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The Wall Street Journal Sunday
A New Hampshire exclusive in the Sunday News

LaQuinta works out the kinks

Major overhaul at hotel site allows Hilton Garden Inn owner to polish another brand at Amoskeag circle

By DENIS PAISTE
New Hampshire Union Leader

MANCHESTER — Roedel Companies' planned LaQuinta Inn and Suites brand at Amoskeag Traffic Circle will complement its Hilton Garden Inn, developer David Roedel said.

"When we look at Manchester, it's a great complement to what's already there, including the Hilton Garden Inn at the ball park, which we also own," he said.

Roedel and Alta Properties LLC of West Newton, Mass., formed a joint venture, Germania Front LLC, for the Amoskeag Falls project.

"We thought that it had a lot of upside potential," said Kathleen Joyce Kusiak, managing partner at Alta Properties LLC.

"We thought it was a property that with some great management, and some TLC could really be successful. We've got ourselves a great partner," she said.

Roedel said while the Hilton Garden Inn is higher priced, the LaQuinta will be more moderately priced and offer a very high value proposition.

Rooms will start out priced between \$80 and \$100.

"One of the reasons we really like this site and feel it can do very well is because we can believe in downtown Manchester," Roedel said. "We've had continued success at Hilton Garden Inn."

Opening in 2012

Renovations started in September, and the property is expected to reopen in the first quarter of 2012.

That's later than anticipated when the project was announced in the spring. "The biggest piece was really moving the front entrance, the new lobby, to the north side of the building," Roedel said.

"It was not only a change of scope from the local municipality permitting process but also from the brand itself," he said. "It definitely took a lot more time."

"At the end of the day, the construction time won't be a lot different, really just the planning, the permitting and brand approval took more time," he said.

"The overall feeling on our team is when it's complete, it should look like a new hotel," Roedel said.

Roedel is also separately renovating a 110-room former Fairfield Inn in Merrimack that will reopen as a Holiday Inn Express. That \$2 million



The interior demolition is well under way for the Roedel Cos.' new hotel at the Amoskeag rotary. The property has a website, right, that updates the progress of the renovation.



A construction worker cuts rebar for the new main entrance of the future LaQuinta Inn and Suites at the Amoskeag Traffic Circle. The hotel joins a long list of hotel brands at the property, most recently Clarion, the Amoskeag Inn and Ramada.

renovation is about four to six weeks behind the LaQuinta in Manchester, he said.

Gateway location

Manchester Director of Economic Development Jay Minkarah said the LaQuinta project's location near Interstate 293, Exit 6, makes it a gateway to the northern entrance to downtown.

"The improvements that are proposed, I think, would significantly enhance both the function of the

hotel and its aesthetic appearance, as well as creating new jobs and potentially adding some needed conference space," he said.

"I do believe the demand is there," Minkarah said. "It's important to us to have the rooms necessary to support significant events in the area as well as to support the business traveler."

The four-story hotel will have about 110 rooms after renovations. The one-story adjoining building will house a new restaurant along with



Owner Dave Roedel outside the future LaQuinta hotel at the Amoskeag rotary, which was built in the 1960s as a Holiday Inn. The property expects to open in the first quarter of next year.

BOB LAPREE PHOTOS/SUNDAY NEWS



3,500 to 4,000 square feet of meeting and banquet space.

"All the corridors are being re-done," Roedel said. "We're taking some rooms out and making new public space to make it feel larger and more accommodating to today's traveling public," Roedel said.

No decision has been made with regard to the restaurant. Talks include Hart's Turkey Farm Restaurant, which closed with the old Clarion Hotel last spring, and others, Roedel said.

Bought in foreclosure

Germania Front LLC purchased the foreclosed 21 Front St. property for \$3 million on Jan. 31, 2011.

The assessed value is \$4,349,800, according to online city records.

The property includes 15 parking spaces on land leased from Public Service of New Hampshire.

The Amoskeag Circle hotel was last branded as a Clarion Hotel. Former operators Amoskeag Inn Corp. filed for bankruptcy in March 2010, two years after investing \$3 million in renovations.

Originally a Holiday Inn when it opened in 1963, the hotel was later a Ramada, the Amoskeag Inn and lastly Clarion.

"We found the original building plan at City Hall," Roedel said, "That was kind of fun."

The restaurant also had several different changes from Holiday Inn through an Italian restaurant, Hooters and lastly Hart's Turkey Farm.

On the Net:
whatsupatthefalls.com

Write to dpaiste@unionleader.com

Got anger?

Wall Street columnist Brett Arends says you don't have to be protesting on the streets to be mad at Wall Street. Investors should be angry, too. From mom and pop investors to tycoons investing in hedge funds, they're all getting fleeced ... by rip-off fees, poor performance, and a cozy self-serving club that gets between the investor and the companies.

Tip of the Week

Expect to find good deals on new cars this fall and winter. Low lease deals and cash-back bonuses on certain cars are the best they've been in years. But you'll have to know where to look for deals and good credit still reigns.

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CAREERS

Awards, appointments

Foundation for Healthy Communities honors **Karen Voci** with Innovator's Award ... **Robin Maddox** joins Arbella Insurance Group as territory manager ... **Juliana Eades** receives the Horace Mann Spirit of Service Citizen's Award ... **Jack Firriolo** joins Merchants Leasing as chief operations officer.

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YOUR MONEY

Grief not in the plan

Few events in life are as wrenching and painful as the death of a loved one.

Add in the financial issues involved, and the stress can be debilitating.

That's why it's important that grieving survivors resist making snap financial decisions that could have long-term consequences.

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Closing the Deal

Christopher Thompson

One person can make you successful

MOST PEOPLE don't wake up, get out of bed and go to work with the expectation they will fail. Generally speaking, most people want to succeed. People recognize that success is something that is earned and it takes time, effort and a lot of hard work.

When I talk to people who are considered successful in sales and business, one of my favorite questions to ask is, "What do you consider to be the reasons for your success?" I find the various answers and responses intriguing.

Some people blame their success on luck. One of the most common responses I hear is hard work. And that is certainly one of the more obvious reasons why people succeed.

I rarely hear people talk about other people or factors that have influenced their success. It's always about what they have done and not about anyone or anything else. Occasionally someone may say they had influential mentors or managers that taught them a lot, but that is pretty much it.

People who are successful know they became successful because of what they did, not what others did for them. They didn't receive handouts. They don't blame success on anyone or anything other than themselves.

That's an important characteristic.

Often I hear people make excuses and blame others for their poor performance. I could fill the business section with quotes from people I have worked with in the past that expect others to help them succeed. In my opinion, it

► See Thompson, Page D3

Coming up in NEW HAMPSHIRE'S NEWSPAPER

business Spirit lives on

Friends since grade school, Rick Hall and Jason Metnick have stayed close despite the 1,500 miles between them.

And though their lives have taken different paths, they've been reunited by the purchase of the restaurant they worked at as boys.

A few weeks ago, Hall, 42, and Metnick, 43, purchased the Country Spirit restaurant and tavern in Henniker.

► Monday's Business



Rick Hall, above, along with partner Jason Metnick, who lives in Florida, have purchased the Country Spirit restaurant in Henniker.

NANCY BEAN FOSTER

autos

New cars coming

Coming Friday in our Wheels section and in next week's New Hampshire Sunday News, several sections of reviews on the 2012 cars and trucks now at New Hampshire auto dealers.

We look at some of the latest hybrids, trucks and SUVs that are turning heads, and dealers across the state will be advertising their best deals.

► Friday & next Sunday