

# HERALD



Food Bank Drive  
Holiday Inn Express & Suites  
Whitecourt, AB, Canada

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MIKE LOERA

## PROMOTING FROM WITHIN

Mike started with HE as a Director of Sales in 2010. He worked his way to Sales Coach/Regional Director of Sales and quickly earned a promotion to Revenue Manager. In 2013, Mike was named as one of Hotel Management Magazine's "Thirty Under 30 Rising Stars" in the hospitality industry. Mike was recently promoted to Corporate Director of Revenue Management and began his new role in November.

Ankit joined HE's Manager in Training (MIT) program in 2018 after graduating from the University of Tennessee with his degree in Finance. After completing the program, he was promoted to the role of Operations Manager at the Fairfield Inn & Suites in Buford, GA where he gained valuable hands-on experience in operations. Ankit was recently promoted to Revenue Analyst at the corporate level and began his new role in November.



ANKIT GOVAN



JEFF SHOCKLEY

Jeff started with HE as an Assistant General Manager in 1995. He was later named General Manager of the Year twice during his tenure as a GM and eventually joined the above-property team where he has added significant value throughout the years. Jeff most recently held the title of VP of Operations & Asset Management. He will assume his new role as SVP of Acquisitions & Asset Management in January 2020 where he will work closely with HE's strategic partner, global private equity group, Virtua Partners. He will also continue to collaborate with both the business development team to identify new development and acquisition opportunities for the firm and the operations team to ensure best-in-class returns for our owners and investors.

# Welcome to HE!



### Courtyard – Mobile, AL

The Courtyard by Marriott hotel in Mobile, AL is newly renovated and conveniently located near Springdale and Colonial Malls. This hotel offers 78 rooms and a 400 square foot meeting space. The Courtyard transitioned into HE's portfolio in October.



### Staybridge Suites

#### Fort Lauderdale Airport – West, FL

The Staybridge Suites, located in Davie, FL, offers 104 guestrooms. This new-build hotel is in close proximity to South Florida beaches and only nine miles from the Fort Lauderdale-Hollywood International Airport. The Staybridge Suites opened in October and will have its Grand Opening Celebration in January 2020.



### TownePlace Suites – Gainesville, GA

The TownePlace Suites by Marriott, located in Gainesville, GA, offers 79 suites and 280 square feet of meeting space. This new hotel opened in November and will have its Grand Opening Celebration in 2020.

# Coach's Corner

WITH FRED CERRONE

## REFLECTING ON LAST YEAR & LEANING INTO 2020!

2019 brought Hotel Equities' 30th anniversary and proved to be a landmark year for the company! We grew our Canadian team and portfolio in a big way, closing out the year with twenty-four hotels in Canada and a full team based in Edmonton, Alberta. We also experienced strong growth in the U.S. with our current portfolio now including hotels in 26 states coast-to-coast.

We did encounter some minor growing pains along the way and, because we added several new team members to the corporate staff, we subsequently outgrew our headquarters office space. We've been based in our current location for more than ten years, so, as you can imagine... relocating will be a bittersweet milestone for me. At the end of the day, running out of space is a good problem to have and it means our property-level teams have more support than ever!

Through our partnership with Virtua Partners, we've purchased an office building with 75,000 square feet of space, more than enough to support our entire team as well as additional tenants. Most exciting to me is that the new headquarters will have a Learning Center with state-of-the-art technology to support Hotel Equities' learning and development programs.

The New Year has already started off with a bang as we consummated our joint venture with global private equity group Virtua Partners. We remain focused on our three key stakeholders; our associates, owners and guests. Our leadership team continues to nurture our culture, which is an eco-system, in which our associates can thrive and reach new heights in their careers. I can't wait to see what else is in store for HE, but I promise 2020 will be an exciting year of growth potential for those interested in pursuing a career in hospitality. We will continue to strive to be an extraordinary lodging company making a difference in people's lives.

May the New Year bring you health, happiness and good fortune throughout 2020 and beyond.

Hospitably,

*Fred*



**NOW  
OPEN**

**FAIRFIELD INN & SUITES BY MARRIOTT® IN TOLLESON, ARIZONA**



In December, the Fairfield Inn & Suites by Marriott West Phoenix/Tolleson, Arizona celebrated its grand opening with staff, community partners and

local dignitaries from the city. The 116-room hotel is part of a mixed-use site owned and co-developed by Hotel Equities and its affiliated private equity partner, Virtua Partners. Virtua Credit Corporation arranged financing for the hotel which features the latest design elements from the Marriott brand. Hotel Equities will operate the new hotel located at 9033 West McDowell Road. **Matt Hallinan** serves as general manager and Heidi Drovak serves as the director of sales.

This opening marked HE and Virtua Partners' fifth open and operating hotel since joining forces in 2018 to acquire and develop hotels. Two other hotels are under construction with additional projects in the development pipeline. HE's current portfolio of owned and managed hotels includes 37 Fairfield by Marriott-branded properties – a proven performer across all metrics among the Marriott family of brands.



# welcome ABOARD



KEVIN FRASER

Kevin serves as the new SVP of Sales & Revenue Generation. In his role, Kevin leads the sales and revenue generation teams for Hotel Equities' portfolio of hotels. He works closely with the regional directors of sales and revenue managers. He has over 20 years of hospitality experience at the hotel, market, regional and corporate levels.

Rick joins Hotel Equities as Corporate Controller where he has oversight of Hotel Equities' accounting and financial functions. He provides leadership for the firm's accounting staff and ensures owner relations remains a top priority. He joins Hotel Equities with 30+ years of hospitality financial experience. He most recently served as Vice President of Finance at TPG Hotels and Resorts.



RICK KOWALESKI



MISSY DEVENPORT

Missy re-joins Hotel Equities as Senior Manager of Openings & Transitions. In this role, she leads the taskforce team and has oversight of all pre-opening and transition responsibilities associated with new assets entering HE's portfolio of hotels. This role is critical to the firm in order to sustain its growing portfolio of hotels and to ensure proper on-boarding takes place for new properties and its associates. Missy reports directly to Drew Salapka, SVP of Operations.

Amy serves as Regional Director of Sales – Texas region. She comes to Hotel Equities with 20+ years of sales and operations experience in the hospitality industry. She has held multiple leadership positions in operations and sales, including General Manager, Director of Sales and Area & Regional Sales Manager.



AMY LUSK



OSCAR PACHECO

Oscar joins HE as Regional Director of Operations for Hotel Equities' Canadian hotel portfolio. He utilizes his multi-unit leadership experience, combined with a track record of revenue and profit growth, to ensure maximum performance results are achieved for his portfolio.

Bob serves as Vice President of Operations for the Western region where he oversees a diverse portfolio of hotels. Prior to joining Hotel Equities, Bob worked for a variety of top management companies and recently served as a Regional Vice President where he had comprehensive oversight in all aspects of operations for a portfolio of hotels and helped implement strategies for top-line growth.



BOB ADLER



DAVE MURRAY

Dave serves as Regional Director of Operations for the Western region. He is a veteran leader with extensive, progressive experience across all operations and sales disciplines. He has worked for several highly-respected management companies supporting multiple Hyatt and Wyndham assets while also leading multi-unit hotel taskforce, transition and onboarding teams.



## GET TO KNOW A GM!



*Fenil Nagda*

General Manager  
Hampton Inn - Gainesville, GA

### Give us a brief overview of your background:

I was born in India and came here to the states at the age of 9. I grew up in the suburbs north of Atlanta in Duluth and Lawrenceville, GA. While attending Georgia State University, I took a part-time job as a front desk agent at a Holiday Inn Express & Suites and discovered how much I love the industry, but I didn't pursue it further at the time. My brother-in-law is in the hospitality industry and he later encouraged me to pursue it. In 2011, I took the leap and joined the Hampton Inn & Suites in Pine Bluff, AR where I started out as an AGM. The GM that was mentoring me at the time unfortunately passed away unexpectedly and, because I knew the market and the hotel, I was appointed to the GM position. Over several years, I enjoyed working at the hotel and continued to develop my leadership skills, but I wanted more growth opportunities, so I moved back to Atlanta in 2017 and joined Hotel Equities in 2019 as the GM of the Hampton Inn in Gainesville, GA.

**What do you love most about being a General Manager?** I love being able to develop associates to their full potential. Recognition goes a long way and I've witnessed a lot of associates who simply lack confidence and need that extra boost of encouragement to help them grow and succeed.

**What is your management philosophy? How do you inspire staff?** I was once an hourly associate, before I was a GM, and I try not to forget that fact or take it for granted. My associates respond well if they see that I am willing to do the work, too, so my management philosophy is to lead by example. At the end of the day, we're all here to improve the hotel and, the best way to achieve results, is through teamwork.

**What corporate or industry accolades have you received for your efforts?** In 2013, I received Q2, Q3 and Q4 Wall of Fame awards from Hilton recognizing the top 15% of hotels in the U.S. In 2014, this trend continued and we achieved the Circle of Excellence which is awarded to the top 10% of the hotels. In 2015, I helped our management team achieve a Lighthouse award for one of our sister properties. This is awarded to the top 5% of the hotels.

## COLLABORATIVE SPACE IN A NEW PLACE

Hotel Equities relocates corporate headquarters to Alpharetta, GA

HE purchased the 75,305 square foot office building in late October through its strategic partnership with Virtua Partners. The new headquarters will accommodate HE's expanded corporate leadership team following a tremendous season of growth for the hotel ownership, management and development company.

HE's corporate team, along with several team members who oversee Virtua Partner's hospitality arm, will occupy one quarter of the multi-tenant office building. With 140+ properties in its portfolio of hotels, HE's leadership team is more focused than ever on ensuring they have the critical support needed to continue delivering optimal results and maintaining the company's culture through growth phases.

The space, designed by Gensler, creates an inspiring workplace that matches the company's unique and spirited, culture-first brand. The energy efficient office will showcase the latest state-of-the-art technology to include a multi-functional training center, emphasizing the company's focus on learning and people development.



"Our new headquarters will keep our corporate and regional teams better connected with one another," said **Brad Rahinsky**, president and CEO of HE. "These investments dramatically affect the way we communicate as a company and that's mission critical to our growth model."

The new headquarters is located at 4800 North Point Parkway in Alpharetta, Georgia.

# TOUCHDOWN IN TEHACHAPI



Construction is underway on the new TownePlace Suites by Marriott in Tehachapi, CA. HE will manage the hotel, developed and owned by California-based H2H Asset Group. The hotel site, located on Magellan Drive in Tehachapi, is part of a planned business park situated just one block from Adventist Healthcare.

“We initially entered the California market a number of years ago and have delivered tremendous results. Those high-performance results for great owners, like our partners at H2H Group, have resulted in our continued growth out west. We’re proud to work alongside **Ajay Anand**, managing partner of H2H Asset Group, to open this hotel to guests in the summer of 2021,” said **Greg Presley**, vice president of business development for HE.

Tehachapi’s location mid-way between Bakersfield (36 miles) and Lancaster (45 miles) attracts travelers visiting both major cities. The Tehachapi economy is largely based on wind and solar farms in the area, and also benefits from expansions at nearby Edwards AFB.

## SPRINGING TO THE FUTURE WITH SPRINGHILL SUITES

Virtua Partners announced today the grand reopening of its now 190-room Springhill Suites by Marriott hotel in Houston. The property, managed by Hotel Equities, a leading hotel management firm, features a newly designed interior with spacious suites. This hotel is one of five properties operated through Virtua Partners’ and Hotel Equities’ strategic partnership.

“We are thrilled to give this Houston property not only a fresh look for our guests, but also for our local community. Houston is an exciting place to be right now and offers plenty of opportunities in certain pockets to develop and redevelop properties such as these,” says **Joe Reardon**, Hotel Equities’ chief development officer.

Located at 1400 Old Spanish Trail, the hotel is just south of Midtown and minutes from NRG Stadium, Texas Medical Center and the Houston Zoo. In addition to the walkable attractions, the city also hosts 24 Fortune 500 companies, spurring approximately three million jobs and further cementing its status as a business hub.



“Our team at Virtua Partners has demonstrated an impressive ability to locate properties that we believe have great potential for long-term success while maintaining factors that could mitigate risk,” says **Quinn Palomino**, Virtua Partners’ CEO. “This property is an example of how Hotel Equities and Virtua Partners can work in tandem to provide a quality stay for our guests while working to achieve positive ROI for our investors.”

## CAPTURING THE CULTURE

Hotel Equities’ Chief Development Officer, **Joe Reardon**, has traversed what may seem like a charmed path from his first position in the industry 28 years ago to his current one overseeing all aspects of development for this Atlanta-based hotel ownership, management, and development company. However, there were challenges and missteps—along with lots of luck and support from mentors—between the day he asked **Spence Robbins**, “What’s the hotel business?” and his recently telling LODGING interview, “It worked out better than I ever could have imagined.” [Click Here](#) for the full article!



Pictured: **Quinn Palomino**, Virtua Partners’ Principal; **Joe Reardon**, Hotel Equities’ Chief Development Office and **Ron Stewart**, Marriott’s Area Vice President, Lodging Development



# ADDING THE ISLAND



HE was selected to operate The Island Beachside Resort by Hotel RL in Fort Walton Beach, FL. The Gulf-front resort boasts 331 guestrooms and 14,000 square feet of unique meeting and event space, including Gulf-front green space for weddings and special occasions. Built by Fred and Patricia Tolbert in the '60s, The Island is now owned by **Tripp Tolbert**, CEO of the Tolbert Group and developer, **Jay Odom**, CEO of The Jay Odom Group.

Together, Mr. Tolbert and Mr. Odom invested in extensive property renovations with intentional care to preserve the iconic hotel's historical significance; the hotel will be ready in the Spring of 2020.

**Keith Hensley**, VP of operations for HE's full service and resort division, added, "The Island Hotel's family of associates set the standard for Island hospitality, providing families and event planners the best experience on the Gulf Coast and the most dramatic views and offerings alike. We look forward to being a part of this great community of Ft. Walton Beach for many years to come!"

**Cesar Serna** was appointed to the position of general manager of the hotel. The move was a promotion from his previous role as a taskforce GM for HE. A hands-on and goal-oriented professional, Cesar brings more than 25 years of hotel and resort experience to his role. He joined HE in early 2019 in a taskforce general manager capacity during which time he helped achieve growth in revenue per available room (RevPAR) and exceeded budgeted gross operating profit (GOP) at the hotels he led.

The property features a multitude of water play, relaxation and entertainment options in addition to its magnificent Gulf front location, including a heated lap pool, a grotto waterfall pool with a swim-up bar, a kids pool, hot tub, a Gulf-front beach bar and two on-site restaurants.

"The resort has been a special place for our guests since 1966. I am thrilled and honored to continue my parents' vision of creating an iconic beachfront resort," said Tolbert, whose family originally developed and operated the resort.

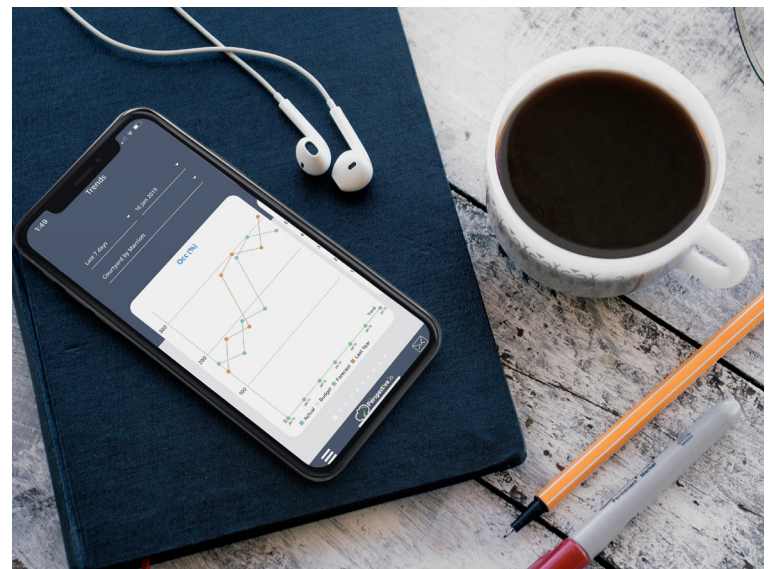
## myDigitalOffice FOR BUSINESS INTELLIGENCE

myDigitalOffice, the hotel information management platform for sourcing, processing and storing hotel data in the cloud, announces that Hotel Equities has adopted the myPerspective solution to automate hotel reporting and improve visibility into its entire property portfolio.

**Bryan DeCort**, executive vice president, reports that myPerspective was selected following an extensive search for a partner that shared Hotel Equities' core values and would provide a business intelligence dashboard and portfolio performance management solution that would be both efficient and user-friendly. "Our performance is significantly enhanced when we invest in and provide our associates with real-time data, powered by innovation and technology," said DeCort. "The myPerspective platform is a game-changer that makes us better overnight."

Now in use at all Hotel Equities' properties, myPerspective standardizes hotel data and makes it accessible and actionable across the entire portfolio in a highly visual and easily customizable dashboard. The cloud-based solution also enables staff to efficiently accomplish important

reporting with a high degree of accuracy while taking care of guests, associates, owners and stakeholders from any location.





# Grand OPENINGS!

## Home2 Suites - Rosenberg Sugar Land Area, TX



Home2 Suites - Rosenberg Sugar Land Area, TX celebrated its grand opening with two different parties. The first was with the Central Fort Bend Chamber and the second with the Fort Bend Chamber of Commerce. Their delicious food, drinks and giveaways were a hit!

## Fairfield Inn & Suites by Marriott – Edmonton International Airport, AB



On September 26, 2019, the Fairfield Inn & Suites - Edmonton International Airport, AB had their grand opening party. They celebrated with the owners, staff and members of the community. The party consisted of food, beverages and a ribbon cutting ceremony!

## Fairfield Inn & Suites – Houston Brookhollow, TX



Fairfield Inn & Suites – Houston Brookhollow, TX celebrated their grand opening. The hotel is associated with the Houston Northwest Chamber of Commerce and celebrated with food, drinks and a ribbon cutting ceremony!

## Home2 Suites by Hilton – Marietta, GA



On September 26, 2019, the Home2 Suites in Marietta, GA celebrated their grand opening with a “Summer Soiree”. They had food and beverages on the hotel terrace, prizes and a ribbon cutting ceremony.

## Courtyard – Atlanta McDonough, GA



The Courtyard – Atlanta McDonough, GA celebrated its grand re-opening by having lunch and a site tour to showcase the hotel's renovations.

## Four Points by Sheraton – Charlotte/Lake Norman, NC



The Four Points – Charlotte/Lake Norman, NC started their grand opening celebration with a red carpet entrance. Sir Purr, the Carolina Panthers' mascot, made a guest appearance; the hotel had a Marriott Bonvoy ice sculpture, live entertainment and many more incredible details to make the party a success.



## BEST IN TERRELL

CONGRATULATIONS to the Fairfield Inn & Suites – Terrell, TX for being voted Terrell's Best by the Terrell Tribune! ▼



## BABY ITEM DONATIONS



Pictured: **Angelica**, Bistro Attendant; **Daja**, Operations Supervisor; **Ana**, Bistro Attendant; **Maria**, Bistro Attendant; **Kelly**, Night Auditor; **Sandra**, Bistro Attendant and **Morgan**, Sales Coordinator. ▼

The teams at the Courtyard – Atlanta Alpharetta/Avalon Area, GA; Fairfield Inn & Suites – Atlanta Buford/Mall of Georgia, GA and Courtyard – Atlanta Buford/Mall of Georgia, GA collected baby items for a former housekeeping supervisor, Carmen, who delivered beautiful twin girls and needed many items.



## ► SUPPORT BREAST CANCER AWARENESS

**Edith**, Front Desk Supervisor, and **Aldrena**, Housekeeping Supervisor, from the Courtyard – McDonough, GA are wearing breast cancer pins and pink nametags in honor of Breast Cancer Awareness Month!



## CHARITY COLLECTIONS



▼  
The Island House Hotel – A DoubleTree by Hilton – Orange Beach, AL collected canned goods and toys for the Baldwin County Food Bank and Toys for Tots!



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## FEED THE HUNGRY ►



Pictured: **Kathy Taudte**, Senior Accountant; **Ta'Neika Blue**, Accounts Payable Manager; **Bryan DeCort**, Executive Vice President; Bryan's wife and children, **Greg Smith**, Corporate Chaplain & Relationship Coach; **Sebastian De La Hoz**, Lead GM/General Manager of the Courtyard – McDonough, GA

HE Associates and their families volunteered to feed the hungry at First Presbyterian Church of Atlanta. Contact **Sebastian De La Hoz** [sdelahoz@hotelequities.com](mailto:sdelahoz@hotelequities.com) if you are interested in future volunteer opportunities.

## ◀ CARING FOR CULTURE

The Fairfield Inn & Suites – Edmonton International Airport, AB associates celebrated Fairfield Culture Week!

## A CROWIN' CONTEST



▼  
Congratulations to the Hampton Inn & Suites – Snellville, GA for winning 2nd place in the 2019 Snellville Scarecrow Contest!

Pictured: **Cesar**, Houseman; **Maggie**, Laundry Attendant; **Christian Villasana**, Operations Manager and **Lukasz**, Front Desk Associate

## HOSPITALITY PRAYER BREAKFAST ▼



The Atlanta team attended the 15th Annual Atlanta Hospitality Prayer Breakfast. An incredible breakfast was filled with inspirational testimonies from **Rachael Terry** and **Horst Schulze**, Co-Founder of Ritz Carlton!

## PAINTING WITH PEERS



◀ The corporate office celebrated Christmas with food, fellowship and painting!



# On a Break

**Last Movie Seen** – Ford vs. Ferrari.....AWESOME movie and story!

**Last Book Read** – Back From HEAVEN's Front Porch, by Danny Bader

**Favorite Meal** – Anything my wife makes, but my favorite is homemade Chicken Pot Pie

**Education** – Belmont University... Go Bruins!

**Favorite Type of Music** – Country

**Family** – My wife, Jill, and I have been married for 27 years and have known each other for 40 years! We have two sons; Samuel, 19 and Caleb, 17.

**Hobbies** – Doing anything with Jill, landscaping work at our house and attending sporting events with my boys.

**Beach or Lake** – Beach

**Baseball or Football** – Football (GO Titans!)

**Best Hotel or Resort You've Ever Visited** – Grand Wailea Resort in Maui

**Favorite Musician** – Doobie Brothers

**Best Travel Destination You've Ever Visited** – Maui

**Name and Describe Your Pets** – We have four rescue cats; Boots, Leo, Oliver and Kobe (yes, the boys named him after Kobe Bryant)

**Preferred Snack** – White Grapes and Vanilla Yogurt

## with KEITH HENSLEY

*Vice President of Operations-Full Service*



**Where Do You Love to Shop** – Men's Wearhouse. They have taken care of me for 20+ years!

**Favorite Gadget** – Razr Flip Phone... and it's making a comeback!

**Typical Travel Snack** – Bottled Water and Peanut M&M's



## NOW OPEN!

We are thrilled to announce the opening of the Fairfield Inn & Suites by Marriott Houston Brookhollow located at 4850 Federal Plaza Drive. The hotel, offering 1,355 square feet of event space, is owned by **Dilip Patel** and managed by HE. **Kirk Anderson** serves as the hotel's general manager and **Christina Dunn-Scott** serves as director of sales. "We are honored to manage the new Fairfield Houston Brookhollow," said **Bryan DeCort**, executive vice president for HE. "We began our journey with Dilip and his group more than three years ago and look forward to assisting them continue to grow their portfolio of assets." The Fairfield Inn & Suites Houston Brookhollow is located just 10 minutes from downtown Houston, 10 minutes from the Galleria and offers travelers convenient access to NRG Stadium, Memorial City and Karbach Brewery.



## 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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