



## Hotel Equities Founder and Chairman Fred Cerrone honored with 2023 Hunter Conference Award for Excellence and Inspiration

ATLANTA, GA (January 17, 2023) – [Hotel Equities](#) is proud to announce The Hunter Hotel Investment Conference is honoring Fred “Coach” Cerrone, Founder and Chairman of Hotel Equities, with the 2023 Hunter Conference Award for Excellence and Inspiration. Each year, the award recognizes a hotelier who exemplifies exceptional leadership, citizenship, and innovation. From his start as a desk clerk at the Sheraton Boston hotel more than five decades ago to the founding of Hotel Equities, Cerrone has been a leader that all in the hospitality industry can admire.

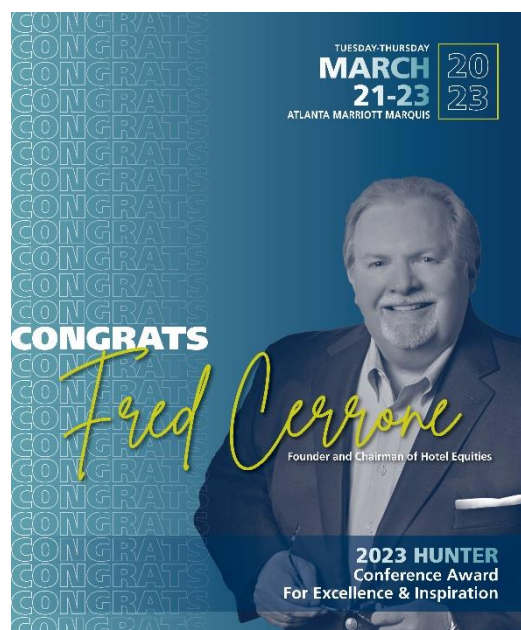
"Fred's dedication to our industry is surpassed only by his devotion to the associates of Hotel Equities. Those who work with Fred know him as Coach. The nickname is a testament to his ability to lead, inspire, and develop the individuals around him. His legacy is clear in the strength of Hotel Equities and the many lives he has touched over his storied career in hospitality," said Lee Hunter, Chairman of the Hunter Hotel Investment Conference and Chief Operating Officer of Hunter Hotel Advisors.

President and CEO of Hotel Equities, Brad Rahinsky, added, “Not only is Coach the founder and chairman of Hotel Equities, he continues to lead the organization with servant leadership and commitment to our nearly 8,000 associates. His care, compassion and love for the team is peerless and continues to be a seminal part of what makes HE the best in the business.”

Before launching Hotel Equities (now 200+ hotels) in 1989, Cerrone served in key management positions with top hotels across the country. Cerrone's exemplary leadership was recognized early when he became General Manager at age 21. National hotel franchises twice recognized Cerrone as "General Manager of the Year." Driven by his innovative spirit, Cerrone became one of Marriott's initial franchise partners in 1993. In 2006, he was named Hotelier of the Year by Hotel World Magazine.

"I first met Fred in the mid 1980's when he was running Southern Host Hotels, managing a number of properties leading up to the creation of Hotel Equities. His passion and leadership in the industry were thrilling to see through the performance and development of his company – a great foundation for the years to come and the Excellence and Inspiration to follow!" said Chuck Pinkowski, owner of Pinkowski & Company and Chairman of The Hunter Award Committee.

Brad Rahinsky will present him with the award at The HUNTER Conference on **Wednesday, March 22, 2023, at 9:30 a.m. EDT**. The conference runs from March 21-23, 2023, at the Atlanta Marriott Marquis. To



register, please visit the conference website at [www.HunterConference.com](http://www.HunterConference.com) or contact Conference Director Brandé Berwick at [brandé.berwick@hunterhotels.net](mailto:brandé.berwick@hunterhotels.net).

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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 250 hotels and resorts 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](http://www.hotelequities.com).

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