

Press Release

Greater Los Angeles Chapter Receives “Best of the Best Honors” at Annual HSMAI Leadership Conference

MCLEAN, VA (April 20, 2009) – The Hospitality Sales and Marketing Association International (HSMAI) presented Greater Los Angeles Chapter with "Chapter Best of the Best Award" for medium chapter Website category at the 2008 Frank W. Berkman Chapter Awards Program. The awards program was held in conjunction with the 2009 Annual HSMAI Leadership Conference at the Marriott Westfield in Chantilly, Va. April 13-15, 2009.

Following an extensive website redesign, chapter President, Jennifer Kim reports “the new design resulted in improved user satisfaction, 20.6% increase in unique visitors, 15.8% increase in meeting attendance, along with reduced number of clicks to find relevant information.”

In addition to the “Best of the Best” Awards, Greater Los Angeles Chapter was also awarded a **Platinum** Chapter Assessment Report (CAR). To receive the **Platinum** designation, the chapter had to receive a score of 90+.

For the first time, the 2009 Chapter Awards were judged by past chapter presidents and categorized by chapter size – large, medium and small. In total, HSMAI received 125 entries from 25 chapters and awarded 29 “Best of the Best” Chapter awards to 15 chapters.

Sponsors of the HSMAI Leadership Conference were American Express, Newmarket International and Marriott Westfields Washington Dulles.

About HSMAI

HSMAI is the hospitality industry source for knowledge, community, and recognition for leaders committed to professional development, sales growth, revenue optimization, marketing, and branding. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at annual events, including HSMAI's Affordable Meetings®. Founded in 1927, HSMAI is an individual membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. For more information on HSMAI, contact the Hospitality Sales & Marketing Association International, 1760 Old Meadow Road, Suite 500, McLean, Va. 22102; (703) 506-3280; fax (703) 506-3266, or visit the website at www.hsmai.org.

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