

Hotel Equities Marks Banner Year in Growth and Profits



Residence Inn by Marriott - Miami Beach / Surfside

In 2014, Hotel Equities marked the most successful year in its 25-year history with the addition of 22 hotels to its portfolio, growing the total number of hotels to 62, representing 20+ brands in 13 states. States added included California, Texas, Missouri and Connecticut.

The firm's 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 in 1989.

"We're in 13 different states now, so we're not just a 'Southeast Regional' company anymore," said **Brad Rahinsky**, President and COO of Hotel Equities. "Some of our most ambitious projects to date include a \$53 million dollar Residence Inn in Miami Beach/Surfside, scheduled to open late summer and an ocean-front Residence Inn in Costa Rica that will begin construction later this year."

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To manage the demands of rapid growth, Hotel Equities restructured and expanded its leadership team, elevating **Chuck Powell** to Sr. VP of Operations, promoting **Kevin Butler** to Regional Director of Operations and hiring Garfield Campbell as Director of Business Development. The firm spent over \$1 million in the past year to improve its infrastructure including talent, IT, training and systems securities.

With a robust pipeline entering 2015, Hotel Equities expects growth to continue with a thoughtful, strategic approach to expanding with the right partners in the right markets. The firm seeks acquisitions, new development opportunities and third-party management agreements. The portfolio mix will continue to expand in the full service and destination sectors along with industry-leading select service and extended stay assets.

From the Development Team: Portfolio Grows West

At the end of last year, Hotel Equities added the full service Wyndham Garden Metairie/New Orleans Airport to its growing number of hotels in Louisiana. In the first quarter, the firm was selected to manage four Marriott hotels under development in the Lone Star State: the FFIS Waxahachie, the FFIS Pasadena, the SHS Austin and the SHS Houston.

"Expanding our management portfolio deeper into the heart of Texas is of strategic importance," said **Joe Reardon**, VP of Marketing and Business Development. "With significant growth in Louisiana, going into Texas was a natural choice."

Hotels coming soon include the FFIS West Monroe, LA, the FFIS Dublin, GA and the Holiday Inn Joplin, MO that will convert to a Doubletree.

Powell Promoted to Senior VP of Operations

Hotel Equities promoted **Chuck Powell** to the position of Senior Vice President of Operations, reporting directly to **Brad Rahinsky**, President & COO. His responsibilities include oversight of operations, human resources and revenue generation efforts for the firm. He works closely with the Hotel Equities' executive team.



"Guiding Hotel Equities' rapid growth, Chuck's strategic approach elevates our organization's processes and procedures in all disciplines, including food and beverage," said Brad. "He is making a significant and measurable impact on our firm. He models and inspires success with his team and works effectively with our investors."

Chuck has 25+ years of experience as an award-winning General Manager and industry executive.

Hotel Equities Wins Marriott Awards Marriott names Davis Diamond GM



At the recent Marriott GM Conference in Washington, DC, Marriott International named **Missy Davis** a *Diamond General Manager of the Year* for the SpringHill Suites brand. She is one of three of the brand's top General Managers to earn the award for 2014. The highest honor given at the conference, the Diamond GM Award is based on the individual's overall hotel leadership, financial management, sales leadership and community service and for serving as a champion of the brand culture model. Missy serves as the General Manager for the SHS Vero Beach, Florida. Hotel Equities serves as the management company and shares ownership with Kite Properties, LLC.

Five Hotels Capture Top Marriott Awards

Many of the firm's Marriott General Managers attended the conference, along with **Rob Cote**, VP of Operations and **Kevin Butler**, Regional Director of Operations. Hotel



Equities collected an additional five coveted Marriott awards. Fairfield Inn & Suites Tifton, **Lisa Heath**, GM, earned the *Platinum Award* for placing in the top 5% of the brand in overall Guest Satisfaction Scores (GSS). The Fairfield Inn & Suites Holiday Tarpon Springs, **Kyle Von Kohorn**, GM, and the SpringHill Suites Vero Beach, **Missy Davis**, GM, each captured the *Gold Circle Award* for ranking in the top 10% of their brands in overall GSS. The SpringHill Suites Lake Charles, **Moe Chabkoun**, GM, and the Courtyard McDonough, **Jimmy Grover**, GM, each took the *Silver Circle Award* for placing in the top 20% of their brands in overall GSS for the year. The SHS Vero Beach team also won the *Quality of Breakfast Award* given to the top two hotels in the brand, based on GSS surveys.

Courtyard Memphis Wins First Key to Excellence Award



During the recent Associate Appreciation Week, Hotel Equities challenged each hotel to refresh their break room and create a place where the associates can relax, with a design that reflects the Hotel Equities' culture and how it is alive at their hotel! The hotels submitted "before" and "after" pictures and competed for designing the best break room.

GM **Lisa Cline** and her team at the Courtyard Memphis East won the contest and were awarded the first Key to Excellence Award that now hangs proudly at their hotel. The award itself, pictured here, is modeled after a traditional hotel room key and bears the number 1012, signifying the number of rooms in the Sheraton Boston, the first hotel where Chairman & CEO Fred Cerrone began his hospitality career. The award will travel to other properties as they earn honors or perform outstanding tasks.

Coach's Corner:



The Right Seat on the Bus

Hotel Equities posted record success in 2014 and we anticipate another great year to come.

As we add properties, we are looking for the right people to fill a variety of positions. When we hire and promote, we sometimes refer to the process as "making certain that people have the right seat on the bus."

You may have experienced being on a team where people had to assume roles that didn't suit them: an outfielder forced to pitch or a maintenance chief forced to work at the front desk. It is critical to place people in positions where their gifts and talents can be properly utilized.

When members constantly play "out of position," energy gets drained, morale erodes and the team doesn't play up to its capability. At Hotel Equities, what our leaders are really trying to do is maximize the gifts and talents of each associate. We want you "in the right seat on the bus."

We would also like to see you continue to learn and grow with us. Show us your talents. Share your dreams and goals with your leadership and coaching teams. Opportunities abound. Grab your seat, make sure it fits well and enjoy the ride.

Hospitably,

Coach Fred

iCARE in the Community

iCARE, Influential, Community, Authentic, Responsible, and Engaged is an expression of the Hotel Equities' culture.



Treats Reward Team after Mardi Gras

The Wyndham Garden Metairie team filled iCARE bags with pick-me-ups (Gatorade, chocolates and handwritten thank you notes) to give the team a little pep in their step and help them survive the day after Mardi Gras in New Orleans.

Birthdays Bring a Reason to Celebrate

The Wingate Mall of Georgia team celebrated the birthdays of two associates, **Roni Fleischer** and **Ana Cordova** (both center) with cake and good wishes.



Courtyard Memphis Holds iCARE Fridays

With a plan to give back to the community, CY Memphis kicked off a new program called "iCARE Fridays." With a \$10 donation, paid in advance, a team member may wear jeans and athletic shoes to work on Fridays. Uniform shirts and iCARE Friday donation buttons must also be worn with the jeans. "Each month the team selects one local nonprofit to receive their donations," said GM **Lisa Cline**. "In March, we will give to the Special Olympics of Greater Memphis."



TripAdvisor Exceptional Service Award Winner

Taylor Hillburn of the Fairfield Inn & Suites Charleston Airport was recognized among 3,500 nominees as a winner of the Exceptional Service Awards. TripAdvisor launched the awards to travelers asking them to nominate hospitality professionals who went above and beyond to deliver outstanding service in the past 12 months.

The Wyvern Hotel Team Reviews iCARE

"A recent teambuilding meeting at The Wyvern Hotel featured balloons, stars and a group of smiling faces as they reviewed the meaning of iCARE," said **Chris Heaxt**, Assistant GM. Pictured left to right are **Oleydis, Leticia, Idalia, Maria, Maryanne, Norma** and **Ismael** (front).



Houma Hotel Helps House of Hope

GM **Stacy Norwood** and team members of the Fairfield Inn & Suites in Houma recently collected food and personal care items for House of Hope, a local homeless shelter. Pictured, are some of the associates who helped collect and donate items.

Associates Make Blankets for Kids

Our team enjoyed making blankets for the local Ronald McDonald House as our community outreach project this month," said **Kristin Iversen**, Lead GM and GM of the Hampton Inn & Suites Navarre. "It was special to deliver them as a team and give them to the children."



On A Break With....

Emmy Schmid, Director of Human Resources



1- **Last movie seen...** "Alien"

2- **Last book read...** The Baseball Codes: Beanballs, Sign Stealing, and Bench-Clearing Brawls: The Unwritten Rules of America's Pastime by Jason Turbow (simultaneously with) Living Language Spanish

3- **Favorite Meal...** Salmon with Baked Potato

4- **Education...** B.A. Writing, Carroll College, Helena, MT

5- **Favorite Music...** Static X, Rob Zombie and Bach

6- **Family...** Husband Jeff and son Henry, Age 11

7- **Hobbies...** Buy, break and train young horses for hunter/jumper venue; little league baseball; writing stories; research on HR topics and psychology (Photo with Eros)

8- **Baseball or football....** I love Yankee's baseball and Denver Broncos football.

9- **Dogs or cats...** Dogs.

Tell us more: I love watching professional bull riding. In my next life, I want to be either a reclusive composer or a doctor that works in a poor country and gets paid with chickens. I hated watermelon until two years ago and now I can't get enough of it. I am as comfortable wearing high heels as I am in muddy boots. I was an extreme introvert as a child.

New Faces, New Places at HE Hotels



Brad Goodale, DOS,
Wingate by Wyndham Lynchburg



Stephanie Guilbeaux-Corkran, DOS,
Fairfield Inn & Suites Sulphur



Delona Martin, GM,
Country Inn & Suites Calhoun



Amanda Michael, GM,
Home2 Suites St. Louis



Sonya Newberry, GM,
Super 8 Boone



Rohit Radhakrishnan, GM,
Hyatt Place Savannah



Natasha Taylor, GM,
La Quinta Inn & Suites/Sleep Inn & Suites
Boone



Mary Beth Weiss, Sales Manager,
Clarion Cartersville/Country Inn & Suites
Calhoun

Becky Aleman, GM,
Wingate by Wyndham Lynchburg



Wesley Ludloff, GM,
Wyndham Garden Metairie



Sean McKeen, GM,
Residence Inn Miami Beach / Surfside



Julie Muriuki, GM,
Courtyard Mall of Georgia



Lisa Stone, GM,
Hampton Inn Stone Mountain



Edmonds Earns Top Award

Hotel Equities named **Lula Edmonds** the firm's Team Member of the Year 2014 during Associate Appreciation Week in March. Nominated by her General Manager **Dawn Wells**, Lula serves as the Housekeeping Inspector at the Fairfield Inn & Suites Charleston Airport where she has worked for more than 3 years. She completed against team members from more than 20 hotels company-wide. **Elizabeth Derby**, VP of Talent and Administration, presented the award.



Elizabeth Derby, Lula Edmonds and Dawn Wells

"Self-motivated, Lula takes responsibility, works beyond the call of duty as needed she lives and breathes the Hotel Equities' culture," said Dawn. "She continues to grow and learn, as demonstrated by her promotion to supervisor. Her success is the entire hotel's success and is represented in our increased Guest Satisfaction Scores. Lula's success doesn't stop with the guests; she has built a healthy rapport with her co-workers which has increased employee productivity because she is looked up to as a role model."

We Get Letters...

*"I stayed at the Fairfield Inn & Suites Buckhead for two weeks and was treated exceptionally well. The staff, specifically **Destinee, Carmen, Damar and Anthony**, were incredibly accommodating. They are consummate professionals and a credit to the Marriott organization, to Julia Scheffsky, the hotel's General Manager and to you."*

-A.C.

Congratulations!

2014 Team Members of the Year

Candlewood Suites Macon
Norma Southerland

**Courtyard
Buford/Mall of Georgia**
Kelly Holmes

Courtyard McDonough
Diane Chelsey

Courtyard Memphis East
Teresa Abram

**Fairfield Inn
St. Petersburg Clearwater**
Carmen Santander

Fairfield Inn & Suites Alpharetta
Kevin Nelson

Fairfield Inn & Suites Buckhead
Travis Jones

**Fairfield Inn & Suites
Charleston Airport**
Lula Edmonds

Fairfield Inn & Suites Gainesville
Clara Ayla Maldonado

Fairfield Inn & Suites

Holiday Tarpon Springs
Kathy Corrousch

Fairfield Inn & Suites Macon
Michael Hill

**Fairfield Inn & Suites
Perimeter Center**
Anissa Teal

Fairfield Inn & Suites Tifton
Joseph Level

Hampton Inn Dalton
Ariele Smith

Hampton Inn Jacksonville
Samantha Brown

Hampton Inn Stone Mountain
Malaika Harvey

Hampton Inn & Suites Navarre
Darla Bray

La Quinta Inn & Suites Boone
Rich Moses

Sleep Inn Boone
Laura McGinn

SpringHill Suites Alpharetta
Alexis Jochim

**SpringHill Suites
Pensacola Beach**
Zarda Smith

SpringHill Suites Vero Beach
Arlette Chary

Super 8 Boone
Jennifer Cogar

TownePlace Suites Alpharetta
Yvette (Torres) Ramirez

TownePlace Suites Kennesaw
Nic Brooks

Wingate by Wyndham Alpharetta
Bryan Sawyer

Wingate by Wyndham Lynchburg
Craig Heuslin

**The Wyvern Hotel
Punta Gorda**
Ismael Cordova

One topic. Four Points of View!

Wherever you are, be there.

To include more voices in the newsletter, we are introducing a new feature. In each issue, we will invite HE associates to share their thoughts on one value statement. The first is Value Statement 6, "Wherever you are, be there."



"At my property with my team, I am genuinely committed to our success and

focused on the day's priorities. At home or on vacation, I trust that I can do the same for my family - and sincerely live a balanced life. It directs us to be committed to all our endeavors, through all stages of our daily lives."

Cailin Riddell, GM,
TownePlace Suites Kennesaw



"Although sometimes challenging, it is important to me to live in the moment. When I am

at work, I try to put all my efforts into the tasks at hand. Off work, I focus on my family. One of my favorite quotes explains it perfectly: *Live in the moment, for a moment too soon becomes a memory.*"

Alicia Jacobson, GM,
Fairfield Inn St. Petersburg Clearwater



"It is our responsibility to focus on our religious beliefs, our family life and our career paths. We must be

sincere with each commitment. If there is no sincerity, we cannot "live". Some of the commitments we accept are challenging, but will help us develop into stronger people. This value statement is the true meaning of living."

Moe Chabkoun, GM,
SpringHill Suites Lake Charles



"With today's technology, we are able to work during personal time and conduct

personal tasks while working. However, I am a firm believer in being efficient and effective while at work and I don't allow personal matters to distract. Just as important, when I'm with family or friends, I enjoy that time."

Kyle Von Kohorn, GM,
Fairfield Inn & Suites Holiday Tarpon Springs

Building on a Biblical Foundation



In January, Hotel Equities conducted a Bible placement ceremony led by the firm's Chaplain Greg Smith for the Hampton Inn & Suites Perimeter Center/Dunwoody, Georgia. Associates from Hotel Equities, Hotel Development Partners and Winter Construction gathered to dedicate the property and place a Bible in the foundation of the hotel. HE Chairman and CEO Fred Cerrone began this tradition in 1995 during the construction of the firm's first new-build hotel in Alpharetta. "Placing a Bible under the lobby underscores the belief that we are managers not only of the hotel, but of all the resources God gives us and we are to honor His name and provide hospitality to guests," said Fred.

2014 Team Members of the 4th Quarter

Candlewood Suites Macon

Joy Conde

Country Inn & Suites Calhoun

Adhley Offutt

Courtyard Buford/Mall of Georgia

Kelly Holmes

Courtyard McDonough

MacKenzie Sengphonexay

Courtyard Memphis East

Maxine McDaniel

Fairfield Inn Ft. Myers

Ron Raber

Fairfield Inn

St. Petersburg Clearwater

Terry Moore

Fairfield Inn & Suites Alpharetta

Alex Parra

Fairfield Inn & Suites Buckhead

Alma Dunn

Fairfield Inn & Suites

Charleston Airport

Taylor Hilburn

Fairfield Inn & Suites Gainesville

Sandra Bonds

Fairfield Inn & Suites

Holiday Tarpon Springs

Ana Parrado

Fairfield Inn & Suites Houma

Sarah Parfait

Fairfield Inn & Suites Macon

Michael Hill

Fairfield Inn & Suites Marianna

Cameran Page

Fairfield Inn & Suites

Perimeter Center

Kenisha Henderson

Fairfield Inn & Suites Sulphur

Christina Trent

Fairfield Inn & Suites Tifton

Joseph Level

Hampton Inn Dalton

Ariele Smith

Hampton Inn Jacksonville

Glenda Flores

Hampton Inn Stone Mountain

Malaika Harvey

Hampton Inn & Suites Navarre

Darla Bray

Holiday Inn Express & Suites

Port St. Lucie West

Luz Lorenzo DeAguiar

La Quinta Inn & Suites Boone

Rich Moses

Sleep Inn Boone

Aubrey Tribble

SpringHill Suites Alpharetta

Frances Rivera

SpringHill Suites Pensacola Beach

Caroline Kane

SpringHill Suites Vero Beach

Talya Shepherd

Super 8 Boone

Justin Turbyfill

TownePlace Suites Alpharetta

Demetrius Hutchinson

TownePlace Suites Kennesaw

Cruz Sandoval

Wingate by Wyndham Alpharetta

Tearle Garrett

Wingate by Wyndham Buford

Joanna Escobar

Wingate by Wyndham Lynchburg

Evelyn Younger

The Wyvern Hotel Punta Gorda

Ismael Cordova



Excellence in Hospitality™

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

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ASSOCIATE APPRECIATION WEEK



Wyndham Garden Metairie



Hampton Inn & Suites Navarre



Courtyard Memphis East



Hyatt Place Savannah



Fairfield Inn & Suites Marianna



SpringHill Suites Vero Beach



Fairfield Inn & Suites Gainesville



Wyvern Hotel Punta Gorda



Fairfield Inn & Suites Holiday /Tarpon Springs



Fairfield Inn & Suites Perimeter Center



Fairfield Inn & Suites Marianna



Hampton Inn & Suites Navarre



Fairfield Inn & Suites Houma



Fairfield Inn & Suites Charleston Airport



Fairfield Inn & Suites Holiday /Tarpon Springs



Fairfield Inn & Suites Charleston Airport



Wingate Lynchburg