



# COHO SERVICES

CONNECT HOSPITALITY SERVICES

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## MAIN OFFICE

1905 SE 10<sup>TH</sup> AVENUE  
PORTLAND, OR 97214  
+1 503 425 1500

## NORTH OFFICE:

7200 NE 41<sup>ST</sup> STREET  
VANCOUVER, WA 98622  
+1 503 858 6004

[WWW.COHOSEV.COM](http://WWW.COHOSEV.COM)





[ FOR OVER THIRTY YEARS ]

*Our feet may be planted in Portland, Oregon but our heart has always been in hospitality.* A family-owned business, COHO began with a single hotel and has since grown to become a leading regional hospitality company with ownership in both branded and independent hotels, hotel reservation/distribution technology, independent restaurants, boutique health clubs, wineries and more. Our management approach is based around three core groups of people: owners, employees and customers. We believe that all three must succeed equally in order for the whole to succeed.

Our hands-on philosophy means we work best when we are engaged. We strive to cultivate talent from within and believe businesses succeed when employees are empowered with knowledge. We support our properties by working with them to create a strategy, develop and execute efficient operating systems and maintain accountability through reporting. Our hospitality solutions work together to create long-term success for our owners and business partners.

COHO•SERVICES





# OUR PROPERTIES

## OWNED

Heathman Lodge  
Radisson PDX  
Southpark Seafood  
Hudson's Bar & Grill  
Lakeside Grill  
Filberts Farmhouse Kitchen  
West Hills Racquet Club  
Mt. Park Racquet Club  
FLUME Winery

## MANAGED

Candlewood Suites Vancouver, WA  
Harlow Hotel  
Holiday Inn Express Camas, WA  
Holiday Inn Wilsonville  
Hotel Elliott  
Inn at Queen Anne  
MarQueen Hotel  
Red Lion Jantzen Beach  
Red Lion Lewiston  
Red Lion Port Angeles

## MANAGED

River Lodge & Grill  
Rodeway Jantzen Beach  
Seaport Inn and Suites  
Staybridge Suites Hillsboro, OR  
Sunnyside Inn and Suites  
Days Inn Vancouver, WA

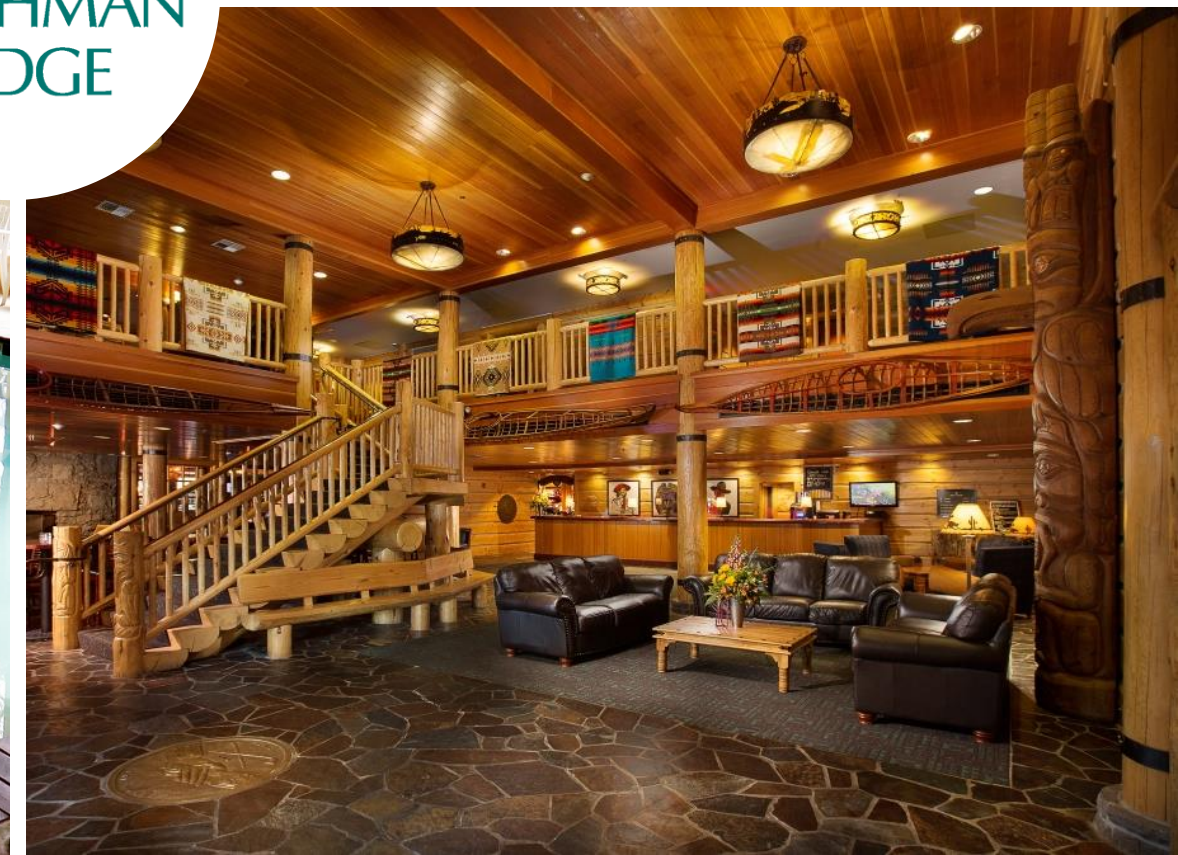
## CONSULTING / SERVICES

Running Y Ranch Resort  
Lucky Eagle Resort & Casino





THE  
HEATHMAN  
LODGE







HUDSON'S  
BAR & GRILL













FILBERTS



FARMHOUSE  
KITCHEN







WEST HILLS  
RACQUET & FITNESS CLUB







  
MOUNTAIN PARK  
RACQUET & FITNESS CLUB







# COHO LEADERSHIP

BRETT WILKERSON, *President & Chief Executive Officer*

DON STANTON, CPA, *Chief Financial Officer*

MARK GOEMAN, *Chief Operating Officer*

MAILI MORRISON, *Executive Vice President*

RICK HOWELL, *Executive Vice President*

BRIAN MCLARY, *Director of Revenue Management/Operations*

JOSEPH MOLLERUS, *Director of Operations*

CHRIS JAWORSKI, *Director of Food , Beverage & Customer Experience*



# COHO LEADERSHIP BIO

BRETT WILKERSON, *President & Chief Executive Officer*

Brett began his career at the Red Lion Hotel Jantzen Beach in 1978 and worked his way up through several positions that culminated in the management of sales, marketing and catering for the Jantzen Beach and Columbia River Red Lion Hotels. At this point he was responsible for \$45 million in revenue and supervised 30 managers. With Brett as the leader of the sales teams at these two hotels they were awarded Sales Team of Year top honors. During the same time he was honored with the Marion Pericin Award for Integrity and Character. Brett joined North Pacific Management when he was named General Manager of the Heathman Lodge in Vancouver, Washington in 1997. He was promoted to President Hospitality Division in 2010, and currently serves as the President and CEO for North Pacific Management overseeing both the real estate and hospitality division of our company. Brett has served as Chair of the Board of Directors for both Travel Portland and Visit Vancouver USA Regional Tourism Office.

DON STANTON, CPA, *Chief Financial Officer*

Don began his business career with Deloitte Haskins & Sells and has been in the hospitality industry since 1985. Don worked for Red Lion Hotels for a total of 12 years, and was Controller for the Red Lion Hotel Jantzen Beach and soon after became Controller of the Doubletree Hotel Lloyd Center. He joined North Pacific Management in 1998 as corporate controller. In 2002, he was named Chief Financial Officer for the company. Don graduated from Portland State University with a degree in Business Administration, and is also a Certified Public Accountant.

MARK GOEMAN, *Chief Operations Officer*

Mark Goeman has a diverse background in both operations, sales, marketing and revenue management. He was General Manager for the Beverly Heritage Hotel and the Embassy Suites in Bellevue, Washington. He later joined the management side serving as VP Sales and Revenue Management for Windsor Capital Group, Inc and SVP of Sales/Marketing/Revenue for Lighthouse Lodging. He joined COHO in 2014 as our Chief Operating Officer and has been strategic in our growing our portfolio of hotels and restaurant. Mark holds an Associates degree in Hotel and Restaurant management from Portland Community College.



MAILI MORRISON, *Executive Vice President*

Maili began her career in the hospitality industry at the DoubleTree Hotel Columbia River Complex as a Catering Sales Manager selling for over 50,000 square feet of meeting space. She became part of the North Pacific team in 2001 as the Group Sales Manager for The Heathman Lodge. Throughout the years she represented our company in various sales & marketing leadership positions to include Director of Sales & Marketing, Senior Director of Development for COHO Reservations (online distribution platform) and Vice President Marketing. She currently serves as our Executive Vice President and oversees sales, marketing and distribution/reservations for our company. She has served as President for Meeting Professionals International-Oregon Chapter, was awarded the Young Leader in Tourism by the Clark County Commissioners and was recognized as a bronze award recipient from HSMAI (Hospitality Sales and Marketing Association International) for her work on a digital marketing campaign. She holds a B.S. in Political Science, and a Masters in Business Administration.

RICK HOWELL, *Executive Vice President*

Rick Howell has over 30 years of business experience serving as a human resource professional. He started his hospitality career in 1986 with Westin Hotels and Resorts. In 1990 moved to Red Lion Hotels and worked as an HR Director before leading the Training and Development department. When Red Lion was sold he left and became the VP of HR at North Pacific. After stints in manufacturing and at Nike, he created his own consulting company and helped businesses with their strategic planning, talent development, employee engagement, compensation systems, succession planning, creating mission/vision/value statements, and other people-related practices. He returned to CoHo/North Pacific in 2019. Rick has his MBA from Washington State University with an emphasis in finance and marketing. Since 1993, and concurrently with his other organizations, he has been an Executive in Residence at Washington State University where he teaches in the Carson College of Business. He is active in local and national HR associations. He is a two-time winner of the Northwest Human Resource Management Association's Distinguished Member Award for life-time achievement.



# COHO LEADERSHIP BIO

## BRIAN MCLARY, CHRM, CHIA, *Director of Revenue Management*

Brian started with CoHo Services as the Director of Housekeeping at the Heathman Lodge in June of 1998. Brian has worked in the hospitality field for the last 27 years in previous positions of; guest services, housekeeping, front office, revenue management, room operations, and Hotel Manager. Brian received a B.S. degree from Northern Arizona University. He has his Certificate in Hotel Revenue Management from Cornell University's School of Hotel Administration, is Certified Hospitality Revenue Manager through the Educational Institute of the American Hotel & Lodging Association, and has Certificate in Digital Marketing Strategies from Portland State University. He is a member of HSMAI, a hospitality marketing association. Brian also was the past Chair of the Board of Directors for the Vancouver USA Regional Tourism Office and serves on the Clark County Skills Center – Travel and Hotel Management Program.

## JOSEPH MOLLERUS, *Director of Operations*

Joseph brings a wealth of knowledge and experience to the table. He has an extensive hospitality background ranging from Certified Executive Chef to Vice President of Operations for a Red Lion Hotel Corporation. While at RLHC, Joseph served as Managing Director, overseeing hotel level operations for Red Lion Hotels, Corporate Director of Food & Beverage and Hotel General Manager. Prior to RLHC, Joseph was the Director of Operations at the Resort at Port Ludlow and before that spend 10 years with OSF International as their Corporate Executive Chef & Executive Chef. His years of experience in restaurants, food & beverage and hotel operations makes him a strong resource for all of COHO's properties. Joseph holds a Culinary Degree from Horst Mager Culinary Institute and was recognized as General Manager of the year in 2007 for Red Lion and Chapter Chef of the Year for ACF Southwest WA in 1992.

## CHRIS JAWORSKI, *Corporate Director of Food, Beverage, Customer Experience*

Chris has a rich background in food and beverage with highly successful companies such as Chart House, McCormick and Schmick's, Ruth's Hospitality Group and McMenamin's, serving as Jack of all Trades, General Manager, Special Projects Consultant, and Director of Training. Each organization's unique and distinct culture has honed Chris' professional approach of putting people first to create incredible guest experiences. Chris holds a Bachelor's degree in Business Administration from Arizona State University and a Master's degree in Tourism Administration with a concentration in Sustainable Destination Management from The George Washington University. He has also developed and taught college courses in destination leadership and development to help prepare future leaders in hospitality and tourism. This broad experience manifests in deep civic engagement with industry associations, non profits, and philanthropic organizations that create durable communities that benefit the greater good.



# FULL SERVICE MANAGEMENT

## MANAGEMENT IS A PROCESS – NOT A PROJECT

Our role as your *management partner*, is to guide your business through a process that establishes habitudes unique to the organization. Our approach is grounded in strategic applications and is executed in a way to cultivate long-term success for owners, employees and customers. We strive to empower people within the brand to serve autonomously for the business and believe healthy organizations operate on a platform of *passion, integrity, loyalty and freedom with accountability*.

As managers, COHO will act as the “owner representative” in all areas as it pertains to the successful operation of the business. For each operating area, COHO will have a consultant representative who will work with a correspondent at the property. Our role will be to oversee that the department manager, supervisor or line level staff executes the systems in place to run the business successfully. Through checks + balances our team will ensure that the property is operating in an effective and efficient manner. The following pages outline a sample of services we can provide and/or support. Not all services pertain or are required for each property.



# FULL SERVICE MANAGEMENT [HOTEL OPERATIONS]

## OPERATION SYSTEMS

- Property Operations Audit
- GM Weekly Report
- Webinar Series
- Daily Labor Tracking

## HOUSEKEEPING SYSTEMS

- Schedule with Labor Tracking
- Inspection Training
- Lost & Found Procedures
- Pricing Evaluation
- Room Inspection Tracking
- Room Inspection Scoring Sheet
- Linen Inventory Program
- Pay Per Room Program

## FRONT OFFICE SYSTEMS

- Front Office Schedule
- Checkbook Accounting
- Service Training
- Reservation Shop Calls
- Department Checklists
- Reservation Training

## ADDITIONAL SERVICES

- Hiring Assistance and Training
- Financial Review / Budget
- Bonus Plan Assistance



# FULL SERVICE MANAGEMENT [REVENUE MANAGEMENT]

COHO revenue managers complete an extensive education track and are certified across multiple brands to include IHG, Red Lion, Choice Hotels and more. Ongoing education is required to ensure that the best team is deployed for our owners.

## SYSTEMS

- 10-day Forecasting
- ADS Tracking
- Yield Management
- Third Party Websites
- Training Webinars
- Month End Reports
- Rate Structure Sheets

## ADDITIONAL SERVICES

- Monthly Revenue Management Support
- Electronic Distribution to GDS & OTA
- Preferred RMS Pricing



# FULL SERVICE MANAGEMENT [SALES & MARKETING]

## SALES SYSTEMS

- Sales & Marketing Plan Implementation
- Sales Prospecting
- Sales Reporting
- Ongoing Sales Training
- Sales Guidelines & SOP
- Sales & Catering Goal & Budget Support
- Contract & Proposal Templates

## PRINT / DESKTOP SERVICES

- Collateral Design
- Print Advertising and Campaign Management

## DIGITAL MARKETING SUPPORT

- Social Media Management
- SEO & SEM Support
- Reservation Recovery & Web Re-targeting
- MetaSearch Marketing
- Email Marketing and Loyalty Program Engagement
- Website Management

## ADDITIONAL SERVICES

- Onsite Sales Training and Retreat Facilitation
- New Hire Support
- Optional Marketing Services



# FULL SERVICE MANAGEMENT [FOOD & BEVERAGE]

## SYSTEMS

- Food and Beverage Cost Control Tool Kit
- Training Programs for Banquet Service
- Liquor, Beer and Wine List Templates
- Training Programs for Restaurant Service
- Revenue Forecasting and Labor Scheduling
- New Hire, Orientation and Coaching Tools
- Inventory Targets for Food and Beverage
- Banquet Operation Standards
- Menu Sales Analysis
- Semi Annual Property Audit
- COHO Buying Programs
- Training Webinars

## ADDITIONAL SERVICES

- Restaurant Repositioning
- Property and Shift Management Training
- New Restaurant Opening and Concept Development
- Recruitment and Selection for Management and Leadership Positions
- Revenue and Profit Performance
- Integrity and Operational Shopper Program



# FULL SERVICE MANAGEMENT [HUMAN RESOURCES]

## SYSTEMS

- New Hire Packets
- Manage Employee Benefits
- Manage Worker’s Compensation Claims
- Access to HR Forms and Guidelines
- Manage Unemployment Claims
- Conflict Resolution
- Manager/Supervisor Training

## ADDITIONAL SERVICES

- Employee/Manager Coaching
- HR File Audit and Compliance Review
- Training
- Webfire OSHA Training
- Recruiting Assistance



# FULL SERVICE MANAGEMENT [ACCOUNTING]

## SERVICES

- Complete General Ledger Accounting
- Income Statement & Balance Sheet
- Sources & Uses of Funds.
- Monthly Bank Asset and Liability Reconciliation
- Capital Expenditure Reporting & Controls
- Interface with Lending Entities for Compliance & Loan Covenants
- Daily Revenue and Labor Reporting Tools.
- Checkbook Accounting

## ACCOUNTING SYSTEMS ACCESS

- Access to MAS90 Accounting System.
- Payroll Processing Services & Electronic Time Clocks.



# RESERVATION SERVICES



# RESERVATION SERVICES

COHO offers a distribution and reservation platform unmatched by any other technology company. As a global partner for *Sabre Hospitality* we have the ability to offer industry leading distribution services to independent hotels across the globe. As hotel owners and operators our experience helps hoteliers navigate the digital marketplace, by offering solutions that maximize revenues and bottom lines.

## FREE PREMIUM SERVICE

- Dedicated account manager. No 800-numbers.
- After hours support.
- We build – you build: YOUR CHOICE.
- Monthly (we call you) touchpoints to help you use what you’re paying for.
- Hospitality life-line.

## COHO CRS (CENTRAL RESERVATION SYSTEM)

### DISTRIBUTION

**Central Reservations**  
CoHo CRS

**Channel Management**  
GDS, Online, Direct, Voice  
(OTA, Meta)

**Call Center Services**  
Global Call Center  
Call Center Software

### OPERATIONS

**System Operations**  
PMS Connectivity  
Dashboard

**Automated Reporting**

**Consortia Services**  
Lanyon & Sabre RFP  
BT Preferred

### RETAILING

**E-Commerce**  
Web & Mobile Booking Engine  
Ancillary Upsell  
Dynamic Packaging

**Marketing**  
Retailing Insights  
Metasearch  
Online & GDS Media Planning  
Web & Mobile Site Design

### GUEST EXPERIENCE

**Customer Relationship Management**  
Profiles  
E-Marketing  
Loyalty