

April 16, 2010

Iowa State Association of Counties Board of Directors
501 SW 7th Street, Suite Q
Des Moines, Iowa 50309

Dear Board Members,

The Des Moines Marriott Downtown would first and foremost like to extend a Thank You to the Board of Directors for our continued and successful partnership over the years. We would like to extend our sincerest apologies to you and all of the members of the Iowa State Association of Counties for a series of unfortunate events which occurred during the recent spring school in March of this year.

The Des Moines Marriott prides itself on customer service and guest satisfaction when it comes to our guests and ISAC are among the most loyal of them all! During the spring school the hotel found itself in a sold out situation due to aggressive forecasting and a blended average of past history and current trends. We based our forecasting decisions on group history, and took into consideration the method of reservations, and also your cancellation policy which took effect over the last 2 years.

With that said the hotel found itself in a situation where a large majority of cancellations which we have encountered in the past during the same week with our group guests, and other transient business guests were not as aggressive as we had planned. We were in a sold out situation with many guests who either did not leave as planned or did not reduce their number of rooms due to the change in pattern this year.

This left the hotel in a situation where we had to ask guests if they would mind re-locating to an alternate location at our expense. The communication of this process from our perspective was less than it should have been to you and the affected guests who were re-located to an alternate location. We want to assure you that our processes are solid and with the trend we have seen we are aware of what the change in the conference pattern has done to the amount of guests who will be staying with us. It is never our intention to re-locate any of our most valued customers, and we assure you we have put into place several processes to prevent this from happening again in the future.

Our sincerest apologies go out to the 7 guests who were so gracious as to change their plans during their visit to attend the conference, and for the less than Marriott level service that your guests may have received during their stay with us. We want to assure you of our commitment to Iowa State Association of Counties and our most valued partnership. We look forward to many more successful years serving you and your guests.

Sincerely,

Annette Rullman
Sales Manager

Jason Sojka
Director of Event Planning