

MEDIA ALERT

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H SMAI HOSTS A DISCUSSION OF HOW GOING GREEN PAYS OFF FOR HOTELS

Los Angeles Chapter of Hospitality Sales & Marketing Association International Hosts an Insightful Program for Implementing Green Initiatives on March 17, 2009

DATE: Tuesday, March 17, 2009

TIME: 11:30 a.m. – 1:30 p.m.

LOCATION: InterContinental Hotel
2151 Avenue of the Stars
Los Angeles, CA 90067

EVENT DETAILS: The Los Angeles chapter is hosting a green lodging discussion geared toward hospitality corporate sales, marketing & operations, asset managers, general managers, directors of marketing and directors of sales and marketing. Learn how going green pays and from Kor Hotel Group's President Nicholas Clayton. Nicholas will share tips on best green practices such as how to implement green initiatives in a hotel and what impact they have on revenue.

SCHEDULE OF

ACTIVITIES:

11:30 a.m.	Registration and Networking
12 p.m.	Lunch
12:45 p.m.	Program

SPEAKER: Nicholas Clayton, President, Kor Hotel Group

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REGISTRATION:

The cost of registration for HSMAI members is \$45 before 3/14, \$60 after 3/14. The cost of registration for non-HSMAI members is \$60 before 3/14, \$80 after 3/14. Price includes lunch.

To register, visit www.hsmailax.org, e-mail eileen@hsmailax.org or call (213) 536-4182.

ABOUT HSMAI:

HSMAI is a global organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry while operating as a leading voice for both hospitality and sales and marketing management disciplines, as well as connecting its members with customers. Founded in 1927, HSMAI is an individual membership organization comprised of nearly 7,000 members from 35 countries and chapters worldwide. HSMAI's Americas Region, headquartered in McLean, VA, consists of 38 chapters in three countries. HSMAI's European Region, headquartered in Oslo, Norway, consists of five national chapters in Europe. The Asia Pacific Region is under development. The HSMAI Foundation was established in 1983 to serve as the research and educational arm of HSMAI.

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