendants who are hotel owners, operators, franchisors, franchisees and individual litigants by guiding attorneys through discovery and depositions, and by writing expert opinions and testifying at deposition and trial on hospitality practices and reasonable standards of care.

FRANCHISE ASSOCIATES

STRATHAM, NH

Principal

1996-Present

- Franchise Associates provides consulting services targeting small to medium-sized management companies and individual hotels. Services include but are not limited to: strategic planning, annual planning, organizational analysis, team building, problem solving, marketing, operating standards and services, customer relations, growth and development, franchise selection and negotiation, contracting and franchise relations

OMNI HOTELS

HAMPTON, NH

VP, Director of Franchising

1991-1996

- Full responsibility for franchising program comprised of 17 hotels or 50% of North American properties
- Generation of development prospects and active participation in solicitation process
- Negotiation, preliminary drafting and authorized signatory on all franchise contracts
- Drafted plain language Uniform Franchise Offering Circular (UFOC)
- Facilitation of all new hire executive level orientation
- Supervising author and guardian of Omni Hotels Operating Manual
- Active support of field management with respect to training, motivational programs, quality assurance, brand products and revenue generation
- Member of corporate executive operating committee reporting to President & CEO

VP, Director of Franchise Sales & Marketing

1987-1991

- One of two corporate officers chosen to launch franchising program aimed at increasing brand presence, fee income and marketing funding
- Participated in development planning, execution and closing of new hotel contracts
- Professionally trained in the selling of franchises
- Planned for corporate resources to effectively deliver support services
- Provided sales, marketing and general support to all franchisees and their operators

VP, Director of National Sales

1983-1987

- Constructed the merger of Omni and Dunfey Hotels' National Sales organizations
- Supervised 26 directors of sales, sales managers and support personnel in Boston, Chicago, New York and Washington, DC
- Opened National Sales Offices in Atlanta, Los Angeles and Dallas
- Responsible for collateral development, advertising and direct mail
- Initiated database account management
- Constructed company-wide group and convention sales contract
- Vested sales executives with the authority to directly negotiate and to contract clients at a time when competitors had not yet demonstrated the ability to do so, thereby creating a unique strategic advantage with buyers and unusual credibility with hotels served

DUNFEY HOTELS

HAMPTON, NH

Regional Director of Sales & Marketing

1982-1983

- Provided corporate sales and marketing supervision to 8 hotels from California to New York
- Responsible for hiring, training and ongoing support of all sales-related departments
- Led sales and marketing transition of the 1,240-room New York Sheraton

NEW YORK STATLER, A DUNFEY HOTEL (1,800 rooms)

NEW YORK, NY

Director of Sales

1980-1982

- Supervised 53 people in 7 departments including room sales, catering sales, banquet and convention services for this hotel boasting over 95,000 square feet of function and exhibit space
- Personally attracted and negotiated largest convention accounts, airline crews and other volume producers
- Responsible for collateral development, advertising, direct mail and public relations
- Served on hotel's executive operating committee

DUNFEY HOUSTON HOTEL (450 rooms)

HOUSTON, TX

Director of Sales

1977-1980

- Arrived as Assistant Director of Sales and promoted to Director of Sales within one year
- Hired, trained and supervised 14 sales, catering and banquet service executives focused on the solicitation and servicing of commercial transient and group buyers, state and national associations and other groups, wholesale buyers and banquet events
- Personally improved solicitation of largest and most strategically critical accounts
- Responsible for all collateral development, advertising, direct mail and public relations
- Served on hotel's executive operating committee

DUNFEY ATLANTA HOTEL (370 rooms)

ATLANTA, GA

National Sales Manager

1976-1977

- Senior sales responsibility via telephone and personal sales calls for national association, corporate and other group meetings suited to the hotel's 13,000 square foot ballroom and additional 20,000 square feet of meeting and function space
- Assisted director of sales in orientation, training and supervision of all new hires

DUNFEY HYANNIS RESORT (225 rooms)

HYANNIS, MA

Regional Sales Manager

1975-1976

- Solicitation of association, corporate and other group meeting and incentive business attracted to this hotel's Cape Cod location, extensive function capabilities and recreational facilities including golf, indoor and outdoor tennis, health spa and indoor and outdoor swimming pools
- Account pursuit covered all of New England at various times via personal and telephone sales calls

DUNFEY'S HOWARD JOHNSON HOTEL (275 rooms)

NEWTON, MA

Sales Manager

1974-1975

- Initiated program to capture transient commercial travelers
- Door to door and telephone solicitation of corporate accounts and travel agents

NEWTON PUBLIC SCHOOLS

NEWTON, MA

Secondary School Teacher

1973-1974

- Taught grades 7-9 in the English/Social Studies Department of Meadowbrook Junior High School

EDUCATION

UNIVERSITY OF MASSACHUSETTS

BOSTON, MA

B. A., Psychology

1973

Secondary School Teacher Certification

1973