

# HERALD



SpringHill Suites - Navarre Beach, FL

MARRIOTT AWARDS – PG. 4

26 HOTELS IN LONE STAR STATE – PG. 1

TWO NEW RDOS – PG. 3



Associate of the Year Award  
Winner – Pg. 8



Topping Off Party @  
Courtyard Alpharetta, GA – Pg. 3



Traveling for a CURE – Pg. 6



## A GRAND OPENING CELEBRATION

HE recently celebrated the grand opening of the Fairfield Inn & Suites by Marriott in Dublin, Georgia. Malcolm Donseroux serves as the General Manager with Nicole Asbell as the Assistant General Manager. Hotel amenities include an outdoor swimming pool, fitness center, valet laundry service and complimentary Wi-Fi, as well as fax and copy services. The hotel also offers over 800 square feet of space to accommodate functions of up to 60 people. This space will welcome many small groups from the city, to businesses alike, with a great meeting spot to call home in Dublin.



# Coach's Corner

## WITH FRED CERRONE

### Hire an Attitude and Teach Them the Business



"Your attitude, not your aptitude, will determine your altitude."

– Zig Ziglar

"Great companies don't hire skilled people and motivate them, they hire motivated people and inspire them."

– Herb Kelleher

"If you're not willing to learn, no one can help you. If you are determined to win, no one can stop you."

– Anonymous

"Attitude is a little thing that makes a BIG difference."

– Sir Winston Churchill

"Everyone has an invisible sign hanging from their neck saying, make me feel important. Never forget this message when working with people."

– Mary Kay Ash (founder of Mary Kay)

## MAKING A GOOD FIRST IMPRESSION

The first thing a guest notices when they walk into a hotel is whether the front desk associate is smiling or not. If the front desk associate is vibrant, then the guest immediately feels welcomed.

The best associates are not necessarily the ones who have the skillset, but they have the heart to learn. Those are the individuals that you want on your team. They are the ones who will work the hardest and they have an appreciative attitude because someone invested time into developing them.

Our associates are important to us. That's why we invested time and money into creating a world-class hotel management training curriculum designed to develop associates who want to better themselves and grow in their careers. Today, HE is recognized as one of the top learning and development companies within the hospitality industry. Experience tells us that our development efforts are most effective when the audience has a great attitude and a teachable spirit.

We see this at every level of the organization, from our associates who self-nominate for the Individual Development Program (open to all associates) through our Leadership Development Program, where we challenge our multi-unit leaders to hire an attitude and teach them the business, every day.

We believe that winning isn't everything, but a strong effort and positive attitude towards winning is.



Hospitably,  
Coach Fred



Cesar Wurm

## WELCOME, CESAR! VP OF SALES AND MARKETING

HE elevates the sales and marketing division with the appointment of industry veteran Cesar Wurm as VP of Sales and Marketing. In his new role, Cesar will lead HE's enterprise-wide strategic sales effort while supporting the regional sales teams and driving best-in-class performance results.

"Cesar's servant leadership style and his holistic approach to driving performance results give us a competitive advantage," said Drew Salapka, SVP of Revenue Generation. "Cesar's vast sales experience in different market segments and property types, from luxury to extended-stay hotels, provides an immediate value-add."

Cesar was previously Director of New Hotel Openings for InterContinental Hotels Group. He began his career in Brig, Switzerland, as an assistant resident manager, and later came to the U.S., advancing from intern to several leadership positions with Crestline Hotels & Resorts, Starwood and most recently as VP of Sales at Trust Hospitality. His departments achieved back-to-back records for sales and revenue in his previous roles, establishing him as a market-positioning expert through strategy, leadership and deep industry relationships.

"Hotel Equities is an extraordinary company and I'm honored to join this dynamic team," said Cesar. "I look forward to contributing to the company's continued growth by producing high-performing hotels and delivering optimal results for our partner stakeholders."



## HERE WE GROW AGAIN!



Polly Ann Elliott

HE appointed two new regional directors of sales (RDOS) to support strategic growth, Polly Ann Elliott and Kristen Vasquez. Both new regional team members will report to Drew Salapka, SVP of Revenue Generation. Polly Ann joined Hotel Equities in 2017 as the Area Director of Sales for a portfolio of hotels in Charleston, South Carolina, where she successfully maximized revenues and increased group bookings for all assets. "Polly Ann has a passion for developing talented sales people," said Drew. "Her spirit-to-serve attitude and unique leadership skills yield impressive results and strengthen our team."

Preparing for further growth in the Texas market, RDOS Kristen is strategically positioned in Houston to oversee a portfolio of hotels in the firm's Texas regional office. She joins HE with 10+ years of above-property sales experience and has knowledge of more than twenty brands within Marriott, Hilton and Hyatt hotels. Touting the new RDOS as a people person with a creative approach to challenges, Drew said, "Kristen strengthens her on-property sales teams by easily identifying needs and developing strategies to increase efficiency and generate revenue."



Kristen Vasquez

## NEW FAIRFIELD INN & SUITES® BY MARRIOTT OPENS IN TEXAS

HE recently announced the opening of the Fairfield Inn & Suites by Marriott in Terrell, TX. Arnika Addison serves as General Manager and LaBradford Scroggins serves as the DOS for the hotel, which is located less than 30 miles east of Dallas.

The new hotel boasts the latest Fairfield design and décor package. The hotel offers convenient access to local attractions, including Six Flags over Texas, Splash Kingdom, Hawaiian Falls and the No. 1 British Flying Training School Museum. The charm of historic homes and buildings, the proximity to state parks, the numerous hiking and biking trails and the city's friendly atmosphere draws visitors each year.



Ribbon Cutting Ceremony



## TOPPING OFF PARTY

The Courtyard by Marriott in Alpharetta, GA recently held a topping-off party celebrating the completion of the top level of the building. Tours included two model rooms displaying the finishes and fixtures that will be included in the final product.

Pictured are GM, Kovada Shipman; GM, Lauren Cato; GM, Karen Jenkins; SVP of Ops, Bryan DeCort; SVP of Bus. Development & Marketing, Joe Reardon; Dir. of HR, Toi Brown; Bus. Dev. Analyst, Tucker Stallings; Exec. Assistant, Ruth Kornegay; VP of Asset Mgmt. & Operations, Jeff Shockley; DOS, Amy Kelly and LGM, Brooke Stall.





## A REGIONAL OFFICE IN THE LONE STAR STATE

Leadership team to support growing Texas portfolio of hotels

HE has experienced strong growth in the Texas market since 2016 and currently represents 26 hotels in Texas, including the recent addition of four new-build hotels in Houston.

President and CEO, Brad Rahinsky has been fielding questions fueled by the firm's continuous growth, in anticipation of a potential expansion. "The timing was right," said Brad. "In order to ensure best in class results to our key stakeholders, we needed to expand our field operations reach, capacity and speed to market. Delivering exceptional results to our owners is the catalyst for our growth; we get bigger organically via strong results and deliverables in each market we have a presence in."

While aggressive and ambitious when it comes to setting and achieving goals, HE remains extraordinarily committed to maintaining its company culture while delivering excellence to their three key stakeholders; associates, owners and guests. Today, HE's portfolio represents 115 hotels in 25 states and provinces throughout the U.S. and Canada, operating 28 different hotel brands.

### THE TEXAS REGIONAL TEAM

Gary Shultz was recently appointed Regional Director of Operations. His most recent role with HE as Lead GM over the Four Points Houston Energy Corridor led to the hotel being named Marriott's Opening Hotel of the Year for the brand. The Regional Director of Sales, Kristen Vasquez, has 10+ years of sales experience in the Texas market. In addition, HE has deployed two Regional Revenue Managers, Amy Greenwood and Yanbo Zhu, who will work strategically with the portfolio of hotels and the regional team to ensure optimal top-line results are achieved in share. Accounting and HR support will remain at HE's corporate headquarters in Atlanta. This regional team is led by VP of Operations, Dominic Buompastore as well as Cesar Wurm, VP of Sales & Marketing and Drew Salapka, SVP of Revenue Generation.



Gary Shultz

### TOUCHING DOWN IN TOLLESON, ARIZONA



Pictured are Quinn Palomino, Mayor Tovar and City Reps

HE and owner and developer, Virtua Partners, celebrated the groundbreaking of the 116-room Fairfield Inn & Suites in Tolleson (West Phoenix), Arizona. HE is a co-developer for the hotel and will manage the hotel when it opens in late summer 2019. HE leaders, Dominic Buompastore, VP of Operations-Full Service and Resort Division and Susan Greenberg, RDOS, attended the ceremony.

Virtua Partners co-founder Quinn Palomino and Mayor of Tolleson, Anna Tovar, welcomed distinguished members from the Tolleson City Council, Marriott International, local media and partnering companies. Their speeches expressed enthusiasm for the new hotel and best wishes for a successful relationship between the hotel and the Tolleson community. The Tolleson hotel will have the latest design elements from the Marriott brand, including the new décor package.



## MARRIOTT AWARDS HONOR TOP PERFORMERS

HE celebrated 12 Marriott award winners from the firm's portfolio of hotels. The Marriott Select Brand Awards recognize achievements of industry-best team members, strong managers and top-performing hotels. Winners were selected based on financial performance, guest satisfaction, quality assurance results and nominations. "Congratulations to each of our award winners. We are proud of your accomplishments," said Brad Rahinsky, President and CEO.

# Hotel Equities' 2017 Marriott Select Brand Award Winners

### Residence Inn Opening Hotel of the Year Award & Sales Ramp Award

Residence Inn by Marriott-Atlanta  
Perimeter Center/Dunwoody, GA  
General Manager, Joe Fallis  
Director of Sales, Susan Zuppardo

### Diamond General Manager of the Year

Patrick Bellamy, GM  
Fairfield Inn & Suites-Marianna, FL

### Silver Circle Award

Courtyard-Greenville/Spartanburg Airport, SC  
SpringHill Suites-Pensacola Beach, FL

### Silver Hotel Award

Fairfield Inn-Greenville/Spartanburg Airport, SC  
Fairfield Inn & Suites-Holiday/Tarpon Springs, FL  
Fairfield Inn & Suites-Lynchburg/Liberty University, VA  
Fairfield Inn & Suites-Scottsbluff, NE

### Share Shifter Award

Fairfield Inn & Suites-Atlanta/Perimeter Center, GA

### Highest GSS Scores for Room Cleanliness

Four Points-Houston Energy Corridor, TX

### RevPAR Index Improvement Award

TownePlace Suites-Atlanta/Alpharetta, GA

Congratulations to all of our 2017 Marriott Select Brand Award Winners! We are proud of our teams and share in Marriott's pride in recognizing each of you among the industry's best-of-the best.



Pictured are Brad Rahinsky, Patrick Bellamy, Joe Fallis, Brooke Stall and Fred Cerrone.



## FIND FOOD BANK TELETHON

The team at the Fairfield Inn & Suites Palm Desert, CA participated in FIND Food Bank's Annual Telethon that helped raise money and awareness of hunger in the Coachella Valley. Pictured are Susan Croft, Joseph Comage, Ron Cash, Sara Mausbach, Denise Ramirez, Cheryl Cash and Alex Navarro



## FEELING BEAUTIFUL AT THE FASHION SHOW

The Alpharetta, GA hotel associates celebrated cancer survivors by attending and supporting FeelBeautifulToday.org at their annual fashion show. Feel Beautiful Today is a nonprofit that partners with local health facilities in support of Arts in Health programs for patients. HE was a corporate sponsor for the event.



## RUNNING TOWARDS THE FINISH LINE

GM, Patrick Bellamy, Maintenance Tech, Ted Villalobos and AGM, Eric Pratt, from the Fairfield Inn & Suites Marianna, Florida sponsored and participated in the Colors of Autism 5K Color Run to raise awareness for autism.

## TURNOVER CHAIN

Patrick Bellamy, GM at the Fairfield Inn & Suites-Marianna, FL was the inaugural winner of the Turnover Chain recognizing lowest turnover across HE's portfolio of hotels. Patrick's hotel had ZERO separations for Q2 2018!



## RAISING AWARENESS FOR OVARIAN CANCER

Gary Shultz (RDO), along with Donnisha, Erika and Marlon at the Four Points-Houston Energy Corridor, TX attended the Ovarcome.org annual UnMasque Gala event. The nonprofit builds awareness about ovarian cancer among women worldwide and helps to provide treatment support to underprivileged women in developing nations.

## FEED THE HOMELESS

HE associates along with team members from the Courtyard McDonough, GA and their families, volunteered to feed the homeless at First Presbyterian Church of Atlanta. Volunteer opportunities are available on the third Sunday of every month.

Contact [sdelahoz@hotelequities.com](mailto:sdelahoz@hotelequities.com) if you are interested in volunteering!

## TRAVELING FOR A CURE

HE's local Atlanta hotels joined the corporate team to participate in Lauren's Run 5k, a race and family event that raised money for CURE Childhood Cancer. A big THANK YOU to Natalie, Sherry, Teddy & Gaynell from the DoubleTree in Arlington, TX hotel who flew to Atlanta for the race this year! HE is an annual sponsor of this event. You can find more info at [curechildhoodcancer.org](http://curechildhoodcancer.org).

## COOKING FOR THE KIDS

Cynthia Persin, Director of Sales at Fairfield Inn & Suites Charleston North University Area, cooked hot dogs for local children at the North Charleston Children's Festival for the Marriott Business Council.





# On a Break

with JIMMY GROVER, Regional Director of Operations



LAST MOVIE SEEN: Wakanda

LAST BOOK READ: The Power of Full Engagement

FAVORITE MEAL: Chicken Fingers

EDUCATION: Western Illinois University

FAVORITE TYPE OF MUSIC: Almost everything.  
Old School R&B, Blues & even Country

FAMILY: Wife Jacqueline, Daughters Jasmine and Jayla  
and son Jimmy, Jr.

HOBBIES: Fishing and Playing Golf

BEACH OR LAKE: Fishing at the lake

BASEBALL OR FOOTBALL:  
Football. Chicago Bears!

BEST HOTEL OR RESORT YOU'VE EVER  
VISITED: Atlantis Bahamas

FAVORITE MUSICIAN: Sam Cook

NAME AND DESCRIBE YOUR PETS:  
Jersey the Multi-poo mix

PREFERRED SNACK: Shelled Roasted Peanuts

FAVORITE GADGET: Samsung Gear Watch

## OneTopic,FourVoices:Value3—"HireanAttitude&TeachThemtheBusiness"



"Having a likable personality is a difficult trait to teach and, in this industry, you have to have that quality to be successful. Some of my best team members had never worked a day in the hotel industry and they are the ones who have moved on and up to become General Managers themselves."

Mandy Clutesi, GM  
TownePlace Suites-Edmonton South, AB



"I look for people who have outstanding professional service, an over-the-top personality and are passionate to serve others and go above and beyond the guest expectations. I want them on my team so I can teach them to grow and be successful in the hospitality industry."

Michael Giangrosso, GM  
SpringHill Suites-Houston Medical Center/  
NRG Park, TX



"If you have ever made the mistake of hiring for skill over attitude, then you have likely learned that some things can't be taught, like how to smile, be kind and be considerate. Hire a great attitude and commit to the individual's success."

Christina Khan, DOS  
Residence Inn-Miami Beach/Surfside, FL



"Someone who is inexperienced, but is outgoing, determined, loyal, eager to learn, hungry to succeed and competitive in the best ways, can always be taught the craft of the business."

LaBradford Scroggins, DOS  
Fairfield Inn & Suites-Terrell, TX





CONGRATULATIONS  
*Associate of the Year*  
**Josefina Zuniga**  
Housekeeper  
Hampton Inn - Dalton, GA





## 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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