

# HERALD

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**HOTEL EQUITIES**  
EXCELLENCE IN HOSPITALITY™

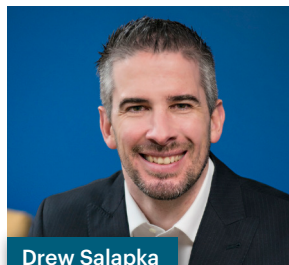
**SUMMER 2019**

# growing

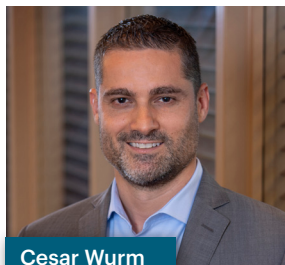
with HOTEL EQUITIES



Bryan DeCort



Drew Salapka



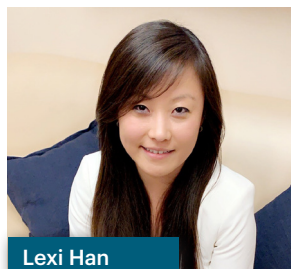
Cesar Wurm

## Leadership team expands with three key promotions

Q2 of 2019 was infused with additional infrastructure support, highlighted by the promotion of key executives **Bryan DeCort**, **Drew Salapka** and **Cesar Wurm** into critical roles.

Bryan was promoted to the position of executive vice president. Since joining Hotel Equities in 2017, Bryan has helped restructure the organization's operational platform to aid in HE's growing portfolio of hotels. His efforts have resulted in the strengthening of technical capabilities across all departments, as well as consistent high-performance results among our portfolio of hotels.

Drew was promoted to senior vice president of operations, where he will lead the firm's growing portfolio of owned/managed hotels. Cesar was promoted to senior vice president of sales and revenue generation, where he will lead HE's companywide strategic sales and revenue generation efforts. "Expanding our executive leadership team is mission critical as we continue to grow the company through performance," said **Brad Rahinsky**, HE's president and CEO.



Lexi Han



Rob Cote

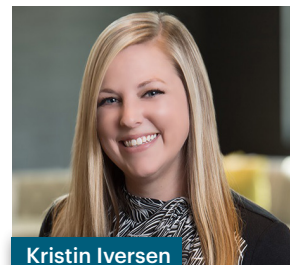


Joe Fallis

## Critical new roles to support portfolio growth

With a growing number of hotels in development and under construction, **Rob Cote** was named senior manager of openings and transitions. In this new role, he leads deployment of task force teams and coordinates pre-opening responsibilities associated with new hotels entering the firm's portfolio. Rob originally joined HE's operations team in 2013.

Two regional directors of operations were also added; **Lexi Han**, who will oversee a portfolio of hotels in the firm's Texas region and **Joe Fallis**, who will oversee a portfolio in the East region. Lexi joined HE in 2018 as a bench GM where she supported a variety of complex hotels, drove results and developed strong owner relationships. Joe joined HE in 2016 as the GM of the Residence Inn-Atlanta Perimeter Center Dunwoody, GA. Under his leadership, the hotel was awarded Marriott's 2017 Opening Hotel of the Year for the brand and many other awards. He most recently served as a Lead General Manager and is a graduate of HE's Leadership Development Program.



Kristin Iversen

## L&D Growth! Kristin Iversen promoted to Director of Learning & Development

**Kristin Iversen** was recently promoted to director of learning and people development. In her new role, she helps facilitate the expansion of HE's industry-best hotel management training programs. Kristin joined HE in 2012 as the general manager for a Hilton hotel in Navarre Beach, FL. During her tenure, she was promoted to Lead GM for the firm, overseeing a portfolio of multi-branded properties and is also a graduate of HE's Leadership Development Program. "Kristin's experience in operations as an award-winning GM, combined with her passion for developing others, makes her an ideal candidate for this integral role," said **Nancy Curtin Morris**, VP of learning and people development. "I'm thrilled to have her join our team. She will undoubtedly elevate the level of talent we produce."

# Coach's Corner

## WITH FRED CERRONE

### RISK, REWARD & EMPOWERING OTHERS

If you have ever visited a Fairfield by Marriott hotel, then you likely noticed a fireplace in the lobby - a standard design element for the brand today. However, in 1993, custom features like this were far from the standard. That was the year we began developing the Fairfield Inn by Marriott hotel in Alpharetta, GA, which became the brand's first "custom-built" hotel. In addition to the fireplace in the lobby, some of the other unique design elements we included were hardwood flooring, ornate mirrors and décor and curved shower rods in the bathrooms, all of which had to be approved by Marriott since the enhancements were costly and had not previously been considered for use. It was a risk for all stakeholders, including myself, but I followed my intuition and moved forward. The payback was undeniable! The positive feedback from guests was such that it prompted Mr. Marriott to visit our hotel to see for himself. While touring the 87-room hotel, Mr. Marriott turned to one of his associates and said, "This is how I want our Fairfield's to look." That was a proud moment for me, and one which reinforced that sometimes the risk is worth the reward. What kind of great ideas are you sitting on?

Hotel Equities' mission statement is "To be an extraordinary lodging company." The essence of our mission is that we strive for excellence in all that we do. Whether we are raising the bar by developing hotels above and

beyond brand standards or by creating unforgettable memories for our guests, we are far from ordinary here. To set goals and share new and creative ideas is how we become extraordinary.

Many of the best and most valuable ideas come straight from line-level associates who were empowered by their GM and/or DOS to find a solution to a problem. During a recent GM council meeting, our GM's shared best practices, many of them having to do with empowering or incentivizing their team members to work toward achieving a common goal. One of my favorite quotes is, "If you don't take time to set goals and priorities for your life, you will become susceptible to the goals and priorities of others". Are you empowering your team members?

*Hospitably,  
Coach Fred*



### HE EXPANDS CANADIAN PORTFOLIO BY SIX

Hotel Equities was selected as the strategic partner for Kelowna BC-based Braemar Group to operate six hotels located in British Columbia, Saskatchewan and Alberta. The hotel portfolio consists of four premier Choice branded hotels and one Best Western Plus currently open and operating, as well as a TownePlace Suites by Marriott hotel expected to open in Q3 2019.

"Hotel Equities' presence in market was immediately felt through their ability to capture business," said **Rod Hazard**, president of Braemar Group. "Their performance results and the impact their culture brings to the communities they serve are both characteristics we were seeking in a partner. The partnership also affords us the ability to offer our associates added benefits and resources, including continued education through their learning and development programs. We look forward to working with their team of professionals to take our portfolio to the next level."



Best Western Plus Wine Country  
West Kelowna, BC, Canada



## DUAL-BRANDED HOTEL GROUNDBREAKING IN COLORADO SPRINGS

HE and an affiliate of Colorado Springs-based Olive Real Estate Group, broke ground on the new dual-branded SpringHill Suites by Marriott and Element by Westin in downtown Colorado Springs. Expected to open in 2021, the hotel will be the first-ever combination of these two powerful and distinct brands from the Marriott portfolio under one roof. With a combination of 259 guestrooms and suites, the hotel development is located at 402 South Tejon Street and is owned by an affiliate of Olive Real Estate Group. The groundbreaking is the first qualified Opportunity Zone (OZ) project in Colorado Springs and the development team intends to deliver a win-win project for both their hometown community and investors.

The SpringHill Suites and Element-Downtown Colorado Springs, an Urban Renewal Authority project, is in an ideal location within walking distance to leading employers and top area attractions.

The hotel boasts 295,000 square feet with 216 underground public parking spaces, street level retail and a rooftop restaurant and bar overlooking Pikes Peak and the Front Range. The hotel will add 4,200 square feet of meeting & event space to the market and will feature stunning mountain views.

"We are proud partners on this hotel development project," said **Fred Cerrone**, founder & chairman of Hotel Equities. "The dual-branded model is intended to attract a more diverse range of guests [...] The food and beverage concept with restaurant and roof top bar will be one-of-a-kind."

The fusion of two distinct Marriott brands means added amenities and ideal accommodations to meet the needs of today's travelers. SpringHill Suites is ideal for business and leisure travelers focused on success, but who also take time to enjoy small indulgences during their time away. Element was designed for today's healthy, active traveler and has redefined the extended-stay experience with a nature-inspired design philosophy that is clean, modern and bright.



**Pictured left to right: Vince Colarelli**, President of Colarelli Construction; **Bryan DeCort**, Executive Vice President of Hotel Equities; **Sommer Shiver**, Director of Communications; **Fred Cerrone**, Founder & Chairman of Hotel Equities; **Kevin Engelhardt**, Executive Director of Hotel Operation Services, LLC and **Jim DiBiase**, Director of Olive Real Estate Group.

## THE 10TH MANAGEMENT DEVELOPMENT PROGRAM CLASS GRADUATED



**Brianna Johnson, Kirsten Adkins and William Jennings**

hotel - to increase revenue or decrease expenses at their hotel. Their projects included creating a specific rate package to drive sales, implementing a new process to increase guest satisfaction and to change amenity products to drive cost savings. In order to graduate from the program, each individual shared their final presentation to HE's leadership team in Atlanta. As you can imagine, this was a nerve-wracking exercise, but they all did a great job!

Additionally, thanks to their mentors for this program, who guided them along the way with ongoing guidance. Mentors included **Andrea Nicholson**, General Manager at the Fairfield Inn & Suites – Charleston North/University Area, SC; **Brad Goodale**, General Manager at the Fairfield Inn & Suites – Lynchburg, VA and **Brooke Stall**, General Manager at the Courtyard – Atlanta Alpharetta/Avalon Area, GA

We are excited to see how Kirsten, Brianna and William continue to grow in their careers!

Congratulations to our three recent Management Development Program graduates. **Kirsten Adkins**, Operations Supervisor at Fairfield Inn & Suites - St. Petersburg/Clearwater, FL; **Brianna Johnson**, Guest Service Specialist at Fairfield Inn & Suites - Holiday Tarpon Springs, FL and **William Jennings**, Maintenance Chief, Fairfield Inn & Suites - Scottsbluff, NE.

During their six-month program, each of these individuals completed over 22 self-directed modules that provided them with a better understanding of how each of their hotels operates. In addition, they each worked on an individual project at their



## Home2 Suites by Hilton - Carbondale



The Home2 Suites by Hilton in Carbondale, IL recently celebrated their grand opening! This event was an opportunity to show off the gorgeous hotel, the vibrant fire pit and outside area, and to prove to the associates that all of their hard work paid off.

## Courtyard by Marriott - Atlanta Alpharetta/Avalon Area



The Courtyard by Marriott in Alpharetta, GA also recently celebrated their grand opening. The event consisted of hors d'oeuvres, a food truck, raffle prizes donated from local businesses and tours of the hotel. The celebration concluded with a ribbon cutting ceremony with the hotel's leadership team and ownership group.

## Four Points by Sheraton – Atlanta Airport West



The Four Points Atlanta Airport West held their Grand Opening celebration on June 29th. The black tie optional event included dinner & drinks, followed by the ceremonial ribbon-cutting with staff, owners and project developers.

## LaQuinta Inn & Suites - Spring



The LaQuinta Inn & Suites, located in Spring, TX, boasts the brand's newest design concept and offers 300 sq. ft. of event space and 93 guestrooms and suites. It is situated 15 miles from George Bush Intercontinental Airport and a short drive from downtown Houston.

## TRU by Hilton – Houston Cypress



The TRU by Hilton is located in Cypress, TX. This hotel has 92 rooms and is located approximately 30 miles from Houston Intercontinental Airport. It is the first TRU property in HE's portfolio!

# MIT ON THE MOVE



Ankit Govan, Operations Manager  
Fairfield Inn & Suites – Buford, GA

## **Why were you interested in joining the Manager in Training program?**

I have been passionate about the hospitality industry from a young age. In college, I heard great things about HE's culture and reputation, so I wanted to learn more about the business from one of the major players in our industry.

## **How was it valuable to achieving your career goals?**

The MIT program provided me a strong foundation. Having hands-on experience in all hotel operations was invaluable.

## **What was your most memorable experience as an MIT?**

I have two memorable experiences as an MIT; one was having the opportunity to attend and help facilitate HE's annual conference. The other was to be a part of a taskforce team, transitioning a Fairfield Inn in Battle Creek, MI.

## **Following the program, you were promoted to a full-time position.**

### **Tell us a little about your new role:**

I had a unique opportunity to transition into a full-time operations manager role at the same hotel I worked at as an MIT. As an operations manager, my primary responsibility is to ensure daily operations flow smoothly and provide our guests with outstanding customer service.

## **What piece of advice do you have for the next MIT class?**

The best piece of advice I could offer to future MIT classes is to encourage them to use the resources available and not be afraid to reach out for help. During your time as an MIT, you are going to make great connections with the HE team. You have been chosen among a select few, so make sure you make the most of the opportunity and have fun!

For information on HE's MIT program, and more, visit [www.hotelequities.com/l&d.htm](http://www.hotelequities.com/l&d.htm).

## RESORT STYLE HOLIDAY INN ADDED IN CANMORE

Hotel Equities was appointed as the management firm for the Holiday Inn Canmore, located at 1 Silvertip Trail in Canmore, Alberta, Canada. The resort-style hotel is situated next to the TransCanada Highway and features stunning views of nearby Three Sister Mountain. The hotel is owned by 3G Equity, Inc. of APX Hotels Group.

In early 2019, APX Hotels Group established a strategic expansion partnership with Hotel Equities. At that time, HE assumed management of eight branded hotels developed and owned by 3G Equity/APX Hotels. In May, APX acquired the Best Western Wainwright, Alberta and Holiday Inn Canmore, Alberta, expanding its portfolio to ten hotels.



"We continue to expand and shift management responsibility to Hotel Equities," said **Mike Lai**, president of APX Hotels Group. "They have deep resources and a professional management team to implement and provide high quality services to our guests."

Hotel Equities currently operates a total of twenty-three hotels in Canada with its Canadian-based office and team located in Edmonton.



**Foodie Friday: The Bistro at Bakersfield Wing Festival**

turnto23.com

## FOODIE FRIDAY

**Andrea Moore**, General Manager at the Four Points by Sheraton – Bakersfield, CA, was featured on “Foodie Friday” at the local ABC Bakersfield station. She showcased three types of wings from “The Bistro” that the hotel served at the Bakersfield Wing Fest.



## Congratulations!

Candlewood Suites-Macon, GA  
**Andrew Payne**

Courtyard-Buford/Mall of Georgia, GA  
**Kelly Holmes**

Courtyard-Greenville  
Spartanburg Airport, SC  
**Megan Salgado**

Courtyard-McDonough, GA  
**Bridgette Birlew**

DoubleTree-Arlington DFW South, TX  
**Natividad Garcia**

DoubleTree-Island House  
Orange Beach, AL  
**Susan Ottensen**

Fairfield Inn-Charlotte Gastonia, NC  
**Melissa Miller**

Fairfield Inn-Greenville  
Spartanburg Airport, SC  
**Marion Brayboy**

Fairfield Inn-Hays, KS  
**July Aguilar**

Fairfield Inn & Suites-Aransas Pass, TX  
**Adriana White**

Fairfield Inn & Suites-Buford/  
Mall of Georgia, GA  
**Rustica Cannon-Davidson**

Fairfield Inn & Suites-Charleston  
North/University Area, SC  
**Linda Dawson**

Fairfield Inn & Suites  
Colorado Springs North, CO  
**Azlin Hart**

Fairfield Inn & Suites-Gainesville, GA  
**Jonathan Lance Lachner**

Fairfield Inn & Suites  
Holiday Tarpon Springs, FL  
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**John Fish**

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**Desiree Byrnes**

Fairfield Inn & Suites-Scottsbluff, NE  
**Paige Vohland**

Fairfield Inn & Suites  
St. Petersburg Clearwater, FL  
**Jeff Morris**

Fairfield Inn & Suites-Tifton, GA  
**Latonya Williams**

Fairfield Inn & Suites-Waxahachie, TX  
**Charlene Stephens**

Four Points  
Houston/Energy Corridor, TX  
**Maria Naravez**

Hampton Inn-Dalton, GA  
**Rhonda Dempsey**

Hampton Inn-Gainesville, GA  
**Padgett Tate**

Hampton Inn-Stone Mountain, GA  
**Sara Del Cid Lopez**

Home2 Suites  
St. Louis/Forest Park, MO  
**Sanda Ibrisagic**

Residence Inn-ATL Perimeter Center  
Dunwoody, GA  
**Adrian Rosales**

SpringHill Suites-Houston/Cypress, TX  
**Sandra Patino**

SpringHill Suites  
Houston/Medical Center, TX  
**Alaa Al Muttairi**

SpringHill Suites-Pensacola Beach, FL  
**Francesca Chiappina**

SpringHill Suites  
St. Petersburg Clearwater, FL  
**Wendy Fake**



## 25<sup>TH</sup> ANNUAL LAUREN'S RUN

HE's local Atlanta hotels and their family members participated in the 25th annual CURE Childhood Cancer's Lauren's 5k Run & Picnic. This race raises money for CURE Childhood cancer. CURE is an organization that is dedicated to conquering childhood cancer.

## HAPPY 100<sup>TH</sup> ANNIVERSARY, HILTON

Hampton Inn – Stone Mountain, GA and Hampton Inn – Dalton, GA teams helped Hilton celebrate its 100th Anniversary!



Hampton Inn - Stone Mountain, GA



Hampton Inn - Dalton, GA



## FEEL BEAUTIFUL TODAY

Hotel Equities sponsored this incredible event at the Metropolitan Club in Alpharetta. Feel Beautiful Today was created with the purpose of providing encouragement to cancer patients and survivors through arts in health programs.

Pictured are: **Ansley Runager**, Marketing Coordinator; **Kiara Smith**, Algernon's Wife; **Algernon Smith**, General Manager @ Fairfield Inn & Suites – Tifton, GA; **Sommer Shiver**, Director of Communications; **Jessica Bryant**, former Operations & Administrative Coordinator and **Laurel Runager**, Ansley's mom.

## BAKING FOR ALZHEIMER'S ASSOCIATION

As a part of HE's partnership with the Alzheimer's Association, HE has been hosting monthly events to raise money for the Georgia chapter. During the month of April, we hosted a bake sale for the cause.



## TV DONATIONS

The Fairfield Inn & Suites – Gainesville, GA donated TV's to a non-profit organization, the Family Promise of Hall County. The organization provides shelter for families and helps them get back on their feet.

Pictured are the following: **Akeria Lockett-McHenry**, Front Desk Supervisor; **Jessie Wynne**, Sales Coordinator; **Clara Choi**, Director of Sales; **Kenneth Washington**, Lead General Manager and **Lynette Croy**, Program Coordinator of Family Promise of Hall County.

## HONORING THE FALLEN

During Memorial Day weekend, the Fairfield Inn & Suites – Aransas Pass, TX team honored all of the brave men and women who fought for our country by displaying a "Fallen Soldier's Table" at the hotel. During the weekend, no one was allowed to sit at this table, to honor their memory.



## CONGRATULATIONS!

### AHLA 2018 Employer of Choice:

1. Holiday Inn Express & Suites – Slave Lake, AB, Canada
2. Ramada – Edson, AB, Canada
3. Holiday Inn & Suites – Lloydminster, AB, Canada
4. Hampton Inn – Lloydminster, AB, Canada

### 2018 AHLA Housekeeping Award:

1. Holiday Inn Express & Suites – Whitecourt, AB, Canada
2. Holiday Inn Express & Suites – Slave Lake, AB, Canada
3. Holiday Inn Express & Suites – Drayton Valley, AB, Canada
4. Hampton Inn – Lloydminster, AB, Canada
5. Holiday Inn & Suites – Lloydminster, AB, Canada

**2019 AAA Inspector's Best of Housekeeping Award:**  
Fairfield Inn & Suites – Charleston North/University Area, SC

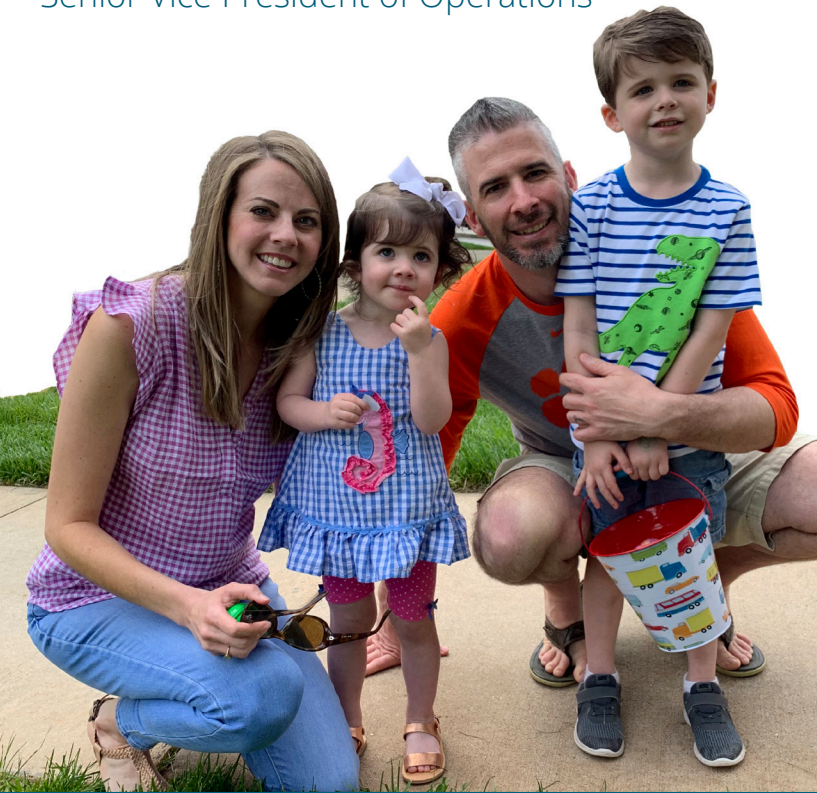


### 2018 AHLA Housekeeping Award:

**Patric Clermont**, GM of the Holiday Inn Express & Suites – Drayton Valley; **Fiona Houle**, GM of the Holiday Inn Express & Suites – Slave Lake and **Ronnie Sanorjo**, GM of the Holiday Inn & Suites – Lloydminster

# On a Break

with **DREW SALAPKA**  
Senior Vice President of Operations



## LAST MOVIE SEEN

Secret Life of Pets II was the last kid-requested movie I watched

## LAST BOOK READ

Christian Atheist

## FAVORITE MEAL

London Broil, Fried Eggplant, Tomato/Mozzarella Salad & Lindsay's Cheesecake

## EDUCATION

I went to Clemson where the "O" stands for Honor and the "N" stands for Knowledge

## FAVORITE TYPE OF MUSIC

Anything that rocks between 1970 and 1996....anything after 1996 that claims to rock is just fake news

## FAMILY

Wife Lindsay, Son Lincoln, Daughter Lanier, Want-to-be dog Ben

## HOBBIES

Boating, Hiking, whatever Lindsay tells me my hobbies are

## BEACH OR LAKE

Lake

## BASEBALL OR FOOTBALL

Football

## BEST HOTEL OR RESORT YOU'VE EVER VISITED

JW Marriott in Beijing

## BEST TRAVEL DESTINATION YOU'VE EVER VISITED

New Zealand

## NAME AND DESCRIBE YOUR PETS

I inherited my wife's 4 lb. poodle/Chihuahua mix... next will be a German Shepherd

## TYPICAL TRAVEL SNACK

Homemade beef jerky

## One Topic, Four Voices: Value #7 "If it were my money, would I spend it?"



"This value statement signifies the importance of prioritizing and ensuring that we treat each purchase for the hotel as we would our own. Keeping up with the monthly checkbook allows us to better plan for the necessary items, while staying within the budget."

**Belma Lilic, GM**  
Fairfield Inn & Suites  
St. Petersburg/Clearwater, FL



"It's about how we manage resources that don't belong to us. 1 Corinthians 4:7 says, 'What do you have that you did not receive? And if you did receive it, why do you boast as though you did not?'"

**Josh Duffy, DOS**  
Fairfield Inn & Suites  
Lynchburg, VA



"As a Dual DOS, my GM's trust me enough to let me make conscious decisions on what/how I spend our money. I believe spending company money as if it is yours is extremely important for your team's success. Decisions you make don't only affect you, but your entire team. Thinking about the team before making a financial decision definitely helps me make a better decision."

**Clara Choi, Dual DOS**  
Fairfield Inn & Suites and Hampton Inn  
Gainesville, GA



"It means treat the business as if it was mine. Most people have zero awareness of what business overhead looks like, so as managers we need to train, coach and mentor employees during their evolution in the business."

**Patric Clermont, GM**  
Holiday Inn Express & Suites  
Drayton Valley, AB, Canada

# Associate Appreciation Week



**CONGRATULATIONS**  
Team Member of the Year  
**ANN BLACK**  
Breakfast Attendant  
Fairfield Inn & Suites - Charleston, SC

## 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

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# HOTEL EQUITIES

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