



Branded Beautifully, Inspired Naturally

Koni Corporation is proud to announce that Koni Kim, CEO of Koni Corporation, was asked to join ASFONA, (Association of Starwood Franchisees & Owners – North America), as an Honorary Board Member. ASFONA is an organization of Starwood owners and franchisees whose focus is to interact with Starwood in the development of the brand policies, standards, technology and all other issues that impact its member's businesses.

Koni has been part of the Starwood family since the inception of the Westin Heavenly Bed which was followed by the Sheraton Sweet Sleeper Bed. Both of these ensembles were instrumental in positioning their brands at the top of the hospitality industry. Koni's and the ASFONA mission are in parallel:

Deliver the highest possible customer satisfaction levels and the desired return on investment.

Koni joins industry leaders from HBO, Phillips Electronics, Simmons Bedding, USA Today and American Hotel Register to name a few that offer their time and expertise to the ASFONA Board of Directors to maintain and improve Starwood Hotels and Resorts position in the hospitality industry.

For more information about this fine organization, go to www.asfona.com.