



Press Release – photo attached

Navarre Hotel's Mike Loera Wins Sales Award of the Quarter

ATLANTA (June 28, 2011) – At a recent awards luncheon, **Hotel Equities** (www.hotelequities.com) awarded the company's **Sales Award** to **Mike Loera** for his top performance during the past quarter. Mr. Loera serves as the Director of Sales for the Hampton Inn & Suites in Navarre, Florida. He lives in Ft. Walton Beach.

He has responsibility for initiating sales and implementing the marketing strategy for both corporate and leisure market sales for the hotel under the leadership of Elizabeth Derby, Hotel Equities Director of Sales and Marketing. Capitalizing on the special amenities and services provided by the hotel, he works closely with Kelli Halstead, the General Manager.

“Mike has done a tremendous job in a short amount of time,” said Elizabeth. “He thinks outside the box and works hard to cultivate prospects and achieve results. We are very proud of him.”

Given quarterly, the sales award takes into account the performance of the Sales Director and his hotel including sales revenues, actual sales compared to budget, market share, and solicitation goals that require him to call on top accounts, follow sales leads, and prospect new accounts.

With more than seven years in hospitality, Mike joined Hotel Equities last fall. His previous experience includes the position of Assistant General Manager with the Hampton Inn-Destin where he earned the STAR player award for outstanding service.

Mr. Loera and his wife Kristen are residents of Ft. Walton Beach. In his free time, he enjoys playing or watching sports and spending time on the beach.

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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 has more than 50 properties in its portfolio. For more information, visit www.hotelequities.com.

CAPTION: Elizabeth Derby, Hotel Equities Director of Sales & Marketing, presents the Sales Award to **Mike Loera**, Director of Sales for the Hampton Inn & Suites in Navarre, Florida.

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