



California Owned

California Based

California Experts



OVERVIEW OF MARIN MANAGEMENT, INC.

Since its founding in 1990, Marin Management, Inc. has been providing superior management and support services for hotel owners. Marin Management's mission of building the values of its clients' hotel investments is accomplished through implementation of its unique management methods. The company's management philosophy for every hotel includes the following priorities:

- Build investment value by building occupancy and average rate from the implementation of numerous sales and marketing programs.
- Build strong relationships with hotel franchisers and other "partners" for success.
- Recruit the industry's most talented management professionals.
- * Keep owners informed with frequent communication.
- Reduce the owners' risk by focusing on effective safety and security programs.
- Work hard and honestly on behalf of every client.

Today, Marin Management, Inc. manages or markets for 28 hotels in California, Texas, Louisiana and Colorado with the following team of hotel professionals:

John Manderfeld, president
Michael Obester, vice president of operations
Joe Dreiske, regional manager
Pat Mitchell, regional manager
Lee Bridgmon, area manager
Erik Burrow, area manager
Allison Davis-Brown, manager of support services
David Siguaw, executive director of sales and marketing
Marilyn Perry, regional director of sales
Karen Baker, regional director of sales
Shawn Royal, regional sales manger
Claudia Torres, sales coordinator
Vanessa Calderon, administrative assistant



Marin Management, Inc. provides a variety of management and support services for hotel, motel and restaurant operators, including the following:



LONG-TERM HOTEL MANAGEMENT

SALES AND MARKETING MANAGEMENT AND SUPPORT SERVICES

PRE-OPENING HOTEL MANAGEMENT

HOTEL DEVELOPMENT SUPPORT SERVICES

SHORT-TERM (TURN-AROUND) MANAGEMENT

SUPERVISOR AND EMPLOYEE TRAINING

EMPLOYEE HANDBOOKS, MANUALS AND TRAINING MATERIALS

COMPUTER SOFTWARE

For Sales Development, Contact Management, Marketing, Budgets, Inventory Management, Forecasting, Labor Control, Purchasing & Daily Reporting

HOTEL MARKETING PLANS AND BUSINESS PLANS

LOSS-CONTROL REVIEWS

STAFFING AND RECRUITMENT



SUPPORT SERVICES FOR HOTEL SALES AND MARKETING

In 1994, Marin Management began using its resources as a hotel operator to support the sales and marketing efforts of hotels not managed by the company. These services have consistency proven to increase hotel revenues. Following are samples of the services included in MMI's sales-and-marketing services agreements:

REPRESENTATION ON MARIN MANAGEMENT'S HOTEL ROSTER (distributed to thousands of travel decision makers)

MANAGEMENT AND COACHING OF HOTEL SALES STAFF

SALES AUTOMATION AND ELECTRONIC DATABASE OF SALES LEADS AND PROSPECTS

TELEPHONE AND PERSONAL SALES CALL WITHIN EACH HOTEL'S MARKET, REGION AND FEEDER MARKETS

PROFESSIONAL, TIMELY AND ACCURATE RESPONSE TO RFPs
REFERRAL OF SALES LEADS

MATERIALS (such as brochures, quick reference guides, sales kits and banquet menus)

COORDINATION WITH FRANCHISE SALES ORGANIZATIONS
MANAGEMENT OF ADVERTISING

MANAGEMENT OF THIRD-PARTY INTERNET BOOKING SOURCES
RATE MANAGEMENT TRAINING

MANAGEMENT OF SALES BLITZES, GRAND OPENINGS AND SPECIAL PROMOTIONAL EVENTS

August 2004



Marin Management, Inc. provides a variety of financial and investment services for hotel, motel and restaurant owners including the following:

DESIGN ANALYSIS CAPITAL-IMPROVEMENT PLANNING INVESTMENT ANALYSIS ACQUISITION ANALYSIS



FRANCHISE NEGOTIATIONS HOTEL DEVELOPMENT ANALYSIS AND CONSULTING ASSET MANAGEMENT RECEIVERSHIP RISK-MANAGEMENT REVIEWS



Marin Management, Inc. provides a variety of management and support services for restaurant owners, investors and operators, including the following services:

DESIGN REVIEW AND CONSULTATION

SUPERVISOR TRAINING

SERVICE TRAINING

EMPLOYEE HANDBOOKS AND MANUALS

MENU DEVELOPMENT AND IMPLEMENTATION

LONG-TERM MANAGEMENT

PRE-OPENING MANAGEMENT

SHORT-TERM (TURN-AROUND) MANAGEMENT

COMPUTER SOFTWARE

For Sales Development, Marketing, Budgeting, FF&E Acquisition, Inventory Management, Forecasting, Labor Control, Purchasing & Daily Reporting and Menu Cost-Price Analysis

MARKETING PLANS AND BUSINESS PLANS

LOSS-CONTROL REVIEWS

EMPLOYEE RECRUITMENT





The Marin Management team is proud of its knowledge of major national brand standards and our professional relationship with franchise organizations. John Manderfeld, president, and Marin Management, Inc. have provided operational management, support services, consulting or development for more than 100 branded hotels and resorts, in 17 states including the following:

22 Hilton® Hotels & Resorts

16 Holiday Inn Express[®] and Holiday Inn Express[®] Hotel & Suites Hotels
13 Hampton Inn[®] Hotels and Hampton Inn & Suites[®] Hotels
9 Holiday Inn Hotels and Holiday Inn Select Hotels
10 Days Inn Hotels ◊ 8 Best Western[®] Inns and Hotels
5 Radisson[®] Hotels

5 Ramada Inn[®] Hotels, Ramada Hotels[®] and Ramada Limited[®] Hotels
7 Comfort Inn and Comfort Inn & Suites Hotels
4 Westin[®] Hotels & Resorts ◊ 5 Sheraton[®] and 2 Four Points by Sheraton[®]

Hotels

3 Crowne Plaza[®] Hotels ◊ 3 Quality[®] Inn Hotels 2 Wyndham[®] Hotels & Resorts

2 Howard Johnson[®] Hotels ◊ 2 GuestHouse[®] Inn & Suites Hotel

1 Omni[®] Hotel Resort \Diamond 1 Preferred[®] Hotel \Diamond 1 Clarion[®] Hotel

1 Econo Lodge[®] Hotel \Diamond 1 Super 8 Motel[®]

1 Rodeway® Inn Hotel ◊ 1 AmeriSuites® Hotel ◊ 1 AmeriHost Inn® Hotel

Some hotels have subsequently changed names and/or affiliations. If you would like more information on any of the above hotels, please contact John Manderfeld at JManderfeld@hotelpros.biz.

August 2005



ASSOCIATED INDEPENDENT HOTELS

Marin Management, Inc. and John Manderfeld have helped support more than 50 independently branded hotels, motels and resorts in ten states, including the following examples:

The Abbey Hotel, Bettendorf, IA, Bancroft Club Hotel, Berkeley, CA, Bay Landing Hotel, Burlingame, CA, Brawley Inn, Brawley, CA, Blue Jay Lodge, South Lake Tahoe, CA, Buck Meadows Lodge, Yosemite, CA, Calistoga Spa Hot Springs, Calistoga, CA, Captain's Cove, Sunnyvale, CA, Chinatown Hotel, Philadelphia, PA (incomplete development), Claremont Hotel, Roslyn, NY, Coconut Grove Hotel, Miami, FL, County Inn, Mountain View, CA, Crockett Hotel, San Antonio, TX, Golden Bear Inn, Berkeley, CA, Executive Inn, Antioch, CA, French Quarter, Las Vegas, NV, Greenleaf Hotel, Dallas, TX, Heritage Marina Hotel, San Francisco, CA, Holiday Lodge, Ukiah, CA, Hotel Breckenridge, Breckenridge, CO, Hotel La Rose, Santa Rosa, CA, **Hudson Center Hotel**, New York, NY (incomplete development), **Los** Robles Lodge, Santa Rosa, CA, La Cuesta Motor Lodge, San Luis Obispo, CA, L'Auberge de Lydie, Sausalito, CA (incomplete development), Mariposa Lodge, Mariposa, CA, Mart Motel, San Francisco, CA, Mather Inn, Rancho Cordova, CA, Mayfair Suites Hotel, St. Louis, MO, Metro Hotel, Fort Worth, TX, Mission Hills Inn & Conference Center, Mission Hills, CA, Monterey Bay Lodge, Monterey, CA, Murrieta Hot Springs Resort, Murrieta, CA, Olive Tree Inn. Lindsay, CA, Paradise development (now Renaissance), Las Vegas, NV, Piccadilly Inn Hotels (3 hotels), Fresno, CA, The Queen Anne, San Francisco, CA, Regency Plaza (Marriott), San Mateo, CA, Rio Rico Resort, Rio Rico, AZ, Ridgemark Country Club, Hollister, CA, Rose Garden Inn, Berkeley, CA, Solvang Royal Scandinavian Inn, Solvang, CA, Solvang Inn and Cottages, Solvang, CA, Stonehouse Suites, Santa Rosa, CA (development), Sundowner Inn, Sunnyvale, CA, Twin Sixties Inn, Dallas, TX, York Hotel, San Francisco, CA

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October 2004



Marin Management, Inc. has provided development and investment reviews and analyses for dozens of hotels and potential hotel and conference center developments throughout the United States and Caribbean Islands, including the following examples:

Best Western, Minden, NV, Beverly Garland Hotel, Sacramento, CA, Black Coral Reef (two incomplete resort developments), St. Kitts, West Indies, Brawley Inn, Brawley, CA (expansion), Chinatown Hotel, **Philadelphia**, PA (incomplete development), Columbus, TX (unnamed), Comfort Inn & Suites (now Fairfield Inn & Suites), Comstock Hotel Casino, Reno, NV, Modesto, CA, Conestoga Hotel, Anaheim, CA, Days Inn, Carson City, NV, Half Moon Bay, CA (incomplete development) Hampton Inn, San Diego, CA, Hampton Inn & Suites, Reno, NV (incomplete development), Hampton Inn & Suites, San Rafael, CA, Hampton Inn & Suites, Turlock, CA, Holiday Inn, Santa Cruz, CA, Holiday Inn Express, Indio, CA, Holiday Inn Express Hotel & Suites, **Oakland** Airport, CA, Hotel Californian, **San Francisco**, CA, Hotel La Rose, Santa Rosa, CA, Howard Johnson, Sacramento, CA, Hudson Center Hotel, New York, NY (incomplete development), Impact Hotel Group, Atlanta, GA (20 hotels), L'Auberge de Lydie, Sausalito, CA (incomplete development), Mariposa Lodge, Mariposa, CA, Pearl Beach Resort, Aitutake, Cook Islands, Ramada Inn Hotel and Convention Center, Reno, NV, Renaissance Hotel, Las Vegas, NV, Post Ranch, Big Sur, CA (expansion), Quality Inn, Norfolk, VA, Ridgemark Country Club, Hollister, CA, Sacramento Valley Event Center, Elk Grove, CA, Sebastopol (unnamed), Sebastopol, CA, Solvang Royal Scandinavian Inn, Solvang, CA, Sonoma Valley Inn, Sonoma, CA, Sundowner Hotel Casino, Reno, NV, Stonehouse Suites, Santa Rosa, CA, Southwest Event Center, Las Vegas, NV, Travelodge, Yuma, AZ, Turlock Event Center, Turlock, CA

Some hotels have subsequently changed names and/or affiliations. If you would like more information on any of the above projects, please contact John Manderfeld at JManderfeld@hotelpros.biz.

October 2004



History of Marin Management, Inc.

John Manderfeld founded Marin Management, Inc. in July 1990. Marin Management, Inc., a California corporation, was created to provide a variety of management, consulting, development and support services for the lodging and restaurant industries. Immediately after forming the company, Marin Management, Inc. was selected to manage the new four-star Mayfair Suites hotel in downtown St. Louis, Missouri. This all-suite, 184-room luxury hotel was affiliated with Preferred Hotels and Resorts Worldwide. Today, Marin Management, Inc. manages and markets for more than 20 hotels and advises a diverse portfolio of luxury restaurant and hotel owners and motel owner-operators on issues such as development, capital improvements, acquisition, marketing, training and technology management.

Marin Management, Inc. is a member of the California Hotel & Motel Association (CH&MA), California Lodging Industry Association (CLIA) and the Sausalito Chamber of Commerce. Marin Management, Inc. is based in Marin County, California, four miles north of San Francisco.

Biography of John Manderfeld, President

John Manderfeld is a 30-year veteran of the lodging industry and a Certified Hotel Administrator (CHA) as recognized by the Educational Institute of the American Hotel & Motel Association. His career includes 11 years in food-and-beverage operations and sales with Westin Hotels and Resorts and the position of vice president for two major hotel development and management companies, Metro Hotels, Inc. and Mariner Corporation, both of Dallas, Texas.



As vice president food and beverage for Metro Hotels, Mr. Manderfeld was responsible for more than 40 restaurants, cafés, nightclubs and lounges. As regional vice president of operations for Mariner Corporation, Mr. Manderfeld was responsible for 12 hotels with 2,200 employees, 3,270 rooms and a total asset value of \$210,000,000.

Mr. Manderfeld served for three years on the Advisory Committee for Orange Coast College's Hotel and Restaurant School, advising the college on curriculum, intern programs and other academic issues. He has been a public speaker and seminar presenter for the lodging industry's most prominent trade associations, including the Texas Association of Hospitality Accountants, Western Lodging Show, the California Lodging Industry Association (CLIA) and the California Department of Education.

He has been a member of the Board of Directors for the California Lodging Industry Association from 1996 through 2000 and from 2003 to the present. Mr. Manderfeld was a member of CLIA's Executive Committee from 1997 through 1999, serving first as vice president, then as the association's president in 1998. He has chaired CLIA's Executive Committee, Internet and Technology Committee, Membership Committee, Long-Range Planning Committee, Nominating Committee and the Bylaws/Standard Operating Policies Committee. He has also served on every CLIA committee.

Mr. Manderfeld has also served as a member of the California Hotel & Motel Association's Allied Member Committee and Education and Training Committee. In 2002, he was selected as co-recipient of the California Lodging Industry Association's Chairman's Award in recognition for his contribution to the association. He now serves on five committees, including the government affairs committee.

In December 2004, the California Department of Education Home Economics and Technology (HECT) group awarded John Manderfeld its annual Business & Industry Friend Award for his three years of work as a speaker at HECT events and assistance developing high school curriculum.

As a trainer and technical author, he has developed numerous training programs and procedural manuals on the subjects of hotel supervision, financial controls, sales, marketing, risk management, product specifications, maintenance and guest service.

Michael Obester, Vice President of Operations

Michael Obester joined the MMI team in 2005 with 18 years of experience in the hotel industry, including several years with Hilton Hotels Corporation in hotel operations and multi-unit management of quality assurance. For the prior three years, Mr. Obester was area manager for quality operations overseeing six quality assurance consultants and 400 hotels, including the Doubletree, Hilton, Hilton Garden Inn, Hampton Inn and Hampton Inn & Suites brands in Canada, Central America and the western United States. His



responsibilities also included overseeing training on product standards, guest service and quality assurance for new Hilton general managers.

Before his corporate position with Hilton Hotels Corporation, Mr. Obester was general manager and/or director of operations of several hotels, including Doubletree, Radisson and independent brands. For eight years, he served on the board of directors for United Cerebral Palsy of Greater Sacramento, including two years as the board president. Mr. Obester is a northern California native who enjoys backpacking, skiing, hiking, snow shoeing and mountain climbing.



David C. Siguaw, Executive Director of Sales and Marketing



David Siguaw graduated from Central Washington University with a Bachelor of Arts degree in Criminology. Most recently David was director of sales and marketing for the renovated Hollywood Roosevelt Hotel.

Previously he was director of sales and marketing for Le Meridien Hotel, Beverly Hills, and for the Highlands Inn Park Hyatt, Carmel. David also has ski resort experience as the director of operations at the five-star Vail Athletic Hotel & Spa. He then opened the Lodge at Mountain Village, Telluride, for the Grand Bay Resorts

division of Wyndham before being promoted to Wyndham's area director of sales and marketing for Chicago.

He is an active member of Hospitality Sales and Marketing Association International (HSMAI) and Meeting Professionals International (MPI). Mr. Siguaw joined MMI as executive director of sales and marketing in June 2005. He oversees all of MMI's sales and marketing services for its managed and sales-supported hotels.

Joe Dreiske, Regional Manager

Joe Dreiske graduated from Army and Navy Military Academy as class valedictorian and from the University of Southern California with a Bachelor of Arts degree in business entrepreneurism. From 1993 to 1998 Mr. Dreiske was vice president of operations and finance for a company with two hotels and other businesses. From 1998 to 2002 he was chief financial officer and vice president of development and acquisitions for DRD Hotel Corporation's 700 hotel rooms.



Mr. Dreiske served on the California Lodging Industry Association's board of directors from 1994 through 1998, serving as the association's secretary-treasurer in 1998. He joined Marin Management's hotel operations team in May 2003 and currently oversees Marin Management's Texas and Louisiana hotels.



Pat Mitchell, Regional Manager

Ms. Mitchell joined Marin Management in January 2005 bringing 23 years of hotel and travel industry experience to the hotel operations team. Her career began with a three-year management training and development program at a Hilton hotel. She has since been a hotel director of sales and marketing, general manager of several hotels, vice president of a meeting planning company and director of public relations and communication for a hotel management company. Her most recent position was as general manager of Larkspur Landing

hotel, Sunnyvale. Ms. Mitchell speaks Italian and Spanish.

Lee Bridgmon, Area Manager

Mr. Bridgmon joined Marin Management in 2000 as general manager of the world's largest Hampton Inn in Las Vegas. He was later promoted to general manager of the DoubleTree Hotel Los Angeles/Rosemead, then to area manager in 2005. Mr. Bridgmon's career includes over 20 years as general manager of nationally prominent full-service hotels, including Marriott, Holiday Inn and Hilton brands in Chicago, San Antonio and Little Rock. He graduated from the University of Wyoming with a Bachelor of Sciences Degree.



Mr. Bridgmon is recognized as a Certified Hotel Administrator (CHA) by the American Hotel & Lodging Association. He served on the Board of Directors of the Arkansas Hospitality Association. He has also served for many years in the Rotary Club.



Erik Burrow, Area Manager

Erik Burrow joined the MMI hotel operations team as area manager in January 2005 after 15 years in hotel management. His experience includes management of several national brands including Hilton, Country Inn & Suites, Courtyard by Marriott and Residence Inn by Marriott. Mr. Burrow's recent management experience includes a position as area manager overseeing a group of hotels for a California-based hotel owner-operator.

Allison Davis-Brown, Manager of Support Services

Allison Davis-Brown joined Marin Management in 2003 bringing an abundance of experience and knowledge in management of human resources, hotel guest services and training. Her career includes 15 years with Westin Hotels & Resorts and Mandarin Oriental Hotel Group, San Francisco, where she was recognized as the hotel's manager of the year. She was also a recruiter for Nelson Staffing Solutions.



Ms. Davis-Brown is responsible for implementing MMI's hotel operating policies, procedures and standards and overseeing recruiting, training and employment practices. During her time away from work, she volunteers for programs helping homeless people.



Marilyn Perry, Regional Director of Sales

Marilyn Perry graduated from Texas Tech University with a degree in hotel and restaurant management. She has been in hotel sales for eight years, including the positions of senior sales manager for the 1,200-room Hyatt DFW Airport, Texas, and four years as national sales manager for Hilton Hotels Corporation. Ms. Perry also spent one year in South America volunteering for hospitals and medical clinics.

She joined Marin Management in 2003 as regional sales manager. Ms. Perry now oversees sales-support services for about ten of MMI's managed and sales-supported hotels.

Karen Baker, Regional Director of Sales

Karen Baker began her career in the lodging industry while attending Fresno State University. She has a long career in front desk operations, reservations management, hotel sales and catering sales. In 1996, Marin Management recruited Ms. Baker to serve as general manager of the Holiday Inn Express hotel, Merced, California. She later served as catering manager and group sales manager of the DoubleTree Hotel, Modesto.



In 1999, she was appointed executive director of the Merced Convention & Visitors Bureau where she opened Merced's California Welcome Center and served as a member of the Board of Directors of the Central Valley Tourism Association. Ms. Baker joined Marin Management in 2004 to oversee the sales-support activities for five MMI hotels from Sacramento to Fresno. She continues to serve as president of the American Heart Association, Merced, and director for the Merced Trade Club.



Shawn Royal, Regional Sales Manager

Mr. Royal joined Marin Management in

2005 to provide additional support to its hotel's sales effort. His background includes eleven years of business management and sales. Mr. Royal was enrollment manager for the University of Phoenix. Most recently, he was sales manager for IASCO Flight Services at Napa Airport. Mr. Royal graduated from Taylor University, Upland, Indiana, with a Bachelors Degree in business management.

September 2005



Marin Management, Inc. developed Time & Contact Manager[®] (TCM[®]) with the help of the software developers of one of the leading companies for providing tools to improve workplace productivity, Uptrends Management Software, Inc. With the help of TCM[®] software, we are able to achieve sales productivity that outpaces the competition.



After a new hotel startup or takeover, an MMI staff member installs and trains key hotel managers and salespersons on how to use TCM[®] to improve hotel administration and sales results. We then provide each hotel with thousands of sales leads and qualified sales prospects. Our sales database currently includes more than 21,000 travel agents, 14,000 travelagent e-mail addresses, 1,700 professional meeting planners,

1,100 travel club offices. 400 association executives, 20 travel consortia, 1,200 corporate travel managers, 90 incentive travel managers, 800 tour operators, 200 tour wholesalers and more than 10,000 other government and corporate executives managing travel.

Next, we use TCM[®] to monitor each salesperson's sales productivity. Besides being a great resource for new hotel business, this unique software allows salespersons to submit detailed up-to-the-minute sales reports with just a few keystrokes.

TCM[®] helps manage sales documents and e-mail messages while providing for improved security of confidential sales information. TCM[®] also facilitates the transfer of sales leads among our many hotel sales professionals. MMI has installed TCM[®] in more than 50 hotels typically yielding 50% to 100% improvements in sales performance.

TCM[®] also includes a Team Management module for keeping records and tracking upcoming events for hotel employees. TCM[®] is also useful for other aspects of hotel management, including vendor relations, employee recruitment and tracking of reimbursable business expenses.

March 2005



TRAINING AND SUPPORT MATERIALS

At Marin Management, we believe that the key to every successful hotel or restaurant is effective employee communication and training. That is why we are committed to remaining a leader in this critical area. We use shift checklists and job descriptions for every position, and we believe in fully utilizing brand-provided training programs.



Additionally, we use manuals, guides and standardized forms for the most important hotel and restaurant functions. These materials describe the industries best practices for successful hotel operations. Our manuals and guides can be customized to meet each hotel's needs. Following are examples of some of MMI's manuals:

- Employee Handbook
- Team Benefits Guide
- Hazardous Materials (HazMat) Communications Guide
 - Safety, Security & Emergency Procedures Manual
 - Sales Leadership Guide
 - Sales Administration Guide
 - Sales Prospecting Guide
 - Sales Technique Guide
 - Hotel Marketing Guide
 - Sales Competition Guide
 - Event Planning & Service Guide
 - Sales Reference Guide
 - Hotel-Specific Sales Information Guide
 - Written Communication Guides
 - Guest Services Manual
 - Human Resources Guide
 - Accounting Guide
 - ❖ TCM[®] Users Guide

March 2005



MISSION STATEMENT

THE MISSION OF MARIN MANAGEMENT, INC. IS

TO INCREASE THE VALUES OF LODGING

INVESTMENTS FOR ITS CLIENTS BY PROVIDING

SUPERIOR MANAGEMENT AND SUPPORT

SERVICES.

