



November 3, 2009

TO WHOM IT MAY CONCERN  
Letter of Recommendation  
for Randy Appel & AHA Hospitality

The advent of the Internet over the last 10 years and the emergence of social media, allows today's customers to closely scrutinize the service environment of mostly any business. The hotel business has always been a labor intensive and service driven business, which relies heavily on the execution of precise service standards. Our company, Desires Hotels, manages some of the more sought after upscale boutique hotels in the United States and the key to our success is to ensure that we are delivering the highest levels of service available on a consistent basis.

Several years ago, we made a commitment to raise our service levels even higher by developing and standardizing service standards throughout the organization and augmenting these standards with consistent training throughout our hotels. What made it a bit more difficult for us was that each hotel that we operate is completely different from each other in size, design and customer segmentation. Hence, our training had to be something that was adaptable, fluent and efficient at each hotel.

Approximately four years ago, we hired Randy Appel and his organization, at the time known as "Bellanote", which has since become AHA (Appel Hospitality Associates) ", to help us create and implement a superior service culture that would give us a keen competitive edge and truly differentiate us from the competition. Randy and his team have been exceptional in the development and implementation of the standards and have also embraced our company culture and taken it a step further. The "proof is in the pudding" as all of our Desires Hotels are rated in the top 20% of the Trip Advisor social media rankings in their respective markets. Some of the hotels are ranked #1 in the respective markets.

Randy and his team bring a true sense of collaboration, camaraderie, and unbridled enthusiasm. The teams at our hotels truly look forward to the training sessions and view Randy as a part of the corporate staff of Desires Hotels and Tecton Hospitality. The training is deliberate, easy to understand and lots of fun for all involved. Additionally, Randy's recommendations on human resource issues throughout the company and best practices implementation have been invaluable in our drive to grow the organization.

I would not hesitate to recommend Randy and his team for any training assignments. They have been an invaluable part of our company and continue to be so. They are a critical component in the growth of this organization and true professionals. Please contact me directly if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Raul Leal".

J. Raul Leal  
President & Partner

JRL:bg