



Message from ROA Chairman Girish Patel

Greetings Rodeway Owners and Operators!

Since our election at the Choice Hotels Annual Convention, the Rodeway Owners Association Board has been focused on several key areas, including Likelihood to Recommend, technology, SRD and SED reimbursements and guest relations fees. The Executive Board recently traveled to the Choice headquarters in Rockville, MD and met with Choice leadership, along with representatives from the Choice Hotels Owners Council and Econo Lodge Franchisee Association. We will continue to discuss these key areas with Choice and our franchisee partners in 2020. The entire Board is dedicated to working *for you*, our members, as your voice to Choice Hotels. We all benefit from the strength of the Rodeway brand and open, transparent communications.



ROA Executive Board Members recently visited the Choice Headquarters in Rockville, MD

Economy Brands Education Summit

Our thanks to everyone who attended one of the new Economy Brands Education Summits that we held earlier this fall. Over two days, we heard from both industry and Choice experts on many topics that are of the utmost importance for our brand. Events like these are always a good reminder that as owners and operators, we share many of the same concerns and challenges and no matter how long you've been in the industry, you can always learn from your colleagues. Even if you couldn't attend this year's

Education Summit, please take the time to review the [notes](#) from the sessions that we held. There's a great deal of information included in this document, so take advantage of this valuable resource.



Members of the ROA Board and Craig Mustard from Choice, with Rachel Humphrey, AAHOA's Interim CEO, following her keynote address at the Education Summit in Atlanta.

Deadlines and Reminders

Please review the information below in the Choice News section for important reminders on the Merchant Acquirer Initiative, installing CrowdStrike software, updating your hotel's Internet landing page and what to do if your hotel is still using Win 7 computers. Also, a reminder that you are required to install the new Choice Privileges Elite Member reserved parking space signs by January 1, 2020. Your Rodeway Owners Association provided these signs for your hotel free of charge. All you need to do is install them in your parking lot to ensure compliance. These are all critical areas that you need to address to keep your hotel in compliance and running at optimal levels.

As we wrap up 2019, the entire Board would like to thank you for your continued support and dedication to the Rodeway Inn brand and to the association. In the coming days, you will receive a gift at your hotel as a token of our appreciation for your partnership

throughout the year. I wish you and your family all the best for the remainder of 2019 and a very happy new year.

If I can ever be of assistance, please contact me directly or reach out to your [Regional Director](#).

At Your Service,

Girish "Gary" Patel
Chairman
Phone: 210-834-2586
Email: girish.patel@bhagvanhospitality.com

There are several key initiatives that require your immediate attention and action. Please review the information below and make sure that your hotel is in compliance today.

The logo for CHOICE News, featuring the word "CHOICE" in a large, white, sans-serif font above the word "News" in a smaller, white, sans-serif font, both centered on a solid blue rectangular background.

Install CrowdStrike Software Today - Past Due

In July, Choice announced a new requirement to install CrowdStrike on your hotel's front desk computers. CrowdStrike Security Services provides a strong, preventive approach to software-based cyber security, constantly monitoring your front desk computers for potential threats.

You are now billed monthly for CrowdStrike, so if you have not already done so, take the [steps](#) to install it today.

Internet Landing Page - Past Due

The deadline to update your hotel's Internet Landing page with the new, custom brand page has passed. Compliance penalties are now in effect. If you have not updated your page, please take the necessary steps as soon as possible. Complete information is available on the [Rodeway brand page](#).

Merchant Acquirer Initiative - December 31, 2019

You are required to contract with one of the three merchant acquirers by December 31, 2019. Not only is the new program designed to save you money, you may experience faster payment processing during the check-in/out process thanks to updated software and reprogrammed devices. Visit the [Rodeway brand page](#) or complete information and to get started.

Choice Privileges Elite Member Parking Signs - January 1, 2020

In September, your hotel received the new, required Elite Member parking signs, courtesy of the Rodeway Owners Association. Be sure that these are installed by January 1, 2020 to ensure [compliance](#).

Action Required: Microsoft Will No Longer Support Windows 7 after January 14, 2020

If your hotel is still using Windows 7, please be aware that Microsoft has announced that extended support and security updates will end on January 14, 2020. [Read more](#) .

Meet Your New Regional Directors

We are pleased to welcome two new Regional Directors to the ROA Board, who began serving their terms following this year's Annual Meeting.

In other actions, the Board reappointed Preyas Patel as the Region 1 Director. Preyas has served on the Board for the past four years and was reappointed, when no new nominations were submitted to fill the Region 1 position.



Region 2

Krunal (Kevin) Mistry was appointed to serve a one-year term as the Region 2 Director that became available when Jayesh Patel was elected as our new Vice Chairman. Krunal is the owner of the Gold Award-winning Rodeway Inn in Sweetwater, Tennessee. He is also a member of the local tourism board and co-founder of the nonprofit Global Service Projects, an organization focused on alleviating the disparities in healthcare and health education.

Region 5

Nilesh (Nick) Patel was elected during our Annual Meeting in May. He is the General Manager/Partner of the Rodeway Inn in Hot Springs, Arkansas. With over 20 years of experience in the hotel industry, he is an active member of the Hot Springs Chamber of Commerce and Convention and Visitors Bureau.



ROA Board of Directors

Chairman

Girish (Gary) Patel
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Phone: 210-834-2586
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Vice Chairman

Jayesh Patel
Rodeway Inn (GA244)
Phone: 813-875-8818
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Northeast Region 1

DC, DE, CT, MA, MD, ME, NH, NJ, NY, PA, RI, VA, WV, VT

Preyas Patel
Rodeway Inn (VT041)
Phone: 802-775-2575
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Southeast Region 2 States: AL, FL, GA, KY, MS, NC, SC, TN

Krunal (Kevin) Mistry
Rodeway Inn (TN403)
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Central Region 3

AK, IA, ID, IL, IN, KS, MI, MN, MO, MT, ND, NE, OH, OR, SD, WA, WI

Lal Dhillon (OR047)
Rodeway Inn
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Email: rodewaybc@gmail.com

West Region 4

AK, AZ, CA, NV
Yatish Nathraj
HTL Hospitality Advisors LLC (CAE31)
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Southwest Region 5

AR, CO, HI LA, NM, OK, TX, UT, WY
Nilesh (Nick) Patel (AR238)
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Past Chairman

Dinu Patel (CT097)
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IMPORTANT Dates

December 31, 2019 - MAI Deadline

January 14, 2020 - Windows 7 No
Longer Supported by Microsoft

Choice Hotels Annual Convention
May 19-21, 2020
New Orleans, LA
Registration will open in February
2020



Rodeway Owners Association | info@rodewayowners.com | RodewayOwners.com