



### **Our Commitment. . .**

In today's competitive environment, successful management organizations stay focused on principles that directly relate to guest satisfaction, a motivated professional staff, responsible management techniques and facilities that deliver profitable performance for their owners and perceived value to their guests.

The LOK Group is dedicated to these principles. We will listen to your vision, pay attention to your core culture, recognize your competitive advantages, identify both your limitations and possibilities and adapt them to the trends and demands of an ever changing marketplace.

### **Our Scope of Services. . .**

**Operations:** operational review, guest satisfaction, competitive positioning

**Marketing/Creative Services:** best practices, e-commerce and sales strategies

**Human Resources:** legal compliance, recruitment and retention

**Accounting:** financial statements, general ledger, payroll, AP/AR

**Revenue Management:** rate and inventory strategies, channel profitability

**Finance/Development:** contract review, project sales/aquisitions, risk management

### **Our Team . . .**

**Kirk Lok, President and Chief Operating Officer**, the driving force behind one of Sonoma County's most established hotel development and hospitality management companies.

**Holly Byck, Director of Management Services**, Holly has overseen the revenue development and operations of over 40 limited and full service hotels.

**Dennis MacDonneil**, Director of Finance and Development, Dennis has over 30 years of financial expertise in international banking and commercial real estate.

**Cynthia Lok, Director of Marketing and Creative Services**, 27 years of hotel experience in front and back of the house, with emphasis on marketing and web strategies.

**Mona Anderson, Director of Human Resources**, Mona has developed and put in place the many practices that make up our comprehensive company wide HR program.

**Donald Black, General Counsel**, has practiced 27 years of law specializing in business transactions, financing, redevelopment agency and more.

### **Our Brand Experience. . .**

**Choice Hotels International, IHG Hotels Group, Marriott, Starwood and Hilton Hotels**

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