



Hotel Equities' Rapid Growth Drives Addition of Four Regional Sales Directors Firm Names Three for Atlanta Headquarters, One in Texas Regional Office

ATLANTA, GA (July 23, 2015) –Experiencing unprecedented growth in 2015, Atlanta-based **Hotel Equities** (HE) www.hotelequities.com announced the expansion of its corporate management team with the appointment of four Regional Directors of Sales.

Garfield Campbell, **Kevin Snelgrove** and **Beth Hogberg** are based in the firm's Atlanta office and **Nahren Youkhana** works from the regional office in Plano, Texas. They report to **Drew Salapka**, Vice President of Sales and Revenue Management.

“The expansion of our award-winning sales and marketing team with Regional Directors of Sales comes as a direct result of Hotel Equities' robust growth,” said **Brad Rahinsky**, President and COO. “This group of seasoned leaders will continue to drive best-in-class, top-line results for our hotels and stakeholders. Growing market share and developing leaders in our organization are both tenets of our company culture that translate into strong gains, not only year-over-year, but also over the competitive sets in our markets. We continue to strengthen our firm's depth of experience through the addition of these talented directors.”

Driven by the recent addition of 21 hotels in Texas and Oklahoma and another 10 hotels across the portfolio, Hotel Equities recognized the opportunity to add a layer of leadership and sales and marketing expertise through regional directors. The directors bring a wealth of experience to their new posts.

Garfield Campbell came to Hotel Equities from the Sheraton/Westin Complex in Birmingham, Alabama, where he served as Director of Sales and Marketing, responsible for a team of 35

sales professionals. With a total of more than 25 years in the industry, he has logged ten with Marriott properties and 14 with Starwood.

Kevin Snelgrove honed his craft in positions such as revenue generator, sales leader and mentor with the hospitality industry's giants including Marriott, Hyatt, IHG and Wyndham for more than 20 years. He gained experience, not only in big brands, but with multi-unit responsibilities. Using a team-focused approach, he specializes in deploying out-of-the-box tactics to achieve success in an ever-changing marketplace.

A member of the Hotel Equities' team of professionals for more than 15 years, **Beth Hogberg** served most recently as Sales Coach to properties across the portfolio. She joined the firm as the Director of Sales for multiple Atlanta area hotels after logging ten years in sales, including work for USA TODAY. She has a knack for growing sales leaders with strong accountability measurements and setting them up for success.

Nahren Youkhana came to Hotel Equities in June from Chicago where she served as VP of Sales for Sun Development & Management. With more than ten years in hospitality sales and sales training, this skillful professional previously held regional positions with La Quinta Management and TMI Hospitality. In her position in the Texoma region, she is already showing strong results by leading that group of hotels to even greater success.

Hotel Equities (HE) is an Atlanta-based full-scale hotel management, development and consulting firm operating more than 90 hotels throughout North America. Frederick W. Cerrone, CHA, serves as Chairman and CEO; Brad Rahinsky serves as President and COO. For more information, visit www.hotelequities.com.

Contacts:

Margaret M. Jones, Director of Public Relations, Hotel Equities, 770.934.2170

Brad Rahinsky, President and Chief Operating Officer, Hotel Equities, 678.578.4444, x 22

Joe Reardon, Sr. VP of Marketing and Business Development, Hotel Equities, 678.578.4444, x 23

Photo Caption: Headshots left to right: Garfield Campbell, Kevin Snelgrove, Beth Hogberg, Nahren Youkhana.

Responsibilities include growing market share and driving best-in-class, top-line results for hotels and stakeholders in his region. He will also mentor and develop leaders with Hotel Equities.