



News Release

Midland Holiday Inn Manager Moves to Corporate Management Role *Bill Lucas to be Suburban Inns Director of Operations*

For Immediate Release

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MIDLAND, Mich. February 9th, 2017—Bill Lucas, General Manager of the Holiday Inn of Midland, has been named the new director of operations (DOO) for Suburban Inns. Suburban Inns is a Holland, Michigan-based company that builds, owns and operates hotels and restaurants in Midland, Holland, and Grand Rapids. The company owns both the Holiday Inn and Big E's Sports Grill in Midland.

Lucas has been with Suburban Inns for 8 years in various capacities while at the Holiday Inn of Midland. He rose through the ranks before becoming general manager, in keeping with Suburban Inns philosophy of promoting from within the company. Before being promoted to general manager he was restaurant supervisor, banquet manager, sales manager, director of sales, and assistant general manager.



*Bill Lucas.
(Photo available)*

Lucas takes on the DOO role to help in the daily operations of Suburban Inns as Peter D. Beukema, was recently appointed as chief executive officer (CEO).

Beukema said, “Bill is an obvious choice to join the management team of the growing company.”

“Bill has risen through the ranks at Suburban Inns as a well-rounded player,” Beukema said. “His passion for operations makes him a natural fit for the DOO role as our company continues its growth.”

The company has grown from a two hotels and 171 rooms to a company with 693 rooms in five hotels and three restaurants. There are additional two hotels and four restaurants in development.

“I’m eager to work in this larger leadership role, going from one property to being engaged with the whole company,” Lucas said. “Today the Suburban Inns family has grown to more than 425

team members, and in less than 24 months we will add 400 team members with the addition of new hotels and restaurants.”

About Suburban Inns

Founded in 1979, Suburban Inns develops, owns and operates award-winning hotels and restaurants in Holland, Grand Rapids, and Midland. Its hotels consistently rank in the top tier of their franchises for customer service and quality, winning some of the top awards in North America. For more information, visit www.suburbaninns.com.

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