

*Press Release***Greater Los Angeles Chapter Receives "Best of the Best Honors" at Annual HSMIAI Leadership Conference**

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

Los Angeles Chapter president, Jennifer Kim said "our first annual Southern California Education Conference held in conjunction with Orange County and San Diego chapters was an overwhelming success, and we have already started planning the next event in September."

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, HSMIAI received 125 entries from 25 chapters and awarded 29 "Best of the Best" Chapter awards to 15 chapters.

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

About HSMIAI

HSMIAI 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, HSMIAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at annual events, including HSMIAI's Affordable Meetings®. Founded in 1927, HSMIAI is an individual membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. For more information on HSMIAI, 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.hsmiai.org.

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