

Hotel Equities Herald

COURTYARD NAMED BEST OPENING HOTEL

Marriott International named the Courtyard at the Mall of Georgia, owned and managed by Hotel Equities, the brand's Opening Hotel of the Year. The hotel opened on June 1, 2009.

Lead by General Manager **Matt Crall**, the hotel's award-winning team included **Stephan Roberts**, Hotel Manager; **Rosa Guerra**, Assistant General Manager; and **Malinda Foster**, Sales Director.

"We had experienced leaders who worked well together," said Matt, "but the support we got from the HE corporate office, especially the coaches, made the difference. It took a total team effort to pull off a successful opening and win this award."

In addition to strong hotel leadership, Marriott weighs the success of each opening in the following areas: team building and team development, sales leadership, financial management, overcoming obstacles, service leadership and community involvement.



The Courtyard-Mall of GA team included **Matt Crall**, GM; **Tamara Markham**, HE Dir. of Operations, **Stephan Roberts**, Hotel Mgr.; **Malinda Foster**, Sales Dir.; **Rosa Guerra**, Assistant GM; **Drew Salapka**, HE Revenue Mgr.; **Elizabeth Derby**, HE Dir. of Sales & Mktg.; **Phil Bullard**, HE Dir. of Facilities.

The Courtyard-Mall of GA hotel earned Marriott's Opening Hotel of the Year.



STALL EARNS SECOND NATIONAL TPS TITLE



Brooke Stall

Marriott International named **Brooke Stall** the *General Manager of the Year* for its TownePlace Suites brand of hotels for the second time.

Selected from among the general managers throughout the United States, Brooke serves as General Manager of the TownePlace Suites-Kennesaw, a hotel that Marriott also uses for training purposes.

Brooke earned her first GM of the Year award in 2007 when she managed the TownePlace Suites-Alpharetta. She joined HE in 1995.

"Brooke truly loves to serve others," said HE Director of Operations **Tamara Markham**. "She leads by example and has mentored and developed a great team at her hotel. Last year, she learned to do more with less and still bring profit to the bottom line. She has done an incredible job of balancing the needs of her investors, her associates, and her guests."

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COACH'S CORNER WHAT DOES IT TAKE?

As your Head Coach, recognizing the accomplishments of our associates ranks as one of my favorite duties. In March, we celebrated company awards and cheered the winners of several national awards from Marriott.

What does it take to be a winner? Remember HE Value Statement #6: Demonstrate a “whatever it takes” attitude.

In my first hotel job as a mail and information clerk, I volunteered to help out during a blizzard when the hotel was short-staffed. After my regular shift, I cleaned rooms and then flipped burgers. Management rewarded my willingness to fill in, to be flexible and to learn (my “whatever it takes” attitude) with increasing responsibilities.

Our winners had similar stories. They came in early or stayed late to do a job. They made 10 more sales calls or answered emails at night. One repaired a tour bus so our guests wouldn't miss a cruise. One took soup to a sick guest.

Many of you have the knowledge, the ability and the potential to be a winner at Hotel Equities.

Be passionate about what you do and demonstrate a “whatever it takes” attitude. I want to see you ‘on stage’ as a winner!

*Hospitably,
Fred Cerrone, Head Coach*

ASSOCIATES CLAIM HE ANNUAL HONORS



(Left to right)
Martin West,
Lisa Tanner, and
Chris Martin.

After the quarterly lunch at the home of President & CEO Fred Cerrone, Director of Operations **Tamara Markham** presented the firm's 4th Quarter Awards and the 2009 Annual Awards to top team members.

TEAM MEMBERS WIN AWARDS

With HE for two years, **Martin West**, Maintenance Chief at the Hampton Inn-Hilton Head, earned the HE Maintenance Award of the Year. He keeps the hotel in excellent condition including a preventive maintenance schedule. “He has tremendous impact on his hotel, especially the guests and the staff,” said **Phil Bullard**, Facilities Coach. “I trust him to keep things running,” said GM **Linda Thornley**. “He personally repaired a tour bus so our guests didn't miss their cruise departure.”

Selected from among more than 750 associates, **Lisa Tanner** earned the HE Associate of the Year Award. She joined TownePlace Suites-Kennesaw in 2008 as a front desk associate. “Lisa is truly a guest service champion who also initiates special projects throughout the hotel,” said GM **Brooke Stall**. “Her bright and friendly personality played a vital role in our hotel winning Marriott's Silver Award for guest satisfaction. She enriches our hotel and our lives.”

AFANASEVA TOPS IN SALES



Yulia Afanaseva

Yulia Afanaseva earned the Sales Award of the Year for her work selling the Comfort Inn-Newport News, VA. “Yulia has done a fantastic job selling for her hotel, especially considering the difficult market,” said **Elizabeth Derby**, Sales & Marketing Coach. “She knows the Newport News hotel market and she has developed great relationships with people in the community. She works consistently to deliver outstanding service to our clients and guests.”

MARTIN EARNS GM OF THE YEAR

From a field of 29 managers, **Chris Martin** took the Manager of the Year award for his all-around success at the Comfort Inn-Newport News, VA. He consistently maintained sales and earned high guest and associate scores throughout the year. “Chris does a great job of balancing service to guests, associates and investors,” said **Tamara Markham**, Hotel Equities Director of Operations. “His hotel also achieved steady occupancy in a tough market.” He joined HE more than seven years ago.

WHAT'S HAPPENING



Fred Cerrone represented Hotel Equities on a panel titled "Planning for Growth" at the 22nd Annual Hunter Hotel Investment Conference. It is considered one of the top four conferences in the country. Addressing issues vital to hospitality industry professionals, the panelists included (l. to r.) **Bill Fortier**, SVP Franchise Development, Hilton Hotels Corp.; **Mr. Cerrone**, President & CEO, Hotel Equities, Inc.; **David Pepper**, SVP Global Development, Choice Hotels International; and **Paul Breslin**, Managing Partner, Panther Hospitality.

CUTSHALL TAPPED FOR BOARD

Hospitality trade magazine *Hotel & Motel Management* tapped **Mary Beth Cutshall**, HE Director of Business Development, as a member of its editorial board. Editor in Chief Paul Heney cited Mary Beth's reputation in the industry. The board, composed of 12 readers and industry experts, suggests relevant topics for coverage and provides critical feedback to the magazine's editorial team.

HE JUMPS 13 SPOTS

Hotel Equities climbed to 39th from 52nd in *Hotel & Motel Management* magazine's 2010 Third Party Management Company Survey. The company held 3,525 rooms in 35 properties at the end of 2009, the time of the industry survey.

ASSOCIATE AUTHORS BOOK

Annie Flood, an associate at the Country Inn & Suites in Albany, recently wrote a book about earning a college degree 30 years after she graduated high school. The 67-year-old

retired teacher now works at the hotel and held her book signing there.

"It was very challenging to provide for my children and save money for college at the same time," said Ms. Flood, "but the outcome was worth it." She earned her Master's Degree from Albany State University in 2008.

TEAM TAKES TREATS

In time for Valentine's Day, Hotel Equities representatives **Jedd McConnell**, GM, TownePlace Suites-Alpharetta; **Cailin Riddell**, GM, and **Rebecca Baker**, Sales Director, Fairfield Inn & Suites-Buckhead brought holiday treats and giveaways for patients and their families at the Shepherd Center in Atlanta.

TPS HOTELS SHARE WARMTH

TownePlace Suites by Marriott (TPS) gave the gift of warmth to children in need during the Christmas holiday season. **Brooke Stall**, GM of the TPS-Kennesaw, and **Kelly Brower**, then GM of the TPS-Alpharetta, joined associates and guests from metro-Atlanta TPS hotels in raising money and donating 50 blankets to Children's Healthcare of Atlanta.

NEW HOTELS TO OPEN SOON

With construction nearing completion on two hotels in the company's portfolio, the next few months promise exciting times as Hotel Equities schedules openings and Ribbon Cutting celebrations.



Richard Welch

The 100-room Courtyard by Marriott in McDonough, Georgia marks a new market for Hotel Equities.

The three-story hotel located just south of Atlanta plans an early summer opening. With Hotel Equities for 14 years, **Richard Welch** serves as General Manager.

"We're proud to expand our company by entering new markets," said **Fred Cerrone**. "We will also add new brands as opportunities become available."



Kelly Brower

About 60 miles north of Atlanta, a Fairfield Inn & Suites nears completion in Commerce, Georgia, another new

market for the company. Conveniently located adjacent to I-85 and the Tanger Outlet Center, the four-story hotel features 80 rooms. Hotel Equities veteran associate **Kelly Brower** serves as the General Manager.

HE TO MANAGE HOTEL INDIGO IN DOWNTOWN ATLANTA



Hotel Equities acquired the management contract for the 150-room Hotel Indigo Atlanta Downtown, a boutique hotel created by renovating the historic Carnegie Building. **Deanna LoRusso** serves as General Manager and **Beth Hogberg** is the Director of Sales. The company plans an opening in summer 2010.

The 12-story Hotel Indigo marks the first downtown Atlanta property in the Hotel Equities portfolio.

"We are very pleased to add the Hotel Indigo at this historic location in our home town to our portfolio," said **Fred Cerrone**.

Constructed as an office building in 1926, the Carnegie Building earned its name because it faced the Carnegie Library, Atlanta's central public library later replaced with a new building.

It holds a prominent location across from Georgia Pacific's World Headquarters and within walking distance of popular attractions including the Georgia Aquarium, Centennial Olympic Park, the World of Coca-Cola and CNN Center & Studios.

ON A BREAK...with Tamara Markham, HE Senior Operations Coach

Family...My husband Chad and I are blessed with two fantastic daughters, Lexi (7) and Sophie (3).

Last book read...How to Reach Your Full Potential for God by Dr. Charles F. Stanley

Last movie seen...I can't even remember the last movie I saw in a theatre. Last movie rented..."The Proposal".

Favorite meal...Ribeye, cauliflower and a salad.

Education...B.S. in Hotel Restaurant Management from Kansas State University

Favorite type of music...All types. James Taylor is my favorite artist.

Hobbies...I just love spending time with my family. Children grow so fast!

Golf or Tennis...Tennis. I love it!

Beach or Lake...Beach – preferably one in another country where I cannot be reached.



Tamara Markham with husband Chad and daughters Lexi and Sophie.

Dogs or cats...Dogs, but only hypo-allergenic ones. I love my Shih-Poo. "Speedy" will be 14 years old this fall!

Baseball or Football...Football. K-State Wildcats.

Tell us more...Last May I went to China on a Business in Mission trip with InStep International. It was an incredible experience. I brought home traditional Chinese dresses that my daughters and I are wearing in this photo.

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

EMPLOYMENT

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HOTEL EQUITIES HERALD

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Hotel Equities Herald is the newsletter of Hotel Equities. We welcome submissions from all associates.

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