



## **Hotel Equities Adds 17<sup>th</sup> Management Contract with Full-Service Conference and Retreat Center in Atlanta**

Atlanta, GA–July 12, 2007 – Atlanta-based Hotel Equities (HE) added its first full-service management contract to its portfolio when it took over the 227-acre, 170-room Simpsonwood Conference and Retreat Center in northeast Atlanta on July 1, 2007.

Located at 4511 Jones Bridge Circle NW in Norcross, Georgia 30092, Simpsonwood offers the natural beauty and serenity of a tree-shaded retreat nestled on the Chattahoochee River along with the accommodations and services of a professional conference center. The North Georgia Conference of the United Methodist Church owns the property.

Richard Welch, an experienced hotel professional with Hotel Equities, serves as the General Manager. Beth Hogberg joins him as Director of Sales. With the addition of Simpsonwood, Hotel Equities now manages 17 properties in the Southeast.

“Expanding Hotel Equities’ award-winning hospitality to a full-service facility such as Simpsonwood meets an important goal for our company as we grow,” said Fred Cerrone, President and CEO of Hotel Equities. “We will apply our management skills, sales expertise and specialized guest service to help Simpsonwood achieve its potential in the market.”

Mr. Cerrone also noted that The North Georgia Conference of the United Methodist Church, owners of the property, recently decided to renovate the property and upgrade the accommodations. The property will remain open during the renovation process estimated to take nine to twelve months. .

Initially a gift of land deeded to the North Georgia Conference of the United Methodist Church, Simpsonwood first opened its doors for conferences in 1984. Today, Simpsonwood features a full-service complex of nine buildings that include a conference center with meeting space and dining facilities, four lodges with both hotel rooms and meeting space, and a small chapel.

In addition to full dining service, guests at Simpsonwood enjoy amenities such as an outdoor swimming pool, a large athletic field, a covered, open-air basketball court, walking trails, a picnic pavilion, 22 indoor meeting rooms (24,000 square feet), wireless Internet service and guest laundry facilities. Website is [www.simpsonwood.org](http://www.simpsonwood.org).

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