



Our Promise

The promise of a pleasant experience keeps not only guests coming back, but also our clients. At Pacific Inns we are committed to meeting and exceeding expectations. This is accomplished through exceptional service, prompt support, and the highest quality products. People with integrity and an unwavering commitment to excellence are what put us ahead of other management companies.



Who We Are

Pacific Inns LLC is a full-service, award winning hospitality management, development, receivership and consulting company. Founded in 1992 by Rodger Forni, Pacific Inns offers a diverse range of hands-on services to clients across multiple brands throughout the United States, from individually owned boutique hotels to major national franchises.

Presently, we operate a broad spectrum of unique and distinctive properties, many of which we own and/or partner with others to create joint ventures. Should you be the owner of several properties or interested in the hotel industry for the first time, our experienced team is committed to catering to your very select needs or walking you through every step of the process.

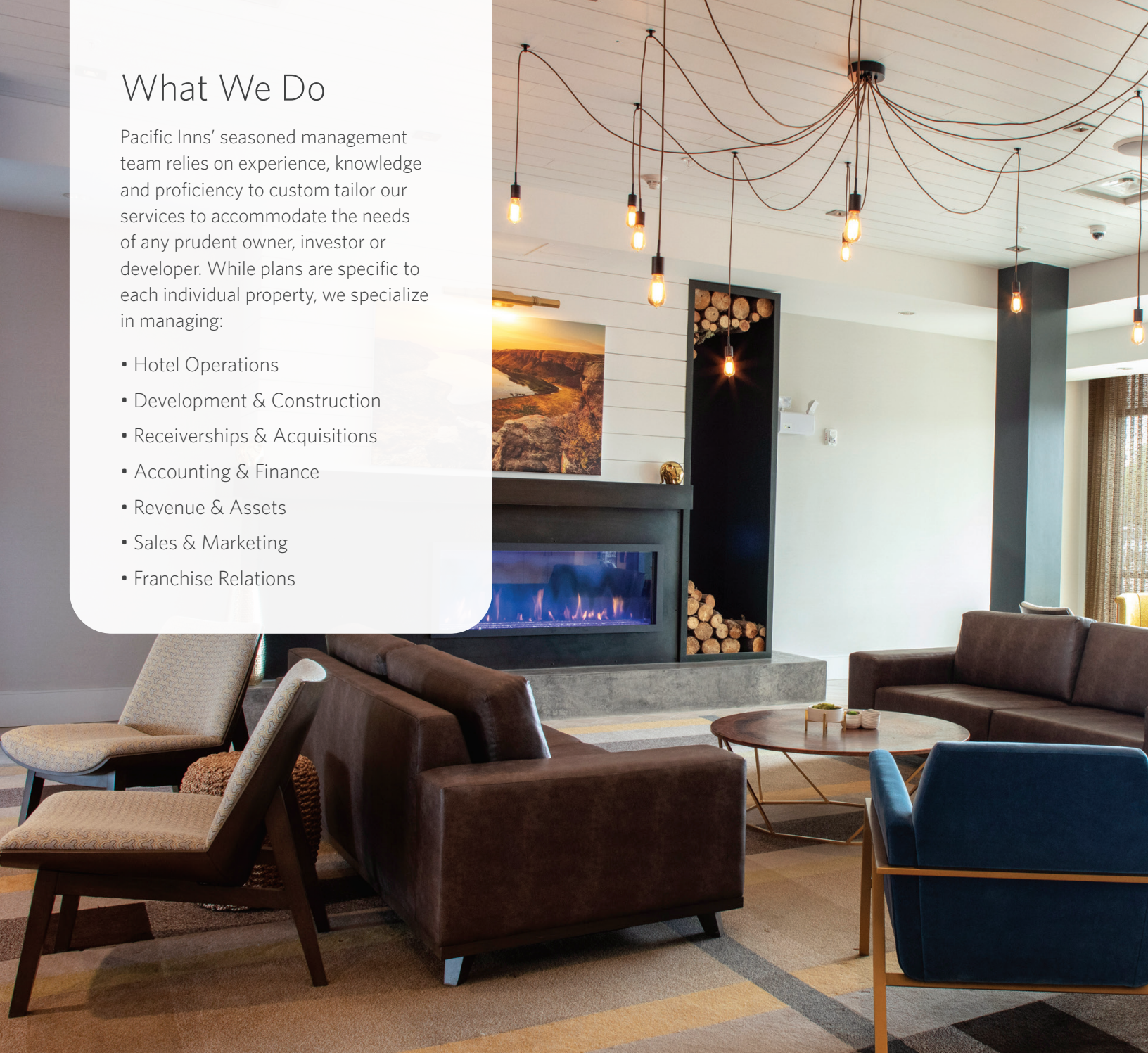
“We choose to work with a very select clientele and manage properties as if they are our own. We’re not looking to be the largest; we just want to be the best!”

Rodger Forni
PRESIDENT & CEO OF PACIFIC INNS

What We Do

Pacific Inns' seasoned management team relies on experience, knowledge and proficiency to custom tailor our services to accommodate the needs of any prudent owner, investor or developer. While plans are specific to each individual property, we specialize in managing:

- Hotel Operations
- Development & Construction
- Receiverships & Acquisitions
- Accounting & Finance
- Revenue & Assets
- Sales & Marketing
- Franchise Relations



Key Team Members

Rodger Forni – President & CEO

Linsey Pullan – Executive Vice President

Shirley Stewart – Director of Operations

David Mather – Chief Financial Officer

Rita Burch – Regional Operations Manager



Rodger Forni

PRESIDENT & CHIEF EXECUTIVE OFFICER

Founder and CEO of Pacific Inns LLC, Rodger Forni has been developing and managing hotels since 1975. In the early years of his career, he developed over 2,000 rooms in 24 new hotels and motels for an independent west coast chain; mostly ground-up projects ranging from limited service to four star, full service properties with restaurants and convention spaces.

Rodger has independently developed, co-owned, managed or consulted on over 160 hotels from limited-service to full-service luxury properties. In 1992 Rodger founded Pacific Inns as his primary operating company. Since then, Pacific Inns has provided a full range of hands-on hospitality management and development consulting services to numerous clients - from several one-site, individual-owner projects to major national brand developments, including Marriott (Springhill Suites and TownPlace Suites), Hilton (Hampton Inns and Homewood Suites), Wyndham La Quinta Inn & Suites, IHG (Holiday Inn, Holiday Inn Express & Suites, Indigo, Staybridge Suites, Candlewood Suites), Best Western Plus, and Choice Hotels (Comfort Inn & Suites, Sleep Inn & Suites, and Quality Inn & Suites).

In addition to full-charge hospitality management services, Rodger's experience also includes project feasibility analysis and site selection. He has had oversight of construction, remodeling, project management and cost containment. Rodger also helps banks and trustees protect their assets by efficient management and preparation for the sale of properties in receivership. Rodger's reputation for excellence has earned him numerous awards and recognition in hospitality management.

Rodger Forni currently manages over 25 hotels across the United States with several new construction hotel development projects under way.

Responsibilities & Areas of Expertise:

- Brand Positioning
- Franchise Selection & Relations
- Construction & Development Consulting
- Project Feasibility Analysis
- Site Selection
- Design Evaluation
- Cost Analysis
- Strategic Sales
- Receivership Preparation & Management
- Past member of La Quinta Inns & Suites Advisory Board
- Past member of IHG Candlewood Brand Council
- Past member of IHG Owners Association

What does Rodger love most about his job?

"The relationships I make. I am grateful to have worked with the majority of my clients and brand representatives for decades now. Many of which, I also call my friends."



Property Management

Pacific Inns operates a broad spectrum of unique and distinctive properties, providing exceptional service, prompt support and the highest quality products. Some fundamental characteristics of our property management services include:

- **Staff Resources:** Sourcing, identifying and hiring all levels of personnel as well as ongoing training of team members to improve profitability through consistently positive guest experiences.
- **Revenue Management:** Growing market share and Revenue Per Available Room (RevPAR) through pricing based upon research and knowledge of: market drivers, special events, competition and seasonal demand. The mix of retail, negotiated and 3rd party business is also effectively managed.
- **Sales & Marketing:** Researching, identifying and aggressively pursuing direct sales and marketing opportunities as well as continual sales team development to maximize RevPAR and return on investment.
- **Risk Management:** Protecting, minimizing and resolving risks through safety and security audits, training and documentation; daily audit pack review; and implementation of appropriate controls for keys, cash and physical inventory of the property.
- **Franchise Relations:** Working closely with a variety of franchisors to maximize brand value while ensuring compliance to brand standards.
- **Receiverships & Acquisitions:** Experienced in court appointed hotel receiverships and individually owned hotel acquisitions.

The proof of our dedication is in the success of the properties we manage.

Accounting Services

In addition to our property management services, we offer optional accounting services for a nominal fee, in accordance with the Uniform System of Accounting for Hotels as approved by the American Hotel Association.

Our accounting services are designed to meet the unique needs of each individual property, however, our typical accounting process includes the following schedule of services:

- **Daily:** Record revenue transactions from previous day.
- **Weekly:** Accounts payable is processed for the property and the ownership is provided with an unpaid bills report and check run register.
- **Bi-Monthly:** Payroll is processed for all employees and reports are prepared.
- **Monthly:** Profit and Loss Statements as well as Balance Sheets are prepared and distributed. Occupancy and Sales Tax returns are prepared and filed.
- **Annually:** Budgets are created for fiscal year operating period. W-2 and 1099 forms are prepared for all employees.



Development & Construction

Having successfully developed more than 160 hotels, our team has the proven expertise to lead any project, at any stage, from inception to completion. Our management approach to renovating, developing, and re-positioning is hands on. From limited service hotels to 4-star properties, we excel in completing projects on time and on budget. Our range of development & project management services includes:

- Feasibility Analysis
- Site Selection
- Concept Development
- Finance & Funding Assistance
- Project Accounting Services
- Franchise Selection
- Pre-Opening Consultation
- Central Purchasing
- Contractor Selection & Oversight
- Cost Containment & Budget Management
- Vendor Selection & Management
- Purchasing, Delivery & Installation Planning & Coordination



Our Current Portfolio

BEST WESTERN

- McMinnville, Oregon

BOUTIQUES

- Mason Beach Inn
Santa Barbara, California

CANDLEWOOD SUITES

- Sidney, Montana

COMFORT INN

- Marysville, California

HAMPTON INN & SUITES

- Eugene, Oregon
- Pasco, Washington

HOLIDAY INN

- Twin Falls, Idaho

HOLIDAY INN EXPRESS

- Hayward, California
- Ukiah, California
- Portland, Oregon
Jantzen Beach
- Portland, Oregon
NW Downtown

HOMEWOOD SUITES

- Lathorpe, California

LA QUINTA INNS & SUITES

- Lincoln, California
- Paso Robles, California
- San Luis Obispo, California
- Santa Rosa, California
- Yucaipa, California
- Portland, Oregon
- Centralia, Washington

SPRINGHILL SUITES

- Great Falls, Montana
- Bandon, Oregon

TOWNEPLACE SUITES

- Great Falls, Montana



Why Us?

Our depth of expertise in hospitality management is matched only by our dedication to our clients. We credit the success of the properties we proudly manage to our commitment to always put our clients' best interests first.

We recognize that every property is unique so we look forward to discussing your specific opportunities and how we can assist you in unlocking the full potential of your assets.

