



Hotel Equities Celebrates a Successful Leadership Conference; UNITED Theme Gathers Strategic Alliance Partners and Legacy Leaders to Present Top Awards and Set Goals for 2022

The Annual GM & Sales Conference was held for the first time since 2019 with its largest turnout to date with over 400 attendees

ATLANTA – February 24, 2022 – Last week, hotel owner, operator and developer [Hotel Equities](#) (“HE”) celebrated its Annual GM & Sales Conference in Atlanta, GA. The conference content and curriculum centered around the theme of “HE United” was two years in the making as last year was the first time in the firm’s 33-year history that it did not hold its in-person annual leadership Conference. Since 2019, HE’s hotel portfolio has doubled in size largely due to the formation of strategic partnerships with The Witness Group, Coakley & Williams, The Hotel Group and Sethi Management Inc., all of which were present for the event. The conference consisted of numerous teambuilding exercises and breakouts aimed to further developing strengths of attendees, as well as an awards ceremony honoring outstanding achievement and top individuals and hotels.

Top honors awarded include *Hotel of the Year*, *Exceptional Guest Experience*, *General Manager of the Year*, *Director of Sales of the Year*, the coveted *Chairman’s Award* honoring a team member who represents HE’s founding pillars, and the *iCARE Award* recognizing a team member with exemplary commitment to servant leadership.

Over 400 members of the firm’s team attended. Attendees included the Above-Property Leadership Team, General Managers, Directors of Sales, Regional Directors of Operations, and Sales & Revenue Management.

This year’s conference was themed #HEUnited, with the program’s focus on bringing the HE family together to refresh, connect, and recharge after a turbulent two years. The content-specific training sessions fell in line with the theme, with courses centered around industry updates, high level brand-specific overviews, risk mitigation and more.

In addition to training sessions and team-building exercises, the conference provided an opportunity for attendees to participate in a community service project. This year, HE chose to support [CURE Childhood Cancer](#). CURE is dedicated to conquering childhood cancer through funding targeted research while supporting patients and their families. In support of the organization, HE held a fundraiser and created care packages for patients and their families. In the end, HE raised nearly \$4,000 and donated over 300 care packages.

The conference would not have been made possible without the generous support of the sponsoring vendors who provide quality goods and services to the HE portfolio. Vendor partners participated in a tradeshow on the first day of the conference program for an opportunity to mix and mingle with attendees. Many of the vendors have worked with HE's portfolio of hotels for several years and have established a relationship with the HE Team based on excellence in consistency and quality. The tradeshow allowed for General Managers and Directors of Sales to connect directly with each of the vendors. Top vendor sponsors included [EcoLab](#), [My Digital Office](#), [Trintech](#) and [HD Supply](#).

HE is happy to report the 2022 GM & Sales Conference was a huge success as it was the first time representatives from all strategic partnerships gathered together in one place. The annual conference is recognized as a keystone event for the HE Family, as it is an opportunity to ensure the company culture continues to thrive and reinforces best practices for all.

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About Hotel Equities

Hotel Equities is an award-winning full-scale hotel ownership, management and development firm with a portfolio of over 200 hotels and projects throughout the United States and Canada. Fred Cerrone, CHA, serves as Founder and Chairman; Brad Rahinsky serves as President and CEO. Hotel Equities is an affiliate of 33 Degrees, an integrated management platform combining market knowledge and industry experience across a broad range of CRE assets including office, restaurant, retail, mixed-use and multi-unit residential. For more information on Hotel Equities, visit www.hotelequities.com.