

HERALD



SPRINGHILL SUITES-HOUSTON MED
CENTER NRG PARK CHRISTMAS PARTY



*The Life Lessons Over Lunch group's
"Not Your Office Christmas Party" at HE's
corporate headquarters in Atlanta, GA!*



The Charleston, SC hotels collected and
delivered over 400 toys for Toys for Tots!

COURTYARD BREAKS GROUND IN HIGH-END AVALON, NORTH ATLANTA

Hotel Development Partners (HDP) recently held a groundbreaking ceremony for the Courtyard by Marriott Alpharetta, Georgia, located across the street from Avalon, a high-end shopping mall in the heart of a booming, mixed-use development north of Atlanta. Hotel Equities will manage the six-story, 115-room hotel. Alex Brown Realty, Inc. serves as a joint venture partner with HDP in developing the hotel that is expected to open in late 2018.

"We are working with Marriott to ensure that this Courtyard will be state-of-the-art," said **Fred Cerrone**, Founder and Chairman of HE and COO of HDP. "The brand fits the market well and our award-winning guest service and management expertise will ensure its success."



Pictured are Ed Thigpen, Brad Rahinsky; Steve Smith, Allen O'Brien, Janet Rodgers, Bryan DeCort, Bob McCarthy, Shelly Faraj, Gail Harmeier, Chuck Powell, Fred Cerrone, Brian Tarter and Phil Benevenuto.

HOTEL EQUITIES EXPANDS EXECUTIVE TEAM



Hotel Equities recently expanded its executive team by tapping **Bryan DeCort** for the position of Senior Vice President of Operations. Bryan joins HE with nearly 25 years of diverse hospitality service including a successful luxury hotel career with Marriott International, Renaissance, Sheraton and Omni Hotels. He provides corporate leadership for a portfolio of Hotel Equities' owned/managed properties and supports all company operations to ensure a consistent approach to implementation, improvement and results.

"We welcome Bryan's knowledge of full service and resort properties that we will leverage to continue our strategic growth in those segments," said **Brad Rahinsky**, HE President & CEO.

FROM SUMMER INTERN TO SENIOR VICE PRESIDENT



The firm promoted **Drew Salapka** to Senior Vice President of Revenue Management. A veteran of 18 years with Hotel Equities, Drew leads an industry-best team of analysts who manage the sales process and train key hotel sales and revenue managers. He joined HE as a summer intern and progressed through leadership roles including being named GM of the Year by Marriott for the TownePlace Suites brand of hotels.

"Under Drew's guidance, the revenue generation team consistently achieves best-in-class results and allows Hotel Equities to provide the highest return for our stakeholders," said Brad.



RESIDENCE INN ATLANTA PERIMETER CENTER DUNWOODY CELEBRATES OPENING

The 127-suite Residence Inn by Marriott Atlanta Perimeter Center Dunwoody, Georgia celebrated a Grand Opening hosted by Hotel Equities, the management firm for Hotel Development Partners (HDP), the hotel's owner.

Joe Fallis serves as the General Manager and **Susan Zuppardo** is the Director of Sales. The hotel marks the third property owned by HDP and managed by Hotel Equities in the vibrant, upscale Atlanta Perimeter Center market only ten miles north of downtown Atlanta.

"This hotel is truly a flagship property for both HDP and HE alike," said **Fred Cerrone**, Founder & Chairman of HE and COO with HDP. "The custom-designed furniture, upscale fixtures and finishes are unique to the brand and the market. We worked closely with Marriott to make it a state-of-the-art, all-suite hotel in one of the busiest markets in the U.S."

HOTEL EQUITIES ADDS LEADERSHIP TO SUPPORT STRATEGIC GROWTH

In the fourth quarter, Hotel Equities named three industry veterans to its leadership team to support plans for the firm's strategic growth. **Greg Presley** joined as Vice President of Business Development, **Patrick Trainor** as VP Projects and Facilities and **Thomas Harrison** as the newest Regional Director of Sales.



Based in Nashville, Greg focuses on prospective owners for third party management and development opportunities. A veteran of more than 31 years in hospitality, he holds extensive full and select service brand expertise and leadership.



Patrick oversees the design, development and progress of hotel renovations and new development for the firm's growing portfolio to maintain budget and minimize interruption of service. He ensures that all assets have the industry's best-in-class preventive maintenance programs.



Based in Atlanta, Thomas directs the sales teams for a portfolio of the firm's hotels. He has responsibility for all sales, marketing and public relations and for directing teams to penetrate markets and lead market share.

TWO MARRIOTT HOTELS IN NEW JERSEY JOIN HE MANAGEMENT

Hotel Equities was selected by owner Main Street Hotel, LLC to manage two Marriott hotels in New Jersey, the Courtyard by Marriott in North Brunswick and the SpringHill Suites by Marriott in Woodbridge. The hotels compliment the firm's strategic growth plans in the northeast corridor.

The 124-room Courtyard, under construction less than 30 miles from Newark, NJ and Newark International Airport (EWR), expects to open in early 2018. The SpringHill Suites will break ground in early 2018.

"I am excited to be with such a great management company as Hotel Equities for both spectacular Marriott projects," said Sunil Nayak, Main Street Hotel, LLC.

COURTYARD[®]
Marriott

SPRINGHILL SUITES[®]
MARRIOTT

Coach's Corner

WITH FRED CERRONE

Quotes on Teamwork...



"Alone we can do so little;
together we can do so much."

Helen Keller

"Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results."

Andrew Carnegie

"The strength of the team is each individual member. The strength of each member is the team."

Phil Jackson

"Remember teamwork begins by building trust. And the only way to do that is to overcome our need for invulnerability."

Patrick Lencioni

IT TAKES A TEAM

As the year ends, I am especially grateful for the Hotel Equities' team. 2017 brought demanding challenges, motivating opportunities and exciting successes. I am proud of the members of our team who stepped up, overcame obstacles and participated in the accomplishment of our collective goals. To achieve success in the hospitality business, I believe **it takes a team!** It takes a team of people who trust and believe in each other to utilize their gifts and talents to "play well" at their respective positions and live out our mission statement, "To be an Extraordinary Lodging Company". One of my favorite sayings is, "It takes teamwork to make the dream work". Every team member in this company has a complimentary and unique role to play. An important and unique characteristic of Hotel Equities is our distinct culture. It begins with caring for our key stakeholders: our teammates, our guests and our investors. It ends with giving back to the communities in which we operate hotels. I'm both humbled and proud to be a part of this special team called Hotel Equities and look forward to another exciting and successful year. I wish you and your families a healthy and prosperous 2018!



*Hospitably,
Coach Fred*

#IHIREUWF

The University of West Florida in Pensacola recently named Hotel Equities its *#iHireUWF Employer of the Month*. The award highlights employers actively engaging and collaborating with UWF Career Services in their recruitment efforts.

Brad Rahinsky, Hotel Equities' President & CEO, is a graduate of the university. He recently spoke to students on campus and shared insights on his career in hospitality in a recorded video. **Nancy Curtin Morris**, VP of Learning and People Development, visited the campus to meet and recruit students.

"Hotel Equities and the University of West Florida have coordinated goals and strategies in developing a mutually beneficial partnership to create a pipeline to employment for UWF students and alumni," said Stephanie Dwyer, Assistant Director, Career Services. "We are grateful for this opportunity to recognize and congratulate Hotel Equities as our October 2017 Employer of the Month."



8TH MANAGEMENT DEVELOPMENT CLASS GRADUATES

Hotel Equities announced the graduation of its eighth Management Development Program (MDP) class. In addition to engaging in rigorous studies and activities, the five graduates each completed a property-based project that delivered monetary value to his/her hotel.

Anthony Butler, Four Points Energy Corridor, Houston, TX, centered his project on driving business to the hotel's restaurant.

Joy Conde, Candlewood Suites Macon, GA, cleaned up savings with a hands-on approach to PTAC maintenance.

Diana Herrmann, Residence Inn North Charleston, SC, focused on reducing turnover within the first 90 days of employment and reduced cost for her hotel.

Saun Lian, Hampton Inn & Suites Atlanta Perimeter Dunwoody, GA, found savings and key learnings in the market with a new POS system.

Belma Lilic, Home2 Suites St. Louis/Forest Park, MO, cut cost by focusing on reducing both turnover and the use of temporary labor.



Congratulations to **Joe Farley** who earned a seat on the Santa Rosa Tourist Development Council. Joe is the GM of the SpringHill Suites Pensacola Beach in Santa Rosa County, Florida.



Left to right, seated: Belma Lilic, Brad Rahinsky, Joy Conde. Standing: Diana Herrmann, Anthony Butler, Saun Lian

One Topic, Four Voices: Value Statement #1. Do unto others as you would have them do unto you (The Golden Rule).

"This is one of the most basic, but misunderstood value statements. Some people have a hard time implementing this into their everyday lives. The results from teaching this value to your team are priceless."

Gary Shultz, GM, Four Points Houston Energy Corridor, TX



"The Golden Rule reminds me to: always put oneself in another's shoes, be empathetic, go the extra mile, make a difference!"

Angie Lee, DOS, SpringHill Suites Navarre Beach, FL



"Good outcomes begin with clear expectations. When leaders and team members maintain strong relationships, they both succeed beyond those expectations."

Trudy Sankey, DOS, Hampton Inn & Suites Atlanta Perimeter Dunwoody, GA



"Treat everyone as if God is watching. Go out of your way to speak to a stranger. Make people feel comfortable by being friendly and approachable. Give a compliment and make someone smile."

Terrence Stocks, GM, Fairfield Inn & Suites Buckhead, GA



HOTEL EQUITIES

EXCELLENCE IN HOSPITALITY™

ASSOCIATES HAMMER FOR HABITAT

In early October, associates from many of Atlanta's Fairfield Inn hotels joined forces to give back to the community by volunteering during the brand's annual partnership with Habitat for Humanity.

"Pictured at the build are two of our fabulous FFIS GM's, **Alexis Stevens**, FFIS Buford, and **Karen Jenkins**, FFIS Alpharetta," said Lead GM **Brooke Stall**.

Volunteers from the FFIS Perimeter Center are Connor Reyer, David Zacker, De'Asia Austin and Deanna Peterson.



TEAM REDEEMS BLAST POINTS, COLLECTS FOOD FOR ANIMAL SHELTER!

"When we learned that the dogs and cats at a local SPCA animal shelter were in desperate need of supplies and food, we had to help, even though Hurricane Irma had badly damaged our hotel," said GM **Ami Beasley**, FFIS Holiday/Tarpon Springs.

"We used our BLAST gift cards to buy food. We also asked our local community to donate in exchange for a chance to win a free two-night stay at our hotel. We raised over \$500.00 worth of food and supplies, and a local police officer won the hotel stay. We were thrilled to help."



ISLAND HOUSE GRANTS KIDS' WISHES

Each year the Island House, a DoubleTree by Hilton hotel in Orange Beach, AL, adopts kids from the Children's Home in Pensacola to fulfill their Christmas wishes.

"Donations come from employees and guests," said GM **Leslie Hayes**. "The guests donate by taking or borrowing one of the many books we have available for them to enjoy during their vacation. This year we received over \$800 in donations."



TEAM TO HELP BUILD FOUR FOR HABITAT

"At the Fairfield Inn & Suites Marianna, Florida, we are committed to our partnership with Habitat," said GM **Patrick Bellamy**. "The Chipola Area Habitat for Humanity recently held a groundbreaking ceremony for four home builds that will take place simultaneously. Our hotel team will participate."

Pictured at the far right with shovels are (left to right) Patrick and AGM Eric Pratt

On a Break

AMY GREENWOOD

Regional Revenue Manager

EDUCATION: West Texas
A&M University, B.A. Mass
Communications, Broadcasting

FAVORITE MOVIE:
"A Few Good Men"

FAVORITE BOOK:
The Agony & The Ecstasy

FAVORITE MEAL:
Brazilian Steakhouse

FAVORITE TYPE OF MUSIC:
Hip Hop/Rap

FAMILY: Bob, husband (10 years in
April) and 2 daughters: Addyson, 12
and Aspyenne, 8

HOBBIES: Shopping and watching
my daughters compete in
cheerleading

BEACH OR LAKE: Beach...I first
saw the ocean when I was 19!

BASEBALL OR FOOTBALL:
Football

DOGS OR CATS: Dogs

**BEST TRAVEL
DESTINATION
YOU EVER VISITED:**
St. Kitts

PREFERRED SNACK:
Ice Cream

BONUS: Although
I don't have a high
school student, I LOVE
high school football.
I haven't missed an
Argyle Varsity football
game in three seasons!



We Get Letters!

"Thank you for having The Journey book in the room to represent true Christian values in your company and to others."

– Ron

"When our cruise was canceled, we checked into your hotel (**Island House Orange Beach**) and your front desk associate ensured that our stay exceeded expectations! We will be back!"

– Dustin



"We spent the day decorating Christmas cookies for the local first responders today with our families!" said **Kristin Iversen**, GM of the SpringHill Suites Navarre Beach, Florida. "What a wonderful representation of servants' hearts in action."

PRAYER LINE

Rev. Greg Smith
678.578.4444 x42

All calls are taken by our Chaplain and are confidential.

DEVELOPMENT & MANAGEMENT CONTRACTS

Joe Reardon, 678.578.4444 x23

EMPLOYMENT

Send resumes to careers@hotelequities.com

HOTEL EQUITIES HERALD

Editor

Margaret M. Jones, mjones@hotelequities.com

Co-Editor

Sommer Shiver

Copy Editor

Ruth Kornegay

Design

Alicia Lockard



HOTEL EQUITIES

EXCELLENCE IN HOSPITALITY™

41 Perimeter Center East, Suite 510
Atlanta, GA 30346
678.578.4444 | www.hotelequities.com