

Hotel Equities Adds 21 Hotels in Texas and Oklahoma



Hotel Equities was selected to manage a portfolio of 21 hotels with 2,166 guest rooms owned by Premier Hospitality Management, Inc. in Texas and Oklahoma. The overall HE portfolio now stands at 91 hotels in 14 states.

Raj Patel serves as President and CEO of Premier whose portfolio features two independent full service

hotels and nine hotel brands including Marriott, Hilton and IHG.

“We’re excited to announce the partnership we’ve created with industry leader Hotel Equities,” said Mr. Patel. “I am confident that Hotel Equities will take the management of our assets to the next level and that will allow us to focus on future growth and development opportunities.”



Hotel Equities has created a regional office in Texas to support its operators in each discipline that impacts the business.

“We’re honored to partner with Premier Hospitality,” said **Brad Rahinsky**, President and COO of Hotel Equities. “Our values and priorities are in alignment. We’re confident in our ability to add value to the strong platform that Raj and his team have created.”

Hotel Development Partners Acquires Seven Marriott-branded Hotels

Hotel Development Partners (HDP) purchased a portfolio of seven select-service Marriott hotels from Houston-based Moody National. Hotel Equities will continue to manage all seven through its JV partnership with HDP. Six of the well-positioned, top-performing properties are in Atlanta.

“With well-established performance records, industry-leading brands and highly desirable locations, the hotels bring financial success and award-winning customer service with the deal,” said **Allen T. O’Brien**, CEO of HDP. “We will invest \$17M into these properties to improve guest experience and economic performance.”

The hotels are: FIS Alpharetta, FIS Buckhead, FIS Perimeter Center, SHS Alpharetta, TPS Alpharetta, TPS Kennesaw, all in metro Atlanta, and the FIS in Macon, Georgia.

“HE has a long-standing history with these seven hotels from site and brand selection through construction,” said **Fred Cerrone**, COO of HDP and Chairman & CEO of Hotel Equities.

Reardon Named Senior Vice President of Marketing & Business Development



Hotel Equities promoted **Joe Reardon** to Senior Vice President of Marketing and Business Development. Working with all major brands and with owners, he has led the HE development team in growing the portfolio to 91 hotels that include a mixture of select service, full service, independent and resort properties.

“Joe’s passion, commitment and results over the last year and a half have been inspiring,” said **Brad Rahinsky**, President and COO. “He continues to be a tremendous addition to our team by spearheading our impressive growth.”

*...14.5% yoy
RevPAR
increase,
surpassing its
competitive
set by 10.3%...*

In 2014, the portfolio saw a 14.5% year-over-year RevPAR increase, surpassing its competitive set by 10.3% in RevPAR growth and experiencing its strongest profit margins since the firm’s inception 26 years ago.



Hotel Equities Annual Awards

Chairman's Award



Kristin Iversen,
Lead GM
Hampton Inn & Suites
Navarre
Pictured with Fred Cerrone

Manager of the Year



Missy Davis,
SpringHill Suites Vero Beach

Sales Award of the Year



Amy Selby,
SpringHill Suites Vero Beach

Hotel of the Year

Fairfield Inn & Suites Charleston Airport



Brad Rahinsky, President & COO and Fred Cerrone, Chairman & CEO, visit with the Fairfield Inn & Suites Charleston team.

Revenue Generation Award

Missy Davis, Lead GM
SpringHill Suites Vero Beach

Leadership Award

Brooke Stall, GM
SpringHill Suites Alpharetta
Pictured with Elizabeth Derby



Pillar Award Profitability

Alicia Jacobson, GM
Fairfield Inn St. Petersburg Clearwater

Pillar Award Culture

Kristin Iversen, Lead GM
Hampton Inn & Suites Navarre



Rookie of the Year

Andy Peterson, GM
Fairfield Inn & Suites Marianna
Pictured with Chuck Powell



Pillar Award Growth

Kristin Iversen, Lead GM
Hampton Inn & Suites Navarre
Pictured with Rob Cote

Pillar Award People

Brooke Stall, GM
SpringHill Suites Alpharetta
Pictured with Nancy Curtin Morris



Manager of the 3rd Quarter

Jimmy Grover,
Courtyard McDonough



Manager of the 4th Quarter

Missy Davis,
SpringHill Suites Vero Beach



Manager award winners are pictured with Rob Cote, VP of Operations.

Sales Award of the 3rd Quarter

Mischa Moore, SpringHill Suites Lake Charles



Sales Award of the 4th Quarter

Angie Lee, Hampton Inn & Suites Navarre



Sales award winners are pictured with Beth Hogberg, Corporate Sales Coach.

Guest Service Champion

Lisa Heath, GM
Fairfield Inn & Suites Tifton
Pictured with Rob Cote





At the groundbreaking are (l. to r.) Bonney Ramsey, City of Waxahachie Planning & Zoning Commission, David Hill, City of Waxahachie City Council, Kevin Strength, Mayor, City of Waxahachie, Ron Stewart, Vice President of Development, Marriott International; Joe Reardon, Sr. VP of Marketing and Business Development, HE; Brad Rahinsky, President & COO, HE; and Doug Barnes, City of Waxahachie Economic Development Director.

Owners Break Ground in Texas; Fairfield Inn & Suites Waxahachie to Open Summer 2016

Hotel Equities and owners **Thomas and Michael Chen** of Scenic Capital Advisors broke ground for a Fairfield Inn & Suites by Marriott in Waxahachie/South Dallas, Texas in May. Expected to open in early summer 2016, the hotel stands beside the Waxahachie Civic Center, site of numerous events and meetings, and across from the newly completed Baylor Scott & White Hospital. "The Waxahachie location marks an important addition to our portfolio," said **Joe Reardon**. "We have connected

with a great new partner in Scenic Capital Advisors." "We are happy to be in Waxahachie because of its strong growth, promising long-term outlook and supportive community," said Thomas Chen.

Dignitaries not pictured included Thomas and Michael Chen, Principals, Scenic Capital Advisors; Laurie Mosley, Director, Waxahachie Convention & Visitors Bureau; Debra Wakeland, President and CEO of the Waxahachie Chamber of Commerce.

Fairfield Inn & Suites Opens in Lynchburg, VA

The 129-room Fairfield Inn & Suites by Marriott in Lynchburg, Virginia opened in mid-May. Overlooking the Liberty University campus, the former Wingate by Wyndham now operates as a Marriott franchise, owned by Liberty University and managed by Hotel Equities. **Becky Aleman** serves as the General Manager with **Brad Goodale** as the Director of Sales.



General Manager **Brad Wymer** (second from right) and Assistant GM **Chris Heaxt** (far right) lead the Wyvern Hotel's associates.

Two Hotels Earn "Hall of Fame" Award from Trip Advisor

Trip Advisor recently named the Wyvern Hotel in Punta Gorda, FL, and the Hampton Inn Jacksonville Downtown I-95 in Florida, to its "Hall of Fame" in recognition of earning the online rating service's *Certificate of Excellence* for five consecutive years. The award distinguishes top-performing hotels as reviewed by travelers on Trip Advisor, the world's largest online travel site. Both teams delight in delivering award-winning customer service to their guests.



GM **Yehoshua Yisrael** and DOS **Stephanie Zimerle** serve at the HI Jacksonville.

Coach's Corner:



#elevate: Conference Affirms our Culture

In May, Hotel Equities held the largest annual conference, coined **#elevate**, in the firm's history with 130 leaders in attendance, about 30 percent of whom were first-timers. Since our company has nearly doubled in size over the past six months, the timing was perfect to welcome new members of the team as part of our growing family.

Coming together, face-to-face, provided a rare opportunity to personalize our relationships and affirm our company culture in a way that cannot be duplicated. At the conference, our culture came to life; interactions inspired and renewed us. We returned to work with fresh ideas and conviction.

Teaching the Foundations class is one of my favorite things to do as Head Coach. I shared my story about the history of our company with associates, new and old, and they opened their hearts to share insights about what the culture means to them and to their teams.

The conference provided many opportunities for inspiration, education, celebration and teambuilding. We honed our skills in breakout sessions. We cheered the annual award winners. We even collected and donated food to a local charity.

I can attest to the fact that the Hotel Equities' culture is alive and well. Let's all chip in to make certain to keep it that way!

Hospitably,
Coach Fred



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.

Parade Showcases Hotel's Help in Vero Beach

Partnering with Riverside Theatre, the SpringHill Suites Vero Beach participated in the "Hibiscus Shopping Cart Parade" benefitting Harvest Food and Outreach, a local charity. "On parade day, we not only supported the charity, but we helped our top account promote their production and showed our community how we give back. It was a win/win/win," said DOS **Amy Selby**.



On A Break With...

Kevin Butler,
Regional Director of
Operations



Kevin and his wife, Christine

Team Votes to Help Animals

The Hampton Inn & Suites Navarre took a team vote and chose to support CARE (Citizens for Animal Rights Enforcement) of Santa Rosa County by hosting a pet food drive. "Thanks to our associates, guests and the community, who all helped with the successful collection," said GM **Kristin Iversen**.



Last movie seen...

"Pride and Prejudice" (not by choice!)

Last book read... The Traveler's Gift: Seven Decisions that Determine Personal Success by Andy Andrews

TownePlace Suites by Marriott Kennesaw Volunteers Monthly

Associates at the **TownePlace Suites Kennesaw** choose a way to give back to their community every month. Recently, they held a car wash at the hotel to benefit Children's Miracle Network. In May, they donated toiletries for a local women's shelter to brighten Mother's Day for the residents. "Our team is committed to making a difference for others," said DOS **Mary Johnson**, "and GM **Cailin Riddell** helps us find groups that need assistance."

Favorite Meal... Chinese

Education... Western Michigan University and the University of South Carolina

Donations Benefit Local Kids in Charleston

The Fairfield Inn & Suites Charleston Airport held a collection drive organized by the hotel's Chief Engineer **Nick Van Horn** to benefit the Low Country Orphan Relief. "They needed school supplies for the kids so we collected notebooks, paper, pencils/pens, scissors, tape, etc. from our associates, guests, local churches and the community," said GM **Dawn Wells**. **Kate Jeffords**, Sales Coordinator, is pictured with donations.



Favorite Music... R&B and anything that spins off from that

Family... wife Christine, daughter Mariah, and my dog

Hobbies... flight simulation, biking, hiking, cruising and RV'ing

"Best of Macon" Award Goes to Candlewood Suites

The Macon Award Program selected the Candlewood Suites Macon for the 2015 Best of Macon Hotels Award. With a focus on quality, the award recognizes an exceptional company that helps make the Macon area a great place to live, work and play. **Shirley Spillers** serves as General Manager and **Dana Childress** is the Director of Sales.

Baseball or football... Green Bay Packers

Lake or Beach... Beach



Fairfield Inn & Suites by Marriott is Just Ducky!

In June, the Fairfield Inn & Suites Perimeter Center kicked off its duck sales in anticipation of the annual Duck Dash race that benefits Children's Healthcare of Atlanta. Associates, guests and friends buy ducks at the hotel. The race takes place in September.

Tell us more: I made it through the first two stages of becoming a California Hwy. Patrol Officer, but accepted a hotel position during the process.



iCARE in the Community continued...

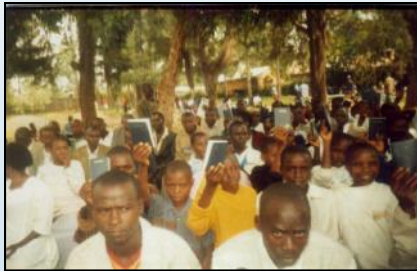


Jail Time Earns Donations

Courtyard McDonough Sales Coordinator **Jamesha Gilmore** (pictured) participated in the Henry County Lock-up benefitting the Muscular Dystrophy Association (MDA). DOS **Carolea Campbell**, Jamesha and the hotel associates collected more than \$300 in donations to make a difference in MDA's local healthcare service program and worldwide research efforts.

Donated Bibles Go to Kenya

When associate **Michael White** asked if the Fairfield Inn & Suites Marianna could donate some Bibles to his church, GM **Andy Peterson** said "yes". The Bibles went to Emanuel S.D.A Church in Greenwood, FL and Pastor Richard sent them to Proclaim His Love Ministry in Keroka, Kenya. Elder James Lumumbra distributed the Bibles to new members of the ministry (pictured).



Hotel Earns #1 Spot on Hampton Wall of Fame

The Hampton Inn & Suites Navarre finished first in guest tracking for the brand in the state of Florida for the first quarter of 2015 and earned a spot on the **Hampton Wall of Fame**. **Kristin Iversen** serves as GM, **Skylar Veurink** is the Operations Manager and **Angie Lee** is the Director of Sales.

Bauchrowitz Named Regional Director of Operations

Hotel Equities recently named **Erika Bauchrowitz** a Regional Director of Operations.



She has responsibility for the oversight of multiple brands in her region including Georgia, Florida, Louisiana and Missouri. "Erika's leadership, guidance and focus is critical to the success of the properties in her region," said **Rob Cote**, VP of Operations. "She is an excellent addition to our corporate team."

With a B.S. degree from the University of Las Vegas, Nevada, she has logged 20 years of experience in the hospitality industry including positions with Hyatt, Starwood and Hilton Hotels.

A native of Managua, Nicaragua, she enjoys playing golf, traveling and spending time with family.

One topic. Four Points of View!

Value 5: *The greatest leaders are the greatest servants.*

We have invited four leaders to share their thoughts on one HE value statement.

"I believe a servant leader puts the needs of others first and helps



people develop and perform as highly as possible! Actions speak louder than words. I make every attempt to lead by example, work along with my staff and show them that I will always do anything that I expect them to do."

Jimmy Grover
GM, Courtyard
McDonough, GA

"This value reminds me to have a *hospitality heart*. No two leaders are cut from the same cloth.



However, to our very cores, we must all possess a true heart for hospitality. That means coming to our properties every day ready to serve not only our guests, but also our associates, ourselves and God."

Stacy Norwood
GM, Fairfield Inn & Suites
Houma, LA

"Through humility and a spirit to serve, a great leader inspires people to do and be their very best. I believe people follow a leader who gets in the trenches with his/her troops. The most famous leaders of our time are known for serving the less fortunate and bringing hope and light through kindness."



Nicole Jones
GM, Fairfield Inn & Suites
Sulphur, LA

"A leader must know what it takes to make each team member successful and then motivate them to perform at that level. He/she must provide an environment in which members each use their talents and skills to exceed expectations and accomplish team goals. Members' accomplishments also fulfill their personal needs."



Mark Forcelledo
General Manager, Hilton
Garden Inn - Tulsa South

Hotel Equities Adds SHS in Northwest Houston

Hotel Equities was chosen to manage a one-of-a-kind SpringHill Suites by Marriott under construction on the Northwest Freeway in Houston's growing medical and business corridor.



SpringHill Suites by Marriott Northwest Houston

Set to open in summer 2015, the hotel is Hotel Equities' fourth Marriott-branded property in the state.

Unique to the SpringHill Suites brand, the hotel features 4,500 square feet of meeting space plus an additional 1,500 square feet of pre-function space to accommodate the strong conference demand in the market. The community caters to numerous medical conferences, business meetings and cultural events, as well as weddings and other weekend social gatherings which are a perfect fit for the new hotel.

"We are delighted to add another Marriott property in Texas where we have a healthy and growing pipeline," said **Joe Reardon**, Sr. VP of Marketing and Business Development for HE.



Hotel Equities To Operate New Marriott Hotel in Louisiana Fairfield Inn & Suites West Monroe to Break Ground in Summer 2015

Hotel Equities announced its selection to manage the Fairfield Inn & Suites by Marriott under development in West Monroe, Louisiana. The hotel will break ground this

summer and open in the third quarter of 2016.

"Hotel Equities has been a wonderful partner in helping us identify the right markets and the right products," said Nimesh Zaver, a member of the hotel's ownership group along with Jon Patel and Kevin Patel. "We will continue to build a great partnership with them throughout Louisiana."

"We are excited to continue our growth in Louisiana with this entrepreneurial ownership group that is one of the best at identifying markets that continuously outperform the industry norms," said **Joe Reardon**, HE's SVP of Marketing & Business Development.

The hotel is located near numerous corporate offices, as well as the University of Louisiana-Monroe and the Ike Hamilton Expo Center, the area's number one tourist attraction and an important economic engine in the region.

Conor Taps HE to Manage, Convert Full Service Hotel

Conor Acquisitions Group selected Hotel Equities to manage the 262-room Hotel Joplin



in Joplin, Missouri that will rebrand to the well-known DoubleTree by Hilton after undergoing a \$6 million renovation during the next 12 months.

The renovation will reduce the key count to 185 spacious rooms, making it the iconic place to meet in the mid-west. Located adjacent to the city's 50,000 square feet of convention space, the hotel itself offers over 15,000 square feet of meeting space, plus a lobby bar and restaurant.

"This acquisition reinforces our commitment to create a truly nationwide presence for Conor," said **Joe Reardon**, Hotel Equities' Sr. Vice President of Marketing and Business Development. "For the past few years, we have worked in partnership with Conor to manage their properties. They are vital to our strategic vision moving forward on conversions and acquisitions."

"Because of Conor's unique ability to reposition and convert projects, we have a strong vision for this hotel," continued Mr. Reardon. "As the largest hotel with the best location in the area, we see it becoming a natural hub for regional and national corporate meetings and association groups. We will combine Conor's development vision with Hotel Equities' full service operation's expertise to make this one of the best Doubletree by Hilton hotels in the system."

Congratulations!

2015 Team Members of the 1st Quarter

Candlewood Suites Macon
Nicolas Herndon

Clarion Cartersville - Qiana Palmore

Country Inn & Suites Calhoun
Pamela Holt

Courtyard Buford/Mall of Georgia
Dwayne Miles

Courtyard McDonough -
Aretha Pompey

Courtyard Memphis East
William Smith

Fairfield Inn Ft. Myers
Jeremy Thigpen

Fairfield Inn St. Petersburg
Clearwater
Christina Brooks

Fairfield Inn & Suites Alpharetta
Maria Cerezo

Fairfield Inn & Suites Buckhead
Damar Grey

Fairfield Inn & Suites Charleston
Airport - Melvina Doctor

Fairfield Inn & Suites Gainesville
Cortney Lis

Fairfield Inn & Suites
Holiday Tarpon Springs
Ivonne Garnica

Fairfield Inn & Suites Houma
Jaime Solet

Fairfield Inn & Suites Macon
Candace Rainey

Fairfield Inn & Suites Marianna
Tamicka Bradwell

Fairfield Inn & Suites Perimeter Ctr.
Bobby Wilkerson

Fairfield Inn & Suites Sulphur
Mazaba (Zee) Giles

Fairfield Inn & Suites Tifton
Nicole Burns

Hampton Inn Dalton
Consuelo Guijon

Hampton Inn Jacksonville
Downtown I-95 - Tammy Day

Hampton Inn Stone Mountain
Mirela Jakupovic

Hampton Inn & Suites Navarre
Amando Mayo

Holiday Inn Express & Suites
Port St. Lucie West
Ingrid Medrano-Navarro

Hyatt Place Savannah
Tiffany Brown

La Quinta Inn & Suites Boone
Teresa Storie

Quality Inn Phenix City
Martha Thomas

Sleep Inn Boone
Hasret Jackson

SpringHill Suites Alpharetta
Eunid Diaz

SpringHill Suites Lake Charles
Emilee Gutierrez

SpringHill Suites Lancaster
Melina Orozco

SpringHill Suites Pensacola Beach
Derrick Beal

SpringHill Suites Vero Beach
Sonia Sydney

Super 8 Boone
Justin Turbyfield

TownePlace Suites Alpharetta
Sabina Ross

TownePlace Suites Kennesaw
Victoria Rossi

Wingate by Wyndham Alpharetta
Gloria Benitez

Wingate by Wyndham Buford
Rufina Munoz

Wingate by Wyndham Lynchburg
Fran Brooks

Wyndham Garden
New Orleans Airport
Sharon Olson

The Wyvern Hotel Punta Gorda
Adam Ruth



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All calls are taken by our Chaplain,
Rev. Greg Smith, and are confidential.

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