



COBBLESTONE HOTELS®

CENTERSTONE
INN | HOTELS | PLAZA | RESORT

boarders
Cobblestone Hotels

KEYWEST
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NEWS RELEASE

COBBLESTONE HOTELS, LLC ANNOUNCES THE PASSING OF BRIAN J. WOGERNESE, CEO & FOUNDER

October 18, 2022 – Neenah, WI – It is profound sadness that Cobblestone Hotels announces that Brian J. Wogernes, CEO & Founder, passed away the morning of October 18, 2022.

In January 2022, Mr. Wogernes was diagnosed with advanced esophageal cancer. Throughout the last ten months, Brian has gone through countless rounds of intense chemotherapy, surgeries, and treatments, all while remaining positive and continuing to guide his team, develop more projects, and doing what he did best: dreaming big.

Mr. Wogernes started the Cobblestone Hotels brand in 2007, opening the first location in 2008 in Clintonville, WI. You often heard him say he never dreamed Cobblestone would be where it is today, and at every annual conference would humbly stand on stage in awe and appreciation of our franchisees' and partner's support. His passion for the hotel industry and bringing quality hotels to small town America, has fueled the growth of the brand for over a decade, and continues to ignite a passion within partners, team members, and fellow hoteliers. His love for the industry and the Cobblestone brand was infectious, and he referred to it often as "the Cobblestone Kool-Aid".



Mr. Wogernes started in the hotel industry in 1992 as a hotel shuttle driver at a hotel in Minneapolis. From there, he worked in every department in a hotel, which later in 2007 became the foundation of the Cobblestone brand, ensuring it would be a "franchisee-first" franchise, because he knew what it was like on the franchisee side. In 1999, he started WHG Companies, now Slate Hospitality Group, a hotel management company, that manages several brands and restaurants. If you knew him, you knew his gears were always turning; thinking of new innovative ways to streamline processes or dreaming of new ways to grow the brand.

Riley Wogernes, Mr. Wogernes' eldest, has joined the Cobblestone Hotels team in the last couple of years in multiple capacities, prepared to be the second generation of the Cobblestone Hotels' legacy. It was of the utmost importance to Mr. Wogernes that partners, the industry, and the Cobblestone franchisees knew that Cobblestone Hotels is here to stay.

About Cobblestone Hotels

Based in Neenah, WI Cobblestone Hotels, LLC is a leading upper-midscale hotel brand with over 165 hotels open, under construction, or in development in 28 states. The company continues to pride itself in filling the lodging needs of communities through its upper mid-scale new build brand. Signature amenities include high-speed Internet access, complimentary breakfast, convenience store, fitness centers, business centers, and more.

Cobblestone Hotels includes Cobblestone Hotels & Suites, Cobblestone Inn & Suites, Boarders Inn & Suites, Centerstone Hotels, and KeyWest Hotels. For development information please visit www.CobblestoneFranchising.com.

Cobblestone Hotels offers the Cobblestone Rewards frequent stayer program where guests receive ten points for every dollar spent, and can be redeemed as award nights, or with other redemption partners. For more information visit www.CobblestoneRewards.com

Contact: Josie Kilgore jkilgore@cobblestonehotels.com