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H.S.M.A.I. Elects Pamela Hirneisen L.A. Chapter President

The Los Angeles chapter of the Hospitality Sales and Marketing Association International has elected a new president, Pamela Hirneisen, the director of sales and marketing for the Holiday Inn LAX. She is a longtime H.S.M.A.I. member with more than a decade of hotel experience.

Hirneisen's responsibilities as chapter president include supporting the association and its policies internally and externally, as well as exercising the governing authority of the board of directors when the board advises her to do so. Hirneisen will also act as the main liaison between the board and the managing director to enforce adherence to the association's constitution and by-laws and assure the integrity of the board process.

H.S.M.A.I. has held events such as the "Success 2009 v. 2010" discussion of revenue management strategies with main speaker Bruce Baltin, senior vice president of PKF Consulting, and a variety of others.

—*Alexandra Dubin*

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