

A decorative frame consisting of thick black lines. It starts with a vertical line on the left, a horizontal line at the top, and another vertical line on the right. The bottom horizontal line is missing, creating an open-bottom L-shape.

MERÉTÉ HOTEL  
MANAGEMENT

Pronounced mehr-a-tay, the name mereté comes from the blending of two Greek words: *meraki* (may-rah-kee) and *areté* (ahr-i-tey). Meraki means to do something with passion, love, creativity – to put something of yourself into what you are creating. Areté describes the notion of excellence and the tireless pursuit of one's full potential. Combining these two concepts into the word Mereté is a statement about who we are and our company culture.

# Hotel Management Services

For every service, the same goals: a proactive approach, unwavering professionalism, and superior results for our owners, associates and guests.

Hotel Management & Consulting Services include:

- Operations Management
- Financial Management
- Human Resources
- Sales & Marketing
- Digital Services

Preopening Services include:

- Market Assessment
- Site Review and Analysis
- Brand Selection and Franchisor Relations
- Feasibility Studies and Analysis
- Pro Forma for Development and Operations
- Securing of Approvals and Permits
- Project Management Services
- Pre-Opening Sales & Marketing
- Staffing & Training



# Richard Boyles

## President & CEO

30+ years in hotel management and development with major hotel brands

Extensive experience in development, financing, franchising and hotel ownership

Intercontinental Hotel Group Leadership Training  
Past Chair

Current Tourism Commissioner, Oregon Tourism Commission

2012 Lodging Operator of the Year, Oregon Restaurant and Lodging Association

B.A., International Business from the University of Oregon's Honors College and MBA degree from Thunderbird School of Global Management



# Todd Gray

## Chief Financial Officer

Over 25 years experience managing accounting, administration, payroll, taxation, risk management, investor relations, and syndication within the real estate, commercial, and hospitality industry

Oversight of accounting staff and services

Source debt and capital for real estate projects, proforma analysis, cash flow forecasting and tax preparations

Liaison with investors and lenders

B.S. Accounting, Portland State University



# Liz Dahlager

## Vice President Market Intelligence

Over 20 years experience in hotel sales and marketing for boutique and major brands

Responsible for driving performance of all revenue channels, marketing and direct sales strategies

Certified Hotel Revenue Manager,  
American Hotel & Lodging Educational Institute

Hotel Real Estate Investments and Asset Management,  
Cornell University School of Hotel Administration

B.A., Psychology, Northeastern University, Boston MA



# Terry Goldman

## Vice President Operations

Over 25 years experience in hotel management and tourism

2007 Lodging Operator Of the Year,  
Oregon Restaurant and Lodging Association

2010 JW Marriott Award of Excellence Recipient

Named 2018 GMs to Watch by  
Hotel Management Magazine

B.A., Hotel Restaurant Administration,  
Washington State University

# CORPORATE LEADERSHIP

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## **Kari Preston, Director of Operations**

- 20 years hotel operations experience
- Responsible for hotel compliance of franchisor and Mereté SOPs
- B.A., Hotel Restaurant Administration, Washington State University

## **Won Choi, Regional Director of Operations**

- 18 years hotel operations experience
- Recipient 2016 JW Marriott Award of Excellence
- Recipient Operational Manager of the Year 2010, Marriott International

## **Marissa Ruf, Corporate Director of Sales**

- 13 years hotel operations and sales experience
- Certified Marriott Edge Trainer

## **Aubree Nash, Corporate Controller**

- 20 years of accounting in various industries
- B.S., Accounting University of Oregon
- B.S., Finance University of Oregon
- M.S., Accounting & Management, Walden University

## **Brooks McLain, Director of Digital Services**

- 20 years hotel experience including general management, hotel openings, and digital marketing
- B.A., Anthropology, Cum Laude, University of Oregon
- BrightEdge Certified Professional

## **Lucy Arlit, Director of Human Resources**

- 10 years human resource management experience
- Specialties include Talent Development and Change Management
- B.A., Industrial and Organizational Psychology, Kalamazoo College and M.S. in Human Resource Management, Villanova University



# Pre-Opening Services

- Operational insight and assistance in conjunction with hotel design, development, construction, furnishing and equipping of the hotel to include:
  - Recommendations for specialty systems (IS, IT, AV)
  - Participation in meetings with contractors, architects, interior designer, engineers and government agencies as required to support the development and design of the hotel
  - Select, procure and install operating supplies and equipment (OS&E)
  - Coordinate with franchisor (if applicable) in the building of reservation data base, coordination of franchisor preopening meetings and communications related to hotel operation and brand requirements
  - Obtain necessary operational permits on behalf of hotel

# Full Hotel Management Services

- Base Management Fee is a percentage of Gross Revenues
  - Includes full hotel operational management services
  - Annual operating plan
- Centralized Services Fees are an additional cost to be determined at time of management agreement
  - Human Resources Management
  - Financial Reporting and Management
  - Digital Marketing



## Sales & Marketing

Task Force  
Market Analysis  
Revenue Management Audit  
Sales Training  
Sales & Marketing Plan  
Event Planning



## Hotel Operations

Task Force Operations Staff  
Safety Audit  
Expense Audit  
Guest Service Training



## Digital Services

Website Audit & Refresh  
3rd Party Listings Audit  
Link Building  
Custom Monthly Check List  
Quarterly Marketing Plan  
Social Media Training  
Social Content Calendar  
Online Review Response



## Accounting & Pay Roll

Payroll Processing And  
Management  
Accounting Audit  
Creation and Implementation  
of Accounting SOPs



## Human Resources

Talent Acquisition  
Job Fair and Hiring Events  
Compliance & Risk  
Management  
Employee Training  
Employee Engagement  
Measurement  
Change Management

# Consulting Services

# Why Mereté

- Full-service hotel management services from a team of hospitality professionals that know the Pacific Northwest
- Award Winning Hotel Operator and Staff
- Actively serving, participating and contributing to the lodging and tourism community
- Value long term business partnerships and owner relationships
- Access to company leaders across disciplines – not too big, your hotel will be more than a spreadsheet
- In house digital services ensures we are driving revenue through the most profitable booking channels
- Sophisticated and readily accessible reporting and financial management software provides daily statistics and performance information
- Strong company culture promotes lower staff turn over, increased productivity and profitability



# Contact Us



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