

MEDIA ALERT

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**HSMIA HONORS LOS ANGELES HOTEL GENERAL MANAGERS WITH
INAUGURAL GM OF THE YEAR AWARD**

*The Los Angeles Chapter of Hospitality Sales & Marketing Association International Hosts Event to Award
the Top Los Angeles Hotel Leader and Benefit Two Non Profits: St. Joseph Center and
HSMIA's Los Angeles Hospitality Student Program*

WHAT:

The greater Los Angeles Chapter of HSMIA hosts the inaugural General Manager of the Year Awards Gala. The proceeds of the event's silent auction will benefit St. Joseph Center in Los Angeles, a non-profit dedicated to family, seniors, veteran and homeless community services. The auction will also benefit HSMIA's Los Angeles Hospitality Student Program.

Hotel general managers in the greater Los Angeles area were nominated by their hotel staff and judged based on the following criteria: have a minimum of five years of service in a management capacity, an ability to deliver superior customer service quality, strong leadership and sound modern business judgment in achieving the property's financial objectives. HSMIA's committee narrowed down the submissions to six finalists, one of whom will be awarded GM of the Year.

WHO:

Finalists:

- Marcelo Bustos, Four Points by Sheraton, LA Westside
- Lindsay Butcher, Courtyard by Marriott, LA Westside
- Michael D'Amodio, Residence Inn by Marriott, Beverly Hills
- Richard Gaines, Kyoto Grand
- Rod Gruendyke, Sunset Marquis Hotels and Villas
- Martin Nicholson, Langham Huntington Hotel and Spa

**The finalists will be available for interviews and photographs*

Event sponsors: Enterprise Rent-A-Car, Expedia, Inc., J&M Entertainment, E-marketing Associates, GES Exposition Service, Avecetra Global Transportation and Girari Sustainable Event Furniture.

HSMAI Hosts GM of the Year Award

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WHEN: Thursday, October 30, 2008
6:00 p.m. – 9:30 p.m.

WHERE: Shutters on the Beach
One Pico Boulevard
Santa Monica, CA 90405

SCHEDULE OF

ACTIVITIES: 6:00 p.m. – 7:00 p.m. Reception and Silent Auction benefiting St. Joseph Center and the greater Los Angeles HSMAI student program

7:00 p.m. – 8:30 p.m. Gala Dinner and Silent Auction

8:30 p.m. – 9:30 p.m. General Manager of the Year Award Ceremony and Program

REGISTRATION: The cost of registration for HSMAI members is \$125 before 10/23 and \$150 thereafter. The cost of registration for non-members is \$150. For a group table reservation of eight, the fee is \$900 before 10/23 and \$1000 thereafter. Price includes dinner and an evening reception.

To register, visit www.hsmaiax.org

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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