

# HERALD

Courtyard Tampa Northwest/Veterans Expressway



**NOW  
OPEN!**  
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**HOTEL EQUITIES**  
EXCELLENCE IN HOSPITALITY™

**FALL 2018**



## JOINING FORCES WITH VIRTUA PARTNERS

**Strategic partnership will fuel growth in acquisitions and investments in various platforms**



HE has created a strategic alliance with private equity firm, Virtua Partners. Virtua Partners is making a series of investments totaling more than \$500 million into HE's hospitality platform. The new capital will be utilized to fuel growth through hotel management company acquisitions, organic growth and strategic investments into various hospitality assets.

"Hotel Equities is an industry leader in hospitality management and development. They have a 29-year award-winning track record for employee recruitment, training and retention. This culture of service permeates throughout the entire company. Virtua Partners is excited to invest in such a dynamic organization," says **Quinn Palomino**, Principal of Virtua Partners.

"This capital infusion allows us to expand our platform as we look to grow Hotel Equities through acquisitions and organic growth. Our mission is to provide outstanding service to our key stakeholders and deliver strong returns to our owners. We are delighted to have Virtua Partners invest in our company, as they share our values and culture," says **Fred Cerrone**, Founder and Chairman of Hotel Equities.

## ICONIC TAPESTRY HOTEL ON MUSIC ROW

**Tapestry Collection by Hilton to preserve landmark's historic significance, adding vibrant accommodations to the lively downtown Nashville market**

The 187-room hotel, located at 50 Music Row in the heart of Nashville's famed "Music Row", will undergo a complete renovation of the existing building. The property is owned by Sai Ram 900 LLC and is located near well-known Nashville attractions including Vibe Records, RCA Sony and BMI, to name a few.

Music Row's famed United Artist Tower was originally constructed in 1974 by two members of Elvis Presley's backing band, The Jordanaires, and served as office and recording studio space for several local radio stations. In 2006, the building was converted to condominiums. The nine-story building remains the tallest on Music Row. Transformation of the 56,700 square foot building is scheduled to begin by year's end.

The new Tapestry hotel will fall into Hotel Equities' full-service and resort division of hotels. Tapestry prides itself on being different. Each hotel is an original, independent property with its own style that enables travelers to weave their own individual story. The Music Row location will offer guests a unique experience with local indigenous dining and entertainment options. It will provide sleek and trendy guestrooms with spectacular views of Nashville from its 360° rooftop bar.



**TAPESTRY**  
**COLLECTION**  
BY HILTON™

The hotel is scheduled to open its doors to guests in 2020.

# Coach's Corner

## WITH FRED CERRONE

### WE SALUTE YOU

I joined the United States Marine Corps Reserves during a time when the Vietnam War was expanding. I served a total of six years. I went to Parris Island for Boot Camp and then, after basic training, went to Advanced Infantry training and Jungle Warfare training at Camp Lejeune in North Carolina. The recruiting sergeant told me that my reserve unit would be activated and would spend approximately 13 months in Vietnam. I was also told that, following a two-year tour of active duty, I would be re-assigned to my reserve unit, have the opportunity to return to college, and upon completion, would have the opportunity to apply for Officer's Training School.

Upon completion of our training and just prior to my unit being shipped out to Vietnam, 10 members of our unit, including myself, were given orders to return to my hometown of Boston to help ready equipment and supplies to be shipped alongside us overseas. After the completion of the readying of our gear and while we were still awaiting our Vietnam assignment orders, we were given permission by our commanding officer to look for temporary work as long as we stayed in shape and called in to the base every day. We were assured by our CO that we could be leaving any day. Because I was honest in saying that I may be leaving for Vietnam shortly, no one would hire me. My uncle Al, who worked for Sheraton, helped me get a job interview at the Sheraton Boston Hotel and while still awaiting my unit's orders

of deployment, I worked at the hotel as a mail and information clerk. For some unknown reason, our orders of assignment to Vietnam never came. Here I am 50 years later, still excited about the hotel business and enjoying the hospitality industry as much as I did at the start. I am forever thankful that the General Manager of the hotel, Mr. Max Dean, took a chance and hired me.



With that as a background story, it's important to me that Hotel Equities supports our current and former military service members by taking a proactive approach with our recruiting and retention efforts.

We sincerely believe in hiring talented men and women with a great attitude and teaching them the business. This philosophy toward hiring is so important to us that it is actually included as 1 of our 12 value statements [for a list of the other 11, visit [www.hotelequities.com](http://www.hotelequities.com)]. Courageous, hard-working service members with high integrity and a great attitude fit nicely into our HE family.

**We salute you and would appreciate the opportunity to show you why we think the hospitality industry would make a great career choice!**

- Fred (Coach) Cerrone, Founder & Chairman of Hotel Equities

### FROM INTERN TO ANALYST

#### Firm's long-standing commitment to developing talent remains a top priority



Foster White

As the firm's new Business Development Analyst, Foster White will work with the business development team to analyze and deliver data-driven recommendations to the firm's partners. He reports directly to **Joe Reardon**, SVP of Business Development & Marketing.

Foster originally joined HE in 2012 as an intern while studying at Clemson University. After graduating with his degree in Financial Management, he completed HE's Manager in Training (MIT) program. Foster most recently served as the opening Assistant General Manager at the Residence Inn by Marriott-Atlanta-Perimeter Center/Dunwoody, GA, Marriott's 2017 Opening Hotel of the Year award-winner for the brand. "The time I spent in hotel operations was invaluable," said Foster. "It gave me the experience I needed to best serve our owners in my new role as part of the business development team."

Foster is one of many examples of why the hotel management and development firm believes developing their associates is a worthy investment. **Nancy Curtin Morris**, HE's VP of Learning and People Development said, "When I was approached by **Fred Cerrone** [HE's Founder and Chairman] years ago to create training curriculum, he shared with me his own story of being selected for Sheraton's training program in his 20's. The experience was life-changing for him and resulted in an acquired passion for developing others. It was his vision to incorporate people development into Hotel Equities' business model." Today, Hotel Equities has an extensive offering of world-class hotel management training programs available to associates, students and recent college graduates interested in continuing their growth in the hospitality industry.



## NOW OPEN! TOWNEPLACE SUITES BY MARRIOTT IN MESQUITE, TEXAS

The all-suite hotel is located at 500 Rodeo Center Boulevard. **Matt Saumer** serves as General Manager and **Connor Reyer** serves as Assistant General Manager.

The hotel is conveniently located within walking distance to the Mesquite Convention Center and Exhibit Hall which boasts 21,000 square feet of meeting and event space. "We are excited to work with the Mesquite Convention and Visitors Bureau," said Matt. "Our new hotel, with convenient access to the convention center, will be a nice addition to the CVB's thriving market. Our team members are prepared to connect travelers with the great local places to eat, play and live."



## HE WELCOMES TWO MARRIOTT CONFERENCE CENTER HOTELS NEAR DALLAS!

The Courtyard by Marriott-Dallas Midlothian at the Midlothian Conference Center is located at 3 Community Circle Drive in Midlothian, and the Fairfield Inn & Suites by Marriott-Decatur at Decatur Conference Center located at 1910 West US Highway 380 in Decatur. The hotels are owned by Gatehouse Capital, LLC based in Dallas.

Both hotels are conveniently located within walking distance to the city's conference centers, offering flexible space to accommodate events. The Midlothian Conference Center boasts nearly 30,000 square feet of meeting and event space and the Decatur Conference Center offers 27,000 square feet.

One of the areas Gatehouse Capital found commonality in with their new managing partner is a shared interest in making a positive impact in the communities they serve. Among other involvement, Gatehouse is an annual supporter of Special Olympics Team USA.



Courtyard Dallas Midlothian at Midlothian Conference Center



Fairfield Inn & Suites Decatur at Decatur Conference Center



## COURTYARD BY MARRIOTT IN TAMPA FLORIDA – NOW OPEN!



In August, HE announced the opening of the Courtyard by Marriott Tampa Northwest/Veterans Expressway. The hotel is located in the Citrus Park Crossings commercial mixed-use development at 12730 Citrus Park Lane in Tampa. The 128-room hotel is owned by Citrus Park Hotel, LLC. **Alicia Jacobson** leads the team as the hotel's General Manager. **Cheryl Peck** serves as Director of Sales and **Willam Carvalho** serves as Assistant General Manager.

The Courtyard Tampa Northwest/Veterans Expressway features the brand's latest lobby design where the new Bistro is the epicenter. The Bistro offers guests a wide variety of "made to order" breakfast and dinner items, "grab and go" options, and also features an array of cocktails, beer and wine. Additional features include an outdoor swimming pool, expansive fitness center overlooking the pool, a natural outdoor view of the Upper Tampa Bay Trail (15-mile paved recreation trail), a variety of room layouts with connective room/suite options, and guest laundry, as well as 1,200 square feet of meeting and event space. "I am proud to open this new hotel to the Citrus Park community," said **Alicia Jacobson**, the hotel's GM. "I look forward to building relationships with our local partners and to offer guests a one-of-a-kind experience while visiting Tampa."

## HOTEL EQUITIES SELECTED AS MANAGING PARTNER TO OPEN ALOFT IN OKC



Hotel Equities announced its selection as the operator of the new-build Aloft hotel located at 13111 Highland Park Blvd. in Oklahoma City, OK. This new addition to HE's lifestyle division of hotels is owned by Highland Hospitality, LLC. An expected completion date is scheduled for Q1 2019.

## 2018 LDP GRADUATES!

Pictured: (Front Row) **Thomas Harrison**, Regional Director of Sales; **Becky Aleman**, Regional Director of Operations; **Brooke Stall**, Lead GM; **Susan Greenberg**, Regional Director of Sales

(Back Row) **Joe Fallis**, GM; **Sommer Shiver**, Director of Communications; **Sebastian De La Hoz**, Lead GM; **Amy Greenwood**, Regional Revenue Manager; **Jason Caughron**, Lead GM



*Congratulations!*



Management Development Program

Pictured: **Casey Allen**, Front Desk Supervisor at Fairfield Inn & Suites-Gainesville; **Brad Rahinsky**, President & CEO; **Gill Morris**, Front Desk Manager at Hampton Inn-Gainesville; **Rashad Shipman**, Assistant General Manager at Residence Inn-Atlanta/Perimeter Center Dunwoody and **Shaun Whitlow**, Chief Engineer at SpringHill Suites-Navarre Beach, FL

## 2018 MDP GRADUATES!

In July, we celebrated our 2018 Management Development Program (MDP) graduating class. Each of them had to create and manage a 4-6 month project, with a specific return on investment, in order to graduate the program. This past class did everything from selling drinks on the beach, to driving guest satisfaction scores up [during a renovation], to trading in the hotel shuttle van and using Uber, Lyft and taxi services, to monitoring food waste and each project resulted in MAJOR savings for their individual hotels. As their final assignment, each member gave a presentation to our leadership team, providing an overview of the projects they completed during the program.

**Anyone interested in learning more about MDP, or the other training programs offered by HE, please visit <https://www.hotelequities.com/hotel-management-training.htm> and talk to your GM!**





## FUTURE LEADERS

Our Manager in Training Class of 2019 put together 63 care packages for CURE Childhood Cancer during their first week on the job!

Pictured: **Mary Copeland Heath**, **Courtney Price**, **Hannah Peralta**, **Ankit Govan**, **Rachel Anderson** and **Jack Meakin**.



## RECRUITING FOR THE FUTURE

**Nancy Curtin**, VP of Learning & People Development; **Ansley Runager**, Marketing Coordinator and **Thomas Harrison**, Regional Director of Sales, attended the College of Hospitality, Retail and Sport Management Alumni Society Career Night at the University of South Carolina.



## FEED THE HOMELESS

HE associates, along with friends and family members, volunteered to feed the homeless at First Presbyterian Church of Atlanta. Contact [sdelahoz@hotelequities.com](mailto:sdelahoz@hotelequities.com) if you are interested in volunteering.



## REWARD LOYALTY LAUNCH

As Marriott and Starwood's Loyalty Programs merged, the TownePlace Suites Kennesaw, GA associates showed their appreciation for their Reward Members!

Pictured: **Hortencia Leon**, Housekeeper; **Liz Vega**, Housekeeper; **Maria Silva**, Housekeeper; **LaMuntra Richardson**, Front Desk Associate and **Marissa Little**, Operations Manager.



## TURNOVER CHAIN

**Sharon Long**, GM at the Hampton Inn Gainesville, GA was the 3rd Quarter winner of the Turnover Chain recognizing lowest turnover across HE's portfolio of hotels!

Pictured: **Sharon Long**, GM and **Toi Brown**, Director of HR.

## DOUBLETREE ARLINGTON CARE TEAM

The DoubleTree Arlington DFW South, TX CARE Team volunteered at the Tarrant County Food Bank with the Hotel Association of Tarrant County.



## SPECIAL GIFTS FOR SACRED HEART HOSPITAL

The SpringHill Suites Navarre Beach, FL associates made 50 uplifting care kits and blankets for the children affected by pediatric cancer at their local Pediatric Oncology Center, Sacred Heart, for their 3rd Quarter initiative.



Pictured: **Ana Coleman**, Server; **Tina Dyer**, Utilities; **Gaynell Jackson**, Lobby/Laundry Attendant



# On a Break

with **BECKY ALEMAN**, Regional Director of Operations

**LAST MOVIE SEEN:** Solo, A Star Wars Story  
(I love Star Wars!)

**LAST BOOK READ:** The Extraordinary Leader, and I am currently reading Galatians in the Bible.



**FAVORITE MEAL:** Tacos and Beer

**FAVORITE TYPE OF MUSIC:** I have a lot of favorites but I'm partial to old school rap.

**FAMILY:** I've been married for 14 years to Steve and we have two kids; Nathan (11) and Natalie (7 going on 17). I am also lucky enough to have both of my parents around and I talk to my Mom EVERY day.

**BEACH OR LAKE:** Beach!

**BASEBALL OR FOOTBALL:** NFL Football

**BEST HOTEL OR RESORT YOU'VE EVER VISITED:**  
Gaylord Palms in Orlando, FL

**FAVORITE MUSICIAN:** Dave Matthews

**NAME AND DESCRIBE YOUR PETS:** Daisy (10-yr. old "blue" cat) who acts like a dog, Chewbacca aka Chewie (6-yr. old Dachshund/Poodle Mix) and Callie Mae (4-yr. old Standard parti Poodle).

**TYPICAL TRAVEL SNACK:** Beef Jerky & a Kind Bar

**BONUS INFORMATION:** I have 7 tattoos. I am a Certified Esthetician.

## One Topic, Four Voices: Value 2.

"You never get a second chance to make a first impression."



"At first impression, most people decide if they want to do business with you, see you again, or if what you have to say is worth further interaction. A great way to make a first impression is to stand tall, smile, extend your hand and introduce yourself with confidence."

**Alexis Waddell**, Dual Director of Sales  
Courtyard North Brunswick & SpringHill Suites  
Woodbridge, NJ



"We make first impressions with multiple people daily. Those first impressions are incredibly powerful and can dictate whether or not a guest will return to our hotel. It's critical that, as a team, we are mindful to make a harmonious impression since we don't get a second chance."

**Lauren Cato**, Dual General Manager  
TownePlace Suites Alpharetta & SpringHill  
Suites Alpharetta, GA



"If we view each person we come into contact with as a child of God, who has their own personality and legitimate cares and concerns, the first attitude we should have upon meeting them is of a servant reaction. Your first impression of the servant heart overrides any minor issues that may occur."

**Jim Holliday**, Regional Director of Sales  
Corporate Office



"First impressions are created in the first 30 seconds of meeting someone. How we greet others sets the tone for our relationships. Making eye contact, smiling, and listening helps you connect and makes others feel valued and important."

**Robert Yates**, Director of Sales  
Fairfield Inn & Suites Colorado Springs North  
Air Force Academy, CO



"First impressions have a halo effect, which helps guests form an opinion about your property. Usually, guests depart the hotel with the same feeling that was inculcated upon first impression. Therefore, a genuine smile and heartfelt thanks is the game changer."

**Vinod Masih**, General Manager  
Fairfield Inn & Suites  
Edmonton North, AB, Canada

## 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)

## HOTEL EQUITIES HERALD

Editor

Sommer Shiver, [sshiver@hotelequities.com](mailto:sshiver@hotelequities.com)

Co-Editor

Ansley Runager

Copy Editor

Ruth Kornegay

Design

Alicia Lockard



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EXCELLENCE IN HOSPITALITY™

41 Perimeter Center East, Suite 510  
Atlanta, GA 30346  
678.578.4444 | [www.hotelequities.com](http://www.hotelequities.com)