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--For Immediate Release—

Strand Development Company, LLC Names Laura Luce
As Director of Human Resources

(Myrtle Beach, S.C.) October 27, 2014- Strand Development Company, LLC recently announced Laura Luce as the Director of Human Resources. She will be responsible and accountable for the recruiting, retention, training, development and guidance of the human resources department at Strand Development.

Since 2005, Luce has worked as the Human Resources Manager and the Human Resources Specialist at Horry-Georgetown Technical College in Conway, S.C.

She received her Bachelor of Science degree in Business Administration from Central Michigan University, where she majored in Human Resources Management. Laura obtained her Professional in Human Resources (PHR) certification in 2009 before receiving her Masters of Business Administration from Coastal Carolina University in 2012.

"We are very excited to have Laura fill the newly created position of Human Resources Director for Strand Development Company," said president John Pharr. "I am confident with the combination of her human resources experience and impressive education Laura will help us continue to grow as a hotel management company, by developing, training and guiding current and new employees."

Luce was born and raised in Michigan and currently resides in Myrtle Beach, S.C.

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About Strand Development: With headquarters shared between Charlotte and Myrtle Beach, Strand also has operations in Atlanta. Founded more than 40 years ago, the company began as a developer/owner of full-service Holiday Inns, gradually moving into third-party management. Today with more than 50 hotels in its management portfolio, the company is one of the few major operators that focus entirely on third-party management. The company specializes in the two to four-star hotel segments and is approved to operate hotels under all the leading hotel brand families including; Marriott, Hilton, Starwood, Wyndham, Choice and IHG.