



SharCon Hotels are committed to Hospitality  
and delivering a great stay at a great value.



SharCon Hotel Management is a complete full-service management company that is committed to being the best lodging company by empowering its employees to deliver extraordinary guest services and by providing a quality experience that will result in shareholder value.

With over 35 years in the hospitality industry, SharCon Management & Development Company has successfully managed Full-Service and Limited-Service hotel properties that have grown and flourished through the ever changing market conditions. Through superior hotel management and sales & marketing strategies we have positioned our hotels to meet all present and future guest demands of the marketplace. Our properties have been awarded “Multiple Gold Medals” for Quality Assurance and guest satisfaction for multiple years.

As a renowned leader in the hospitality Industry, our continued success is strongly grounded in our commitment to our guests. Our first priority is always 100% guest satisfaction. Through our expertise, we continue to consistently create a clean, safe, and pleasant customer experience. By creating this experience, we ensure a high rate of guest satisfaction and a high percentage of repeat business.





## Our Experience, Our Success

We are owners managing for owners, and here at SharCon Management we have a team of seasoned professionals that bring years of Hotel Management services including Operations and Third Party Management including Sales & Marketing, and financial services.

As a full-service management company we believe that the most reliable way to predict success is by hiring the best employees and providing thorough ongoing training. SharCon's focus is to make sure you've got a winning team.



## Our resources include:

- Sales & Marketing
- E-Commerce
- Reputation Management
- Revenue Management
- Accounting & Finance
- Property Management & Development
- Room Operations Management
- IT Support



Our management style is hands-on, defined and supported by processes, procedures and policies that have proven to enhance property revenues and performance. The result is award-winning recognized hotels by the brands and financially rewarding assets for the owner investor. As a preferred Management Company for Radisson Hotels, Wyndham Worldwide, Marriott Hotels, InterContinental Hotel Group, Best Western International and Choice Hotels. We are pleased to be a part of select service & extended stay hotels



## Our Executive Team

### **William Conway, President & CEO, CHA**

A veteran to the hotel industry, Bill Conway leads SharCon with over 35 years of experience. Bill has been the driving force behind SharCon since forming the Management and Development Company in 1990. Since its formation, SharCon has successfully owned and operated multiple hotels across the Mid-Atlantic region, showcasing Bill's proven record of rehabilitating run-down hotels and revitalizing pride and opportunity among the staff and communities they serve.

He has a strong desire to facilitate growth from within SharCon. He developed a mentor program that promotes the core values of the company, a program which has enabled the successful development of many of SharCon's longtime employees, landing them into the Senior Leadership roles they hold today.

Bill remains active in the community and local hospitality industry by serving as a member of the Advisory Committee for the Hotel/Motel Management Curriculum for Montgomery College in Maryland and Vice Chairman of the Board of Directors for the Economic and Development Board in Ward 5 of Washington, DC. He is also a past member of the Board of Directors for Prince William, Greater Manassas, Virginia Chamber of Commerce and past Chairman of the Board of Directors for Howard Johnson International.

### **Rocky Conway, Senior Vice President**

A legacy since birth, Rocky Conway has served SharCon for over 20 years building his career and reputation in the hotel management business. Having held several positions within the company including sales, marketing, operations and the management of several properties in SharCon's portfolio, Rocky's largest accomplishments are in the success of otherwise run-down hotels. Rocky has an eye for seeing potential in bankrupt properties where other hotel management companies have no interest. He has successfully revitalized dozens of hotels thus achieving 150% market share on all properties that SharCon manages.

### **Colin Byrne – Chief Financial Officer**

Colin oversees the accounting and financial functions for all properties in the SharCon portfolio. He is responsible for producing and managing accounting processes, including budget and internal controls that ensure financial statements and reports are accurately completed and distributed in a timely manner. Prior to SharCon, Colin was the Chief Financial Officer for Keolis North America where he was responsible for implementing and overseeing all financial, accounting, treasury, tax and insurance activities. Colin earned his Bachelor's Degree in Economics from University College Dublin and his Master's in Business from the Michael Smurfit Graduate School of Business, Dublin

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### Shawnette James, Director of Operations and Revenue Management

Shawnette has successfully served SharCon in a variety of positions for the past several years. Beginning as pre-opening General Manager of the Holiday Inn Express Hotel & Suites in Washington DC, she progressed into other management roles including Director of Sales, Area Manager and Regional Sales Trainer for the company's limited and full service properties. Shawnette's responsibilities in this role include the day-to-day operations of the company as well as sales and marketing performance. She oversees the limited service portfolio budget in excess of \$15,000,000 dollars annually in her territories which include DC, Virginia and Maryland.

### Sarah Lovejoy, CHS, E-Commerce and Group Sales Manager

With over 15 years' experience in the hospitality industry, Sarah began her career as a front desk agent before transitioning into sales at a full service hotel in Frederick, Maryland. Throughout her career, Sarah has held several sales management positions, equipping her with the high level of experience she brings to SharCon and their hotel portfolio. Sarah fulfills dual roles at SharCon, overseeing group sales and E-Commerce – her primary focus. As Group Sales Manager for three SharCon properties, she concentrates on maintaining relationships with existing tour and travel clients, booking new business, and acting as liaison between hotel and client. Since joining SharCon Sarah has worked to increase the tour and travel market, where in 2013 she successfully achieved a 25% growth. In her role as E-Commerce/ Reputation Manager, Sarah oversees all aspects of social media including website, internet marketing and monitoring guest reviews on Trip Advisor, Expedia, Booking.com and other travel review sites. Sarah also strives to maintain the company's brand integrity by managing several of the hotels' direct and third party websites and online presence.

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