

# CHRISTOPHER HEUGEL, CHA

## PRESIDENT



Christopher C. Heugel is a native of Indianapolis, Indiana and currently resides in Saint Joseph, Michigan. He has been working in hospitality for over 14 years. His employment history is as follows.

**January 2000 - present:** President and founder of Great Lakes Management Inc.

**May 1999 – January 2000:** General Manager of the 80-room Holiday Inn Express Hotel & Suites. Heugel's responsibilities included the oversight of the day-to-day operations of the hotel and assistance in the sale of the property ownership which sold in January of 2000.

**November 1997 – May 1999:** Director of Sales and Marketing at the Radisson Hotel City Centre, Indianapolis, IN. This property is a 374-room, downtown convention hotel. Heugel was responsible for the oversight of a 13 person sales and catering staff, developing action plans for each market segment, and assisting sales managers in achieving budgeted revenues. Heugel concentrated his sales effort on city wide events and the corporate market.

**April 1996 – November 1997:** Director of Sales and Marketing at the Marriott Hotel in Fort Wayne, IN. This property is a 223-room full service hotel. Heugel was responsible for the oversight of the sales efforts of a 7 person sales and catering staff, maximizing revenues and profits from all outlets, working closely with its bar and restaurants. Heugel led the development and presentation of budget and marketing plan, and managed the hotel's advertising programs including print, radio, and billboards.

**November 1995 – November 1997:** Director of Hotel Sales for Signature Inns Corporate office in Indianapolis, IN. Heugel developed and implemented chain wide (24 hotels) monthly sales plans, worked closely with on-site management in regard to sales, quality, and operational standards. Heugel also negotiated rates with larger local accounts in each market.

**February 1992 – November 1995:** Director of Sales for the Holiday Inn East in Indianapolis, IN. This property is a 180-room full service hotel. Heugel managed all areas of sales and catering, led the development of marketing plans and annual room night budgets.

In 2002, Heugel received his Certified Hotel Administrator (CHA) designation from the American Hotel and Motel Association (AHMA). He is very involved in the St. Joseph community, holding memberships on the Lake Michigan College Board, the Shoreline Assessment Board, the Community Restoration Board of Berrien County, President of the St. Joseph Kiwanis Club, and Vice President of the St. Joseph Today.

In 2003 Heugel was appointed as a Regional Governor for Best Western International and serves on an Advisory Committee for the Best Western International Board of Directors.