



Cerrone Receives Robinson College Alumni Award 8th Annual Ceremony Recognizes Achievement in Business, Community

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ATLANTA – **Fred Cerrone**, President and CEO of Hotel Equities, was one of five alumni and one honorary alumnus honored recently at the 8th Annual J. Mack Robinson College of Business Alumni Awards Celebration held at Georgia State University's Buckhead Center at 200 Tower Place.

Mr. Cerrone received the Alumni Award for Entrepreneurship. Other winners were Ken Byers, Jr, winner of the Alumni Leadership Award for Lifetime Achievement; A Michael McCracken (Honorary Alumnus Award); Connie McDaniel (Alumni Award for Service to the Robinson College); Julio Ramirez (Alumni Award for Global Business Leadership); J. Leland Strange (Alumni Technology Leadership Award).

Awards were based on both business achievements and community service.

Barbara Babbit Kaufman, also a Robinson graduate, CEO of BBK Enterprises, and a member of the Robinson College Board of Advisors, served as emcee.

Fred Cerrone's hospitality career spans a four-decade progression from desk clerk at Boston's largest hotel to managing operations for hotels throughout the country to launching Hotel Equities, his own company, in 1989.

A general manager at age 21 and twice recognized as "General Manager of the Year" by national hotel franchises, Cerrone has hospitality in his blood. After many years in key positions with top hotels, he founded Hotel Equities and became a Marriott franchise partner. Cerrone then co-founded Day Hospitality Group (DHG) with Peyton Day. After a successful 10-year run, he purchased the management segment of DHG and renamed the company Hotel Equities.

Cerrone holds an M.B.A. from Georgia State University and an A.S. in hotel and restaurant management from Miami Dade College. He holds the prestigious Certified Hotel Administrator designation through the American Lodging Association. Cerrone also serves on the advisory board for Georgia State University's Cecil B. Day School of Hospitality, and the Robinson College Board of Advisors.

Cerrone also served in the United States Marine Corps.

Recipients were selected by a committee comprising alumni representatives, members of the College Board of Advisors and faculty/staff members.

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 44 properties in its portfolio. For more information, visit www.hotelequities.com.

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