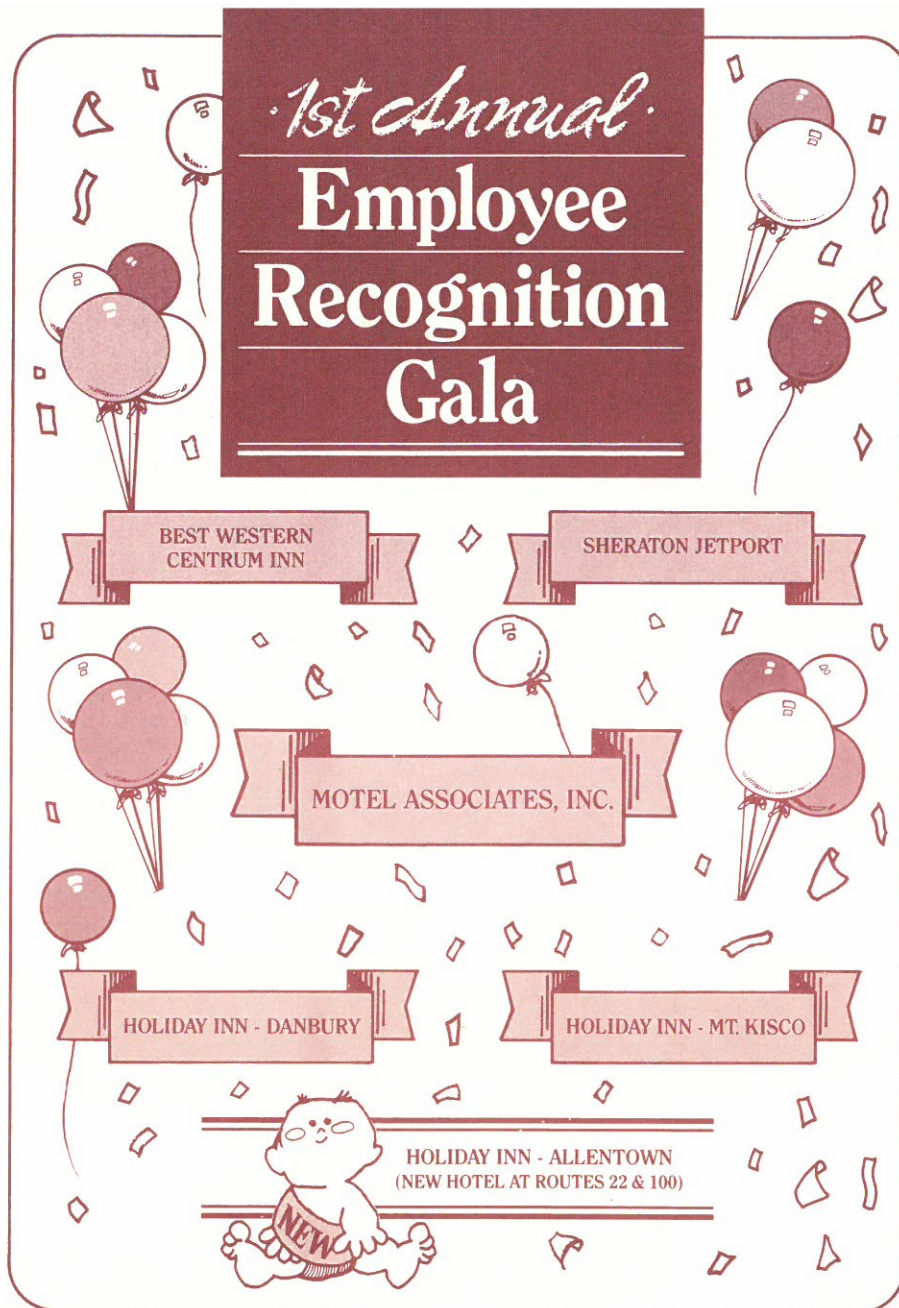


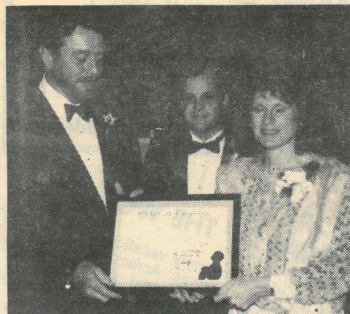


MEYER JABARA HOTELS

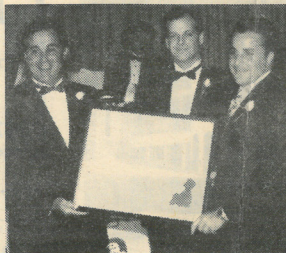
Over 35 Years of Owning and Managing Hotels



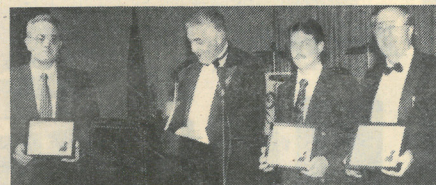
'Dream Come True' Gala Aids Ill Children



Mike Wells (left) President of Wells Construction and a Board Member, with Ken Conklin, Camelot Treasurer and Mrs. Judy Wells.



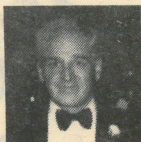
CAMELOT BOARD MEMBERS Raymond Bartolacci, Jr., President of Laneco Stores; Ken Conklin, General Manager of Holiday Inn; and Rick Bartolacci, Treasurer of Laneco.



KOSTAS KALOGEROPOULOS (second left), President of Caemlot for Children, Inc. and Founder of Dream Come True, Inc., speaks highly of award winners Paul Nestor, Mr. Rothrock and William Straccia. The presentations were made at a black tie gala at the new Holiday Inn Conference Center in Fogelsville.



Pete Waldron, President of Dream Come True; Kostas Kalogeropoulos, President of Camelot for Children, Inc. and Vice President of Operations for Motel Associates; and Richard Jahara, President of Motel Associates and owner of the Holiday Inn Conference Center.



BOARD MEMBER
Dr. Robert
Tiether



Camelot Board
Member
Jeff Frank
Pres. of WAEB

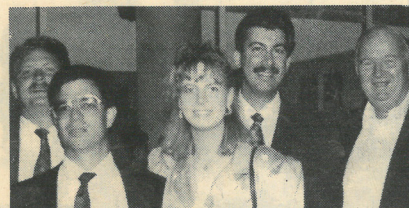


Richard Szulborski, Bethlehem City Councilman, with Karen Mesch, Mary Casciano, Steve Sedor, Mariann Hessinger and Bill Ryan.



The Story of Camelot
Dream Come True is a non-profit organization founded in 1984 by Kostas Kalogeropoulos to provide for the special wishes of the seriously, chronically and terminally ill children of the Lehigh Valley. An early goal of the organization was to someday provide a daytime gathering place for these children and their families.

During the summer of 1987, Camelot was incorporated. In the fall of 1988, Camelot purchased a home on Emmaus Avenue in Allentown. Today that home is being renovated to meet the needs of our children.



Joe Zaun, Mark Hoffman, Cristin Corrigan, Mark DeCrista and Bernie Fetsko, Bulletin publisher.



Joyce DiSalvo



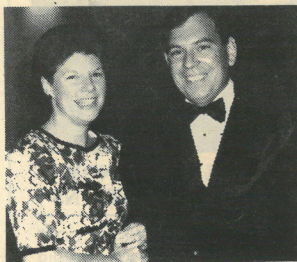
Mr. Kalogeropoulos
kisses Board
member Pat
Mullin

Photos by
JAYE JONES

CAMELOT
FOR CHILDREN, inc.



Mr. and Mrs. John Sulick (John is a Camelot Board Member and owner of Van Scoy Diamonds) with Mayor and Mrs. Sal Panto of Easton.



MR. AND MRS. PAT CONNELL look handsome as they enjoy the benefit ball.



GALA COMMITTEE members Mary Beth Bartolacci and Judy Wells.



Marge McLoughlin, Msgr. John Murphy, Pastor of St. Thomas More; James McLoughlin and Fr. Wayne Killian.

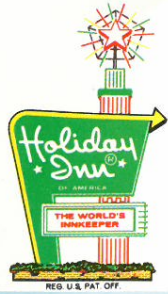


THE 250 GUESTS looked their best for the Camelot Gala.

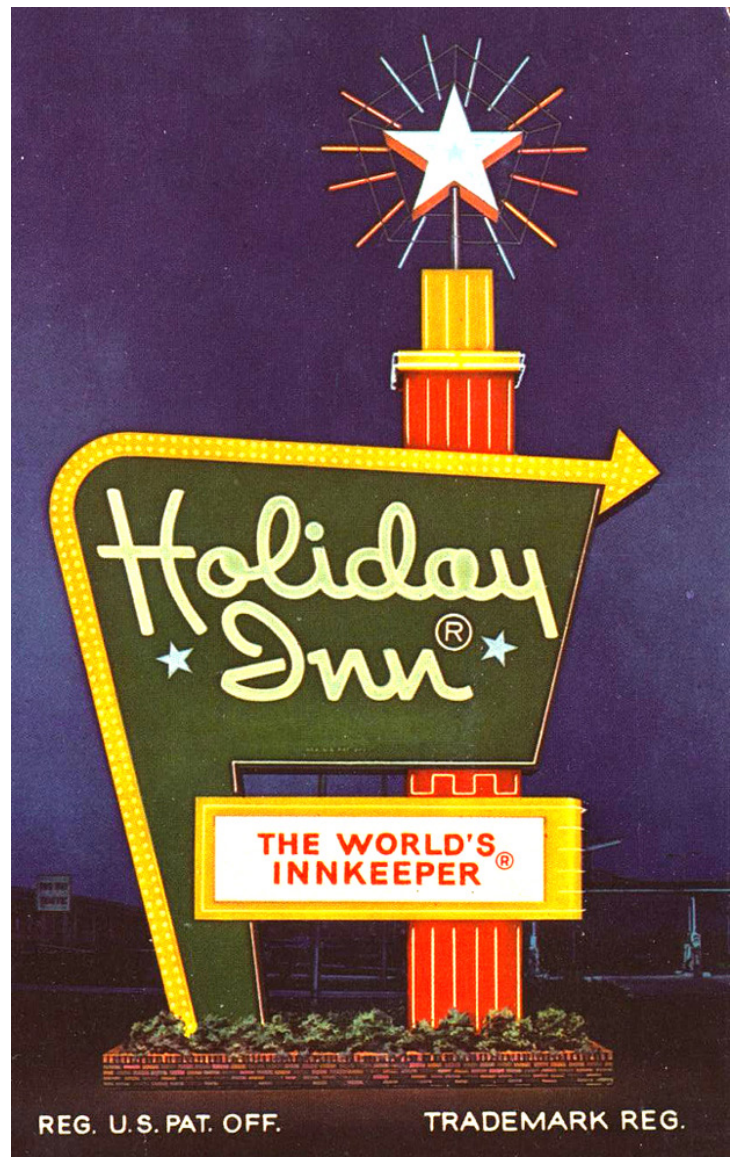


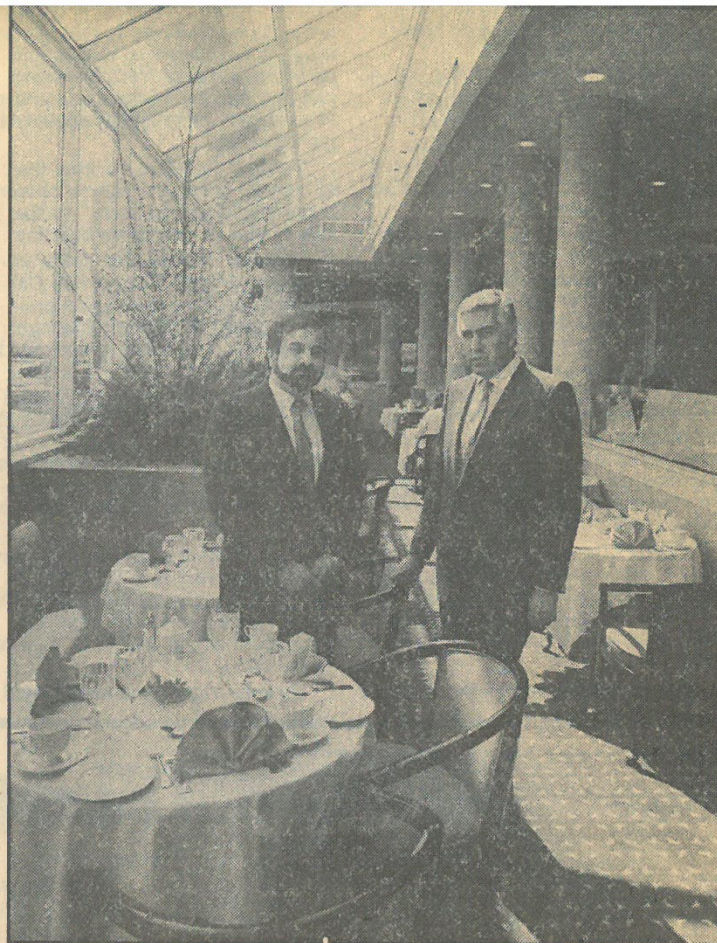
Mr. and Mrs. Raymond Bartolacci, Sr.; Tom Kawtoski, Michael Curd, Rhonda Kawtoski and Annmarie Kirk.

DANBURY, CONNECTICUT



Holiday Inn®





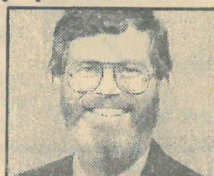
JOHN F. SIMITZ / The Morning Call

Richard Jabara (left), president and a general partner of Motel Associates, and Kostas Kalogeropoulos, vice president for operations, are shown in the dining room of the new Holiday Inn West in Fogelsville.

New Holiday Inn calculated to cater to conferences

The paint on some of the walls in the new Holiday Inn Conference Center was barely dry before the first big bash was held last night, when Stroh Brewery rented out the banquet room for a dinner for 900 people.

In fact, when the doors of the new 185-room motel on Route 100 just south of Route 22 in Fogelsville opened last week, the carpet hadn't



Ray Holton
BUSINESS EDITOR

been laid in the 10,000-square-foot banquet room which seats up to 1,200 people. It's the biggest motel-connected conference room in the Lehigh Valley and it's already at-

is likely this year and others are sure to be announced.

But the primary focus of the new Holiday Inn West is as a new corporate conference and private entertainment center. Nearly two dozen top sales people for the new owner, Motel Associates of Danbury, Conn., are making up to 1,000 telephone cold calls to local businesses this week, said Richard G. Jabara, president and a general partner of Motel Associates.

He and William Meyer of West Palm Beach, Fla., the owner of a string of 60 other hotel properties, are the general partners in Motel Associates, which owns eight hotel properties in seven states.

They are no strangers to the Lehigh Valley. Jabara came to the area in 1980, bought the half-finished Ramada Inn near the ABE-International Airport, razed most of the



ANOTHER OPENING — In the midst of construction of a new lobby, Holiday Inn Metroplex owners William Meyer and Richard Jabara (inset) review plans for the hotel. The

partners are planning a September grand opening for the renovated hotel/convention complex. YWBJ Photos by George Nelson.

Metroplex

(Continues From Page 1)

something, we will stand by it. We told them we intended to totally renovate the property, and it would be a Holiday Inn of which they would be very proud. On that basis they agreed to let it continue to operate as a Holiday Inn while it was in bankruptcy and while it was undergoing renovation."

While the Metroplex convention center remained virtually untouched in the renovation process, the hotel was almost completely refurbished. "[The Metroplex] was the only area of the hotel we did not completely gut and rebuild," he observes. Every one of the 150 guest rooms, each of the corridors, the lobby, dining area and comedy club — were completely reworked. A billiards area where the businessmen hope to run leagues was added, as well.

The physical renovation was just one step, however. The Liberty Township hotel also had earned a reputation for poor service which had to be addressed.

"One of the problems I saw at the Metroplex as we took it over was that the customer was confused in that he never knew what he could expect," Jabara explains. "Sometimes [the previous owners] would do a great job; sometimes they would do not as well a job."

"It's great to go out and do all this [renovation] — it's fresh and it's new — but if we don't give a good quality, consistent level of service, we're not going to be competing in this market," he continues. "The niceness wears off very quickly if you can't get a hot cup of coffee or if you only have one towel in the hotel room."

"Staffing in this hotel prior to our involvement was such that there was no concept of service," Meyer contends. "Once you get guests here, you have to give them an environment that's attractive, service levels that are keeping with their expectations."

The most difficult task ahead, both partners acknowledge, is bringing back customers who were unhappy with the hotel's performance under the previous ownership.

"The hardest part is getting them back in the door,"

Meyer says. "There is a great deal of salesmanship that's involved in inducing someone who has had a horrible experience in the past to come back and try this facility again." It often entails complimentary meals and tours through the facility to illustrate how much it has changed.

"You're really saying, 'Trust us,'" Jabara interjects.

Not long ago, the Boardman Holiday Inn received special recognition by Holiday Inns Inc., the chain's licensor, for service provided to its guests. This gives the staff at the Liberty hotel "something to shoot for," Meyer says.

Indeed, improvements at the Metroplex may also be recognized by Holiday Inns. According to Meyer, officials from the franchise corporation have asked that the remodeled complex be submitted for one of five renovation awards to be presented this fall.

"It's good for the Holiday Inn image," Jabara observes. "[The Boardman Holiday Inn] has a very nice product. That gives Holiday Inn a good image in the market. Improving this hotel and going for those service standards only helps both hotels."

"We don't think there are that many guests who are going to Boardman who would find it convenient necessarily to stay here, and vice versa," he clarifies, discounting competition between the two facilities for overnight guests. Instead, Jabara says, "We're competing heavily for what makes us unique — our extensive meeting space."

Jabara reports since the ownership change revenues have more than doubled from the 20,000 square-feet of meeting space in the Metroplex, and he predicts revenues will have tripled it in the future. And, despite the "very successful and very capable" catering hall operators they compete with for customers in the area, Meyer notes, bookings for the upcoming fall and winter months have "dramatically" increased.

"We've got credibility now," he proudly points out. "One thing we heard day in and day out was 'Show us. If you show us you're going to do it, we'll believe you.'"



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