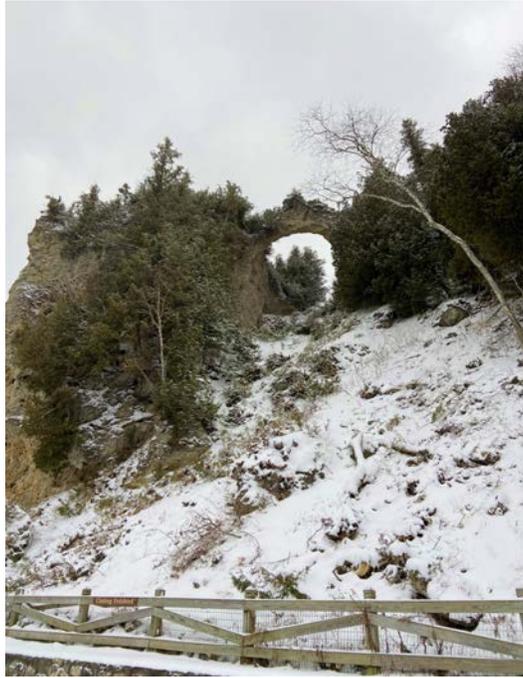


JANUARY 11, 2021

# Mission Point Employee Newsletter



## Happy New Year! Welcome to 2021 at Mission Point.

We hope that you all had a safe and healthy new year. A heavy blanket of snow has settled on Mackinac (see above) though the temperatures have not been too chilly! It's been in the low 30's throughout the end of December and early January. We have a small group of year-round staff that is hard at work preparing for the upcoming season in addition to all of the construction projects currently in the works!

Thank you for being a part of the Mission Point team. Please do not hesitate to reach out if you have any questions at all about this upcoming season. We look forward to seeing you all here on Mackinac Island soon!

## IN THIS ISSUE:

- New Years Message from MPR Leadership
- Company Goals for 2021
- Property Updates & Winter Construction Progress
- Off Season Employee Update: Sheldon Rattigan
- Winter Department Spotlight: Sales & Marketing
- and much more!



MISSION POINT  
MACKINAC ISLAND



# Welcome to the 2021 Season!



Hello Mission Point team members and happy new year! We are so hopeful for a wonderful 2021 and signs are pointing that this will be Mission Point's best year yet!

We are continuing to work on capital projects throughout the winter including new roofs, new software and major improvements to the Quorum housing areas. In 2021 we will see a renewed emphasis on the safety and culture of our staff. We know we have an amazing team being assembled for 2021 and

we are working hard to ensure we have the right tools so each team member can be successful. With your help, Mission Point will be the premier vacation destination of 2021.

## Mark Ware, CEO

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Happy New Year! With the 2021 season quickly approaching we are looking forward to the arrival of new staff.

2021 is going to be a fantastic season for our guests, team members, and the entire Mackinac Island community and we're proud to have you all on the team. This time of year offers us a brand new start and I want to take this opportunity to wish everyone a healthy and happy new year.

## Brandon Sheldon, General Manager

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## Recent Guest Comments from Mission Point Social Media



We're headed there for the 4th of July! Can't wait!!

Have visited several times, and loved every minute. Hope to get back soon!

I never tire of walking around Mission Point and seeing the beautiful flowers.

Can't wait to get back to our favorite place!

Lovely place right on the water. The grounds are wonderful!

My favorite place to stay in Michigan!

# Top Company Goals for 2021

1. Be the **best customer service organization on Mackinac Island** as measured by achieving a 4.67 star rating on all overall online reviews
2. Create a culture of one of the **best places to work in northern Michigan** by increasing staff engagement.

**We can't achieve these goals without you!**

# Winter Department Update: Sales & Marketing

The main goal for Marketing & Sales is to bring guests to the hotel. We divide our target markets into group business (conferences, weddings, meetings, etc.) and transient business (vacationers). There are 3 Sales Managers, 2 Marketing team members, and 1 Sales Admin. Our team works closely with almost every department including Reservations, Conference Services, Operations, Food & Beverage, Grounds, Engineering and many more. We tell the story of the hotel and share all of the amazing work that you do!

All of us have been keeping very busy with projects and plans for 2021 including branding, promotions, lots of targeted prospecting, and a year of celebrations in store.

On the sales side, we all know that COVID-19 caused quite a stir in group business and many events, meetings, and weddings had to be cancelled or postponed into 2021. This means a full schedule of celebrations are on the books for this season. Just since Thanksgiving (the unofficial start to engagement season) we've received over 100 wedding leads alone!

Speaking of celebrations, we are excited to have declared 2021 to be the Year of Celebrations at Mission Point! Each month of the season will hold a celebration theme like "Christmas in July" or "Friendsgiving" in which guests will be invited to reconnect over missed holidays. Said themes will likewise be communicated and celebrated in all of our targeted resort messaging including social media - of which recent posts have increased overall engagement this winter.

We also recently were featured on the cover of MyNorth Weddings, a magazine for couples looking to get married up north. This is awesome! We cannot wait for April to be here and for the season to get started. See you all soon!

**Liz Ware, VP of Sales & Marketing**

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# Winter Construction Updates



## Quorum Housing

Needed updates are happening quickly in the Quorum Employee Housing areas! Work has been happening since early November and plans are on track to have this first phase of renovations done by April. The common room walls have been resurfaced and painted with new flooring to be installed soon. New furniture is ordered for the common room pictured above and for outside the entrances.



## Chianti Roof

There was some water damage to the roof of the walkway from the main lobby to Chianti. Stan, Director of Facilities, and the engineering team are currently working to repair this leak to ensure that it does not happen in the future.

The winter is an important time to take care of projects like this that cannot be completed when there are guests in house.

## Main Lodge Guest Rooms

Many of the guest rooms in the Main Lodge needed new carpet after a few years of wear and tear. The carpet in all of our Straits Lodge rooms have replaced the carpet in those rooms that needed replacing. The blue really brightens up the rooms and will add a nice pop of color!

In our Main Lodge signature suites, hardwood floors are replacing the carpet currently in place. As soon as this is completed, we'll share some images!



Make sure to like "Mission Point - Human Resources" on Facebook! We post fun facts about working on Mackinac, interesting tidbits about life at MPR and important information as we approach the beginning of the season. Another helpful FB group to join is "Mackinac Island Summer Employees". This consists of employees from all over the island! You can get information about happenings on the island, meet more employees and much more.

# Off Season Employee Update

## Sheldon Rattigan

**2020:** Lead Cook

**2019:** Cook

**2018:** Steward

**Winter Partner:** Montage Deer Valley in Park City, Utah

This winter our very own Lead Cook Sheldon Rattigan finds himself loving the snow in at Montage Deer Valley Resort in Utah. As a very open-minded individual, Sheldon says his first H2B

extension experience has been mostly positive.

"There were some kinks because of COVID, but the team at Mission Point and more specifically HR, made sure they did everything they possibly could have for me to have a smooth transition and I am forever grateful for that. This is my first time extending, so I didn't know what to expect but they believed in me and helped me gain more confidence."

Sheldon initially joined the Mission Point team for the first time in 2018 as a steward before climbing the culinary ladder to lead cook. With some previous cooking experience, Sheldon expressed an interest in coming back and exercising his skills on the line - soon excelling into the lead cook we now know and love.

"I can't wait to come back in the spring and see everyone again." Until then, Sheldon says he'll continue enjoying new experiences as a seasonal employee in Utah. "I love it here and it is so much different than my home on Mackinac Island. I can't wait for the next snowfall so I can learn how to ski. It looks fun!"



## Jimmy's Safety First Tip of the Week

Safety is one of our top priorities at Mission Point. This week's safety topic is about **post-holiday travel safety**.

As many of us travelled over the holidays, it's important to keep these tips in mind. Remember that even if you may feel well and not have any symptoms, you can still spread COVID-19 to others. Consider getting tested for coronavirus **3-5 days after your trip** and reduce non-essential activities for a full 7 days after travel,

even if your test is negative. **If you don't get tested, consider reducing non-essential activities for 10 days.**

In addition to following all state and local post-travel recommendations, here are a few tip for keeping yourself and other safe, especially your first 14 days home:

- Stay at least 6 feet (about two arm lengths) from anyone who did not travel with you, particularly in crowded areas. It's essential to do this everywhere – both indoors and outdoors.
- Wear a mask to keep your nose and mouth covered when you are in shared spaces outside of your home, including when using public transportation.
- If there are people in the household who did not travel with you, wear a mask and ask everyone to wear masks in shared spaces inside your home.
- Wash your hands often or use hand sanitizer with at least 60% alcohol.
- Avoid being around people who are at increased risk for severe illness.
- Watch your health: look for symptoms of COVID-19, and take your temperature if you feel sick.

## James Hagenbaugh, Security Manager

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