



Amber joins La Quinta after an exhilarating 4 years of service with the US Army's 82nd Airborne Division. As a Blackhawk Helicopter Crew Chief she handled passengers, internal and external loads, manned the guns during deployment, and oversaw aircraft maintenance. Born and raised in Irving, TX, Amber is a proud member of the Fightin' Texas Aggie Class of 2008.



Amber Johnson, US Army Veteran  
Executive Assistant to the EVP & COO  
La Quinta Inns & Suites™

Amber says her transition has been a smooth one after joining the company in May of 2016. "I use a lot of the attention-to-detail and logistical skills I gained in the Army to help keep my operations team organized and functioning day in and day out." Amber works closely with La Quinta's operations leaders and continues to learn from them while helping to ensure their behind-the-scenes administrative needs are taken care of.

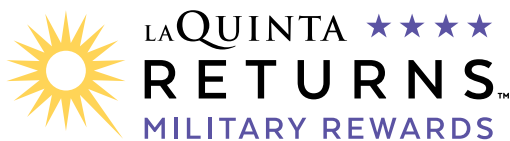
Another reason Amber believes her transition has been smooth is the company's culture. "Two very significant values learned in the Army - integrity and excellence - are also an important part of the La Quinta employee ethos. The Army teaches us to always do the right thing, even when no one is watching, and to always complete a task above and beyond standard. La Quinta works in many of these same ways."

Amber says she also appreciates La Quinta's support of the military community through charities like Snowball Express and Carry the Load. "Being able to get involved in the relationships our company has with organizations such as these is very rewarding."

## Rewarding Those Who Serve

La Quinta Returns Military Rewards™ gives current and former members of our military, as well as military spouses, extra savings, benefits and recognition when they stay with La Quinta:

- 12% off Best Available Rates
- Instant La Quinta Returns Gold status
- 2,000 Bonus Points after first stay as a Military Rewards member
- 20% More Points For Your Stays
- Free Room Upgrade Certificates
- Express Check-In ... and more



To learn more about La Quinta's military initiative visit us at [LQ.com/military](http://LQ.com/military).

La Quinta and the Sunburst Q logo are registered trademarks of La Quinta Worldwide, LLC. Other marks are the property of their respective owners.

# Share Your Passion for People & Service Join Forces with La Quinta Inns & Suites™

## Not just Military Friendly. Military Family Friendly.

- La Quinta focuses on hiring veterans, military spouses and caregivers.
- Military families are provided with portable, flexible careers with the potential for advancement.
- La Quinta participates in Hiring Our Heroes Job Fairs, Military Spouse networking events, Spouse-specific hiring fairs, and more.
- As a founding member of the Hiring Our Heroes' Military Spouse as well as its Wounded Veteran & Caregivers employment councils, La Quinta shares best practices and recruits other national companies to join the cause.
- La Quinta has been recognized with the "Military Spouse Employment and Mentoring Award" from Hiring Our Heroes, a national program of the U.S. Chamber of Commerce Foundation.
- For 2017, La Quinta is honored to be among Victory Media's inaugural list of "Top 10 Military Friendly Companies" and "Military Friendly Brand" in recognition of our comprehensive commitment to the military community. For the fifth consecutive year, La Quinta is a leading "Military Friendly Employer" and "Military Friendly Spouse Employer" by *G.I. Jobs* and *Military Spouse* magazines. *Military Times* has ranked La Quinta among its Top 50 "Best for Vets: Employers 2017."



## La Quinta takes a holistic and enterprise-wide approach to embracing our military.

**People:** La Quinta is committed to hiring veterans, military spouses and caregivers, and has established the La Quinta Salutes Military Business Resource Group to provide civilian and military-affiliated team members opportunities to connect through social and professional activities.



**Community Outreach:** La Quinta partners with not-for-profit organizations that benefit military families.

**Franchising:** La Quinta provides a path to hotel ownership for veterans interested in becoming La Quinta franchisees through the VetFran program.

**Purchasing:** La Quinta sources products and services from veteran-, service member- and military spouse-owned businesses for which we provide 15-day payment terms.

**Loyalty:** Military families benefit from La Quinta Returns Military Rewards™, a unique rewards program that guarantees 12% off best available rates, instant La Quinta Returns Gold status, and more.

**Recognition:** Operation Recognition is an on-site program that focuses on welcoming military guests on arrival at La Quinta hotels with a special "thank you."

## Community Outreach: From Our Family to Yours

La Quinta supports the following not-for-profit military organizations. A full list of partners can be found at [LQ.com/communityoutreach](http://LQ.com/communityoutreach).

**Fisher House:** helps provide free or low-cost lodging to veterans or military families receiving treatment at military medical centers.

**Operation Homefront:** a national nonprofit that provides emergency financial and other assistance to the families of our service members and Wounded Warriors.

**Carry The Load:** restores the true meaning of Memorial Day by connecting Americans to the sacrifices of our military, law enforcement, firefighters and rescue personnel.

**Armed Services YMCA:** offers programs to make military life easier for young troops and their families.

**Team Red, White & Blue:** as its 'Official Hotel Partner', we support the work of volunteers and team members who help enrich the lives of America's veterans by connecting them to their community through physical and social activity.





## **La Quinta Inns & Suites™ is honored to be a member of the Coalition for Veteran Owned Businesses**

We support them in their mission to provide economic opportunity to veterans, their families and the communities in which they live by offering leadership and a national platform to support veteran-, service member-, and military spouse-owned businesses; entrepreneurs; and suppliers.

---

Veteran-owned businesses make a valuable contribution to our country's economy, positively impact our communities and enrich the lives of the people they employ. We at La Quinta appreciate the unique culture and value the contributions made specifically to the hospitality industry. That is why we've made a further commitment by offering 15-day payment terms for veteran-, service member-, and military spouse-owned businesses.

---

For more information visit [LQ.com/CVOB](https://LQ.com/CVOB)

