



NEWS RELEASE – photo attached

Hotel Equities Promotes Tamara Markham to Vice President of Operations

ATLANTA (January 7, 2011) –Dunwoody-based **Hotel Equities** (HE) recently promoted Cherokee County resident **Tamara Markham** to the position of Vice President.

Ms. Markham’s responsibilities at the hotel development and management company include creating and administrating models for operational excellence. She develops the criteria and guidelines for the company’s hiring practices for all associates and oversees the selection, training and mentoring of managers. She oversees the company’s Operational Assessment and PULSE programs.

“Tamara is a proven leader who acts as a sparkplug for promoting company expansion, financial success and the satisfaction of both guests and associates,” said HE President and CEO **Fred Cerrone**. “She serves as a key member of Hotel Equities’ strategic alignment leadership team responsible for casting the company vision and orchestrating its growth. She continues to be an outstanding asset to our organization.”

Ms. Markham joined Hotel Equities in 1998 in hotel operations before assuming broader responsibilities. Previously employed by Marriott International for seven years, she brought a background in operations, training, and HR-related capacities to the company. She also had experience as a General Manager. Ms. Markham held both Director of Training and Director of Operations positions before her promotion to Sr. Director of Operations in 2008.

Under her leadership during the last 12 months, Hotel Equities doubled its portfolio to 46 hotels, including 18 distinct brands, primarily in the Marriott, Hilton and IHG families. To facilitate assimilation, Ms. Markham leads a highly effective HE leadership structure that also has proven successful in increasing sales, profits, guest satisfaction and associate satisfaction.

Ms. Markham instituted career counseling for HE associates and management. She created the Hotel Equities Leadership Program that targets high potential, up-and-coming leaders/managers. She founded Hotel Equities University, an in-house university where she and other leaders teach classes, develop curriculum and advise and train other instructors.

During her tenure at HE, Ms. Markham has led and mentored nine company managers who earned recognition as national recipients of Marriott International’s General Manager of the Year award. HE’s associate turnover rate is consistently less than half the hospitality industry average.

Ms. Markham is a charter member of Marriott’s Franchise Advisory Council for Training. [In Atlanta](#), she is a member of the Advisory Committee for Hotel/Restaurant/Tourism Management at Gwinnett Technical College and the Kennesaw State University Advisory Council for the Hospitality Program. She is an instructor in KSU’s Continuing Education Hospitality Certificate Program.

Ms. Markham holds a B.S. degree in Hotel and Restaurant Management from Kansas State University. **Residents of Canton, Georgia**, she and her husband Chad are parents of two young daughters.

Hotel Equities (HE) is an Atlanta-based full-scale hotel management, development and consulting firm. Frederick W. Cerrone, CHA, serves as President and CEO. HE presently holds 46 properties in its portfolio. For more information, visit www.hotelequities.com.

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