



HOTEL EQUITIES
EXCELLENCE IN HOSPITALITY™

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HERALD

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HOTEL EQUITIES PROMOTES RAHINSKY TO CEO

Hotel Equities recently promoted **Brad Rahinsky** to the position of President & Chief Executive Officer. **Fred Cerrone**, founder of the firm, retains the position of Chairman.

“An extraordinary leader with an astute business mind, Brad brings that rare mix of business acumen and street sense to his position,” said Fred. “He has used his exceptional leadership skills to attract top talent to our team and grow the company with an eye towards the future.”



FRED CERRONE,
BRAD RAHINSKY

“Brad’s ability to drive results to both the top and bottom lines of our growing portfolio and consistently motivate leadership is remarkable. A man of integrity and faith, Brad embraces our company culture and lives it daily.”

“I am honored and humbled to help guide the direction of this first-class organization in the 28th year of its inception,” said Brad. We will continue to lead our industry and provide tremendous opportunities for our key stakeholders.”

STALLWORTH NAMED VP OF HUMAN RESOURCES

Hotel Equities named **Juanita Stallworth** as the Vice President of Human Resources for the firm with more than 100 hotels in 22 states nationwide. Her responsibilities entail oversight of the Human Resources Department including labor law compliance, writing and administering policy, recruiting and staffing, performance management and employee relations.



JUANITA STALLWORTH

“I love what I do,” said Juanita. “It is rewarding to be able to engage with our associates and help them through situations at work. It’s also gratifying to see an associate go from being frustrated to being happy because their problem was solved.”

“An outstanding leader with versatile hands-on human resources experience, Juanita brings strategic professionalism to our diverse workforce,” said **Brad Rahinsky**, President & CEO. “A team builder, she encourages our associates to learn and grow so that we can promote from within.”

ANNUAL CONFERENCE HAILS HE SUCCESS, TOP AWARDS HONOR BEST OF THE BEST



Revenue Generation Hotel of the Year: SHS Pensacola Beach

Hotel Equities recently celebrated its most successful year to date at its annual conference. In 2016, the firm’s hotels posted record performance in all key measurable areas. The firm hailed outstanding achievements and honored top individuals and hotels with awards for excellence in both leadership and results.

The **Fairfield Inn & Suites by Marriott Gainesville, GA** earned the Hotel of the Year award. The **SpringHill Suites by Marriott Pensacola Beach** earned the Revenue Generation Hotel of the Year. Individual honors went to **Brooke Stall**, Fairfield Inn & Suites by Marriott Perimeter Center, Atlanta, GA, General Manager of the Year and **Mary Johnson**, TownePlace Suites by Marriott Kennesaw and Hampton Inn by Hilton Dalton, GA, Director of Sales of the Year. The Chairman’s Award went to **Becky Aleman**, General Manager of the Fairfield Inn & Suites by Marriott Lynchburg, VA. (See page 3.)

Programing focused on driving purpose, culture and strong results at the property and corporate levels. HE leaders from throughout the country attended content-specific ses-



Fairfield Inn & Suites Gainesville, GA

sions geared to enhance their knowledge and proficiency in areas including sales generation, labor and cost control management, human resources and liability mitigation, plus time and organizational management.

For a community service project, attendees assembled ten children’s bicycles and donated them to the City of Refuge, an Atlanta nonprofit. (Spotlight on page 2.)



I know I'm a lucky man. For more than 40 years, I have loved my job. As many of you may know, I took a post at a hotel in Boston, my home town, while waiting to go to Vietnam. Orders changed, my unit wasn't called up, I found my passion in hospitality and I've been in the business ever since.

Look at our associates pictured throughout this newsletter. From award winners to volunteers involved in community service, I see the faces of people who I think have also found their passion. Wise men from Confucius to my grandfather have

shared the same advice. "Choose a job you love, and you will never have to work a day in your life."

Another observation comes to mind. People who love what they do, want to do it well. They want to learn how to gain skills and advance in their careers. I'm proud of the fact that Hotel Equities provides training for associates at all levels. We encourage growth and reward achievement. Congratulations to the seventh class of associates who recently completed our Management Development Program.

Do you love your job? I challenge you to embrace your passion, pursue every opportunity available to you, and enjoy a long and prosperous career.

Hospitably,
Coach Fred

QUOTES WORTH SHARING

You know you are on the road to success if you would do your job, and not be paid for it.

OPRAH WINFREY

The only way to do great work is to love what you do. **STEVE JOBS**

The secret of joy in work is contained in one word — excellence. To know how to do something well is to enjoy it.

PEARL S. BUCK

I don't have time for hobbies. At the end of the day, I treat my job as a hobby. It's something I love doing.

DAVID BECKHAM

SHINING THE SPOTLIGHT ON ...CITY OF REFUGE, ATLANTA

Hotel Equities partners with several local non-profit organizations to provide monetary, volunteer and in-kind support. One of those is City of Refuge in Atlanta, GA. Sommer Shiver, Corporate Communications & Marketing Manager, Greg Smith, Corporate Chaplain & Relationship Coach and Phil Bullard, Director of Facilities, toured the small community last year. This organization has made a huge impact in an area of Atlanta that most would have considered a lost cause, said Sommer. The zip code where City of Refuge resides is among the poorest and most crime-ridden areas in the nation. Despite that, the leaders of City of Refuge are restoring hope throughout the community.



City of Refuge seeks to transform lives and guide individuals into a place of financial independence and self-sustainability.

7TH CLASS COMPLETES MANAGEMENT DEVELOPMENT PROGRAM

Hotel Equities announced the graduation of its seventh Management Development Program class. In addition to engaging in rigorous studies and activities, the six graduates each completed a property-based project that delivered monetary value.



Front row: Andrea Nicholson, Chuck Powell, SVP Operations and Shirley Vaughn. Back row: Brad Goodale, Walter Derby, Joel McGuirk and Kevin Bolivar.

Andrea Nicholson, RI Charleston, SC improved operations and reduced waste at The Mix, the Residence Inn social hour. **Shirley Vaughn**, CY Buford, GA reviewed garbage collection costs and found a way to save by changing procedures and pick-up schedules. **Brad Goodale**, FFIS Lynchburg, VA analyzed housekeepers' job satisfaction. He decreased turnover by improving the hiring and training processes.

Walter Derby, FFIS Perimeter Center, GA used inexpensive mattress covers to reduce the need for frequent mattress replacement.

Joel McGuirk, HIE Port St. Lucie, FL saved money by adjusting soap levels to ensure longer life of hotel linens.

Kevin Bolivar, SHS Vero Beach, FL generated more revenue at The Market at his hotel by working with suppliers and training associates to encourage sales.

HE HONORS 2016'S BEST: LEADERS, HOTELS

Hotel Equities held its annual conference in February at the Marriott Evergreen Conference Resort Stone Mountain, Georgia to celebrate success, honor outstanding performance and provide training for more than 140 associates. The presentation of awards served as a highlight.



Fred Cerrone, Becky Aleman, Rob Cote

Fred Cerrone, Founder and Chairman, and **Rob Cote**, VP of Operations, presented the Chairman's Award to **Becky Aleman**, a Lead General Manager and the GM at the **Fairfield Inn & Suites by Marriott** in Lynchburg, VA.

"Becky is an outstanding leader whose work reflects Hotel Equities' values of accountability, growth and profitability," said Rob. "She leads others while maintaining the highest level of performance at her own hotel."

The **Fairfield Inn & Suites by Marriott** Gainesville, GA took top honors as Hotel



Jeff Shockley, Barbara Soucia, Chuck Powell, Kenneth Washington, Shakela Ayton and Beth Hogberg

of the Year for its consistent top performance in all areas including accountability, profitability, growth, care of guests and associates and culture. General Manager, **Kenneth Washington**, accepted the award.



BROOKE STALL



MARY JOHNSON

The firm honored **Brooke Stall** as General Manager of the Year. "Brooke is a tremendous trainer, a mentor to our young leaders and an inspiring facilitator for Hotel Equities' Foundations Class," said **Jeff Shockley**, VP Asset Management & Operations. "She helped two hotels increase guest satisfaction scores while completing their renovations. The team at her hotel

also increased revenue and market share."

Mary Johnson, Dual Director of Sales for the TownePlace Suites by Marriott Kennesaw and the Hampton Inn by Hilton Dalton, both in Georgia, was named Director of Sales of the Year.

"A strong team player, Mary has an incredible work ethic," said **Elizabeth Derby**, Regional DOS. "She builds relationships and is very guest focused. With a tenacious, can-do attitude, she never takes no for an answer."

Hotel Equities named the **SpringHill Suites by Marriott Pensacola Beach, FL** the Revenue Generation Hotel of the Year.

"This hotel boasts a team that delivers hospitality like a well-oiled machine," said **Drew Salapka**, VP of Revenue Generation & Sales. They take great pride in maintaining the hotel and its amenities so that the appeal is always fresh."



Autumn Henderson, Drew Salapka, Joe Farley, Scott Donovan and Chuck Powell

ROOKIES RATE RECOGNITION

Rob Cote, VP of Operations, named **Chris Heaxt** the Rookie General Manager of the Year for his outstanding performance during his first year in the GM position. He serves as the GM for the **Fairfield Inn & Suites by Marriott** Houma Southeast, LA.

"Chris led a successful opening in one of the toughest performing markets in the country," said Rob. "He also posted staff service scores of 100% in November and December to rank in the top 6% of the hotel's brand."

Shakela Ayton earned the Rookie Director of Sales of the Year for her accomplishments during her first year as a DOS at the **Fairfield Inn & Suites by Marriott** Gainesville, GA. **Beth Hogberg**, Regional DOS, presented the award.

"Shakela has a drive for excellence that produces incred-

ible results for her hotel," said Beth. An energetic team player with high integrity, she works with everyone at the hotel to help drive success."



Chris Heaxt and Rob Cote



Beth Hogberg and Shakela Ayton

LEADERS MAKE AN IMPACT



The Leadership Development Award was presented to **Jason Caughron**, GM of the Hampton Inn & Suites by Hilton Atlanta Perimeter Dunwoody, GA.

"A talented and successful GM, Jason thrives as a mentor," said **Nancy Curtin Morris**, VP of Learning & People Development. "Providing both challenge and encouragement, he builds strong teams."

The Community Service Award went to GM **Alicia Jacobson** and DOS **Cheryl Peck** and the Fairfield Inn by Marriott St. Petersburg Clearwater, FL.

"Despite many business and weather challenges, they accomplished their goal of four builds in 2016, including one during 100+ degree heat." said **Jeff Shockley**.



The Administrative Excellence Award was presented to **Ami Beasley**, GM of the Fairfield Inn & Suites by Marriott Holiday Tarpon Springs, FL.

"Ami sets the standard for consistent, timely and effective reporting," said VP Operations **Rob Cote**. "In 2016, she never missed a deadline in her reporting responsibilities!"

The Pillar Award went to **Sommer Shiver**, Corporate Communications & Marketing Manager, HE corporate office, Atlanta, GA.

"Always positive, upbeat and willing to help, Sommer is a true team player who goes above and beyond whatever is asked of her," said Nancy Curtin Morris. "From redesigning the HE logo to spearheading the firm's community service, she makes a distinct difference."



MANAGERS CONTRIBUTE TO HE CULTURE

For the first time, Hotel Equities presented awards in recognition of individual contributions to living and sharing the company's culture. Those honored were **Julie Pavlu**, GM of the Hampton Inn by Hilton in Dalton, Georgia; **Chris Heaxt**, GM of the Fairfield Inn & Suites by Marriott Houma Southeast, Louisiana; and **Jason Caughron**, GM of the Hampton Inn & Suites Atlanta Perimeter Dunwoody, Georgia.

"Whether it's opening and ramping up a hotel, training new associates for the team, reaching out to help another GM or maintaining top guest scores in one of the brand's oldest properties, these leaders take care of their guests, their associates and their owners." said VP of Operations **Rob Cote**.



JULIE PAVLU



CHRIS HEAXT



JASON CAUGHRON

HOTELS EARN AWARDS FOR EXCELLENCE

HIGHEST GOP

Residence Inn by Marriott Charleston North, South Carolina
GM Dawn Wells, DOS Melissa Hornyak

HIGHEST GOP CHANGE

Fairfield Inn & Suites by Marriott Marianna, Florida
GM Patrick Bellamy

TOP OSAT

SpringHill Suites by Marriott Vero Beach, Florida
GM Missy Davis, DOS Amy Selby

FASTEST OSAT RAMP, NEW HOTEL OPENING

Fairfield Inn & Suites Scottsbluff, Nebraska
GM Carol Drummond

FASTEST OSAT RAMP, RENOVATION

SpringHill Suites by Marriott Alpharetta, Georgia
GM Lauren Cato, OM Kovada Shipman, LGM Brooke Stall

BIGGEST CHANGE IN GSS

TownePlace Suites by Marriott Kennesaw, Georgia
GM Cailin Riddell

HIGHEST RPI

Fairfield Inn & Suites by Marriott Holiday Tarpon Springs, Florida
GM Ami Beasley

BIGGEST RPI GROWTH

Fairfield Inn & Suites by Marriott Marianna, Florida
GM Patrick Bellamy

FASTEST HOTEL TO RAMP RPI

Courtyard by Marriott New Orleans Westbank Gretna, Louisiana
GM Tristan Davis

FASTEST HOTEL TO RAMP RENOVATION

Fairfield Inn & Suites by Marriott Alpharetta, Georgia
GM Karen Jenkins, DOS Susan Holbrook

HE PORTFOLIO UPDATES

Additions:

SpringHill Suites by Marriott St. Petersburg Clearwater, FL
Fairfield Inn & Suites by Marriott Charleston North University Area, SC

Openings:

Fairfield Inn & Suites by Marriott Aransas Pass, TX
Fairfield Inn & Suites by Marriott Uncasville, CT

OWL AWARDS ROOST AT 10 HOTELS

At the Annual Conference, HE presented the coveted “Who Gives a Hoot” awards to the top ten hotels for their success on Trip Advisor. The Hotel Equities’ “Owlgorithm” rates each hotel on the number of guest comments, the frequency of the hotel’s response and overall ranking by guests.

SpringHill Suites by Marriott Pensacola Beach, FL topped the list under the leadership of GM Joe Farley and his team. The Hampton Inn & Suites by Hilton Navarre, FL claimed the number two spot led by former GM Kristin Iverson and GM Andy Peterson. The Fairfield Inn & Suites by Marriott Charleston Ashley Phosphate took third led by GM Dawn Wells.



HE CONFERENCE FEATURES TRADESHOW

The HE Annual Conference featured a tradeshow to showcase the corporate vendors. These vendors are preferred partners who provide consistent, quality products and/or services at a negotiated rate for Hotel Equities, a cost-saving that the firm passes on to its portfolio of hotels.



Vendor Eric Hardaway, with Orkin, talks with GM Julie Pavlu

The tradeshow leveraged the power of the company and provided an opportunity to interact directly with the firm’s vendors. Diamond sponsors for the HE Annual Conference included Ecolab, Flagstaff Satellite & TV, Orkin and Sysco Guest Supply.

BRYANT PROMOTED TO NEW POST

Hotel Equities named Jessica Bryant as the Administrative & Operations Coordinator at HE corporate headquarters.



She has responsibility for assisting with key projects for the firm’s Operations Team, providing support for Human Resources and handling day-to-day office needs. A trusted go to team member, Jessica is always available to assist with multiple projects, said Juanita Stallworth, VP of Human Resources.

ON A BREAK WITH YANBO ZHU REGIONAL REVENUE MANAGER

LAST MOVIE SEEN: *Hacksaw Ridge*

LAST BOOK READ: *Steve Jobs* by Walter Isaacson

FAVORITE MEAL: Sushi

EDUCATION: At 19, I went to Switzerland to study hotel management. I transferred to the University of South Carolina to complete my Bachelor of Science Degree in Hotel Management.

FAVORITE TYPE OF MUSIC: Pop Music

FAMILY: Angel, wife, Andy, son (11) and Yaoyao, daughter (9)

HOBBIES: Soccer, cooking, fishing and travel

BEACH OR LAKE: Beach

BASEBALL OR FOOTBALL: Football

DOGS OR CATS: Dogs

BEST TRAVEL DESTINATION YOU EVER VISITED: San Diego, CA and Disney World Florida.

PREFERRED SNACK: Doritos (Cool Ranch)

BONUS: I was born in Beijing, China, so I ate my first peanut butter and jelly sandwich when I was 33 years old. My son asked me to make one for lunch, but I didn’t know what it was. So, I Googled “How to make a peanut butter and jelly sandwich.”



Yanbo holds the Vince Lombardi Trophy. The New Orleans Saints won the Super Bowl and earned the trophy in 2010.

iCARE IN THE COMMUNITY

iCARE, *Influential, Community, Authentic, Responsible, and Engaged* is an expression of the Hotel Equities' culture. All HE hotels and the corporate office staff engage in a variety of activities to promote the culture.

CLASSES HELP GROW CAREERS

Associates **Kelly Olsen**, **Christal Ferguson** and **Dana Legree**, at the **Fairfield Inn & Suites by Marriott Charleston North, SC**, recently earned Charleston Hospitality Diplomat Certificates for completing a series of training classes through the Charleston CVB.



TEAM GOES ABOVE AND BEYOND

Hosting its fourth annual "ArtNight" event, the **SpringHill Suites by Marriott Vero Beach, FL** raised a record-setting \$800 to benefit the art program at Sebastian River Middle School. While presenting the check to the delighted and overwhelmed art teacher, the hotel learned that the teacher suffers from cancer. In response, the hotel team decided to raise more funds and, by March, raised \$1200. Through Marriott's buying power, they purchased a great variety of art supplies and recently delivered them to the school.

Amy Selby, second from left, and **Missy Davis**, fifth from left, delivering art supplies to a local school.



HOTEL EARNS SILVER LEED CERTIFICATION

Congratulations to the **Residence Inn by Marriott Miami Beach Surfside, FL** for earning the LEED Silver Certification. "I am proud to be part of the team and work on the Silver LEED certification for this beautiful property under GM **S. McKeen**," said Chief Engineer **Martin P. Garcia**.



Pictured are **Luis Morales**, General Maintenance Mechanic; **Martin P. Garcia**, Chief Engineer; **Denis Rodriguez**, Rooms Preventive Maintenance Mechanic; and **John Agramonte**, Maintenance Supervisor.

HOUMA VOLUNTEERS READ TO KIDS

Volunteers from two HE hotels joined the Houma-Terrebonne Chamber of Commerce to participate in the annual 'Chamber Cares' initiative, National Read Across America Day.

"Our team read Dr. Seuss books in 19 classrooms and impacted over 500 students in two local schools," said GM **Chris Heaxt**. "We also designed bookmarks advertising the hotel and they were a big hit!"



Pictured are GM **Sabine Broussard**, FFIS Houma/MLK, **Peggy Dominique**, **Linda**, **Josh**, and GM **Chris Heaxt**, FFIS Houma SE.

ATLANTA HOTELS GIVE TO TORNADO VICTIMS

In mid-January, a major tornado hit middle Georgia and devastated the area. **Tammie Collins-Floyd**, DOS for the **Fairfield Inn & Suites by Marriott Perimeter Center, GA** collected sheets, towels, pillows and food items at her hotel. GM **Brooke Stall** gathered items from HE's hotels in Alpharetta. Tammie and her husband delivered a pickup truck load to a shelter in Albany, GA. Extra pillows went to the Dunwoody Community Assistance Center in Dunwoody, GA.



Tammie pictured second from left.

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All calls are taken by our Chaplain and are confidential.

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