

## Market Segment: Rental Power

# POWER PROFILE

## La Fiesta Ocean Inn

### POWER NEED

As the owner of a beachfront hotel that distinguishes itself by providing robes and delivering breakfast to guest rooms, Rich O'Brien knows a thing or two about customer service.

So when the owner/operator of La Fiesta Ocean Inn in St. Augustine Beach, Florida decided to prepare for a hurricane or tropical storm, he contacted the electric power professionals at Ring Power.

Six years ago, O'Brien had an automatic transfer switch installed, making the process of installing a rental generator set faster and simpler. But years passed with no significant storms. So when Hurricane Hermine came through Florida in early September of 2016 – a month ahead of the stronger Category 4 Hurricane Matthew – O'Brien called his rental power representative at Ring Power.

### SOLUTION

"He was completely up to speed on what we needed and where to put the Cat® XQ400 generator, and so on," said O'Brien, a longtime city councilman who currently serves as the mayor of St. Augustine Beach. "Ring Power coordinated the whole thing—they brought the generator out to us. Then sent someone here to give us the orientation and he told us what to do, A to Z.

"After Matthew came through and the power was out, it was very easy for us to get the mobile generator up and running and the equipment was splendid."

### RESULTS

O'Brien says the ability to stay open and provide his guests with full power during an outage gives his 46-room hotel a competitive advantage.

"We're committed to our customers and, by having power when there is a major weather event, we feel like we're providing a good service to the public," he explained. "It also keeps our income stream steady. It's important to have that relationship with Ring Power, and when we call them, they answer and come to our aid."

"And their service is first-class," he added. "They are very knowledgeable people and a pleasure to work with. We're in the hospitality business and we know service, and I can tell you for a fact that they know service."



*Rich O'Brien, owner of the La Fiesta Inn, stands with the Cat® XQ400 generator set that supplied power to the 46-room hotel.*

### CUSTOMER

[La Fiesta Ocean Inn](#)

### LOCATION

St. Augustine Beach, Florida, USA

### CUSTOMER BUSINESS ISSUE

Backup power in event of a tropical storm

### SOLUTION

[Cat® XQ400 mobile generator set](#)

### CAT DEALER

[Ring Power](#)



*An aerial shot of La Fiesta Ocean Inn shows the property prior to Hurricane Matthew.*