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FOR IMMEDIATE RELEASE

## **MSI and The Lord Jeffery Inn are History in the Making**

Prominent Amherst, MA hotelier writes new page of history with MSI during major renovation

Phoenix, AZ — October 18, 2011 — MSI (Multi-Systems, Inc.) is chosen as the hospitality technology provider to install its fully integrated WinPM property management system (PMS) in the famous, restored and remodeled Lord Jeffery Inn in Amherst, Massachusetts, an upcoming member of the prestigious Historic Hotels of America and officially recognized by the National Register of Historic Places.

Robert Reeves, General Manager at the “Lord Jeff” states, “On one side of the coin, the transformation process of the Lord Jeffery restores a historical site to its former glory; on the flip side, it calls for balance by incorporating more modern amenities and contemporary comforts. We trust that while we maintain the well-known legendary charm and traditional service the Lord Jeffery provides in the hotel world, MSI, with the utmost virtuosity, will facilitate our advancement in the technological one.”

“It’s a privilege to have won favor in the eyes of The Lord Jeffery Inn, and an equally momentous occasion being included in the restoration of this respectable Amherst property,” says Rick Munson, MSI President and CEO. “Not unlike the means by which history was written surrounding the Lord Jeffery, MSI’s endeavors are guided by principles based on humility, honor and gratitude. As hotel allies, this philosophy sets us apart from the average; it also binds us together.”

Making its own history, MSI will attend the upcoming November 2011 Historic Hotels of America Conference for the first time and looks forward to an engaging, cultured experience in the presence of diverse hotel operators.

### **Regarding The Lord Jeffery Inn**

Since the 1920’s, The Lord Jeffery Inn has welcomed guests to Amherst and the Pioneer Valley with its simple, sophisticated country appeal. Surrounded by meticulously landscaped gardens, and overlooking historic Amherst College, the multi-million dollar renovation features 49 remodeled guestrooms and suites, an elegant ballroom, expanded conference facilities, complimentary high speed internet access, HD televisions, a fitness center and a renewed focus on energy-efficient features and recycling throughout. A new and inviting full-service restaurant serves a palatable menu focused on farm-to-table cuisine. For more information, visit [www.lordjefferyinn.com](http://www.lordjefferyinn.com).

### **Regarding Historic Hotels of America ®**

Historic Hotels of America® was founded in 1989 by the National Trust for Historic Preservation® with 32 charter members. In 2007, Preferred Hotel Group partnered with the National Trust for Historic Preservation to grow and enhance Historic Hotels of America. With more than 235 hotels that have faithfully maintained their authenticity, sense of place and architectural integrity in the United States of America including the U.S. Virgin Islands and Puerto Rico, Historic Hotels of America is comprised of mostly independently owned and operated properties. More than 30 of the world’s finest hospitality brands, chains and collections are represented in Historic Hotels of

America. To be nominated and selected for membership into this prestigious program, a hotel must be at least 50 years old, listed in or eligible for the National Register of Historic Places or recognized as having historic significance. Historic Hotels of America partners with Historic Hotels of Europe, a federation of 21 hotel associations in 21 countries, and with Historic Hotels of Mexico, an association of hotels and restaurants located in buildings of historical significance including haciendas, palaces, monasteries, convents, fortresses, country estates. For more information please visit [www.historichotels.org](http://www.historichotels.org).

**Regarding Multi-Systems, Inc. (MSI)**

Serving the hospitality industry since 1990, MSI (Multi-Systems, Inc.) is a leading supplier of hotel technology and property management software solutions. With an installed customer base of over 5,800 hotels and resorts throughout North America, MSI is one of the largest privately held providers of fully integrated property management, sales and catering, marketing, point of sale, web booking, and centralized corporate services. MSI specializes in “total system solutions” for management companies and hotel chains by providing central reservation and property system integration. For more information on MSI, visit [www.msisolutions.com](http://www.msisolutions.com).

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