Hotel Equities Marks Banner Year in Growth and Profits

In 2014, Hotel Equities marked the most successful year in its 25-year history with the addition of 22 hotels to its portfolio, growing the total number of hotels to 62, representing 20+ brands in 13 states. States added included California, Texas, Missouri and Connecticut.

The firm’s portfolio saw a 14.5% year-over-year RevPAR increase, surpassing its competitive set by 10.3% in RevPAR growth and experiencing its strongest profit margins since the firm’s inception in 1989.

“We’re in 13 different states now, so we’re not just a ‘Southeast Regional’ company anymore,” said Brad Rahinsky, President and COO of Hotel Equities. “Some of our most ambitious projects to date include a $53 million dollar Residence Inn in Miami Beach/Surfside, scheduled to open late summer and an ocean-front Residence Inn in Costa Rica that will begin construction later this year.”

To manage the demands of rapid growth, Hotel Equities restructured and expanded its leadership team, elevating Chuck Powell to Sr. VP of Operations, promoting Kevin Butler to Regional Director of Operations and hiring Garfield Campbell as Director of Business Development. The firm spent over $1 million in the past year to improve its infrastructure including talent, IT, training and systems securities.

With a robust pipeline entering 2015, Hotel Equities expects growth to continue with a thoughtful, strategic approach to expanding with the right partners in the right markets. The firm seeks acquisitions, new development opportunities and third-party management agreements. The portfolio mix will continue to expand in the full service and destination sectors along with industry-leading select service and extended stay assets.

From the Development Team: Portfolio Grows West

At the end of last year, Hotel Equities added the full service Wyndham Garden Metairie/New Orleans Airport to its growing number of hotels in Louisiana. In the first quarter, the firm was selected to manage four Marriott hotels under development in the Lone Star State: the FFIS Waxahachie, the FFIS Pasadena, the SHS Austin and the SHS Houston.

“Expanding our management portfolio deeper into the heart of Texas is of strategic importance,” said Joe Reardon, VP of Marketing and Business Development. “With significant growth in Louisiana, going into Texas was a natural choice.”

Hotels coming soon include the FFIS West Monroe, LA, the FFIS Dublin, GA and the Holiday Inn Joplin, MO that will convert to a Doubletree.

Powell Promoted to Senior VP of Operations

Hotel Equities promoted Chuck Powell to the position of Senior Vice President of Operations, reporting directly to Brad Rahinsky, President & COO. His responsibilities include oversight of operations, human resources and revenue generation efforts for the firm. He works closely with the Hotel Equities’ executive team.

“Guiding Hotel Equities’ rapid growth, Chuck’s strategic approach elevates our organization’s processes and procedures in all disciplines, including food and beverage,” said Brad. “He is making a significant and measurable impact on our firm. He models and inspires success with his team and works effectively with our investors.”

Chuck has 25+ years of experience as an award-winning General Manager and industry executive.
The Right Seat on the Bus

Hotel Equities posted record success in 2014 and we anticipate another great year to come.

As we add properties, we are looking for the right people to fill a variety of positions. When we hire and promote, we sometimes refer to the process as “making certain that people have the right seat on the bus.”

You may have experienced being on a team where people had to assume roles that didn’t suit them: an outfielder forced to pitch or a maintenance chief forced to work at the front desk. It is critical to place people in positions where their gifts and talents can be properly utilized. When members constantly play “out of position,” energy gets drained, morale erodes and the team doesn’t play up to its capability.

At Hotel Equities, what our leaders are really trying to do is maximize the gifts and talents of each associate. We want you “in the right seat on the bus.”

We would also like to see you continue to learn and grow with us. Show us your talents. Share your dreams and goals with your leadership and coaching teams. Opportunities abound. Grab your seat, make sure it fits well and enjoy the ride.

Hospitably,
Coach Fred

Five Hotels Capture Top Marriott Awards

Many of the firm’s Marriott General Managers attended the conference, along with Rob Cote, VP of Operations and Kevin Butler, Regional Director of Operations. Hotel Equities collected an additional five coveted Marriott awards. Fairfield Inn & Suites Tifton, Lisa Heath, GM, earned the Platinum Award for placing in the top 5% of the brand in overall Guest Satisfaction Scores (GSS). The Fairfield Inn & Suites Holiday Tarpon Springs, Kyle Von Kohorn, GM, and the SpringHill Suites Vero Beach, Missy Davis, GM, each captured the Gold Circle Award for ranking in the top 10% of their brands in overall GSS. The SpringHill Suites Lake Charles, Moe Chabkoun, GM, and the Courtyard McDonough, Jimmy Grover, GM, each took the Silver Circle Award for placing in the top 20% of their brands in overall GSS for the year. The SHS Vero Beach team also won the Quality of Breakfast Award given to the top two hotels in the brand, based on GSS surveys.

Courtyard Memphis Wins First Key to Excellence Award

During the recent Associate Appreciation Week, Hotel Equities challenged each hotel to refresh their break room and create a place where the associates can relax, with a design that reflects the Hotel Equities’ culture and how it is alive at their hotel! The hotels submitted “before” and “after” pictures and competed for designing the best break room.

GM Lisa Cline and her team at the Courtyard Memphis East won the contest and were awarded the first Key to Excellence Award that now hangs proudly at their hotel.

The award itself, pictured here, is modeled after a traditional hotel room key and bears the number 1012, signifying the number of rooms in the Sheraton Boston, the first hotel where Chairman & CEO Fred Cerrone began his hospitality career. The award will travel to other properties as they earn honors or perform outstanding tasks.
On A Break With….

Emmy Schmid, Director of Human Resources

1- Last movie seen… “Alien”

2- Last book read… The Baseball Codes: Beanballs, Sign Stealing, and Bench-Clearing Brawls: The Unwritten Rules of America’s Pastime by Jason Turbow (simultaneously with) Living Language Spanish

3- Favorite Meal… Salmon with Baked Potato

4- Education… B.A. Writing, Carroll College, Helena, MT

5- Favorite Music… Static X, Rob Zombie and Bach

6- Family… Husband Jeff and son Henry, Age 11

7- Hobbies… Buy, break and train young horses for hunter/jumper venue; little league baseball; writing stories; research on HR topics and psychology (Photo with Eros)

8- Baseball or football…. I love Yankee’s baseball and Denver Broncos football.

9- Dogs or cats… Dogs.

Tell us more: I love watching professional bull riding. In my next life, I want to be either a reclusive composer or a doctor that works in a poor country and gets paid with chickens. I hated watermelon until two years ago and now I can’t get enough of it. I am as comfortable wearing high heels as I am in muddy boots. I was an extreme introvert as a child.
**New Faces, New Places at HE Hotels**

**Becky Aleman**, GM, Wingate by Wyndham Lynchburg

**Brad Goodale**, DOS, Wingate by Wyndham Lynchburg

**Stephanie Guilbeaux-Corkran**, DOS, Fairfield Inn & Suites Sulphur

**Nicole Jones**, GM, Fairfield Inn & Suites Sulphur

**Wesley Ludloff**, GM, Wyndham Garden Metairie

**Delona Martin**, GM, Country Inn & Suites Calhoun

**Sean McKeen**, GM, Residence Inn Miami Beach / Surfside

**Amanda Michael**, GM, Home2 Suites St. Louis

**Julie Muriuki**, GM, Courtyard Mall of Georgia

**Sonya Newberry**, GM, Super 8 Boone

**Cheryl Peck**, DOS, Fairfield Inn St. Petersburg Clearwater

**Rohit Radhakrishnan**, GM, Hyatt Place Savannah

**Lisa Stone**, GM, Hampton Inn Stone Mountain

**Natasha Taylor**, GM, La Quinta Inn & Suites/Sleep Inn & Suites Boone

**Naima Tinsley**, GM, Clarion Cartersville

**Mary Beth Weiss**, Sales Manager, Clarion Cartersville/Country Inn & Suites Calhoun

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**Edmonds Earns Top Award**

Hotel Equities named **Lula Edmonds** the firm’s Team Member of the Year 2014 during Associate Appreciation Week in March. Nominated by her General Manager **Dawn Wells**, Lula serves as the Housekeeping Inspector at the Fairfield Inn & Suites Charleston Airport where she has worked for more than 3 years. She completed against team members from more than 20 hotels company-wide. **Elizabeth Derby**, VP of Talent and Administration, presented the award.

“Self-motivated, Lula takes responsibility, works beyond the call of duty as needed she lives and breathes the Hotel Equities’ culture,” said Dawn. “She continues to grow and learn, as demonstrated by her promotion to supervisor. Her success is the entire hotel’s success and is represented in our increased Guest Satisfaction Scores. Lula’s success doesn’t stop with the guests; she has built a healthy rapport with her co-workers which has increased employee productivity because she is looked up to as a role model.”

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**We Get Letters...**

“I stayed at the Fairfield Inn & Suites Buckhead for two weeks and was treated exceptionally well. The staff, specifically Destinee, Carmen, Damar and Anthony, were incredibly accommodating. They are consummate professionals and a credit to the Marriott organization, to Julia Scheffsky, the hotel’s General Manager and to you.”

-A.C.
Congratulations!
2014 Team Members of the Year

Candlewood Suites Macon
Norma Southerland

Courtyard Buford/Mall of Georgia
Kelly Holmes

Courtyard McDonough
Diane Chelsey

Courtyard Memphis East
Teresa Abram

Fairfield Inn St. Petersburg Clearwater
Carmen Santander

Fairfield Inn & Suites Alpharetta
Kevin Nelson

Fairfield Inn & Suites Buckhead
Travis Jones

Fairfield Inn & Suites Charleston Airport
Lula Edmonds

Fairfield Inn & Suites Gainesville
Clara Ayla Maldonado

Fairfield Inn & Suites

Holiday Tarpon Springs
Kathy Corrousch

Fairfield Inn & Suites Macon
Michael Hill

Fairfield Inn & Suites Perimeter Center
Anissa Teal

Fairfield Inn & Suites Tifton
Joseph Level

Hampton Inn Dalton
Ariele Smith

Hampton Inn Jacksonville
Samantha Brown

Hampton Inn Stone Mountain
Malaika Harvey

Hampton Inn & Suites Navarre
Darla Bray

La Quinta Inn & Suites Boone
Rich Moses

Sleep Inn Boone
Laura McGinn

SpringHill Suites Alpharetta
Alexis Jochim

SpringHill Suites Pensacola Beach
Zarda Smith

SpringHill Suites Vero Beach
Arlette Chary

Super 8 Boone
Jennifer Cogar

TownePlace Suites Alpharetta
Yvette (Torres) Ramirez

TownePlace Suites Kennesaw
Nic Brooks

Wingate by Wyndham Alpharetta
Bryan Sawyer

Wingate by Wyndham Lynchburg
Craig Heuslin

The Wyvern Hotel
Punta Gorda
Ismael Cordova

One topic. Four Points of View!
Wherever you are, be there.

To include more voices in the newsletter, we are introducing a new feature. In each issue, we will invite HE associates to share their thoughts on one value statement. The first is Value Statement 6, “Wherever you are, be there.”

“At my property with my team, I am genuinely committed to our success and focused on the day’s priorities. At home or on vacation, I trust that I can do the same for my family - and sincerely live a balanced life. It directs us to be committed to all our endeavors, through all stages of our daily lives.”

Cailin Riddell, GM, TownePlace Suites Kennesaw

“Alicia Jacobson, GM, Fairfield Inn St. Petersburg Clearwater

“Although sometimes challenging, it is important to me to live in the moment. When I am at work, I try to put all my efforts into the tasks at hand. Off work, I focus on my family. One of my favorite quotes explains it perfectly: Live in the moment, for a moment too soon becomes a memory.”

Moe Chabkoun, GM, SpringHill Suites Lake Charles

“It is our responsibility to focus on our religious beliefs, our family life and our career paths. We must be sincere with each commitment. If there is no sincerity, we cannot “live”. Some of the commitments we accept are challenging, but will help us develop into stronger people. This value statement is the true meaning of living.”

Kyle Von Kohorn, GM, Fairfield Inn & Suites Holiday Tarpon Springs

“With today’s technology, we are able to work during personal time and conduct personal tasks while working. However, I am a firm believer in being efficient and effective while at work and I don’t allow personal matters to distract. Just as important, when I’m with family or friends, I enjoy that time.”

Anissa Teal, GM, Fairfield Inn McDonough

Yvette (Torres) Ramirez, GM, Wingate by Wyndham Alpharetta
Building on a Biblical Foundation

In January, Hotel Equities conducted a Bible placement ceremony led by the firm’s Chaplain Greg Smith for the Hampton Inn & Suites Perimeter Center/Dunwoody, Georgia. Associates from Hotel Equities, Hotel Development Partners and Winter Construction gathered to dedicate the property and place a Bible in the foundation of the hotel. HE Chairman and CEO Fred Cerrone began this tradition in 1995 during the construction of the firm’s first new-build hotel in Alpharetta. “Placing a Bible under the lobby underscores the belief that we are managers not only of the hotel, but of all the resources God gives us and we are to honor His name and provide hospitality to guests,” said Fred.

2014 Team Members of the 4th Quarter

Candlewood Suites Macon
Joy Conde

Country Inn & Suites Calhoun
Ashley Offutt

Courtyard Buford/Mall of Georgia
Kelly Holmes

Courtyard McDonough
MacKenzie Sengphonexay

Courtyard Memphis East
Maxine McDaniel

Fairfield Inn Ft. Myers
Ron Raber

Fairfield Inn
St. Petersburg Clearwater
Terry Moore

Fairfield Inn & Suites Alpharetta
Alex Parra

Fairfield Inn & Suites Buckhead
Alma Dunn

Fairfield Inn & Suites Charleston Airport
Taylor Hilburn

Fairfield Inn & Suites Gainesville
Sandra Bonds

Fairfield Inn & Suites Holiday Tarpon Springs
Ana Parrado

Fairfield Inn & Suites Houma
Sarah Parfait

Fairfield Inn & Suites Macon
Michael Hill

Fairfield Inn & Suites Marianna
Cameran Page

Fairfield Inn & Suites Perimeter Center
Kenisha Henderson

Fairfield Inn & Suites Sulphur
Christina Trent

Fairfield Inn & Suites Tifton
Joseph Level

Hampton Inn Dalton
Ariele Smith

Hampton Inn Jacksonville
Glenda Flores

Hampton Inn Stone Mountain
Malaika Harvey

Hampton Inn & Suites Navarre
Darla Bray

Holiday Inn Express & Suites Port St. Lucie West
Luz Lorenzo De Aguilar

La Quinta Inn & Suites Boone
Rich Moses

Sleep Inn Boone
Aubrey Tribble

SpringHill Suites Alpharetta
Frances Rivera

SpringHill Suites Pensacola Beach
Caroline Kane

SpringHill Suites Vero Beach
Talya Shepherd

Super 8 Boone
Justin Turbyfill

TownePlace Suites Alpharetta
Demetrius Hutchinson

TownePlace Suites Kennesaw
Cruz Sandoval

Wingate by Wyndham Alpharetta
Tearle Garrett

Wingate by Wyndham Buford
Joanna Escobar

Wingate by Wyndham Lynchburg
Evelyn Younger

The Wyvern Hotel Punta Gorda
Ismail Cordova