



HOTEL EQUITIES  
EXCELLENCE IN HOSPITALITY™

WINTER 2016

HERALD

VOLUME 11  
ISSUE 4



Fairfield Inn & Suites by Marriott in Memphis, Tennessee.

## HE TO OPERATE MARRIOTT IN DOWNTOWN MEMPHIS

**H**otel Equities will manage a new custom-built, urban model Fairfield Inn & Suites by Marriott as part of a development in downtown Memphis, Tennessee.

Goodlettsville-based EPIQ Hotels, Inc. and MNR Hospitality LLC, under the leadership of President B. Patel, are the developers. The project includes a signature bar and restaurant facing the AutoZone baseball park.

“We are pleased to add this unique property where we know the market and see great potential,” said **Joe Reardon**, HE SVP of Business Development and Marketing.

Set to break ground in early 2017, the developers anticipate opening in mid-2018. Hotel Equities assisted with the final bidding stage of construction.

“We are excited to bring a trusted and popular Marriott brand to an integral part of downtown Memphis under top-notch management by Hotel Equities,” said B. Patel.

## UNIQUE HAMPTON INN & SUITES CUTS RIBBON IN ATLANTA

**H**otel Development Partners (HDP) held a Grand Opening and Ribbon Cutting celebration for the Hampton Inn & Suites by Hilton Atlanta Perimeter Dunwoody in Georgia. An investor in the property, **Hotel Equities** manages the 132-room hotel located in Perimeter Center, Atlanta’s prime office-retail market.

A uniquely urban version of the Hampton Inn & Suites brand, the hotel anchors a mixed-use project including 25,600 SF of retail and restaurant space. Already open are the Corner Bakery and Sleep Number Bed.

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

“This hotel is the finest Hampton Inn & Suites in the country, offering a superior guest experience at a great price,” said **Fred Cerrone**, COO of HDP and Chairman & CEO of HE.



The Ribbon Cutting included, left to right, **Lynn Deutsch**, Dunwoody City Council; **Terry Nall**, Dunwoody City Council; **Bob McCarthy**, HDP; **Steve Smith**, HDP; **Denis Shortal**, Mayor of Dunwoody; **Fred Cerrone**, Hotel Equities; **Chuck Powell**, Hotel Equities; **Jason Caughron**, General Manager and **Allen O'Brien**, HDP.

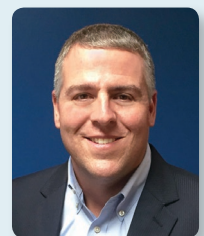
## RESIDENCE INN ATLANTA PERIMETER CENTER TOPS OFF WITH CELEBRATION IN DUNWOODY



In late November, Winter Construction held a topping off celebration for the Residence Inn by Marriott Atlanta Perimeter Center Dunwoody in Georgia. Hotel Equities serves as the management company and an investor in the 127-room, extended stay hotel under development by Atlanta-based Hotel Development Partners (HDP).

Topping off marks a construction milestone observed when the last beam is placed on a building. The hotel is expected to open in summer 2017. **Joe Fallis** serves as the General Manager with **Susan Zuppardo** as the Director of Sales.

The seven-story hotel will include an outdoor swimming pool. Fogo de Chao, a Brazilian Steakhouse, opened in December and 6,000 SF of retail space is planned for the outparcel.



JOE FALLIS



SUSAN ZUPPARDO

## COACH'S CORNER: LEARN FROM YOUR MISTAKES. GROW. PASS IT ON.



Our Hotel Equities' Value Statement 11 gets straight to the point. "Learn from your mistakes." There's no question about it, we all make them. Often the difference between success and failure is what we do after we make a mistake.

My advice? Recognize the mistake, take steps to correct it, try again and move on.

I've made plenty of mistakes in my career, but I was fortunate to be guided by mentors who pointed out my mistakes and held me accountable, but also offered encouragement. Blaming others for your failures doesn't work. You need to claim responsibility, assess the situation, seek help, adapt and try again.

I hope it will reassure you to know that, by trying new things and sometimes taking risks, my mistakes have helped me to grow and I've learned a lot. I encourage you to do two things.

Seek out mentors and build relationships with them. Find people who care enough to point out your mistakes, help you correct them and inspire you to grow.

Then, pay it forward. Share your expertise and insights. Commit to helping build a team of future leaders.

Hospitably,  
Coach Fred

### QUOTES WORTH SHARING

We ought to learn from the mistakes of others since we probably won't live long enough to make them all ourselves.

- ANONYMOUS

I think making mistakes and discovering them for yourself is of great value, but to have someone else to point out your mistakes is a shortcut of the process.

- SHELBY FOOTE

I always say the minute I stop making mistakes is the minute I stop learning and I've definitely learned a lot.

- MILEY CYRUS

Failure is good. It's fertilizer. Everything I've learned about coaching, I've learned from making mistakes.

- RICK PITINO

If you're not making mistakes, then you're not doing anything. I'm positive that a doer makes mistakes.

- JOHN WOODEN

## HE'S FULL SERVICE PORTFOLIO EXPANDS

Hotel Equities held a Grand Opening and Ribbon Cutting celebration for the DoubleTree by Hilton Arlington DFW South in Texas. Hotel Equities manages the 237-room, five-story property that recently completed a \$10 million renovation in the Entertainment District of the Dallas-Ft. Worth metroplex.

Owned by Admiral Hotel Group LLC, this hotel marks HE's fourth managed property in Dallas and the twelfth hotel under management in Texas. The firm counts four DoubleTree brand hotels in its full-service portfolio.

With wide-ranging amenities and more than 6,000 SF of flexible meeting space, the hotel lies only three miles from the DFW Airport. **Jemel Jones** serves as the General Manager with **Natalie Munlin** as the Director of Sales.



Pictured left to right are **Natalie Munlin**, Director of Sales of the hotel; **Jemel Jones**, General Manager of the hotel; three Arlington Chamber of Commerce Ambassadors; and owners Sanjay Desai, Nitin Jariwala and Sunil Patel.

## HOTEL EQUITIES TO MANAGE A HAMPTON INN IN GAINESVILLE, GA

Hotel Equities has been tapped to manage the Hampton Inn by Hilton in Gainesville, Georgia. H&R Hotels, Inc., owner of the property, has developed a strategic partnership with Hotel Equities to manage its growing portfolio of hotels.

Located in the central business district of Gainesville and near major attractions, the hotel recently began a major renovation.

"We are pleased to expand our partnership with owner Aneesh Patel and his firm," said **Joe Reardon**, HE's SVP of Business Development and Marketing.

# HOTEL EQUITIES PRESENTS TOP AWARDS AT THREE REGIONAL CONFERENCES

**H**otel Equities recently presented five top awards for growth, success and excellence at each of the firm's three regional conferences. The conferences, held in Atlanta, Pensacola and Dallas, drew operations and sales leaders from the firm's portfolio of more than 70 open and operating hotels.

## Greatest RevPAR Index Growth / Renovation

2016 Regional Winners:  
Fairfield Inn & Suites-Buford, GA  
SpringHill Suites-Pensacola Beach, FL

"The **Fairfield Inn & Suites by Marriott Buford/Mall of Georgia** recently converted to a Marriott brand hotel and has established itself as one of the top choices for guests traveling to its market," said Drew, VP of Sales & Revenue Generation. **Alexis Joachim**, GM, and **Patrick Lee**, DOS Manager, accepted for the hotel.

"Fresh off its renovation in 2015, the **SpringHill Suites by Marriott Pensacola Beach** continues to be a top choice for guests looking for a great beach destination product," said **Drew Salapka**. **Joe Farley**, GM, **Scott Donovan**, former Hotel Manager and **Autumn Henderson**, Sales Manager, accepted for hotel.

## Greatest RevPAR Index Growth

Residence Inn-Charleston North, SC  
Fairfield Inn & Suites-Marianna, FL

"Led by **Dawn Wells**, GM, and **Melissa Hornyak**, DOS, the **Residence Inn by Marriott Charleston North** provides amazing customer service at this all-suite property, especially when it comes to their extended-stay guests," said Drew.

"GM **Patrick Bellamy** and the hotel team have established the **Fairfield Inn & Suites by Marriott Marianna** as the top choice for guests traveling through the panhandle of Florida," said Drew.

## Highest RPI

Hampton Inn Dalton, GA  
Fairfield Inn & Suites Holiday Tarpon Springs, FL

"**Julie Pavlu**, GM, and **Mary Johnson**, DOS, do a great job leading their team at the **Hampton Inn by Hilton Dalton** and providing a friendly, consistent stay for all of their guests traveling up and down the I-75 corridor," said Drew.

"GM **Ami Beasley** and team at the **Fairfield Inn & Suites by Marriott Holiday Tarpon Springs** continue to produce one of the highest market share numbers in the company through amazing customer service and unbelievable sales efforts," said Drew.

## Feeding the Talent Pipeline Award / Operations

Julie Muriuki (Courtyard-Buford, GA)  
Andy Peterson (Hampton Inn-Dalton and Fairfield Inn & Suites-Holiday Navarre, FL)  
Becky Aleman (Fairfield Inn & Suites-Lynchburg, VA)



**JULIE MURIUKI**

"A 'go to' person for those needing assistance, GM **Julie Muriuki** has provide mentorship to the firm's interns and new hires and worked behind the scenes with other GMs," said **Nancy Curtin Morris**, VP of Learning and People Development.

"GM **Andy Peterson** assisted in many other hotels when he was General Manager at the Fairfield Inn & Suites by Marriott Marianna and has done a great job mentoring and growing his associates," said Nancy.



**ANDY PETERSON**

"GM **Becky Aleman** has generously mentored and supported several general managers new to Hotel Equities," said Nancy. "She steps up to help wherever she is needed."



**BECKY ALEMAN**

## Feeding the Talent Pipeline Award / Sales

Jill Lovins (formerly at the Fairfield Inn & Suites-Charleston Airport & North, SC)  
Cheryl Peck (Fairfield Inn-St. Petersburg Clearwater, FL)  
Brad Goodale (Fairfield Inn & Suites-Lynchburg, VA)

"**Jill Lovins** always made herself available to train other sales associates," said Nancy. "She took the lead on new programs, presented to the entire sales team and helped all team members at the hotel understand the sales process and how they could help."



**CHERYL PECK**

"**Cheryl Peck** is an excellent mentor who is always willing to help other sales directors and assist all team members," said Nancy. "She is someone I can always count on as a role model and a leader. She helped to create the lead referral program for the company."

"**Brad Goodale** is a strong leader and mentor at his hotel who helps to develop and train members of his team," said Nancy. "He also helped to onboard a new sales manager and participated in one of the transition teams at another property."



**BRAD GOODALE**

## SAVANNAH SHOWS APPRECIATION



The Hyatt Place Savannah, GA hosted a dinner for the linemen from the Southern Company who were in Savannah to help clean up after a devastating hit from Hurricane Matthew in October. "These folks worked around the clock to help restore power to the Savannah area," said GM **Lee Smith**.

Lee and his wife involved their son's entire baseball team and families, along with the hotel associates, to prepare and serve a homemade dinner to the linemen. They served 175 men and women as they came in from their shifts, thanking them for their service and hard work.

## MUNLIN NOMINATED FOR TOP HONOR



The Hotel Association of Tarrant County (HATC) recently nominated **Natalie Munlin**, DOS for the DoubleTree by Hilton Arlington DFW South in Texas for the Sales Manager of the Year Full Service Hotels. "This award is established as a celebration of ultimate achievement in service excellence among peers," said Julie Faver-Dylla, Executive Director of HATC. "It is considered a huge honor just to be nominated by one's colleagues."

## HAMPTON INN STONE MOUNTAIN CELEBRATES COMPLETE RENOVATION

**Hotel Equities** celebrated the Grand Re-Opening and Ribbon Cutting at the Hampton Inn by Hilton Stone Mountain in northeast Atlanta, GA after a complete renovation of the hotel's 112 rooms and public spaces. HE has 17 open and operating hotels under management in metro Atlanta.

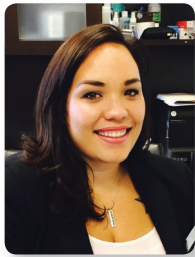
**Ann and Bob Brier** represented Edgewater Group, LLC, the hotel's owner, at the celebration.

**Dawn Murray** serves as the new General Manager with **Deborah Phillips** as the Director of Sales.

"Although the property opened more than 20 years ago, it now looks and feels like a new hotel both inside and out," said **Elizabeth Derby**, HE Regional Director of Sales.



## LAKE CHARLES LEADER HONORED



The Lake Charles Chamber of Commerce recently recognized **Makana Aranda** as the 2016 Business Woman of the Year. Makana serves as the Dual Operations Manager for the SpringHill Suites by Marriott and the Residence Inn by Marriott in Lake Charles, LA. Topping that, she was elected as the Vice President of the Southern Louisiana Lodging Association.

"Congratulations to Makana for taking on this important industry role and representing our hotels, our ownership and HE to the hospitality community," said GM **Glynn Knight**. "She will do us proud as we position these assets as the premier hotels in the greater Lake Charles area."

## PETERSON NAMED 'GM TO WATCH'



In its annual list of enterprising leaders, *Hotel Management*, a popular trade magazine, named **Andrew Peterson** to the elite group of 33 'GMs to Watch'. Andy serves as General Manager of the Hampton Inn & Suites by Hilton Navarre, Florida, managed by Hotel Equities.

"Every guest who walks into my hotel is a client," said Andy. "My staff members, my owner and my management company are all my clients. I am accountable to all of them and strive to drive positive results to each and every one. Servant leadership is a huge part of my life and my philosophy."

## FIRMS THANK ASSOCIATES



A group of 73 Charleston, SC associates gathered at a local restaurant to enjoy a special early Thanksgiving in appreciation of their dedication and extra effort to keep the hotels open during Hurricane Matthew in the fall. Hotel Development Partners, the hotel's owner, and Hotel Equities, the hotel's management firm, sponsored the event that included certificates of appreciation and HE tee shirts for all team members.

"It was simply wonderful," said HE Chaplain **Greg Smith** who attended the event along with **Phil Bullard**, Director of Facilities. "Lead GM **Dawn Wells** planned the event with great thoughtfulness," said Greg. "Our associates were overwhelmed with gratitude for the recognition of their efforts."

## ONE TOPIC, FOUR VOICES: VALUE STATEMENT 11: LEARN FROM YOUR MISTAKES

### ON A BREAK WITH KEN RAMSEY TRAINING MANAGER



Ken, having lunch in Cozumel

**LAST MOVIE SEEN:** "Doctor Strange"

**LAST BOOK READ:** *Work Rules!* by Laszlo Bock

**FAVORITE MEAL:** Turkey and dressing with cranberry sauce.

**EDUCATION:** Huntingdon College and the University of West Florida

**FAVORITE TYPE OF MUSIC:** Oldies 70-90's

**FAMILY:** A little crazy...

**HOBBIES:** Architecture, history and camping

**BEACH OR LAKE:** Beach - Emerald Coast

**DOGS OR CATS:** Dog - Nibbler (named after a character from Futurama)

**BEST TRAVEL DESTINATION YOU EVER VISITED:** San Juan

**PREFERRED SNACK:** Reece's Peanut Butter Cups

**BONUS:** In my spare time, I continue my late mother's hobby, the family's genealogy which contains over 7000 relatives, spans four generations and more than 1000 years of family history.



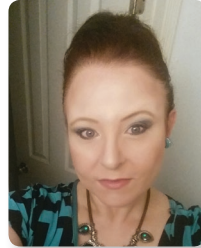
"I'm always the first one to admit that I make mistakes, every day. I always encourage our team to share their mistakes with each other so we can learn together and support each other when mistakes happen."

**WESLEY LUDLOFF, GM, ISLAND HOUSE HOTEL  
ORANGE BEACH, AL**



"As we all know, 'To err is human.' It's important to remember that lessons can be learned from each mistake in life. Bruce Lee had a quote that I believe in: "Mistakes are always forgivable, if one has the courage to admit them."

**SEBASTIAN DE LA HOZ, GM, COURTYARD  
MCDONOUGH, GA**



"If you continue to make the same mistakes, without learning or growing from them, you truly never GROW. Mistakes are a necessary evil that may result in stagnation or growth. It is up to the individual to choose. The wise choose to grow."

**STEPHANIE NOBLE, DOS, HYATT PLACE  
SAVANNAH AIRPORT, GA**



"The best lessons learned are from our own mistakes, for what we learn from these mistakes determines our success."

**DONNISHA SPICER, DOS, FOUR POINTS  
HOUSTON/ENERGY CORRIDOR, TX**

## 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.

### ASSOCIATES REWARDED FOR HARD WORK



wanted to recognize our associates and thank them for their hard work during Hurricane Matthew."

"We had a great time playing Halloween bingo, painting pumpkins and celebrating **Christal Ferguson** (pictured far left), our Team Member of the Quarter at the Fairfield Inn & Suites Charleston North in SC," said **Kelly Olsen**, Sales Coordinator. "We really

### LEADERS LEND A HAND



Hotel Equities' Corporate Revenue Manager **Mike Lorea** arranged for the attendees at the HE Regional Conference in Pensacola Beach, FL to help fill more than 500 hygiene bags for donation to local children in need.

"We do a service project at every conference," said Mike. "We were glad to supply the manpower."

## HOUMA HOTEL REHABS WITH HABITAT FOR HUMANITY



The Fairfield Inn & Suites by Marriott Houma SE, LA partnered with the Bayou Area Habitat for Humanity to assist in a rehab project as part of Fairfield's annual Rally to Serve event.

"Our team cleaned out a warehouse and organized donated vinyl siding," said GM **Chris Heaxt**. "We worked in a local community of 83 homes built post-Katrina. Everyone had a great time giving back to our community."

## INSTEP GOLF SCORES RECORD PARTICIPATION, SUCCESS



Todd Gibson, Jeff Glick, Jeff Shockley and Neil Ketner are ready to hit the links.

The 16th Annual Fall Golf Classic, sponsored by InStep International, welcomed duffers to Rivermont Golf and Country Club in Johns Creek, Georgia. In-Step Founder and President **Greg Smith** also serves as HE's Corporate Chaplain and Relationship Coach. "We are grateful for the support of Hotel Equities and our associates, along with many in the hospitality industry for their participation," said Greg. The tournament raised a record \$50,000 for InStep's Projects for Partners in Atlanta, Africa, Costa Rica and the Philippines.

## VOLUNTEERS SERVE ATLANTA'S HOMELESS



Atlanta associates and their family members, 29 in all, set their alarm clocks early to volunteer at First Presbyterian Church of Atlanta, Georgia's Sunday Prayer Breakfast in late November. "We helped serve more than 200 of Atlanta's homeless," said **Sebastian De La Hoz**, GM at the Courtyard by Marriott McDonough, who organized the effort with **Sommer Shiver**, Corporate Communications and Marketing Manager.

## HOTEL REACHES GOAL; WINNER TAKES THE PLUNGE

The Fairfield Inn St. Pete Clearwater, FL raised money for Heifer International, a global nonprofit working with communities to strengthen local economies. The team collected \$500, an amount that will help provide a family with increased access to medicine, school, food and a sustainable livelihood.

**Kristen Adkins**, the team member who raised the most money, had to "take the plunge" in the hotel's pool. "We reached our goal because of the gifts from our wonderful guests and our firm's CEO," said GM **Alicia Jacobson**.



## TEAM WRITES TO TROOPS

Claudia, Maria and Leti, pictured, along with other associates at SpringHill Suites Alpharetta, GA spent some time as a team writing letters of thanks and appreciation to American troops on active duty overseas for delivery on Thanksgiving Day.



## WE GET LETTERS

"Our family evacuated to escape Hurricane Matthew. Your helpful staff showed compassion, gave support and delivered excellent service. Thank you for helping my family and others during a very stressful time."

Patricia H., Hampton Inn & Suites Atlanta Perimeter Dunwoody, GA

## CONTACT INFORMATION

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All calls are taken by our Chaplain and are confidential.

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### HOTEL EQUITIES HERALD

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Design: Alpine Communications

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