

MEDIA ALERT

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**HSMIAI HOSTS AN EXPERT PANEL TO DISCUSS CRITICAL REVENUE
MANAGEMENT TOOLS AND BEST PRACTICES**

*Los Angeles Chapter of Hospitality Sales & Marketing Association International Hosts Educational Panel
Discussion on February 17, 2009*

DATE: Tuesday, February 17, 2009

TIME: 11:30 a.m. – 1:30 p.m.

LOCATION: Courtyard by Marriott Los Angeles Westside
6333 Bristol Parkway
Culver City, CA 90230

EVENT DETAILS: Anyone wanting to gain a competitive edge in the hospitality industry will benefit from HSMIAI's educational panel discussion. The Los Angeles chapter is hosting a revenue-focused panel discussion geared toward hospitality industry suppliers including sales and marketing professionals, general managers, revenue managers and ecommerce managers. The panel discussion highlights tactical revenue management systems and best practices, such as how to maintain rate integrity and how to secure group and leisure business in the current volatile economy.

SCHEDULE OF

ACTIVITIES:

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

PANELISTS: Katrina Butts, Director of Revenue Management, Luxe Hotels
Scott Dahl, CEO, InterCrew, Revenue Management Solutions for Hotels
Shawn Hayes, Director of Revenue Management, Joie de Vivre Hotels

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Gary McLin, VP of Revenue Strategies & E-Commerce, Rim Hospitality

REGISTRATION: The cost of registration for HSMAI members is \$45 before 2/14, \$60 after 2/14. The cost of registration for non-HSMAI members is \$60 before 2/14, \$80 after 2/14. 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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