

# *Celebrating*



# *Years!*



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## Fully Modular Fairfield by Marriott on the Horizon



HE and Horizon North Logistics Inc. (Horizon North) announced they broke ground on a fully modular Fairfield by Marriott in Kitimat, British Columbia, Canada. The 120-room hotel is phase II of an entirely modular-built, mixed-use community development by owners, Horizon North. HE has been selected as the managing partner to operate the new hotel with an anticipated opening date in Q1 2020.

With valley views and a mountain backdrop, the Fairfield by Marriott Kitimat is ideally situated along the city's major entrance and in close proximity to industrial development in the Kitimat region.

"Owners and developers choose modular construction for its advantages in productivity and efficiency, without compromising quality," said **Rod Graham**, president and chief executive officer of Horizon North. "The speed of modular construction offers opportunity for owners to open the doors faster and begin generating a return on investment, a critical consideration in development. In addition, our hotels are structurally robust, with inherently quieter rooms as a result of the modular construction process, creating a better customer experience for the developer and the guests."

**NOW  
OPEN**

## Adaptive Reuse Home2 Suites

The Home2 Suites by Hilton-Marietta, GA, located at 2168 Kingston Court, is now open! The 146-room all-suite hotel offers 1,400 square feet of meeting and event space. Owners at Marietta Hotel Investments, LLC undertook a complete building restoration to actualize their vision for the new custom hotel.

"We are truly excited to open the doors to the newest Home2 Suites by Hilton hotel in the great city of Marietta," said owner, **Krishan Patel**. "It was an extensive project, but we can now finally say we have brought this building back to life. We expect this property to serve as a flagship hotel for Hilton and all Home2 Suites, metropolitan Atlanta and to the local community of Marietta."





# welcome ABOARD

This past quarter, HE welcomed several new faces to the corporate team with the addition of key roles to support company growth! The boost in infrastructure is a value-add for associates and owners alike, providing even more resources for their benefit.



Keith Hensley

With the firm's continued growth in the resort, full service, boutique and lifestyle categories, they tapped industry veteran, **Keith Hensley** as VP of Operations, Full Service. With an extensive background in F&B and expanded service properties, Keith will oversee the firm's full service and resort division of hotels. He most recently served as General Manager at the Atlanta Evergreen Marriott Conference Resort in Stone Mountain, GA.



Drew Williams

New additions to the Revenue Generation team include **Drew Williams**, Regional Director of Sales in Canada and **Zach Sorenson**, Regional Revenue Manager for HE's Texas region. Both report to **Cesar Wurm**, VP of Sales and Revenue Generation, who says the two new additions have "rounded-out his team of RevGen experts".



Zach Sorenson



Tori Cheeks

In the critical areas of Human Resources and Accounting, HE welcomed **Latoria (Tori) Cheeks** as HR Support & Payroll Specialist and **Tammi Sims** as Staff Accountant. Both are based in HE's Atlanta headquarters. Tori reports to Director of HR, **Toi Brown** and Tammi reports to VP of Finance, **Carlos Melgar**.



Tammi Sims



DJ Gaur

Continued growth in the Canadian market required adding two associates to the team. **DJ Gaur**, Area Sales Manager for APX Hotels, and **Peter Parmar**, Regional Director of Operations – Western Canada. DJ is based in Toronto, Ontario while Peter is based in Edmonton, Alberta.



Peter Parmar

# Coach's Corner

WITH FRED CERRONE

## LOOKING BACK AT *30 years*

As I look back over the 30 years since starting Hotel Equities, I am in awe of how quickly the time has flown by. I have many memories over these incredible years. So many of them stand out to me: from being named as one of Marriott's first original franchise partners, to developing and opening our very first hotel, to celebrating 50 years in the hospitality industry and all of the events in between. As I reflect on the past, I still get excited about the future.

When I began handing out room keys at the Sheraton Boston Hotel, I never imagined my career would turn out as it has. I just simply kept setting goals for myself. A good lesson in goal-setting (similar with forecasting and budgeting) for the future is to remember that, as you are mapping out where you're going, it's important to look back at where you've been.

We set out from day one with the intent to develop and sustain a healthy culture. That was one of the main things that I wanted to ensure I had in my company. We believe all companies have a culture, whether its leaders realize it or not. It boils down to two common denominators: All companies have a culture that is either healthy or unhealthy. A healthy culture is one in which people come together with their varying gifts and talents and they are nurtured and encouraged to utilize them for the collective benefit

of the team and its mission. Their efforts benefit all involved in a team-focused effort of achieving important pre-established goals, which in turn benefit all of our key stakeholders.

The culture we have at Hotel Equities is one of the main things that sets us apart from other companies. As we continue to grow our portfolio and company, I strive each day to make sure that our culture stays relevant and healthy. We will use this 30th anniversary milestone as a compass to help keep us focused on what got us here: honoring God, servant leadership and industry-leading results for our key stakeholders.

Hospitably,

*Fred*



## Four Points Hotel Addition

HE was selected as the third party operator for the Four Points by Sheraton Charlotte Lake Norman. The recently purchased 101-room hotel is owned by Lake Norman NIA, LLC, a joint venture between



Virginia-based TLTsolutions and North Carolina-based Second Line Investments (in association with The Calhoun Group Realty). The hotel offers over 2,000 square feet of state-of-the-art, flexible meeting space able to accommodate 100+ guests. The Four Points Charlotte Lake Norman is HE's tenth Four Points by Sheraton branded property in their portfolio of hotels. **Tyrone Tindell** serves as the hotel's general manager.

"We are looking forward to our partnership with Hotel Equities to bring operational excellence within the community", said **Kevin Calhoun**, owner representative of the Four Points by Sheraton Charlotte Lake Norman. "Through the Calhoun Group Realty, we have formed a great relationship over the past few years and are confident with HE taking over the daily operations. We look forward to welcoming guests who are seeking stylish comfort and authentic service to our hotel."



# You Can COUNT on Them!

## Meet Hotel Equities' Accounting Team

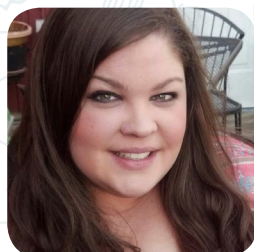


**Carlos Melgar**  
VP of Finance

**Describe your role:** To be a financial steward for the organization. A large portion of my role is financial in nature and I am honored to lead a team that tracks and reports the finances of our hotels and the organization as a whole. An equally important part of my role is risk management and leading the insurance charge for the organization for all coverages.

**Hobby?** Playing in a Big Band based in Atlanta.

**Best part of your job?** Rarely a day goes by where something new and challenging doesn't come across my desk. I love to tackle a challenge!



**Aubrey Autorino**  
Staff Accountant

**Describe your role:** I currently do accounting for a portfolio of hotels in both the U.S. and Canada. My accounting duties include bank reconciliations, accounts payables, filing taxes and monthly financial reporting.

**Hobby?** I love cooking!

**Best part of your job?** Getting to work with such wonderful people.

### Welcome to the Team



**Tammi Sims**  
Staff Accountant

**Describe your role:** I am a team-player in providing accounting support to the hotel's operational management team. I monitor, track, validate and record all incoming and outgoing transactions of a hotel in order to present an accurate financial picture to the organization's internal and external clients. Lastly, I help the organization with continued growth and success.

**Hobby?** Spending time with my grandkids/family, cooking and watching movies.

**Best part of your job?** My favorite thing about being a hotel staff accountant is that it is always fast moving and no two days are the same.



**Mike Remenih**  
Senior Accountant

**Describe your role:** Manage, support & train hotel operations' teams as it relates to all accounting matters. Prepare monthly financial statements for hotels. Owner relations as it relates to accounting topics.

**Hobby?** Virtual Car Racing (i.e. video games) and leisure travel with my family.

**Best part of your job?** I thoroughly enjoy assisting the GM's and their teams in day-to-day hotel accounting matters including helping to balance their PMS reports, mapping the PMS reports to M3 and updating the daily report templates for ease-of-use. I enjoy working with the accounting software in order to make it as user-friendly and as simplistic as possible for our team members while working with the GM's to ensure that is achieved.



**Terry Mizell**  
Staff Accountant

**Describe your role:** I prepare P&L statements for my portfolio of hotels to show revenue, expenses and income received from the properties.

**Hobby?** I enjoy gardening.

**Best part of your job?** Working with all the different personalities!



**Tim Ross**  
Senior Accountant

**Describe your role:** I oversee a portfolio of properties within the HE family of hotels and I help support the rest of the accounting team by creating the payroll entries and management fee invoices.

**Hobby?** When I'm not spending time with my girls, I like to play video games.

**Best part of your job?** I like to work with numbers and solve problems.



**Oscar Rodriguez**  
Regional Director of Accounting, Canada

**Describe your role:** Based in the Canadian regional office, I am responsible for preparing the financial statements for a portfolio of HE-managed hotels in Canada.

**Hobby?** Playing soccer!

**Best part of your job?** I enjoy getting to know the different General Managers and hotel owners.



**Kathy Taudte**  
Senior Accountant

**Describe your role:** I handle the accounting for several hotels, which consists of owner and property communications, financial statement preparation, sales tax filings and cash and payables management. Additionally, I handle various tasks such as setting up new hotel finances, training and onboarding new associates in accounting and I participate in new hotel transitions. I also handle the corporate accounting for Hotel Equities' Canadian Hospitality division and different tasks for Hotel Equities' corporate operations.

**Hobby?** I love to travel!

**Best part of your job?** Training people!



**Christen Salmi-Padgett**  
Staff Accountant

**Describe your role:** To monitor and balance cash reconciliations, prepare financials, and build relationships with my hotel families and owners.

**Hobby?** Cooking, long walks on the beach, spending time with my family and shopping.

**Best part of your job?** Creating spreadsheets (the numbers should always balance)!



*Congratulations Ta'Neika!*

[Click Here for Full Article](#)



**Ta'Neika Blue**  
Accounts Payable Manager

**Describe your role:** In my role, I work with our in-house finance team to ensure strong internal controls are in place to yield optimal profitability and peace-of-mind for our stakeholders. Daily responsibilities include maintaining the ledger, verifying accuracy of invoices, disbursing payments and analyzing financial data.

**Hobby?** Roller skating and reading.

**Best part of your job?** The duality of it. I like that I am challenged to work both sides of my brain. Also, I enjoy the feeling of knowing I have done my job efficiently and contributed to helping the company and our stakeholders.

# A WIN in WINston-Salem!

Virtua Partners announced the purchase of a 126-room Courtyard by Marriott under construction in Winston-Salem, North Carolina. HE will manage the hotel when it opens in Q1 2020. HE is also providing development services for the Courtyard through the construction process and will see it through to completion.

Located at 640 W. Fourth Street in the heart of Winston-Salem, the Courtyard will feature a rooftop bar with panoramic views of the surrounding downtown area.

The Courtyard is among the first hospitality projects in the country to be built as an Opportunity Zone development – a recent legislative program designed to stimulate local economies through long-term investment from private capital. “There is an incredible amount of upside for this project,” says **Quinn Palomino**, CEO of



Virtua Partners, “whether it be to the Winston-Salem community, the people who will be employed through construction and full-time hospitality jobs or the investors who chose to finance this project. When combined, the demand drivers of the Winston-Salem community, the management expertise of Hotel Equities and the tax breaks of the Opportunity Zone program all serve to optimize this property’s potential.”

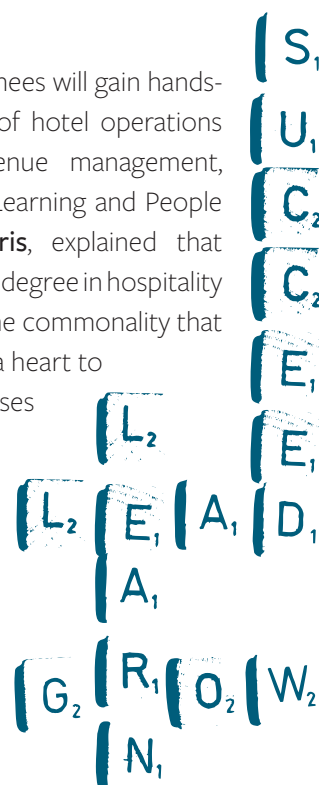
## MANAGER IN TRAINING PROGRAM: Elevating the Next Generation of Hospitality Leaders



HE welcomed a new class of trainees to its Manager in Training (MIT) program. The group is HE’s fourth class of trainees to embark on the MIT program, first rolled-out in 2015. The program was designed for recent college graduates who have an interest in the hospitality industry. Seven individuals were selected to participate in this year’s program. **Kareem Downer**, a graduate of Georgia State University; **Lauren Cohen**, a graduate of Florida State University; **Cammie Nguyen**, a graduate of the University of South Carolina; **Isaiah Dennis**, a graduate of Georgia State University; **Luke White**,

a graduate of Clemson University; **Felisha Edouazin**, a graduate of Georgia Southern University and **Ryan Arra**, a graduate of the University of West Florida.

During the nine-month program, trainees will gain hands-on experience working at all levels of hotel operations including sales & marketing, revenue management, finance and accounting. HE’s VP of Learning and People Development, **Nancy Curtin Morris**, explained that participants are not required to have a degree in hospitality to be accepted into the program. “The commonality that we look for in all good candidates is a heart to serve and this group certainly possesses that character trait,” said Nancy.





## Make it Your Home, Too!

The Home2 Suites by Hilton-Rosenberg Sugar Land Area in Texas is now open for guests! The 100-room all-suite hotel is located at 5350 Pointe West Circle in Richmond and is owned by Riverpointe Hospitality, LLC.

The new hotel is one of six Home2 Suites by Hilton-branded hotels in HE's portfolio of properties. **Kelly Haas** serves as the hotel's general manager and **Lynnell Allen** is the director of sales.

"We are truly excited to open the doors to the newest Home2 Suites by Hilton hotel," said owner, **Chris Merchant**. "We expect this property to serve as a flagship hotel for the Hilton brand and to the local community of Richmond."



# Now Open!

## New Fairfield by Marriott EIA

HE announced the opening of the Fairfield by Marriott Edmonton International Airport, AB, Canada. The 135-room hotel is located at 4545 Airport Perimeter Road and offers guests 1,200 square feet of meeting and event space. The new hotel is owned by K5 Investment Group, Inc. **Raj Chollangi** serves as the hotel's general manager and **Jennifer Broda** serves as director of sales.

"Our engagement from inception on the development and construction side of the project, along with our pre-sale and ramp-up of the hotel, deliver incredible ROI to our owners," said **Joe Reardon**, chief development officer. "We are excited to bring that level of high performance results to our great partners with K5 Investment ownership group and we could not be any more pleased to work with such great owners on this exciting new hotel in Edmonton."



# HE Launched Development Services Division

Hotel Equities recently announced details of its development services division designed to add value for new hotel development, renovation and conversion projects. The new division is the latest addition to HE's platform of services and is designed to benefit today's hoteliers and address the obstacles they encounter during development or renovation.

On average, new hotel build-outs are extended by an additional four to twelve months due to costly construction delays, labor shortages and rising material costs. **Patrick Trainor**, HE's vice president of projects and facilities tells us this is where having an experienced team in your corner with a vested interest in your asset gives owners an advantage.

Patrick leads the development services team for HE. "Our involvement from a project's inception promotes a cost-effective hotel development that operates at maximum efficiency upon opening," said Patrick. "Common, avoidable issues result in extended build-out periods for new hotel

developments. These are the costly issues we focus on for our ownership groups."

HE's development services team acts as a liaison for owners by collaborating with all parties involved in a project, (i.e. brand, architect, design and construction) to ensure all work in coordination with one another to move the project across the finish line in an efficient and effective manner, saving the developer time and money.

HE also welcomed **Jeff Hatchett** to the team, joining the firm as director of projects and facilities where he works alongside Patrick to support an increased demand from hotel developers interested in reducing their project's time and cost to market. Patrick and Jeff have completed well over 500 new-build, renovation and conversion projects to date.



Patrick Trainor

*Welcome to the Team*



Jeff Hatchett



## Two More in Texas!

Hotel Equities welcomed two new portfolio additions to the family! The Hampton Inn & Suites by Hilton-Fort Worth/Alliance Airport and Residence Inn by Marriott-Fort Worth/Alliance Airport. The all-suite Residence Inn is located at 13400 North Freeway and the Hampton Inn & Suites is located at 13600 North Freeway. Both hotels are owned by Sagamore Capital.

"We are excited to be in Fort Worth operating these best-in-class Marriott and Hilton hotels," said **Joe Reardon**, chief development officer for HE. Both properties will be led by HE's Texas regional team. "We are confident in our decision to shift management responsibility to Hotel Equities," said **Chuck Dubroff**, owner of Sagamore Capital. "They have the expertise to provide superior service to our guests and the resources to provide our associates opportunities to grow in their careers."



## SUMMER SCORCHER TAKES TOLL ON FIREFIGHTERS ▶

The Fairfield Inn & Suites – Gainesville, GA team donated water and Gatorade to local firefighters in Hall County to help in keeping them hydrated during the recent extreme summer heat.



Pictured are the following: **Jessie Wynne**, Sales Coordinator; **Akeria McHenry**, FD Supervisor and **Casey Allen**, Operations Manager.

## SERVICE WEEK CELEBRATION ▶

The team at Holiday Inn & Suites – Lloydminster, AB, Canada celebrated IHG Service Week! The event was created to say “Thank You” to all of IHG’s associates.



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# ICARE

## FAIRFIELD AT THE FAIR

The Fairfield Inn & Suites – Tacoma DuPont, WA donated hotel rooms for Marine and Naval pilots attending the Tacoma Freedom Fair. As sponsors, associates from the hotel were invited to attend a VIP Reception at the event.



Pictured are the following: **Brandon Carter**, Front Desk Lead; **Kayla Kuehne**, General Manager; **Rachel Kinter**, Operations Manager and **Kimberly Brewer**, Housekeeping Manager.

## BEACH CLEANUP



The Holiday Inn Express - Pensacola Beach, FL associates participated in a beach cleanup at sunrise, as a part of IHG’s Giving for Good month!

Pictured are the following: **Sherrye Cotton**, Director of Sales; **Taaka Brown**, Executive Housekeeper; **Sharon McGraw**, Bookkeeper; **Andrew Golba**, Sales Manager; **Becky DeCesare**, General Manager; **Courtney Price**, Front Office Manager and **Aaron Hardin**, Laundry Attendant.

## SCHOOL SUPPLY DRIVE IN SNELLVILLE

**Saun Matthews**, General Manager, and **Erin Ritchie**, DOS; of the Hampton

Inn & Suites - Snellville, GA organized a school supply drive for Children’s Restoration Network, a non-profit helping homeless children and mothers.



## INTERNATIONAL HOUSEKEEPERS WEEK



The Comfort Inn & Suites – Kelowna, BC, Canada celebrated International Housekeeper’s Week by participating in swan making, a fitted sheet dance and toilet paper toss!

## LIFE LESSONS OVER LUNCH ▼



Every Wednesday, HE hosts Life Lessons Over Lunch (LLOL), a networking event, at their Atlanta office. Attendees are those who are currently in the job market. Over the years, 800+ people have found jobs through their connections at LLOL. One of those success stories is Diane Markel who recently got a new job. She came back to share her good news and thanks by bringing goodies to the HE staff and celebrating her achievement with the LLOL group!

# On a Break

with **SUSAN GREENBERG**  
Regional Director of Sales

**Last Movie Seen**

Art of Racing in the Rain

**Last Book Read**

The Ice Cream is Delicious / Conversations with God / Lean Six Sigma

**Favorite Meal**

Market-to-Table complimented w/wine or a local distillery beverage

**Favorite Type of Music**

Rock / Blues / Jazz

**Family**

Husband, Mark; Fur-Babies, Arti & Apollo and lots of cousins!

**Hobbies**

Food, Wine, Travel, Golf & Puzzles

**Beach or Lake**

Beach

**Best Hotel or Resort You've Ever Visited**

Boca Raton Resort and Club

**Favorite Musician**

Jimmy Buffet

**Preferred Snack**

Dark Chocolate

**Name and Describe Your Pets**

17 Foster Dogs since 2000 – we always keep a few! Artemis & Apollo are our current “fur-babies”.

**Where Do You Love to Shop**

Boutiques & Antique Shops



## FUN FACT:



*I am a lifetime learner... L'Academie de Cuisine – Executive Chef, and Certified Meeting Professional*



*One Topic, Four Voices: Value & “Nothing happens until somebody sells something.”*

1



“I truly believe if you have value to add, you will promote and promoting is selling. Selling is honorable. Listen and stay attuned to the needs of people around you, fit their needs and we have a sale. Embrace selling and learn to be a better promoter.”

**Raj Chollangi**, General Manager  
Fairfield Inn & Suites  
Edmonton International Airport, AB, Canada

3



“To me, this means that we all play a role in selling our hotels. Sales isn't a door-to-door sales person... it's a relationship, an experience, or a word-of-mouth recommendation from our team members and our guests.”

**Brooke Stall**, Lead General Manager  
Courtyard  
Atlanta Alpharetta/Avalon Area, GA

2



“The success of the sales team drives prosperity. Every employee is in sales, regardless of their position, and should be nurturing guest relationships and uncovering new sales opportunities.”

**Susan Zuppardo**, Lead Director of Sales  
Residence Inn  
Atlanta Perimeter Center/Dunwoody, GA

4



“Until a single room is sold, our industry is at a standstill; our services are bought to provide a great experience in and outside of rooms.”

**Gregory Hinton**, Sales Manager  
Fairfield Inn & Suites  
Waxahachie, TX



# Q2 2019 Team Members of the Quarter

## Candlewood Suites-Macon, GA

Andrew Payne

## Courtyard-Buford/Mall of Georgia, GA

Milda Reklyte

## Courtyard-Greenville Spartanburg Airport, SC

Magdalena Mateo

## Courtyard-McDonough, GA

Aldrena Johnson

## DoubleTree-Arlington DFW South, TX

Landers "Marshall" Timm

## DoubleTree-Island House - Orange Beach, AL

Rebecca Nevils

## Fairfield Inn-Charlotte Gastonia, NC

Erika Scott

## Fairfield Inn-Greenville Spartanburg Airport, SC

Adedamola Oduwate

## Fairfield Inn & Suites-Aransas Pass, TX

Brandi Ambrose

## Fairfield Inn & Suites-Buford/Mall of Georgia, GA

Evgeniia Mikhailova

## Fairfield Inn & Suites-Charleston North/University Area, SC

Tamara Bryant

## Fairfield Inn & Suites-Colorado Springs North, CO

Jonah Goodwin

## Fairfield Inn & Suites-Dublin, GA

Harmony Harris

## Fairfield Inn & Suites-Edmonton North, AB, Canada

Sanoorpreet Kaur

## Fairfield Inn & Suites-Gainesville, GA

Audrey Titus

## Fairfield Inn & Suites-Lynchburg, VA

Kaylyn Martin

## Fairfield Inn & Suites-Marianna, FL

Shawntell Street

## Fairfield Inn & Suites-Scottsbluff, NE

Josh Cinocco

## Fairfield Inn & Suites-St. Petersburg Clearwater, FL

Julie Karlson

## Fairfield Inn & Suites-Terrell, TX

Bernitra Ford

## Fairfield Inn & Suites-Tifton, GA

Holly Flippo

## Fairfield Inn & Suites-Tulsa, OK

Sherzod Narzullaev

## Fairfield Inn & Suites-Uncasville, CT

Victor Almonte

## Fairfield Inn & Suites-Waxahachie, TX

Rebecca Madsen

## Hampton Inn-Dalton, GA

Roger Marcin

## Hampton Inn-Gainesville, GA

Larry Mose

## Hampton Inn-Stone Mountain, GA

Barbara Griffin

## Home2 Suites-St. Louis/Forest Park, MO

Spring Fucinari

## Residence Inn-ATL Perimeter Center Dunwoody, GA

Jai Phifer

## SpringHill Suites-Houston/Cypress, TX

Dani Holman

## SpringHill Suites-Houston/Medical Center, TX

Terry Craft

## SpringHill Suites-Pensacola Beach, FL

Sean Duc

## SpringHill Suites-St. Petersburg Clearwater, FL

Kenesha Jordan

## TownePlace Suites-Edmonton South, AB, Canada

Laurice Katleen Macalino

## TownePlace Suites-Tallahassee, FL

Candace Rivers



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## 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](mailto:careers@hotelequities.com)

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