

HE PRESENTS AWARDS AT CONFERENCE: HONORS TOP PERFORMERS OF 2015

Hotel Equities held its annual conference in February at the DoubleTree Hotel in Charleston, SC to celebrate success, honor outstanding performance and provide training and a variety of learning opportunities for more than 150 associates. The presentation of awards served as a highlight.

Chuck Powell, Sr. V.P. of Operations and **Fred Cerrone**, Chairman & CEO, presented the Chairman's Award to **Jimmy Grover**, a Lead General Manager and the GM at the Courtyard by Marriott in McDonough, Georgia. "Jimmy is an outstanding leader whose work reflects Hotel Equities' values of accountability, growth and profitability," said Chuck. "He exemplifies our culture through his care of guests and associates and his community involvement."

The **Holiday Inn Express & Suites Port St. Lucie West** in Florida took top honors as Hotel of the Year for its consistent top performance in all areas including accountability, profitability, growth, care of guests and associates and culture. Previous General Manager, **Leyla Karacan**, accepted the award.

The firm honored **Ami Beasley** as General Manager of the Year. "Ami's hotel, the Fairfield Inn & Suites by Marriott Holiday Tarpon Springs, FL scored in the top 10% in Guest Satisfaction Scores for all Marriott select service brands and exceeded all financial expectations," said **Rob Cote**, V.P. of Operations.

Millie Feliciano, Director of Sales for the Holiday Inn Express & Suites Port St. Lucie West, FL was named Director of Sales of the Year. "An amazing sales professional, Millie is also the essence of our firm's motto, 'Excellence in Hospitality,'" said **Drew Salapka**, V.P. of Sales & Revenue Generation.



CHUCK POWELL, JIMMY GROVER, FRED CERRONE

FORMER HILTON EXEC CRABILL JOINS HE DEVELOPMENT TEAM



STEVE CRABILL

Hotel Equities tapped **Steve Crabill** to join the firm as Vice President of Business Development.

He most recently served with Hilton Worldwide as Vice President & Managing Director, Franchise Development for multiple Hilton brands in the Southeast Region.

In a hospitality career that spans 30 years, Steve has developed or led teams responsible for opening over 1,000 hotels throughout the southeastern United States. He has held leadership positions with three major hotel companies including Hilton Worldwide, Marriott International and La Quinta Inns.

"I am excited to have Steve join Hotel Equities at this time of growth and expansion," said **Fred Cerrone**, Chairman & CEO of HE. "He will add great value."

HE TO MANAGE ATLANTA/AIRPORT HOTEL, CONVERTING TO FOUR POINTS BY SHERATON



Four Points by Sheraton Atlanta/Airport

Hotel Equities announced its selection as the management firm that will also assist in the design and processing of the conversion of the 190-key full service hotel off Camp Creek Parkway to a Four Points by Sheraton, a Starwood brand.

The hotel will undergo a multi-million-dollar conversion during the next six months to add over 5,000 square feet of meeting space, a new restaurant concept and well-appointed rooms and suites.

"Having our second full service Four Points by Sheraton hotel, this one in the strong Atlanta airport market in our backyard, is an important milestone in our firm's growth," said **Joe Reardon**, Sr. V.P. of Marketing & Business Development.

ON A BREAK WITH KATHY TAUDTE, CORPORATE CONTROLLER



LAST MOVIE SEEN – “Star Wars, The Force Awakens”

EDUCATION – B. S. in Accounting, University of Georgia

FAVORITE TYPE OF MUSIC – Christian music. My favorite group is Casting Crowns.

FAMILY – Mary (17), John (24), 2 step-daughters, Rosie and Jeca, 2 sons-in-law, 2 grandchildren

HOBBIES – Travel, Gardening

BEACH OR LAKE – Beach: Tybee Island

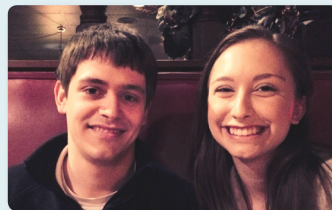
BASEBALL OR FOOTBALL – Football (SEC college football only) Auburn University. War Eagle!

DOGS OR CATS - Dogs

BEST TRAVEL DESTINATION YOU EVER VISITED – Yellowstone National Park

PREFERRED SNACK – ANYTHING chocolate!

TELL US MORE – In my last job, before coming to HE, I was the school nurse in an elementary school taking care of 840 students.



Kathy's children, John and Mary

ROOKIES RATE RECOGNITION

Rob Cote, V.P. of Operations, named **Becky Aleman** the Rookie General Manager of the Year for her top performance in her first year in the GM position. Honored for her excellence in hotel operations, sales, guest service and associate ratings, she serves as the GM for the Fairfield Inn & Suites by Marriott in Lynchburg, Virginia.

“Becky led her hotel through a renovation and conversion,” said **Rob Cote**. “The Marriott opening team recognized her hotel as one of the best conversions in the past nine years.”

Cheryl Peck earned the Rookie Director of Sales of the Year for her accomplishments during her first year as a DOS at the Fairfield Inn by Marriott St. Petersburg in Clearwater, Florida. **Beth Hogberg**, Regional DOS, presented the award.

“Cheryl has grown both group and leisure production by double digits and has helped reposition the hotel as a market leader,” said **Drew Salapka**, V.P. of Sales & Revenue Generation.



BECKY ALEMAN, ROB COTE



BETH HOGBERG, CHERYL PECK

COACH'S CORNER: CELEBRATE YOUR SUCCESS



Throughout our newsletter, articles announce the annual awards for outstanding performance by both individuals and hotel teams. As your Head Coach, I take pride in your achievements, dedication and hard work.

We are a goal-focused company, setting the bar a little higher each year, pushing to reach and exceed the next mark. I also urge you to take the time to celebrate your success.

Taking note of today's progress helps set the plan for tomorrow. Reviewing this week lets you make adjustments for the next. Periodic evaluation gives you information and insights for the future completion of a project. Each time you pause to reflect, note what went well and encourage yourself and your team.

Adopt an attitude of gratitude and celebrate each of your successes, no matter how small. Small successes build toward significant accomplishments. Be sure to celebrate them, lest they go unnoticed and underappreciated.

And as Vince Lombardi said, “The price of success is hard work, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand.”

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

Believe you can and you're halfway there.

-THEODORE ROOSEVELT

I've failed over and over and over again in my life and that is why I succeed.

-MICHAEL JORDAN

Strive not to be a success, but rather to be of value.

-ALBERT EINSTEIN

Perfection is not attainable, but if we chase perfection we can catch excellence.

-VINCE LOMBARDI

HOTEL EQUITIES PRESENTS ANNUAL PILLAR AWARDS

At the annual conference in Charleston in February, Hotel Equities honored select leaders and teams by presenting the Pillar Awards, a series of awards reflecting accomplishments and success in five key areas of hotel operation: Accountability, Culture, Growth, People and Profitability.



CHUCK POWELL, ROBERT MYERS

"Robert's attention to detail, duties and deadlines impacted his hotel's success," said **Chuck Powell**, Sr. V.P. of Operations.

The company's **Culture Award** went to the **Fairfield Inn & Suites by Marriott Charleston Airport**. Recognized for giving back to the community through multiple projects throughout the year, the hotel goes above and beyond expectations to care for both its guests and its associates.



DAWN WELLS, CHUCK POWELL

"The Hotel Equities' culture permeates the hotel and the community with a spirit of caring and giving back," said **Chuck Powell**. GM **Dawn Wells** accepted the award for her hotel.



YANBO ZHU, KYLE BROWN, DREW SALAPKA

Kyle Brown for logging the greatest year-over-year growth among more than 70 open and operating hotels in the firm's portfolio.

"In 2015, this hotel drove its RevPAR Index to 128.1%, which was a 24.3% improvement year-over-year," said Yanbo. "The hotel also grew top line sales by 11.6% and increased rates to top all hotels in their market's competitive set."

The firm's **People Award** was presented to **Chris Korologos**, GM of the **SpringHill Suites by Marriott Lancaster**, California for the excellent care he delivered to the associates at his hotel.

Throughout the year, Chris earned consistently high scores on regularly conducted associate opinion surveys and he maintained a low percentage of associate turnover.

"Chris has done a phenomenal job of taking care of his team," said **Elizabeth Derby**, V.P. of Talent for Hotel Equities. "A true servant leader, he is very engaged and communicates consistently."



CHRIS KOROLOGOS, ELIZABETH DERBY



The Wyvern Hotel

The **Wyvern Hotel** in Punta Gorda, Florida earned the **Profitability Award** for exceeding all financial measurements including sales and house profit. **Rob Cote**, V.P. of Operations, accepted the award.

"This hotel continues to post exceptional financial results by driving revenue, delivering house profit and maintaining consistent occupancy," said **Chuck Powell**, Sr. V.P. of Operations.

The **SpringHill Suites by Marriott Pensacola Beach, Florida** also earned a **Profitability Award** for setting the example of how to manage for success during a renovation.

Joe Farley, the hotel's General Manager, accepted the award on behalf of his team. Throughout an extensive renovation, the hotel exceeded all financial measurements including sales and house profit.

"Joe's team set the example of how to manage through a renovation," said **Dominic Buompastore**, V.P. of Operations, Full Service & Resorts. "They exceeded revenues, house profit and occupancy projections with reduced inventory. It's an incredible accomplishment."



DOMINIC BUOMPASTORE, JOE FARLEY

AWARDS HONOR LEADERSHIP, REVENUE GENERATION AND GUEST SERVICE

The Leadership Development Award recognized **Missy Davis** for giving her time and volunteering to identify, mentor and develop new leaders within the company. Missy serves as a Lead GM and the GM for the SpringHill Suites by Marriott Vero Beach, Florida.



NANCY CURTIN MORRIS, MISSY DAVIS, BROOKE STALL

"Missy mentors young managers and encourages them to grow with the company," said **Nancy Curtin Morris**, V.P. of Learning & People Development. "She's a cheerleader, but can deliver the hard truth, too. She embodies 'learn from your mistakes.'"



DREW SALAPKA, AMI BEASLEY, JASON BOYNTON

The Revenue Generation Award went to the **Fairfield Inn & Suites by Marriott Holiday Tarpon Springs, Florida**. **Ami Beasley**, General Manager, and **Jason Boynton**, Director of Sales, accepted. The hotel achieved success in meeting and exceeding budget, growing revenue and posting consistently top ratings on Trip Advisor in its market in Holiday, Florida.

"A shining star for HE in 2015, the team was consistent from beginning to end," said **Drew Salapka**, V.P. of Sales & Revenue Generation. "They not only posted one of the highest market share ratings and year-over-year growth in top line revenue, but were also consistently ranked #1 on Trip Advisor every month of the year."

The Guest Service Champion Award went to **SpringHill Suites by Marriott Vero Beach, Florida** for the consistently excellent care the team delivered to their hotel's guests and for earning some of the highest guest service scores in the brand. GM **Missy Davis** accepted on behalf of her team.



MISSY DAVIS, JEFF SHOCKLEY

"This hotel finished 2015 atop the HE rankings with a guest service score of 92.5%," said **Jeff Shockley**, V.P. of Asset Management & Operations. "They have excelled in superior customer satisfaction for the past six years and consistently compete for Hotel of the Year in the Marriott family."

HOTEL EQUITIES SELECTED TO OPERATE NEW MARRIOTT HOTEL IN TEXAS

Hotel Equities announced its selection as the management firm for the new-build **Fairfield Inn & Suites by Marriott** in Terrell, Texas, less than 30 miles east of Dallas.



Fairfield Inn & Suites by Marriott planned for Terrell East Dallas, TX

Under development by **Scenic Capital Advisors, LLC**, the hotel is set to break ground in the second quarter of 2016 and is expected to open in the first quarter of 2017.

"We were drawn to the steady growth and long-term prospects in Terrell and are excited about being a part of the community," said **Thomas Chen**, Principal for Scenic Capital Advisors.

ONE TOPIC, FOUR VOICES:

VALUE STATEMENT 8. "NOTHING HAPPENS UNTIL SOMEBODY SELLS SOMETHING."



"Every associate is a sales person by providing impeccable rooms and dedicated service. Share a smile. It may be the only smile your guest sees that day."

CHRIS HEAXT, GM, FAIRFIELD INN & SUITES BY MARRIOTT, HOUMA, LA



"Put yourself in the shoes of your guests and see your hotel through their eyes. Then you will be able to sell your hotel."

STACY BRONIKOWSKI, GM, SUPER 8 ATOKA, OK



"We sell Hospitality! It's often a group effort. When the magic of the HE culture kicks into high gear, guests return again and again."

JOE FARLEY, GM, SHS PENSACOLA BEACH, FL



"I believe there is no greater act than the act of serving others, and in our hotels, that first starts with a room being sold!"

AMANDA MICHAEL, GM, HOME2 SUITES, ST. LOUIS, MO

20 HOTELS EARN OWL AWARDS

To earn a coveted **Owl Award**, a hotel must achieve a position in the top five hotels in the Trip Advisor rankings for its local market. This year, 20 hotels in the Hotel Equities portfolio earned honors.



The list includes: CY-Gretna/West Bank, LA; CY-Buford, GA; CY-McDonough, GA; FIS Bluffton, SC; FIS-Gainesville, GA; FIS-Holiday Tarpon Springs, FL; FIS-Marianna, FL; FIS-Tifton, GA; Cristata Inn Uncasville, CT; HI-Bennington, VT; HI-Dalton, GA; HI-Sherman, TX; HI-Stone Mountain, GA; HI&S-Navarre, FL; HI Express-Norman, OK; Hol I&S Stillwater, OK; SHS-Lake Charles, LA; SHS-Lancaster, CA; SHS-Pensacola Beach, FL; and Super 8-Atoka, OK.

EDMONDS TAKES SALES POST IN TEXAS

Jackie Edmonds joined Hotel Equities as the Regional Director of Sales in the firm's regional office in Plano, Texas. Reporting to **Drew Salapka**, V.P. of Sales & Revenue Generation, she assists, supports and directs the sales efforts in a defined number of HE hotels.



JACKIE EDMONDS

"Jackie brings 25 years of experience and a proven record of success in sales to our firm," said Drew. "She has a depth of knowledge and experience with more than 26 different franchise brands including Hilton, Marriott and Starwood and has helped open over 40 hotels. She will help our teams achieve their goals."

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.

HAMPTON INN DALTON WINS KEY AWARD

Hotel Equities presented the **Key to Excellence Award** to the Hampton Inn Dalton, Georgia. Director of Sales **Mary Johnson** accepted on behalf of GM **Julie Pavlu** and associates. They gave back to their community in a significant way during the 2015 holiday season by supporting the nonprofit City of Refuge.

The entire team had fun together making over 150 Christmas goodie bags for children who needed food. They also baked cakes and cookies for the Christmas party and donated linen to help with numerous housing programs. Several team members volunteered with the meal/feeding outreach to children.



Our team and a few guests at the **Courtyard by Marriott McDonough, GA** made blankets for the Children's HealthCare of Atlanta satellite office here in Henry County," said DOS **Carolea Campbell**. "We displayed one of the completed blankets in the lobby. It was a great hit with our guests and we collected money toward more blanket materials."



iCARE in the Community continued on page 6

iCARE IN THE COMMUNITY



Clearwater, FL

At the **Fairfield Inn by Marriott St. Petersburg Clearwater**, we gathered supplies for My Stuff Bags Organization who fills backpacks with necessities for children being placed into foster care," said GM **Alicia Jacobson**. "Our team also made blankets and donated two boxes full of needed items.



Charleston North, SC

The **Residence Inn by Marriott Charleston North** chose to support Florence Crittenton, an organization that provides shelter for women during their pregnancies, plus education in the care of newborns and employment training. "We took two trucks full of items to Florence Crittenton including several strollers, car seats, a crib, a baby swing, office supplies, shampoos, soaps, deodorants and numerous bags of clothes for both the infants and the teenage residents," said GM **Matt Barlett**.



McDonough, GA; Buford, GA; Alpharetta, GA

Under the leadership of **Sebastian De La Hoz**, AGM at the **Courtyard by Marriott McDonough**, his hotel, the **Fairfield Inn & Suites by Marriott, Buford**, the **Towne-Place Suites by Marriott Alpharetta** and the corporate office all sent volunteers to help serve early Sunday breakfast to the homeless in Midtown Atlanta before Christmas.

The team at the **Fairfield Inn & Suites by Marriott Holiday Tarpon Springs** contributed to their neighbors at the "Miracles for Pasco" facility, a transitional program to help families rebuild their lives and regain their independence," said GM **Kristin Iversen**. "We collected money and purchased diapers, toothpaste, mouthwash, other assorted toiletries, etc. When we rallied as a team and made a donation, we felt closer to our community."



Tarpon Springs, FL

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