

HOTEL EQUITIES ROLLS OUT FULL SERVICE & RESORTS DIVISION: TAPS INDUSTRY VETERAN BUOMPASTORE AS VICE PRESIDENT



DOMINIC BUOMPASTORE

In response to its dynamic growth, Hotel Equities created a Full Service & Resorts Division and named long-time industry veteran **Dominic Buompastore** as the Vice President of Operations, Full Service & Resorts. Mr. Buompastore reports to **Chuck Powell**, SVP of Operations.

“Dominic is a passionate leader with a long, successful history in full service and resorts,” said Mr. Powell. “He brings an outstanding record of driving revenue and profits, plus strong food and beverage acumen, guest service and associate engagement.”

Currently, the Full Service & Resorts Division covers about ten percent of Hotel Equities’ 100-hotel portfolio and the firm expects the division to double in size over the next 12-16 months. Because Hotel Equities’ senior leadership holds an extensive background in the full service and resort segment, the firm carefully timed and strategically implemented the addition of its new division.

OPENINGS: ADDITIONS SPUR HE GROWTH

In Colorado, Florida, Louisiana and Georgia, Hotel Equities added new management contracts and opened properties to continue the company’s growth spurt. The Fairfield Inn & Suites by Marriott Colorado Springs North joined the portfolio in October as the firm’s first property in the state of Colorado. In November, the firm added its tenth hotel in Florida with the management of the Hampton Inn by Hilton Panama City Mall.

The 122-room Courtyard by Marriott New Orleans Westbank/Gretna in Louisiana opened in early December with **David Mock** as the General Manager. GM **Lauren Cato** and her team celebrated the Grand Opening of the Fairfield Inn & Suites by Marriott Buford, north of Atlanta, Georgia.



Fairfield Inn & Suites by Marriott Colorado Springs North

SHS VERO BEACH NAMED MID-SIZE COMPANY OF 2015



From left: Talya Shephard, Keith Kite, Missy Davis and Amy Selby.

At its 18th Annual Industry Appreciation Awards Luncheon, the Indian River County (FL) Chamber of Commerce named the SpringHill Suites by Marriott Vero Beach, FL the 2015 Medium Company of the Year, based on employment levels.

Hotel Equities serves as the management company and shares ownership of the hotel with Vero Beach-based Kite Properties, LLC. **Missy Davis** serves as the General Manager, **Amy Selby** is the Director of Sales and **Talya Shephard** is the Operations Manager.

The award recognizes local businesses that stimulate the Indian River County economy, make contributions back to the community, provide quality year-round employment and have an overall positive impact on the county.

COACH'S CORNER: GROWTH BRINGS OPPORTUNITY

QUOTES WORTH SHARING

"Let there be peace on earth and let it begin with me."

from the song by

-JILL JACKSON MILLER

"A veteran is someone who, at one point in their life, wrote a blank check made payable to: The United States of America, for an amount of up to and including my life."

-UNKNOWN

"A woman is like a tea bag- you never know how strong she is until she gets in hot water."

-ELEANOR ROOSEVELT

"Nobody cares how much you know, until they know how much you care."

-TEDDY ROOSEVELT

"There is Success in every failure and failure in Success. Learn from both."

-GREG SMITH

It's no secret: Hotel Equities completed a banner year in 2015!

We added 42 hotels to our portfolio and reached the 100-property milestone. Just as important, we hired experienced industry professionals for key leadership positions at the regional and corporate levels to direct and manage our growth.

We also put additional training programs into place to provide career path options for our 1600+ associates. Our Leadership Development Program graduated its seventh class and we launched our first Management Development Program with a class of eight. Our first two Hospitality Interns [Management Trainees] joined the firm last summer.

With growth comes both challenges and opportunities. I am most excited about the opportunities our growth provides to our team members.

By the end of 2016, Hotel Equities will employ more than 2000 associates. I see an opportunity to not only provide them with meaningful work and an opportunity



for career growth, but also a way to become involved in charitable opportunities within their communities.

More than 2.7 million people stayed in our hotels in 2015. Our growth also provides new opportunities to impact the lives of those individuals with warm, caring hospitality in a crisp, clean, safe and well-maintained lodging environment.

True to our firm's culture statement, I believe that 2016 will bring opportunities to make a distinct difference in the lives of many people.

Hospitably,
Fred Cerrone

THREE REGIONAL REVENUE MANAGERS JOIN *HE* TEAM



BARBARA SOUCIA



YANBO ZHU



MISCHA MOORE

Hotel Equities added three new Regional Revenue Managers (RRM) to the firm's leadership team. **Barbara Soucia** is based in the Atlanta corporate headquarters' office, **Yanbo Zhu** works from the firm's regional office in Plano, Texas, and **Mischa Moore** is based in Lake Charles, Louisiana. All three report to **Drew Salapka**, Vice President of Sales & Revenue Generation.

The RRM's each work with a defined number of properties in the Hotel Equities' portfolio to assist, support and direct pricing, as well as yield management and mix management, in order to maximize and grow RevPAR. They also conduct training for the Directors of Sales at their respective hotels.

INDUSTRY VETERANS JOIN HOTEL EQUITIES' GROWING TEAM OF LEADERS

To manage its growing portfolio of assets, Hotel Equities added two Regional Directors of Operations to its infrastructure by naming **Joe Sebestyen** and **Tim Goodman**. They report to **Chuck Powell**, the firm's SVP of Operations. Each has responsibility for the oversight of multiple brands in his assigned region.



JOE SEBESTYEN

An award-winning professional with more than 30 years of operational and sales experience, Joe served as a Regional Director of Operations for both Marriott International and Compass Group. He holds extensive experience in managing conference centers.



TIM GOODMAN

Tim comes with over 25 years in the hospitality industry. He has operated resorts, airport and suburban properties plus downtown convention center hotels. His experience includes new build openings, major multi-million dollar renovations and brand flag changes.

DONATION TO CHILDREN'S HOSPITAL HIGHLIGHTS HOTEL CELEBRATION



Hotel Equities held a Grand Opening and Ribbon Cutting for the new 106-room Home2 Suites by Hilton hotel in St. Louis/Forest Park, Missouri, the first of its brand in the city. **Amanda Michael** serves as General Manager and **Carron Bean** is Director of Sales. It is the first Home2 Suites by Hilton in Missouri. Above All Development, owner of the hotel, presented a check for \$10,000 to the Shriners Hospital for Children in St. Louis in celebration of the opening. Principals of the firm include **Stan McCurdy**, **Bryan Aston**, **Jeff McCurdy** and **Tom Behle**, all of whom attended the event.

HOTEL EQUITIES CUTS RIBBON AT FAIRFIELD INN & SUITES BY MARRIOTT BUFORD, GA

Hotel Equities held a Grand Opening and Ribbon Cutting for the Fairfield Inn & Suites by Marriott in Buford, Georgia, just north of Atlanta. **Lauren Cato** serves as General Manager and **Malinda Foster** is Director of Sales.

Hotel Equities holds an ownership position in the hotel and directed the property's multi-million dollar conversion/renovation to the latest generation of Marriott's highly successful Fairfield Inn & Suites brand.

Dignitaries in attendance included **Glenn Lewis**, Regional Vice President Marriott CFRST Franchise Lodging; **Mitchell Nies**, BB&T; **Craig Brown**, CFO, Gwinnett Chamber of Commerce; **Dr. Ramie Tritt** and **Alan Bennett**, owners of the hotel; and **Fred Cerrone**, Chairman & CEO, Hotel Equities.



ON A BREAK WITH SOMMER SHIVER, CORPORATE COMMUNICATIONS & MARKETING MANAGER



Sommer and Kim, her mom and best friend.

LAST MOVIE SEEN – "Spotlight" with Michael Keaton and Rachel McAdams

LAST BOOK READ – *Creativity, Inc.* by Ed Catmull

FAVORITE TYPE OF MUSIC – I like it all! Some of my faves are Dave Matthews, Zac Brown, Jewel, Kacey Musgraves, India Arie, Jason Mraz, Adele...

FAMILY – Big, wonderful family in Florida. I visit often!

HOBBIES – I like to refinish and repurpose furniture and I dabble in photography!

BEACH OR LAKE – Beach, hands down.

BASEBALL OR FOOTBALL – College football. Go Gators!

BEST HOTEL OR RESORT YOU'VE EVER VISITED – "The Gates Hotel" in Key West, FL. Very trendy & innovative and you can tell the staff members love their jobs.

NAME AND DESCRIBE YOUR PET – Amy (Pug) #highmaintenance #givemefood #lovethatdog and 3 step-kitties; Moses,

Cleo & Simba.

FAVORITE PLACE TO EAT – Anywhere off the beaten path. One of the best breakfast dives I've found in Atlanta is called "Home Grown". They have their own garden next door & kale growing in window planters...guaranteed freshness. Expect a wait, but know it will be worth it!

TELL US MORE - In 1st grade, I had a complete tantrum when my mom was dropping me off at school and I refused to go inside! All because during dinner the night prior, the news blasted headlines about bombing Baghdad, people dying, rockets flying through the air, etc. My school was "Bagdad" Elementary School in Bagdad, FL. See how things can be misinterpreted!? It's tough to be a kid.

STALLWORTH NAMED HUMAN RESOURCES DIRECTOR



With more than 20 years of experience in the field, **Juanita Stallworth** joined Hotel Equities as Director of Human Resources. She implements HR strategies by establishing department accountabilities including talent acquisition, employee relations and legal compliance. The HR Team includes **Delaney Bush** (left), HR Coordinator and **Bethany Downey**, HR Coordinator/Recruiter.

Previously, Juanita held leadership positions with Radio Shack and Papa John's where she specialized in employee relations and development. Active as a member of the Society for Human Resource Management, she also enjoys directing her church choir and cooking.

MISSY DAVIS NAMED A 'GM TO WATCH'



*H*otel Management, a top hospitality trade magazine, named **Missy Davis** one of its 2015 Top 25 GM's to Watch. Ms. Davis serves as General Manager of the SpringHill Suites by Marriott Vero Beach, FL and a lead GM for Hotel Equities.

Nominated through an online process, the GMs to Watch come from all segments of the hotel industry and they represent well-known brands and independent properties. What unifies them is their ability to inspire their associates, their employers and their guests on a daily basis.

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.

ONE TOPIC, THREE VOICES: VALUE 5: "THE GREATEST LEADERS ARE THE GREATEST SERVANTS."

Serve our associates by making sure they are fully equipped and trained. In turn, they deliver service that creates happy, returning guests.

LEE SMITH, GM, HYATT PLACE SAVANNAH AIRPORT, GA



A great leader puts the guests and associates first, then leads by example and listens to the ideas of others.

KAREN JENKINS, GM, FAIRFIELD INN & SUITES BY MARRIOTT ALPHARETTA, GA

When I help others achieve their goals, I become stronger and more motivated in my own objectives for success.

DEBBIE ANTHONY, GM, HAMPTON INN & SUITES BY HILTON DURANT, OK



FOOD DRIVE HELPS TEAMMATE FLOOD VICTIM

Driven out of her home during the fall flood, an associate at the Fairfield Inn & Suites by Marriott Charleston Airport, SC returned to stacks of food collected by her hotel teammates and delivered to her front porch as a surprise. The housekeeping staff also sent a generous gift card to help with her recovery.

HURRAH FOR HABITAT!

Fairfield Inn by Marriott St. Petersburg/Clearwater, FL volunteered at a Habitat build by painting, caulking, cleaning and scraping.



Pictured from left are Alicia Jacobson, William Carvalho, Cheryl Peck, April Henn, Kenesha Jordan and Brenda Coleman.

FAMILY THANKS TEAM

The Holiday Inn & Suites Stillwater, OK provided discounted rooms and meeting space for relatives of a couple killed in a tragic accident. A family spokesperson expressed deep appreciation for the team's caring attitude and thoughtfulness.

FOOD DRIVE BENEFITS COMMUNITY

The Holiday Inn Express & Suites, Durant Inn & Suites and Hampton Inn & Suites by Hilton worked together to organize a food drive that filled two big boxes in Durant, OK. "It felt good doing our part to help those less fortunate," said associate **Lori Havener**. "In the spring, we plan to do more."

BRUNCH SERVED TO SHEPHERD CENTER'S PATIENTS

Leslie James, DOS; **Francene Wright** and GM **Julia Scheffsky**, with the Fairfield Inn & Suites by Marriott Atlanta Buckhead, hosted a brunch for 150 patients and their families at The Shepherd Center, a local hospital treating people with spinal cord injury and disease and other neuromuscular problems.

"We are a preferred hotel and have welcomed over 100 families this year," said Leslie. "Our team members ensure every Shepherd guest is comfortable in their home-away-from-home while their family member is in recovery."



WHAT'S HAPPENING? HOTEL'S PRESENTATION SCORES RESULTS

The Courtyard by Marriott McDonough, GA's Sales Coordinator, **Jamesha Gilmore**, put together an impressive presentation that convinced the Miss Georgia USA Junior pageant to use the hotel for its accommodations. The beautiful contestants drew positive attention to the hotel.

PROJECTS RAISED AWARENESS AND FUNDS

Naïma Tinsley, GM at the Clarion Inn Cartersville, GA and her team chose to join the fight against Breast Cancer as one of their community service projects. Over several months in the fall, they raised funds and awareness through events and several 'Dress Down Fridays'. Some associates participated in a walk.

VOLUNTEERS SERVE BREAKFAST TO THE HOMELESS

Volunteers from three hotels and the corporate office helped serve breakfast to more than 300 homeless people on a Sunday morning before Christmas. **Sebastian De La Hoz**, AGM Courtyard, McDonough, GA organized the HE team.

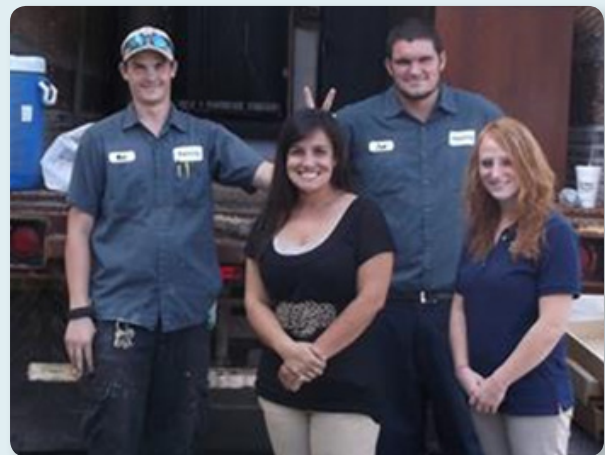


HOTEL HOSTS CLINIC PATIENTS

Just before Thanksgiving, the Hampton Inn by Hilton Stone Mountain, GA partnered with the local Radiotherapy Clinics of Georgia to host a luncheon for more than 35 radiotherapy patients and the clinic's staff members. "Our entire team interacted with the patients and showed them our caring hospitality," said DOS **Deborah Phillips**. "It was truly a wonderful experience."

HOTEL JOPLIN DONATES TO HABITAT FOR HUMANITY

During the renovation to convert to a DoubleTree, the Hotel Joplin is donating furniture to Habitat for Humanity. The hotel's goal is to donate items that equal the cost of construction of a new home for a needy family by summer 2016. Then, the associates will build a new Habitat home and present the keys to the homeowner as they open the doors to their new home, the DoubleTree.



Matt, Jennifer, Jacob, and Jerry worked hard to help Habitat load it up.

BORDONARO ELECTED TO ROTARY BOARD

An active member of the Rotary Club of Lake Placid, NY, **Carolyn Bordonaro** was recently elected to the Board of Directors for a three-year term. The Club raises money for local and international causes and works on community projects. Carolyn serves as Sales Manager for the Courtyard by Marriott Lake Placid, NY.



Carolyn with Rotary folder

"ARTNIGHT" BENEFITS SCHOOL ART PROGRAM

Springhill Suites by Marriott Lancaster/Palmdale, CA held its first ArtNight in December to showcase the work of local high school students and to raise money for the school's art program. "Thanks to organizer **Susan Brooks**, our DOS, Art-Night was a huge success," said GM **Chris Korologos**. "We donated money and the front desk team created a "Springhill Suites Art Cart" for the school."



TOP GSS SCORES EARN SHOUT OUT!

"I want to give a shout out to General Managers **Chris Korologos** and **Missy Davis** for Marriott's Springhill Suites brand Q3 results with truly outstanding Guest Satisfaction Scores (GSS)," said **Rob Cote**, VP of Operations. "Thank you both for leading such awesome teams and taking incredible care of our guests! Great job!"

Highest guest satisfaction score in the brand: SHS Vero Beach, FL with an 87%. "Highest Intent to Recommend" in the brand: SHS Vero Beach, FL with an 89.3%. 3rd highest Staff Service score in the brand: SHS Lancaster/Palmdale, CA with an incredible 94.1%!



SHS PENSACOLA BEACH NAMED BUSINESS OF THE MONTH

The Gulf Breeze Area Chamber named the SpringHill Suites by Marriott Pensacola Beach, Florida as the Chamber's Business of the Month for December 2015. With a commitment to excellent guest service and a culture of giving back, the hotel draws guests and retains a loyal staff.

During the recent renovation, the hotel donated furniture to Habitat for Humanity. Annually, it hosts several fundraisers, including ArtNight to benefit a local elementary school art program.



The SHS by Marriott Pensacola Beach team proudly receives their Business of the Month banner.

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HOTEL EQUITIES HERALD

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