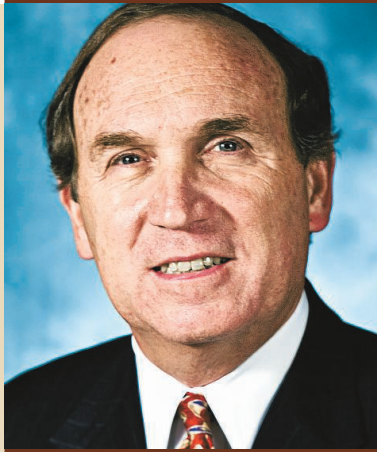


COFFEE BREAK WITH LARRY MORSE

QUESTION: What's new at your company?

Answer: "Growth! The recession has actually been great for our business. It gave us time to retool our brand strategy and add people so we could get out of the gate quickly when business started turning around."



Larry Morse
President and CEO
American Hotel
Register Company
100 S. Milwaukee Ave.,
Vernon Hills

Industry: Hospitality

Website:
americanhotel.com

Active charity: Serves on board of advisers for Catholic Charities

Family: Married for 36 years, residing in Lake Forest. Four children and two grandchildren

Q: Do you plan to hire any additional staff or make any significant capital investments in your company in the next year?

A: "We are hiring aggressively to gain market share."

Q: What was the smartest thing your company did in the past year?

A: "In the last 12-18 months, we have invested in our business — in particular in sales and marketing. The hospitality business as a whole is gradually getting better. We want to 'beat the market.'"

Q: What will your company's main challenges be in the next year?

A: "An increase in economic uncertainty on a global basis."

Q: What's the hottest trend in your industry?

A: "We're seeing these significant trends right now: the ever-growing popularity of green business initiatives and the tremendous emphasis on the part of our hotel customers to drive their brand image, and certainly the drive for global expansion by our customers."

Q: Do you have a business mantra?

A: "Take great care of customers and take care of each other and everything else will take care of itself."

Q: From a business outlook, who do you look up to?

A: "John S. Reed, former Citigroup CEO and former Chairman of the New York Stock Exchange. He was a genius at developing

corporate strategy and building synergy within large companies."

Q: What is one interesting fact about you or your company that most people may not know?

A: "American Hotel is 146 years old, and is still family-owned. And the flags outside our company headquarters in Vernon Hills represent all the countries that our employees are from. (Most people think they represent all the countries in which we do business, but that's not true.)"

Q: What do you like to do in your free time?

A: "Try to relax! Seriously, my first priority is to spend time with my expanding family (I have 4 children and 3 grandchildren). My second priority is to golf as much as the weather and my schedule allow."

Q: What book is on your nightstand?

A: "I have several books that I'm working my way through, but the one I'd really recommend to your readers is 'Brothers, Rivals, Victors: Eisenhower, Patton, Bradley and the Partnership That Drove the Allied Conquest in Europe' by Jonathan W. Jordan."

Q: What keeps you up at night?

A: "All the things I don't know about our business, our customers and our competitors."

Q: What was your first paying job?

A: "In the 8th grade, I flipped burgers."