



THE IRON HORSE
HOTEL™

News from The Iron Horse Hotel

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Paul Lauritsen chosen as GM of The Iron Horse Hotel

Milwaukee, WI (July 2011) – Known for its award-winning service level and remarkable employee retention, The Iron Horse Hotel appointed Paul Lauritsen as General Manager. Lauritsen becomes only the second GM for the property since opening in September 2008. With a solid background in boutique hotel hospitality, Lauritsen was most recently GM at the Ambassador East Hotel in Chicago.

Lauritsen inherits a property with high benchmarks for customer service, guest reviews and successful food and beverage operations. The Iron Horse Hotel was named Boutique Hotel of the Year by the BLLA in 2010 and 2011 and has won four industry awards from the American Hotel Lodging Association. The boutique hotel is ranked the #1 hotel in Milwaukee, #1 in Wisconsin and #11 in the nation based on guest reviews on TripAdvisor.com.

Before becoming GM at the Ambassador, Lauritsen worked as Director of Rooms Operations at the property and GM of Forbes-Hamilton Hospitality Management Company in Massachusetts. With his creative, hands-on approach and ability to manage people effectively, Lauritsen's style is welcomed by The Iron Horse Hotel owner Tim Dixon. "Paul's demeanor and expertise make him a perfect fit for the Iron Horse, and his experience in Chicago, an important market for us, makes him the ideal candidate we had hoped to attract."

In addition to its 100 guest rooms, The Iron Horse Hotel includes Smyth, full-service dining; casual dining at Branded bar; The Library; and a 4,600 square foot outdoor venue called The Yard – all making the hotel a destination to a unique and historic urban warehouse district in downtown Milwaukee.

Background

To learn more about The Iron Horse Hotel, visit www.theironhorsehotel.com.

The Iron Horse Hotel is the transformation of a 100-year-old Industrial Era warehouse into a modern luxury boutique hotel. Located in downtown Milwaukee, just blocks from the Frontier Airlines Convention Center and steps from the new Harley-Davidson museum, The Iron Horse Hotel is the first in the industry to appeal to both sophisticated business travelers and the growing segment of motorcycle enthusiasts. The 100-room hotel offers complimentary wireless Internet, complete connectivity panels, 42" LG LCD flat-screen televisions, luxury linens, a fitness center and spa treatment rooms. Dining options include: Smyth, full-service dining at one of Milwaukee's top restaurants; Branded, a full-service bar with a traditional Milwaukee bar experience; the Yard, boasting seasonal outdoor terrace dining at late-night drinks; breakfast dining in The Library; and in-room dining. For the business traveler, The Iron Horse Hotel boasts on-demand business services as well as a walk-up business kiosk, meeting, banquet and catering facilities and valet parking. For the motorcycle enthusiast, The Iron Horse Hotel offers secured motorcycle parking, rag bins, an on-site bike wash, packed saddle bag lunches, road trip maps and in-room storage for boots, helmets and heavy riding leathers. Miami-based Trust Hospitality manages the Iron Horse Hotel.

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