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Steven J. Belmonte

Profile	Over thirty-five years of successful hotel experience and progression: Sales, Food and Beverage, General Manager, Vice President of Operations, President and CEO of management company with properties in 14 states, President and CEO of the Ramada hotel chain, President and CEO of Hospitality Solutions, CEO of Vimana Franchise Systems. Proven track record of revenue generation, value creation and innovative growth.		
Experience	2011—present	Vimana Franchise Systems, LLC Franchisors of Centerstone Inns, Hotels & Plaza Hotels Key West Inns, Hotels & Resorts	Windermere, FL
	CEO <ul style="list-style-type: none"> Created and launched the industry’s newest franchise hotel company with three distinct products competing in the two diamond, three diamond and four diamond arena. The brands are considered a revolutionary franchise-friendly model and its continued growth is projected by 10 hotels per year. 		
	2002–2013	Hospitality Solutions, LLC	Windermere, FL
	Founder & Chairman Emeritus Launched company specializing in: <ul style="list-style-type: none"> Franchise Negotiations Liquidated Damage Negotiations Mediation · Expert Witness · Litigation Support for Hotel, Restaurant, and Quick Service Restaurant Owners Nationwide.		
	1991-2002	Ramada Hotels, Inc. (Cendant Corporation)	Parsippany, NJ
	President and CEO of Ramada – Also served as EVP of Cendant Hotel Division <ul style="list-style-type: none"> More than doubled size of chain from 450 properties in 1991 to over 1,000 Record gains in market share, consumer awareness, call volume, RevPAR and room nights Separated chain into three distinct tiers: Ramada Plaza Hotel, Ramada Inn, Ramada Limited Launched industry’s first national competitive advertising campaign: “Ramada’s In/Holiday’s Out” advertising campaign Launched \$30 million strategic growth plan leading to aggressive development and expansion in center-city and secondary markets Established the Ramada chain as the Founding Corporate Sponsor of Plan International (formerly Foster Parents Plan) Introduced Personal Best Hospitality, a nationwide customer service and employee recognition initiative Also served as Executive Vice President of Cendant Hotel Division overseeing eight other hotel Chain’s (food and beverage projects, preferred alliances, retention plans) 		
	1983-1991 Co-Founder President and CEO	Equity Hotel Corporation	Rolling Meadows, IL
	<ul style="list-style-type: none"> Directed hotel operations, hotel management & financial activities for hotel properties in 14 states Properties under management included: Sheraton, Radisson, Sonesta, Holiday Inn, Ramada, Best Western, Days Inn, Budgetel, Howard Johnson, Rodeway, EconoLodge, Independents Structured management systems and controls and repositioned products in marketplace Built company from \$0 to over \$55MM in annual revenues 		

Experience	<p style="text-align: center;">Equity Hotel Corporation Rolling Meadows, IL</p> <ul style="list-style-type: none"> Planned, directed operations management, renovations & repositioning of hotels nationwide Authored and copyrighted accounting marketing, training and operating manuals Established energy conservation, room maintenance and operational management programs Created new food and beverage concepts and successful customer service and employee retention programs. <hr/> <p>1970-1983 P&S Management Company Rosemont, IL</p> <p>General Manager/Regional VP</p> <ul style="list-style-type: none"> Responsible for management of three Holiday Inn properties as well as General Manager of airport property. During one year period, achieved a 25% revenue increase and a profit improvement from 9-28%. Improved weekend occupancy from 52% to 89% via "grass roots" promotional programs involving employee motivation, customer feedback and special marketing initiatives <p>Achieved record profit levels for 14 consecutive years via improved occupancy and food and beverage revenues while controlling costs</p>
Education	<p>Wilbur Wright College Chicago, IL</p> <ul style="list-style-type: none"> Majored in Business Administration/Hotel Management <p>Hocking College Nelsonville, OH</p> <ul style="list-style-type: none"> Honorary Doctorate – Applied Public Service <p>The CPR Institute for Dispute Resolution New York City, NY</p> <ul style="list-style-type: none"> Mediation <p>Educational Institute of the American Hotel/Motel Association Washington, DC</p> <ul style="list-style-type: none"> CHA (Certified Hotel Administrator) <p>Holiday Inn University Olive Branch, MS</p> <ul style="list-style-type: none"> General Managers School, Class VP
Affiliations	<p>Member, Franchise Panel of CPR Institute for Dispute Resolution</p> <p>Fellow, International Hotel/Motel and Catering Association</p>
Past Affiliations	<p>Chairman, American Hotel and Lodging Foundation</p> <p>Vice Chairman, American Hotel and Lodging Educational Foundation</p> <p>Chairman, Honorary Board of Directors, Plan International</p> <p>Chairman, Inner City Games Foundation</p> <p>Chairman, Ramada Inns National Association</p>