



## RESIDENCE INN MIAMI BEACH SURFSIDE CUTS RIBBON

Hotel Equities recently held a Ribbon Cutting for the 175-suite Residence Inn by Marriott Miami Beach Surfside to celebrate the opening of the custom-designed, all-suite, beach access property.

Hotel Equities serves as the management company and a JV partner in the hotel that is owned by HDP-TLD Partners, LLC. **Sean McKeen** leads the team as the General Manager with **Humberto "Bert" Allegue** as the Director of Sales.

"We are pleased to introduce this unique lifestyle Residence Inn to the Surfside area," said **Allen O'Brien**, President of Hotel Development Partners (HDP).

Located in the beachside luxury resort Town of Surfside, within walking distance of Bal Harbour Shops, the Residence Inn Miami Beach Surfside also features a lushly landscaped courtyard and a rooftop pool and bar. "This project is truly a flagship property for both HDP and HE alike," said **Fred Cerrone**, Chairman & CEO of HE and COO with HDP. "We worked closely with Marriott to create a state-of-the-art hotel in one of the hottest markets in the U.S."



Dignitaries helping cut the ribbon for the new Residence Inn by Marriott in Miami Beach Surfside, Florida include (left to right) Rolando Aedo, GMCVB's Senior Vice President of Marketing & Tourism; Tatiana Aguirre, Residence Inn Surfside Sales Coordinator; Tina Paul, Town of Surfside Commissioner; Silvia Coltrane, Ownership Partner & Developer; Allen O'Brien, CEO & Managing Partner HDP; Daniel Dietch, Town of Surfside Mayor; Fred Cerrone, Chairman & Founder of Hotel Equities; and Sean McKeen, Residence Inn Miami Beach Surfside General Manager.

## DOUBLETREE ARLINGTON OPENS AFTER RENOVATION

Hotel Equities opened its first DoubleTree hotel, the DoubleTree by Hilton Arlington DFW South, in the Dallas suburb of Arlington, Texas bringing upscale lodging to the area's pro sports and recreational venues. Located in the Entertainment District of the Dallas-Ft. Worth metroplex, the 237-room property recently completed a major renovation.

The hotel marks the fourth property under management by Hotel Equities in Dallas and a total of 12 hotels under management in the state of Texas. **Jemel Jones** serves as the General Manager with **Natalie Munlin** as the Director of Sales.

Owned by Admiral Hotel Group LLC, the hotel offers wide-ranging amenities and more than 6,000 square feet of flexible meeting space.

"We are proud to grow our portfolio in metropolitan Dallas with the opening of this beautifully renovated, upscale hotel," said **Brad Rahinsky**, President and COO of Hotel Equities.

## HOTEL EQUITIES SIGNS STRATEGIC PARTNERSHIP WITH RIVER RIDGE RENOVATIONS

Hotel Equities recently established a strategic partnership with Louisiana-based River Ridge Renovations, LLC to maximize their individual strengths in the hospitality industry and deliver additional value to owners.

River Ridge Renovations, led by founder and president Ben Wallace, specializes in the renovation and repositioning of hotel properties, the development and execution of property improvement plans (PIPs) and the managing of capital expenses.

"We see an opportunity for synergy with River Ridge and Ben Wallace who is an experienced and reputable leader in the renovation and reposition space," said **Joe Reardon**, SVP of Business Development and Marketing. "Wallace brings a sterling reputation for the work he has done in transforming hotels. When we pair that with our firm's proven record as developers and best-in-class operators, we deliver a comprehensive solution to our partners who have been looking for assistance in this critical area."

"We are thrilled with the opportunity to partner with Hotel Equities," said Wallace. "Hotel Equities is known for exceeding the expectations of the customer, which is our goal at River Ridge."



DoubleTree DFW Arlington South

## COACH'S CORNER: WHAT DOES INTEGRITY MEAN TO ME?



My goal in business and in life is to try to do the right thing with honesty and integrity.

As your head coach, I want a team around me that both understands what integrity is and attempts to live it out. I believe that all healthy relationships are built on trust. Therefore, it is important to me that I be trustworthy. I try to be ever mindful of HE Value Statement 10: Having integrity is doing the right thing when no one is looking.

Our goal at HE is to hire people who have a great attitude and work ethic, along with a moral compass that fits our culture, even if they lack extensive specific hospitality experience. Known for our training programs, we are able to “teach them the business”.

On the job, it's all about trust. Our guests trust us to protect them and to provide them with clean, comfortable and well-maintained accommodations in a professional and friendly environment. I trust each of you to “wow” our guests, be supportive of your fellow teammates and return value to our owners. I'm counting on you to work with integrity, even when no one is looking.

Hospitably,  
Coach Fred

### QUOTES WORTH SHARING

Integrity is what you do when no one is watching; it's doing the right thing all the time, even when it may work to your disadvantage.

- TONY DUNGY, FORMER NFL COACH

It is true that integrity alone won't make you a leader, but without integrity you will never be one.

- ZIG ZIGLAR

In looking for people to hire, you look for three qualities: integrity, intelligence, and energy. And if they don't have the first, the other two will kill you.

- WARREN BUFFET,  
CEO, BERKSHIRE HATHAWAY

If you tell the truth you don't have to remember anything.

- MARK TWAIN

Whoever is careless with the truth in small matters cannot be trusted with important matters.

- ALBERT EINSTEIN

## MANAGERS NAMED LEAD GMS

Hotel Equities recently promoted three outstanding General Managers to leadership positions. **Becky Aleman**, GM Fairfield Inn & Suites by Marriott Lynchburg, VA; **Jason Caughron**, GM Hampton Inn & Suites by Hilton Atlanta Perimeter, GA and **Brooke Stall**, GM Fairfield Inn & Suites by Marriott Atlanta Perimeter Center, GA have each assumed the position of Lead General Manager to a select number of properties in order to support the staff and continue the growth of these HE hotels and their associates.



BECKY ALEMAN



JASON CAUGHRON



BROOKE STALL

## LUDLOFF TO MANAGE RESORT CONVERSION TO DOUBLETREE IN ORANGE BEACH, AL



WESLEY LUDLOFF

Hotel Equities recently named **Wesley Ludloff** as the General Manager of the Island House Hotel, a 161-room beach front, full service property in Orange Beach, Alabama. Following the summer season, the resort hotel began a comprehensive renovation and conversion to DoubleTree by Hilton.

Promoted from within HE, Mr. Ludloff holds more than 18 years in the hospitality industry with extensive management and food and beverage experience.



Island House,  
Orange Beach, AL

“Leadership is especially critical during a renovation and Wes is the perfect choice for GM,” said **Dominic Buompastore**, VP of Operations, Full Service & Resorts. “He will lead the hotel to new heights as he manages its renovation to the popular, upscale DoubleTree by Hilton brand.”

## MAINTENANCE CHIEFS ATTEND TRAINING

Recently, a group of 19 maintenance chiefs from Hotel Equities' Texoma Region gathered at the Holiday Inn Express in Frisco, TX for a fully-packed, one-day training session. Spearheaded by **Phil Bullard**, HE Corporate Director of Facilities, with the help of VP of Operations **Rob Cote** and **Joe Sebestyen**, Regional Director of Operations, the meeting included multiple informational sessions, hands-on workshops and a certification.

"The Texoma chief's meeting was a total success that included idea sharing and tips from outside experts," said **Rob Cote**. "Attendees were engaged throughout the day and asked a lot of good questions! We also created a Texoma-wide chief engineer



Those in attendance included Willis Nobles, Comfort Suites McAlester; Mark Sambrano, Hampton Inn Plano; James Douglas, Hampton Inn Sherman; Stephen Walker, Hampton Inn & Suites Durant; Todd Alarid, Hilton Garden Inn Ardmore; Kevin Miller, Hilton Garden Inn Norman; James Mann, Hilton Garden Inn Tulsa South; Bryce Hurst, Holiday Inn & Suites Stillwater; Corey Madieros, Holiday Inn & Suites Tulsa; Luciano Vieira, Holiday Inn Express Frisco; Jeff Baker, Holiday Inn Express & Suites Denison; David West, Holiday Inn Express & Suites Durant; Steve Reon, Holiday Inn Express & Suites McAlester; Tom Lawson, Holiday Inn Express & Suites Norman; Billy Kingsley, Holiday Inn Express & Suites Shawnee; Kyle Adams, Quality Inn & Suites Durant; Michael Bridges, Quality Suites Sherman; and Randall Miller, SpringHill Suites Oklahoma City/Quail Springs.

e-mail distribution list to allow improved communications."

"It was a very informative and educational experience!" said **Jeff Baker**, HIXS Denison. "I enjoyed seeing other maintenance chiefs/engineers and getting the opportunity to discuss similar experiences and solutions."

"These dedicated engineers made new friends and found new resources and operational solutions to better serve our owner and guests at their properties," said **Joe Sebestyen**.

## HOTEL EQUITIES TO MANAGE IN ALAMOGORDO, NM

In late summer, Hotel Equities was tapped to manage the newly-renovated Fairfield Inn & Suites by Marriott in Alamogordo, New Mexico.

Located on the edge of the Lincoln National Forest near the San Andres Mountains, the hotel is conveniently positioned next to 2,900 square feet of convention space and welcomes business travelers and tourists.

"We see great potential for our partnership with this beautiful hotel in a growing area of the region," said **Joe Reardon**, SVP of Business Development and Marketing.



Fairfield Inn & Suites Alamogordo, New Mexico

## ON A BREAK WITH BARBARA SOUCIA REGIONAL REVENUE MANAGER



Barbara Soucia and Family

**LAST MOVIE SEEN (AT THEATRE):** "Saving Dory"

**FAVORITE MOVIE:** "Somewhere in Time"

**FAVORITE MEAL:** Lobster

**FAVORITE TYPE OF MUSIC:** Howie Day ... or Classic Rock/Pop

**FAMILY:** My husband Rick, who has worked for Marriott for 30 years; two daughters, Emily, a graduate of Kennesaw State U., and Jenna, a student at UGA; plus, Holly-Belle, the family dog.

**HOBBIES:** Sewing, crafts and projects. I am a Pinterest enthusiast.

**BEACH OR LAKE:** BOTH... but I would pick the beach over the lake.

**BASEBALL OR FOOTBALL:** "The Young and the Restless" OK... I guess football, since my daughter is at UGA.

**DOGS OR CATS:** Both. My beloved Chihuahua, Holly-Belle, is my executive assistant.

**BEST TRAVEL DESTINATION YOU EVER VISITED:** Maui and Scotland

**PREFERRED SNACK:** Wine and Cheese

**TELL US MORE:** My father was in the Army and was stationed at a military base in Paris, so I was born in Paris, France. He was also stationed at Camp Zama in Japan for 3 years and that is where I graduated from high school.

## CHARLESTON HOTEL WINS 'POWER OF PERFORMANCE AWARD'

The Power of Performance Award for the first quarter went to the **Fairfield Inn & Suites by Marriott Charleston Airport**. The hotel competed with more than 70 of Hotel Equities' open and operating properties in 19 states across the U.S. and won the award by exceeding budget, growing market share and giving back to the community.



The property also ranked in the top 20% for Guest Service for the first quarter 2016 for the entire brand.

"This hotel truly embraces our Value Statement, 'Nothing happens until someone sells something,' said **Drew Salapka**, VP of Sales & Revenue Generation. "They exceeded sales solicitation goals and beat budget by 17.9%. The entire team does an amazing job taking care of the guests and ensuring they return."

"Guests are our #1 priority," said DOS **Jill Lovins**. "We promise you'll be satisfied, or we'll make it right!"

## HOTEL EQUITIES OPENS HILTON GARDEN INN IN ARDMORE, OK

The 122-room Hilton Garden Inn opened in Ardmore, OK in July. The property is owned by Premier Hospitality and managed by Hotel Equities. It features flexible meeting space offering more than 4,000 square feet that can accommodate up to 250 people.

"We have experienced leaders and a top-notch team on board who will extend our award-winning hospitality consistently to both business and leisure guests," said **Joe Reardon**, SVP of Business Development and Marketing.



Hilton Garden Inn, Ardmore, OK

## ONE TOPIC, FOUR VOICES:

VALUE STATEMENT 10. "HAVING INTEGRITY IS DOING THE RIGHT THING WHEN NO ONE IS LOOKING."



"This means "Leadership of Self" and it is a key tool in establishing and sharing my core beliefs and leading by example. When I consistently 'do the right thing when no one is looking,' I can also hold my team to the same high standards."

**TRUDY SANKEY, DOS, HAMPTON INN & SUITES ATLANTA PERIMETER DUNWOODY, GA**



"The key to this value is leadership by example. Taking integrity seriously in every action not only builds winning hotel teams, but also creates loving families, strong peer groups and compassionate societies in general."

**ZACK OXLEY, GM, THE WYVERN, PUNTA GORDA, FL**



"God watches over all of us and sees all that we do. Integrity is about being honest with associates, our guests and our owners. It doesn't cost anything to have, but can cost you everything if you don't have it."

**KENNETH WASHINGTON, GM, FAIRFIELD INN & SUITES, GAINESVILLE, GA**



"Integrity means always working with honesty and making the most of our time in life. If you take pride in yourself and everything you are associated with, then this statement comes naturally."

**NATALIE MATTHEWS, DOS, HOLIDAY INN EXPRESS FRISCO AND HAMPTON INN PLANO, TX**

# WITNESSING A MIRACLE: RONNIE AND SHEILA

By Lauren Cato, GM, SpringHill Suites Alpharetta, GA



Sheila, Ronnie and their two sons.

re-married in the most heart-warming ceremony I have ever experienced. The beautiful wedding took place at our hotel with Ronnie's family of associates as joyful witnesses to the miracle.

When **Ronnie McPhatter** joined our team as Chief Engineer, he brought much needed expertise along with his Christian faith that made him a great fit with our culture. I didn't know I would witness a miracle.

Ronnie had recently divorced from his wife, Sheila. He was devastated, but still hoping for a reconciliation.

Our team hurt for him but, finally, we told him to move on with his life and trust in the Lord. Maybe the divorce was meant to be. He declared he knew he was meant to be with Sheila. Amazingly, after months, she called!

Ronnie proclaimed he would make it work. Taking things slowly, they moved forward to rebuild their love. Our team prayed for their marriage and for them. Through the prayers and tears came smiles of joy. Within months, they

## iCARE IN THE COMMUNITY

iCARE, *Influential, Community, Authentic, Responsible, and Engaged* is an expression of the Hotel Equities' culture. All HE hotels and the corporate office staff engage in a variety of activities to promote the culture.

### TEAM SUPPORTS ANIMAL RESCUE CENTER



The team at the **Hilton Garden Inn Ardmore, OK** proudly volunteered recently to help with the Ardmore Animal Rescue Center's huge community event, attended by more than 200 people.

Sales Manager **Drew Butler**, pictured, adopted a beautiful Australian Shepard.

### VOLUNTEERS SERVE AREA KIDS



Summer Fun Kid's Day drew help from the **Fairfield Inn & Suites by Marriott Houma Southeast, LA** when **Brennan Purvis** (DOS), **Eva Shipp** (Night Auditor) and GM **Chris Heaxt** volunteered

at the area's largest annual kid-only event aimed at promoting healthy initiatives for children, back-to-school preparedness, safety and security.

### OLYMPICS INSPIRE TEAM SPIRIT

**Fairfield Inn & Suites by Marriott Perimeter Center, GA** held their own version of some Olympic events as a teambuilding exercise. "In one event, teams competed to cover one associate in the group in 'tp' (see photo)," said GM **Brooke Stall**. "The first group to finish won the Gold!"



Pictured having fun are (left to right) **Inocensia Roman**, **Marisol Pineda**, **Jacqueline Santana** (covered), and **Angeles Lopez-Arzate**.

### TEAM CELEBRATES WITH COLORFUL SHIRTS

Head Housekeeper **Melissa Kelley**, at the **Quality Inn & Suites Durant, OK** dyed special shirts and gave everyone on her team one to celebrate International Housekeeping Week. "Our housekeepers work hard, so we just wanted them to feel appreciated," said GM **Lori Havener**. Melissa is pictured in the yellow shirt.



## HOTEL'S DONATIONS SUPPORT THE COMMUNITY



Pictured left to right are Judy Haskins and Reginald Lowe, from Loaves and Fishes; Dana Childress, Norma Sutherland and Tom Evans, Candlewood Suites.

By collecting unopened, nonperishable food left in our guestrooms, and adding donations from staff and guests, the **Candlewood Suites Macon, GA** supported Loaves and Fishes, a local faith-based ministry that provides volunteers, funding, clothing, food and other resources to the poor and homeless.

"Recently, we delivered three boxes of food, some pillows and blankets that are no longer brand standard and a large bag of clothing donated by a guest," said DOS **Dana Childress**.

## CHILI COOK-OFF SUPPORTS ANIMALS

**Rosalind Ferguson**, Night Laundry/ Houseperson, pictured right, with **Dawn Wells**, left, won the chili cook-off at the Fairfield Inn & Suites Charleston North, SC and will compete next at the Marriott Business Council Meeting. The winner represents Marriott hotels in a final competition in November. Funds raised support the Charleston Animal Society.



## ROOT BEER FLOATS HELP CELEBRATE, GIVE BACK



Marriott International started business as a 9-seat root beer stand! To honor its history, Marriott recently asked all its hotels to participate in National Root Beer Float Day by providing root beer floats for guests. The **Fairfield Inn & Suites Charleston North, SC** gave away over 100 root beer floats to guests in exchange for donations to Children's Miracle Network. Guests gave nearly \$200.

Sales Coordinator **Kelly Olsen** and DOS **Jill Lovins** work the hotel's root beer float stand.

## HOTEL HELPS LOUISIANA FLOOD VICTIMS

**Hampton Inn & Suites by Hilton Navarre, FL** hosted a donation drive for the flood victims in Louisiana. "We delivered a truckload of supplies, clothing and food to the First Baptist Church in Denham Springs, LA," said GM **Andy Peterson**. "Thanks to Lead GM **Kristin Iversen** who helped make our campaign a success."



## CONTACT INFORMATION

### PRAYER LINE

Rev. Greg Smith  
678-578-4444, x42

All calls are taken by our Chaplain and are confidential.

### DEVELOPMENT AND MANAGEMENT CONTRACTS

Joe Reardon  
678-578-4444, x23  
jreardon@hotelequities.com

### EMPLOYMENT

Send resumes to  
careers@hotelequities.com

### HOTEL EQUITIES HERALD

Editor: Margaret M. Jones  
mjones@hotelequities.com  
Co-Editor: Sommer Shiver  
Copy Editor: Ruth Kornegay  
Design: Alpine Communications

### HOTEL EQUITIES

41 Perimeter Center East  
Suite 510  
Atlanta, GA 30346  
678-578-4444  
www.hotelequities.com

## WE GET LETTERS

"I found and read The Journey, Gospel of John in the bedside table in the Fairfield Inn & Suites Alpharetta. Thank you for such a nice booklet. I'm taking the liberty of bringing it home to share with my wife."

- Shawn