

## SERVICES WE PROVIDE

for the Lodging & Restaurant Industries:

At MORRISON & COMPANY,  
We take pride in our values:

- ✓ Passion for What We Do
- ✓ Practical Experience
- ✓ Owner's Mentality
- ✓ Entrepreneurial
- ✓ Candid / Direct
- ✓ Integrity

### Due Diligence

- ✓ Investigation for Purchaser

### Asset Management/ Owners Representative

- ✓ Operational Consulting
- ✓ Profitability Improvement

### Dispute Resolution

- ✓ Expert Witness
- ✓ Litigation Support
- ✓ Arbitration
- ✓ Mediation

### Workouts & Restructuring

- ✓ Management Contracts
- ✓ Franchise and Lease  
Negotiations

### Acquisition • Disposition Development Consulting

- ✓ Market / Feasibility Studies
- ✓ Impact Analysis

### Executive Search

- ✓ USA Executive Search
- ✓ International Recruiting

1042 N. El Camino Real  
Suite B -422  
Encinitas, CA 92024-1322

Phone 858.454.5633

Fax 858.454.8421

Email [info@morrison-co.com](mailto:info@morrison-co.com)

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## ABOUT US



### Jerry Morrison

**Jerry Morrison** established Morrison & Company in 1988 and has over 30 years of hospitality experience in operations, ownership and consulting.

Since 1988 Mr. Morrison has specialized in assisting owners and operators of hotels and resorts in various areas including: Due Diligence, Workouts and Restructuring, Asset Management, Acquisition/Disposition/Development, and Dispute Resolution.

Jerry Morrison served as a partner with Laventhol & Horwath for 20 years, during which time he was responsible for planning, developing and supervising a multi-million dollar consulting and accounting practice that specialized in the hospitality industry.

Prior to the formation of Morrison & Company, Mr. Morrison served as Executive Vice President of La Costa Hotel & Spa, one of the country's premier destination resorts, with annual sales of \$80 million and 1,500 full-time employees. Jerry Morrison is a noted author and speaker on a broad range of subjects. He has also served as an instructor of professional development seminars in various aspects of hospitality management.

Mr. Morrison is a member of the ABA Arbitration Panel and the International Society of Hospitality Consultants (ISHC) and also President Emeritus of the California Hotel & Lodging Association.



### Michelle K. Morrison

Since 1998 Ms. Morrison has specialized in Executive Search within the USA and International Recruiting at Hospitality Programs in Canada and Europe (The Netherlands, France, England, Switzerland, Germany and Croatia) for U.S. properties (hotels/resorts) utilizing both the J-1 Visa and the H-1B Visa.

**Michelle K. Morrison** is a graduate of The School of Hotel Administration at Cornell University where she earned her Bachelor of Science Degree. Prior to Cornell, Ms. Morrison completed the two year program at The Culinary Institute of America where she earned her Associate Degree.

Prior to the formation of Morrison & Company in 1988, Ms. Morrison held various positions in the operations and management of restaurants and hotels/resorts. In addition, she was a Senior Consultant with Laventhol & Horwath (a national accounting and consulting firm) where she specialized in restaurant operations, was a member of their national hospitality recruiting team and was in charge of the annual publication of *California Restaurant Operations*.

In response to the requests of clients and colleagues, Michelle Morrison assists individuals in successfully navigating through their career opportunities and changes. This includes personalized career counseling & strategizing, targeted resumes & cover letters, networking, interviewing, and all of the complex facets of searching in today's job market for the "right position".

Ms. Morrison is a member of the Cornell Hotel Society and the International Society of Hospitality Consultants (ISHC).