

## HDP, HOTEL EQUITIES OPEN MAJOR HOTELS IN ATLANTA, MIAMI BEACH SURFSIDE

Hotel Development Partners (HDP) and Hotel Equities (HE) recently opened two major hotel assets in top markets: the Hampton Inn & Suites by Hilton, Atlanta Perimeter Dunwoody, GA, and the Residence Inn Miami Beach Surfside, FL. HDP serves as an owner with Hotel Equities as a Joint Venture Partner and owner of both hotels. Hotel Equities will also manage the hotels.

### ATLANTA'S PRIME OFFICE RETAIL MARKET WELCOMES URBAN HAMPTON INN & SUITES

The 132-room uniquely urban version of the Hampton Inn & Suites by Hilton is located in a high-end mixed use project in north Atlanta's prime office-retail market that includes restaurants and retail.

**Jason Caughron** leads the team as the General Manager with **Trudy Sankey** as the Director of Sales.

"The hotel will enhance lodging offerings in the market for both business and leisure travelers," said **Fred Cerrone**, Chairman and CEO of HE and COO of HDP.

"The distinctive development in Perimeter Center also offers highly marketable outparcels in Atlanta's most active and dynamic office, retail, hotel and residential market," said **Allen O'Brien**, CEO of Hotel Development Partners, LLC.

The re-use of a 3.6-acre former parking field at the Sterling Pointe office complex creates a desirable urban setting for the hotel and 25,600SF of restaurants and retail. The popular Corner Bakery opened in early spring, the first of two restaurants included in the project. With a high-end dining option to come, the combination will provide a unique destination dining experience for the Perimeter Center market.



Hampton Inn & Suites by Hilton Atlanta Perimeter Dunwoody

### ALL-SUITE, CUSTOM-DESIGNED RESIDENCE INN SET IN MIAMI BEACH SURFSIDE

The 175-suite Residence Inn by Marriott Miami Beach Surfside operates as a Marriott franchise and is owned by

HDP-TLD Partners LLC and is managed by Hotel Equities, a Joint Venture Partner and owner in the deal.

**Sean McKeen** serves as General Manager with **Bert Allegue** as Director of Sales.



Residence Inn by Marriott Miami Beach Surfside offers rooftop pool and more.

"The hotel is truly a one-of-a-kind property for both HDP and HE alike," said **Fred Cerrone**. "The offerings to our guests with all custom finishes, roof top pool, bar and suites are unique to the Miami Beach area. We worked closely with Marriott to ensure this would be a flagship, state-of-the-art, all-suite hotel with beach access in one of the hottest markets in the U.S."

Located in the beachside luxury resort Town of Surfside, within walking distance of Bal Harbour Shops, the hotel is convenient to the electricity of South Beach and the cultural scene of downtown Miami. Its unique features, including a lushly landscaped courtyard and a rooftop bar and pool, combine to draw both the local community and hotel guests to the property.

## INDUSTRY VET MILLER NAMED VP OF SALES & MARKETING

Hotel Equities recently named **Roger A. Miller** as VP of Sales & Marketing for the firm. A veteran of 20+ years in multi-unit hotel sales and marketing, Roger brings full service, resort and select service brand expertise and leadership to his new position, including a background in training, coaching and mentoring.

"We are thrilled to have someone with Roger's pedigree join the sales and marketing side of the firm," said **Brad Rahinsky**, HE President and COO.

Roger has a solid history of building collaborative business partnerships with owners, lenders, investors, asset managers and multiple brand representatives. Working with the top brands in the industry, he has represented 150+ properties in 42 states, ranging from 60-600 rooms with combined assets in excess of \$1.5B.



**ROGER A. MILLER,**  
VICE PRESIDENT OF SALES  
& MARKETING

## COACH'S CORNER: FOLLOW THROUGH



At Hotel Equities, we set goals. We've developed a culture that values, trains and supports the process. You must begin with the end in mind and follow through to reach your goal.

The Cleveland Cavaliers were a perfect example in their recent victory over the Golden State Warriors. Team leader LeBron James brought the NBA Championship to his home in northeast Ohio. But, he and the team had to follow through by battling back from a 3-1 game deficit to win it all.

Baseball great Babe Ruth said, "It's hard to beat a person who never gives up." That quote defines the perseverance needed to win.

We just opened the Hampton Inn & Suites by Hilton Atlanta Perimeter Dunwoody, a hotel we now own and manage just a few blocks from the Hotel Equities' office. It marks the completion of a project that we have worked on for more than three and a half years. We started by finding an ideal location, then selected the right brand, secured re-zoning and permits and worked with our project management team, contractors, designers, franchise representatives and building inspectors. A seemingly endless checklist guided our 'follow through' and we accomplished our goal.

Here's my advice. Dream big, set goals and **follow through!**

Hospitably,  
Coach Fred

### QUOTES WORTH SHARING

Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.

- ALBERT SCHWEITZER

Give me six hours to chop down a tree and I will spend the first four sharpening the axe.

- ABRAHAM LINCOLN

We rise by lifting others up.

- ROBERT INGERSOLL

If you can dream it, you can do it.

- WALT DISNEY

It's not whether you get knocked down, it's whether you get up.

- VINCE LOMBARDI

## HOTEL EQUITIES TO MANAGE DELTA BY MARRIOTT IN NORMAN, OK



Delta by Marriott Norman, Oklahoma

Hotel Equities announced a management contract to operate the Delta by Marriott Norman in Norman, Oklahoma. The former 150-room Norman Hotel will convert to the Delta by Marriott brand as one of the first Delta hotels in the U.S.

**Premier Hospitality Management, Inc. (PHMI)** owns the property located only a few minutes from the University of Oklahoma campus. The conversion is expected to be completed by the end of the first quarter 2017.

"Bringing one of the first Delta brand hotels in the nation to Norman and the University of Oklahoma, my alma mater, is exciting both personally and professionally," said **Raj Patel**, President and CEO of PHMI. "Our strategic partnership with Hotel Equities has helped us secure an agreement with Marriott International to convert one of the city's largest hotels into a regional icon with this exciting new brand. It will be a pacesetter for the area."

## HOTEL EQUITIES TAPS PATEL AS BUSINESS ANALYST

Hotel Equities recently named **Nik Patel** to the position of Business Analyst. He joins the firm's Business Development Team under the leadership of **Joe Reardon**, Sr. VP of Marketing and Business Development.



Nik spent the previous nine months in Hotel Equities' rigorous and extensive Management Training Program where he trained in all aspects of hotel operations and participated with opening teams and task forces for brands across the U.S.

"Nik brings a strong financial background and a passion for the industry on both the development and operations sides," said **Brad Rahinsky**, HE President & COO. "He's a great addition to the team."

To learn more about management training and other opportunities at HE, visit [www.hotelequities.com](http://www.hotelequities.com).

## HOTEL EQUITIES CUTS RIBBON FOR RESIDENCE INN LAKE CHARLES, LA; ADDS SECOND HOTEL IN MARKET, CONTINUES PARTNERSHIP WITH BIAGAS FAMILY

Hotel Equities joined hotel owner BDK Associates at a ribbon-cutting celebration for the Residence Inn by Marriott Lake Charles, LA. Hotel Equities serves as the hotel's management company with **Brandon Heidkamp** as the General Manager and **Melissa Nash** as the Director of Sales.

The 96-room hotel stands directly beside the SpringHill Suites by Marriott, also managed by Hotel Equities and owned by Lake Charles-based BDK Associates.



Dignitaries helping cut the ribbon included (left to right) Herbert (Bert) V. Kelley, Mark L. Biagas, Dr. Alvin Schexnider, Jack Ezzell, William (Bill) Grace, Randy J. Biagas, Brandon Heidkamp, Evette B. Gradney, John F. Biagas, Elizabeth Derby and Drew Salapka.

## HOTEL EQUITIES SUPPORTS CURE CHILDHOOD CANCER



Team supports Lauren's Run

Hotel Equities supported CURE Childhood Cancer with a sponsorship of Lauren's Run in Atlanta in April.

Many associates from the Atlanta hotels participated in raising additional funds and sending runners, walkers and volunteers.

"We are thrilled and honored that Hotel Equities joined the fight against childhood cancer and supported CURE, starting with CURE's Lauren's Run and Annual Picnic," says CURE's Executive Director, **Kristin Connor**. "Hotel Equities is providing a tangible way for a large number of people to make a difference for children stricken by this terrible disease."

## HOTEL EQUITIES TO MANAGE COURTYARD BY MARRIOTT DRIPPING SPRINGS, TEXAS

Hotel Equities announced its selection as the management firm for the new-build Courtyard by Marriott in Dripping Springs, just 25 miles west of Austin, Texas. DS Hospitality, LLC of San Antonio, Texas owns the hotel.

The hotel expects to open in the second quarter of 2017. Hotel Equities is working directly with ownership, as well as Marriott and the community, to ensure a great hotel for this thriving market.

"Hotel Equities now manages 12 hotels in Texas," said **Joe Reardon**, SVP of Marketing & Business Development. "We're excited to be in Dripping Springs with a brand that's a great fit for the market."

**COURTYARD®**  
Marriott.

## ON A BREAK WITH DOMINIC BUOMPASTORE VICE PRESIDENT OF OPERATIONS/ FULL SERVICE & RESORTS



Young Dominic

**LAST MOVIE SEEN** - "Divergent" with my daughters

**LAST BOOK READ** - The Achievement Habit by Bernard Roth

**FAVORITE MEAL** - Italian: Pizza, Pasta, Meatballs, Bread and Wine

**FAVORITE TYPE OF MUSIC** - I enjoy a little bit of everything, but I must admit I am a Parrot Head. Jimmy Buffett is king!

**FAMILY** - Wife of 25 years (Tammy) and two daughters, Morgan (18) just committed to the University of Mississippi (Ole Miss) and Danielle (16) who loves to play golf every day.

**HOBBIES** - Barbecue, family and baseball, the national pastime

**BEACH OR LAKE** - Beach for sure. We have a second home in Surfside Beach, SC, where we spend the summers.

**BASEBALL OR FOOTBALL:** Like them both, but baseball is my passion.

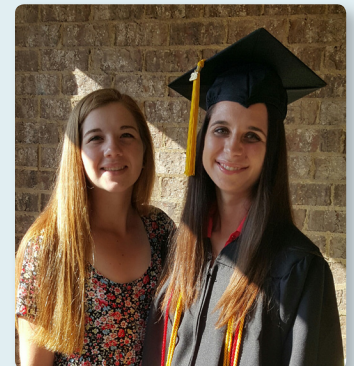
**DOGS OR CATS:** Dogs. Lizzie, a Beagle, is our family pet.

**BEST TRAVEL DESTINATION YOU EVER VISITED:** Italy. I've visited Capri, Rome, Florence and Sorrento.

**PREFERRED SNACK:** Cheese

**TELL US MORE** - I make home-made beef jerky.

I like motorcycles and have had three in my lifetime. Favorites are the Honda Gold Wing, the ultimate touring motorcycle, and the Harley Davidson, great for short trips.



Dominic's children, Danielle and Morgan

## FAIRFIELD BREAKS GROUND IN TERRELL, TX

Hotel Equities (HE) and Scenic Capital Advisors broke ground on the Fairfield Inn & Suites by Marriott in Terrell, Texas in April. HE serves as the management company for Scenic Capital Advisors, the developer and owner.

Thomas and Michael Chen, Principals of Scenic Capital Advisors, hosted the event with representatives from Hotel Equities, Nahren Youkhana, Regional Director of Sales, and Yanbo Zhu, Regional Revenue Manager.

“We are very pleased to continue our strategic partnership with the Chen family in building and operating a very successful hotel portfolio,” said Joe Reardon, HE SVP of Marketing & Business Development.



Groundbreaking for hotel in Terrell/East Dallas, TX

## HOTEL EQUITIES TO OPEN DOUBLETREE IN ARLINGTON

Hotel Equities named **Jemel Jones** the General Manager and **Natalie Munlin** the Director of Sales for the soon-to-be renovated DoubleTree by Hilton Dallas-Ft. Worth Arlington South in Arlington, Texas. The property is strategically located in the Entertainment District of the Dallas-Ft. Worth metroplex and lies within a three-mile radius of the DFW Airport, Arlington Ball Park, Six Flags and the Dallas Cowboys stadium.

The hotel will re-open in the Fall of 2016 after completing a multi-million-dollar renovation that will change the hotel’s brand to the popular, upscale full service DoubleTree by Hilton.



JEMEL JONES



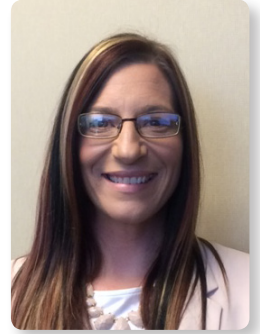
NATALIE MUNLIN



DoubleTree DFW Arlington South

## GREENWOOD NAMED REGIONAL REVENUE MANAGER

**Amy Greenwood** joined Hotel Equities as the Regional Revenue Manager for a portfolio of 13 of the firm’s hotels across seven states. HE’s newest coach, she reports to **Drew Salapka**, VP of Sales & Revenue Generation.



AMY GREENWOOD

“Amy brings more than 15 years of revenue management success to the position,” said Drew. “Her experience in providing strategy and ensuring the success of multiple properties will serve our firm and our owners well.”

## ONE TOPIC, FOUR VOICES:

VALUE STATEMENT 9: “GUESTS AREN’T ALWAYS RIGHT, BUT THEY ARE ALWAYS GUESTS.”



“By using our industry expertise, we can anticipate and provide what the guest is actually looking for.”

**JASON BOYNTON, DOS, FAIRFIELD INN & SUITES HOLIDAY TARPON SPRINGS**



“We must find a way to empathize, mitigate any issues and find suitable solutions for both our guests and our hotel.”

**MILLIE FELICIANO, DOS, HOLIDAY INN EXPRESS & SUITES, PORT ST. LUCIE, FL**



“Travel often compounds minor issues. Guests have different triggers. Listening to the guest’s side and empathizing can go a long way toward guest satisfaction.”

**BETH LINK, GM, SPRINGHILL SUITES, OKLAHOMA CITY/QUAIL SPRINGS, OK**



“Within our power, we strive to fulfill any reasonable request in order to ensure complete and total guest satisfaction.”

**DEBBIE ANTHONY, GM, HAMPTON INN & SUITES, DURANT, OK**

## WELLS NAMED DIAMOND GM MARRIOTT HONORS SIX HOTELS



**DAWN WELLS**

Marriott International recently announced annual awards for both hotel teams and individual associates in recognition of top results in operations and customer service. The firm honored **Dawn Wells** with one of its top awards, the Diamond General Manager of 2015 for the Fairfield Inn & Suites brand. Dawn serves as a Hotel Equities' Lead General Manager and GM for Fairfield Inn & Suites by Marriott, Charleston North, SC and Residence Inn by Marriott Charleston North, SC.

"Dawn has logged many years of incredible dedication to the brand, the community and Hotel Equities," said **Fred Cerrone**, HE Chairman & CEO. "We applaud her service and we're proud to have her as a leader on our team." Congratulations to GM **Dawn Wells** and the entire team.

The SpringHill Suites by Marriott Vero Beach, FL posted the second highest Guest Satisfaction Score (GSS) for the brand at 92.5% and won its Platinum Circle Award. Congratulations GM **Missy Davis** and team.

Courtyard by Marriott McDonough, GA earned a Gold Circle Award. Congratulations GM **Jimmy Grover** and team. The Residence Inn by Marriott Charleston North, SC also earned a Gold Circle Award for its brand. Congratulations to the entire team.

The Fairfield Inn & Suites by Marriott Holiday Tarpon Springs, FL earned a Silver Circle Award. Congratulations GM **Ami Beasley** and team. The Fairfield Inn & Suites by Marriott Charleston Airport earned a Silver Circle Award. Congratulations GM **Caitlyn Cleary** and team.

## NEW HOTEL OPENS IN LOUISIANA

GM **Chris Heaxt**, far right, and the Hotel Equities' team stand ready to welcome guests at the Fairfield Inn & Suites Houma Southeast in Louisiana that opened in early June.



## HOTEL EQUITIES SALUTES TEAM MEMBER OF THE YEAR



Percy Powell & Blake Laiche

During Associate Appreciation Week, Hotel Equities announced **Shenell "Percy" Powell**, a line cook at the Wyndham Garden Metairie, LA as the firm's 2015 Team Member of the Year.

"Percy embodies the Hotel Equities' culture," said **Blake Laiche**, a teammate who nominated him for the award. "His love for what he does, love for people, positive attitude and dedication really shine."

When the Powerball jackpot hit \$1.5 billion this spring, Percy bought 17 tickets. "If I win, I'm going to rent out every room in the hotel for two weeks and take all the associates on vacation," said Percy. "That way, the business won't lose any money and they will have their jobs when they come back."

Percy didn't win the lottery, but his actions show how much he cares.

## FIRST LEADERSHIP DEVELOPMENT PROGRAM GRADUATES

Hotel Equities' Leadership Development Program celebrated the graduation of its first class of leaders in early May. Under the direction of **Nancy Curtin Morris**, VP of Learning & People Development, **Chuck Powell**, Sr. VP of Operations, and **Ken Ramsey**, Training Manager, the program came to fruition as part of Chairman & CEO Fred Cerrone's vision for growing the talents of his associates and giving back to the industry he loves.



Chuck Powell, front row center, congratulates the graduates. Front row, l., Kathy Taudte, and r., Beth Hogberg. Back row, l. to r., Garfield Campbell, Missy Davis, Dawn Wells, Mike Loera and Stacey Morgan.

# 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.

## THREE HOTELS POOL EFFORTS

Three properties managed by HE in Durant, OK, the Quality Inn & Suites, Holiday Inn Express & Suites and the Hampton Inn & Suites, joined forces to raise funds for The Hands of Hope, a local charity.



Pictured are Lori Havener, GM, Quality Inn & Suites and Lynsey Ballew, Sales Director of the Durant hotels.

## COUNCIL RECOGNIZES EXCELLENCE

The Marriott Tampa Bay Business Council honored **Willam Carvalho**, Operations Supervisor at the Fairfield Inn St. Petersburg Clearwater, FL with a Ray of Excellence Award given to outstanding team members from a few properties in the area.



Pictured with Willam is GM Alicia Jacobson.

## LUNCH REWARDS TEACHERS' DEDICATION

Fairfield Inn & Suites Atlanta Buckhead, GA honored teachers of the local Martin Luther King, Jr. Middle School with an end-of-year Teacher Appreciation Luncheon and thanked them for their work with children.



Pictured are Leslie James, Director of Sales, and Francene Wright, Sales Coordinator.

## TEAM HELPS FAMILY OF FORMER ASSOCIATE

"We recently lost associate **Barbara Francois** to a serious illness," said GM **Cailin Riddell**. "We will miss this faithful member of the TownePlace by Marriott Kennesaw team where she worked for ten years." Under Cailin's leadership, associates at the hotel and, along with Hotel Equities, joined friends in making donations to help her family with expenses.

## MUSIC ENHANCES EXPERIENCE

The team at the Fairfield Inn & Suites by Marriott Tifton, GA provided live piano entertainment with a New Orleans flair both morning and evening one week to enhance the guest experience.



Pictured l. to r. are Nicole Burns, piano player, Aaron Luka and Alex Shuman.

## MARRIOTT HONORS HE ASSOCIATE

A guest at the Fairfield Inn & Suites by Marriott in Tifton, GA sent Marriott International a letter of praise complimenting the quality of service he received from **Erica Thomas**, a front desk associate at the hotel. Marriott, in turn, presented Erica with a Spirit to Serve Award, recognizing her outstanding and noteworthy customer service.

## SPONSORSHIP SUPPORTS COLOR RUN FOR AUTISM

The Fairfield Inn & Suites Marianna, FL provided a major sponsorship for the Chipola Area Autism Resource Center's first annual Color Run for Autism. "We also donated a two-night stay for the event's silent auction," said GM **Andy Peterson**.

## BOOKS BENEFIT LOCAL LIBRARY

The associates and the guests at the Courtyard by Marriott McDonough, GA collected books to donate to the local library. Pictured is GM **Jimmy Grover** dropping off the books to a very happy head librarian in Henry County, Georgia.



## CONTACT INFORMATION

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All calls are taken by our Chaplain and are confidential.

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